

# What's next

*Tour*

**DESIGN  
INNOVATION  
GROUP**

**BUTTERFLY WORKS**

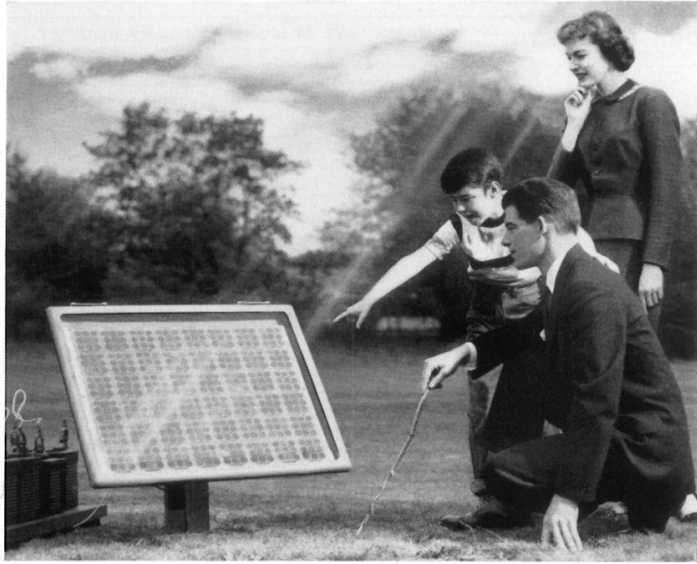
co-creating social change

We are a pioneering social and strategy DESIGN STUDIO with a proven track record in co-creating SOCIAL IMPACT to navigate to a sustainable future.

**DESIGN  
INNOVATION  
GROUP**



# How it started vs where we are now



**Something New Under the Sun.** It's the Bell Solar Battery, made of thin discs of specially treated silicon, an ingredient of common sand. It converts the sun's rays directly into usable amounts of electricity. Simple and trouble-free. (The storage batteries beside the solar battery store up its electricity for night use.)

## Bell System Solar Battery Converts Sun's Rays into Electricity!

*Bell Telephone Laboratories invention has great possibilities for telephone service and for all mankind*

Ever since Archimedes, men have been searching for the secret of the sun.

For it is known that the same kindly rays that help the flowers and the grains and the fruits to grow also send us almost limitless power. It is nearly as much every three days as in all known reserves of coal, oil and uranium.

If this energy could be put to use — there would be enough to turn every wheel and light every lamp that mankind would ever need.

The dream of ages has been brought closer by the Bell System Solar Battery. It was invented at the Bell Telephone Laboratories after

long research and first announced in 1954. Since then its efficiency has been doubled and its usefulness extended.

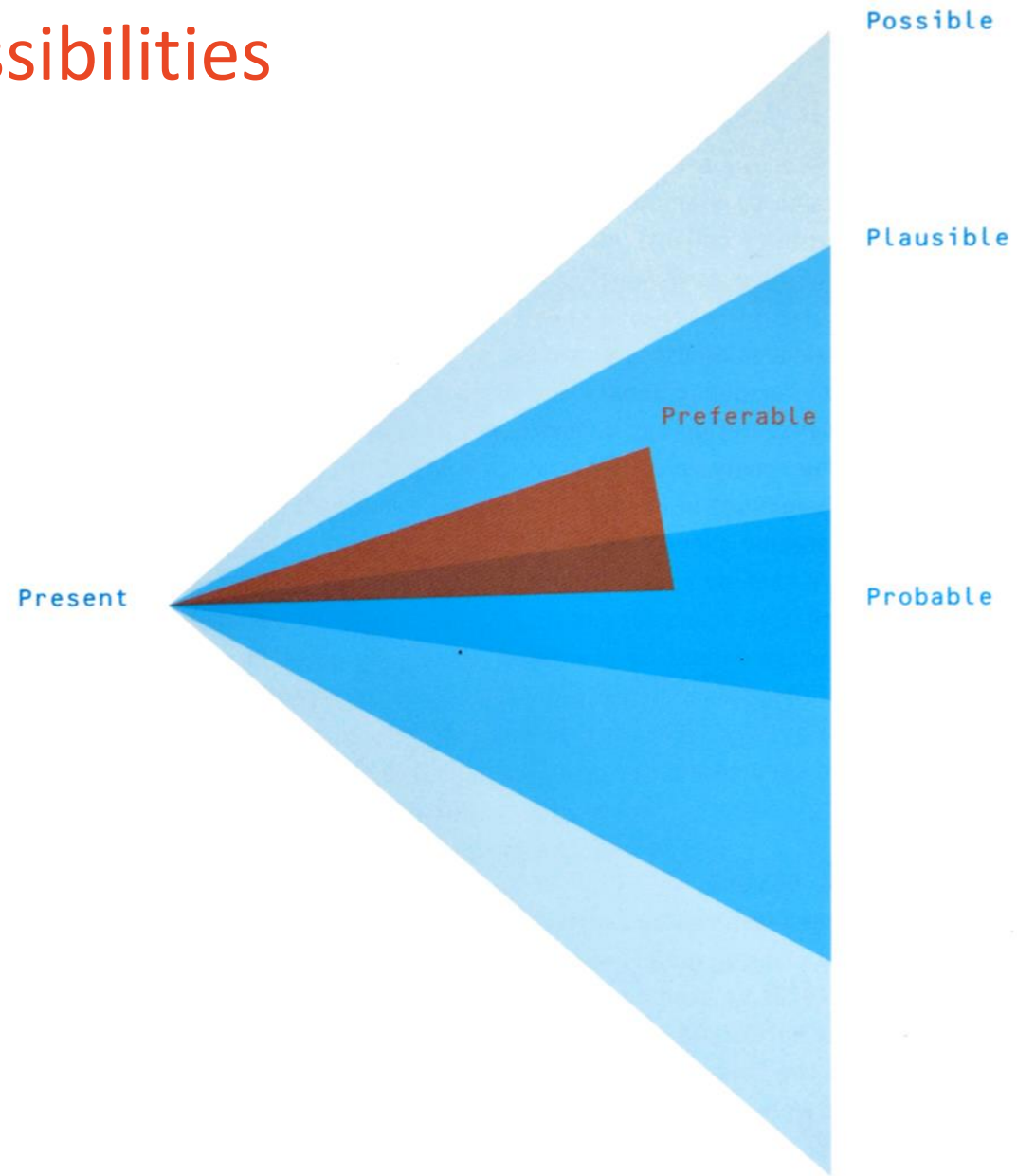
There's still much to be done before the battery's possibilities in telephony and for other uses are fully developed. But a good and pioneering start has been made.

