VRDML

virtual reality design methods lab

field lab creative industry

call 2020

VR design methods lab, VRDML

TU Delft hosts a CLICKNL field lab, the Virtual Reality Design Methods Lab (VRDML). VRDML is addressing the use of virtual reality in the process of designing, modifying, and re-using new and existing buildings, public spaces, city districts and landscapes: Virtual Reality (VR) and Augmented Reality (AR) as a design, planning and research method.

What is in it for you?
VRDML offers the necessary space, equipment and staff support for selected enterprises in the architectural services industry to get acquainted with VR and AR as new technologies. It enables them to co-develop together with TU Delft staff new applications that will increase their competitiveness.

Opportunity to get to know VR
This call invites design-led firms in the architectural services industry to submit a two-page proposal. Describe in two pages A4 the nature of a VR/AR-experiment and the application of VR/AR in architecture, architectural engineering, urban design, landscape architecture, spatial planning or geo-informatics. Make the case how your experiment, experience or concept will strengthen the services that are provided by your firm. Approach VR/AR as an integral part of the development process, not just as a presentation tool.

Equipment and housing
TU Delft hosts the virtual reality lab in Building 8, the Faculty of Architecture and the Built Environment (Faculteit Bouwkunde).
https://www.tudelft.nl/bk/onderzoek/onderzoeksfaciliteiten/vr-lab/

It is staffed and equipped with eight state-of-the-art VR computers with the following tethered and unthetered headsets: HTC Vive, Oculus Quest and Valve Index.

Three project sizes
Projects in this call can request for support up to a maximum of €20K. TU Delft provides the use of space, facilities and materials. The working hours of TU Delft staff is financed through the VRDML call itself. You will match the working hours in cash or in-kind. Depending on the nature of your project (industrial/experimental) you receive a contribution of 50% or 25%.
- A SMALL-project aims at small proposals (overall budget €10K/20K) with a contribution of €5K.
- A MEDIUM-project aims at medium-sizes proposals (overall budget €20K/40K) with a contribution of €10K.
- A LARGE-project aims at more robust proposals (overall budget €40K/80K) with a contribution of €20K.

The deadline of the call is April 1st 2020. You can find more information about the call here.

Call Guidelines

This document defines the general guidelines for applicants while applying for VRDML field lab programme.

Submitting
Send the proposals to the mail address VRDML-BK@tudelft.nl.
Please use the abbreviation 'VRDML' in the subject of the email.

Language
Dutch and English are the official languages for the open calls.
Submissions done in any other language will not be evaluated.

Documentation formats
The proposal must be submitted electronically in PDF format without restrictions for printing. The document shouldn't exceed two pages. Documents longer than two pages will not be evaluated.

Number of proposals per applicant
As a general rule, only one proposal per partner will be selected for funding per call. This does not mean only one proposal can be submitted per applicant, but only its best proposal will be selected for funding, should the criteria for selection be met.

Country of residence
The firm submitting the proposal resides in the Netherlands. Applications from abroad will not be evaluated.

Selection
A project is selected on condition that sufficient financial resources are at the disposal of the VRDML field lab programme. A project proposal will be rejected if the awarding of the subsidy means that the financial ceiling of the VRDML field lab programme is exceeded.

Deadline call
April 1st 2020.

Agreement
A cooperation agreement with TU Delft needs to be signed before the start of a selected project. The agreement will ensure that the project is within the subsidy guidelines set by the Ministry of Economic Affairs and Climate: the so-called *PPS-toeslagregeling 2015*. The agreement is furthermore based on principles of open science and open access.

Application

The application contains the following elements:

General information
Firm name, address, web-site.

The team
Present briefly the people that will be involved (if available: LinkedIn page, Google Scholar or similar).

The idea
In the Idea section, you are invited to describe the nature of a VR/AR-experiment and the application of VR/AR in architecture, architectural engineering, urban design, landscape architecture, spatial planning, and geo-informatics.
Make the case how your experiment, experience or concept will strengthen the services that are provided by your firm. Approach VR/AR as an integral part of the design/planning process of interiors, buildings, public spaces, cities or landscapes, not just as a presentation tool.

Duration and time investment
An indicative budget is required. We need also an indication of the duration of your project (months), and the time investment (man hours) you intend to put into it.

Type of project
Please indicate what describes your project best: industrial research (IR), or experimental development (ED).

In industrial research (IR), you acquire new knowledge and skills with the aim of developing a new product, process or service, or significantly improving existing products, processes or services. It includes the manufacturing of components for complex systems and may also include the construction of equipment and prototypes in a laboratory environment and/or in an environment with simulated interfaces for existing systems, as well as pilot lines where necessary for industrial research and in particular for the validation of the generic technology. 50% grant.

Experimental development (ED) is closer to the market: you acquire, combine, shape and use existing scientific, technical, business and other relevant knowledge and skills with the aim of developing a new or improved product, process or service. This may also include activities for the conceptual formulation, planning and documentation of alternative products, processes or services. 25% grant.

Length
The application shouldn't exceed two pages A4 or 1000 words (images excluded).

Test drive
If you have not used VR before, you can ask for working a day at TU Delft's VR-lab to get a better understanding of the technology, before you submit your two-pager. Contact: VRDML-BK@tudelft.nl.