The progress so far is like the opening of a door through which we can glimpse exciting new things for the future. Great benefits for telephone users and for all mankind may come from this forward step in putting the energy of the sun to practical use.

BELL TELEPHONE SYSTEM



# Expanding possibilities



*Image: Speculative everything*

# Innovation through inspiration



Chanel SS24  
Haute-Couture  
*Image: Chanel*



Pret-a-Porter Little Black Dress.  
*Image: MOMA*



Bulk fashion Zeeman  
*Image: ANP*

What kind of future do we want?



Duurzaam enthousiasme: 10, esthetiek: eh. (Holzkirchen, 2013)



What kind of future do we create?





IMBYP





In my backyard please!

In my backyard please!



biodiverse, esthetic and efficiënt



We learned: PV parks can look different in the future



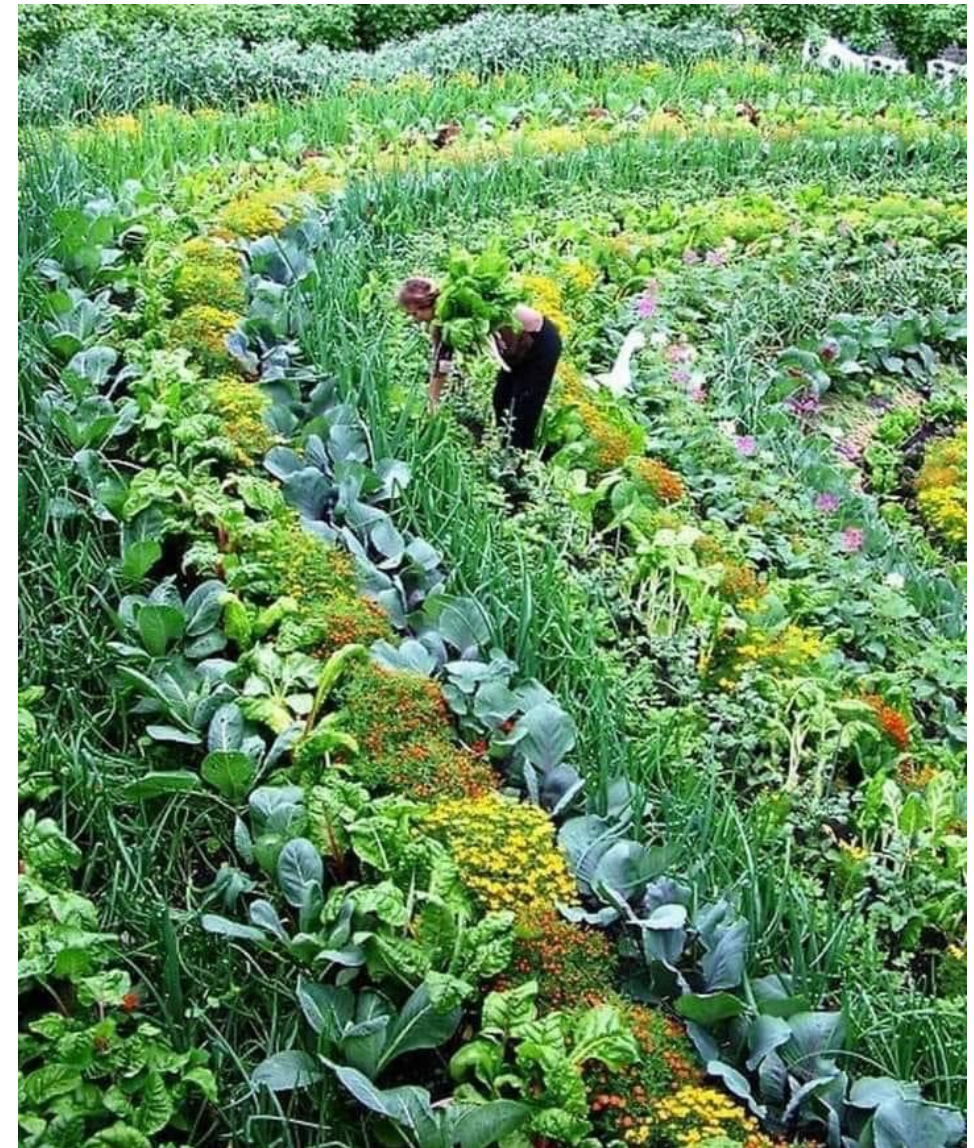
# What's next: energy landscapes



Impressions 'Zonneroute A37'



# What's next: Agri PV



# What's next: Agri PV





# What's next: Agri PV

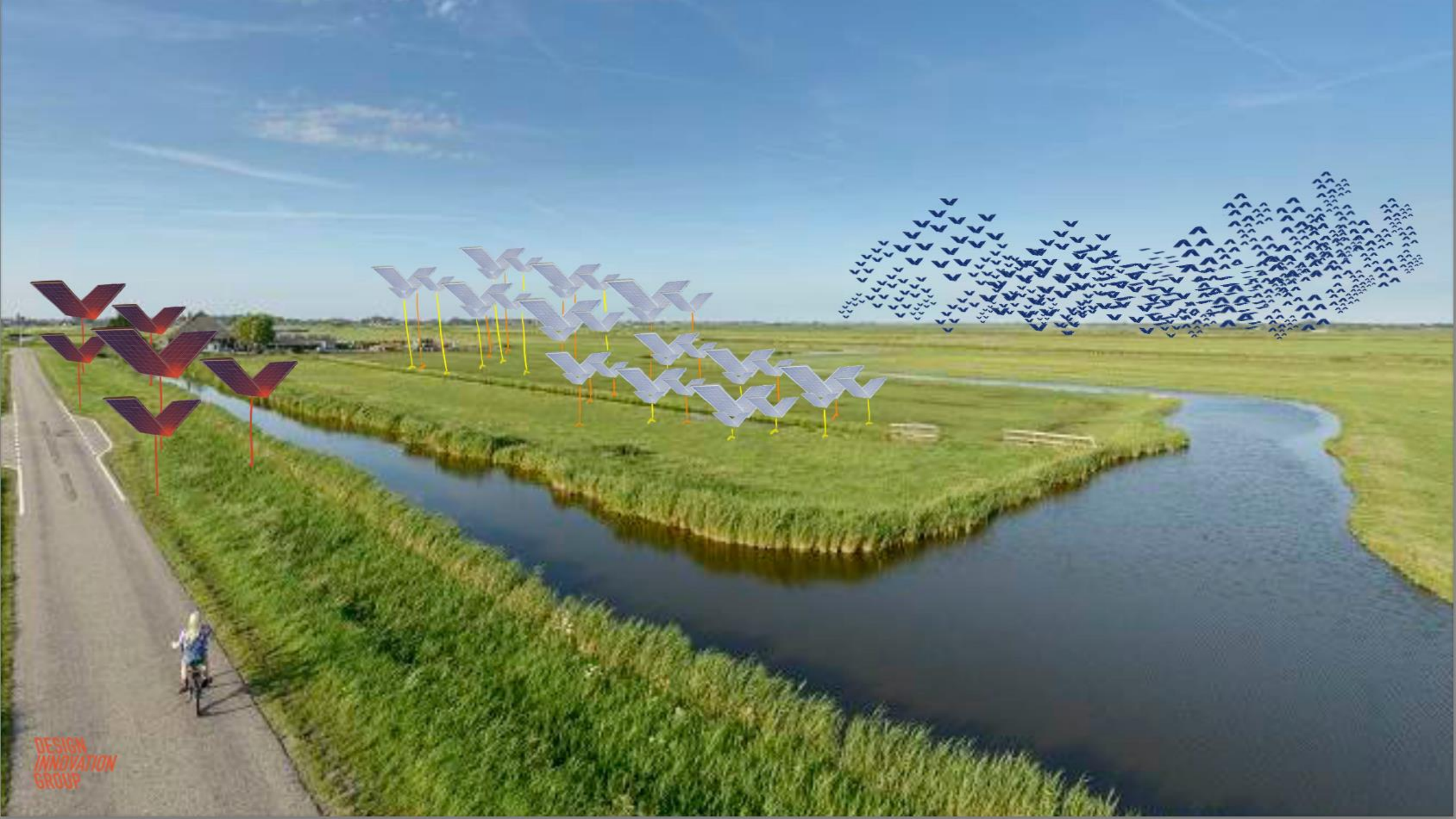


# What's next: fits the landscape



# What's next: fits the landscape





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