

PLAY-INFUSED INNOVATION

VONK's vibrant innovation network is at a crossroads. While they possess a passionate drive for innovation, active participation remains elusive. Imagine a space where playfulness reigns, igniting imaginations and fostering creativity.

Yet, the reality sees more laptops and meetings than hands-on innovation.

VONK's journey is about transitioning from a team-led approach to a community-driven ethos, all while navigating the delicate balance between creativity and professional growth. Dive into a world where playful strategies could be the key to unlocking VONK's full innovative potential.

1

VONK seeks out 'connectors', champions hidden within the fragmented realms of the municipality.

2

Having found these allies, VONK nurtures and binds them into a fellowship of innovators, sharing ancient wisdom and challenging old barriers.

3

Together, under VONK's banner, this fellowship reforges projects into gleaming beacons of success, illuminating the power of unity.

4

As tales of their triumphs spread, VONK hosts a grand celebration, showcasing their victories and inspiring the vast corners of the municipality.

5

And so, a tradition is born. Every year, the lands gather for VONK's grand festival, ensuring the flame of innovation and unity forever burns bright.

Through the unique 'Research through Design' approach, this thesis flips the script, starting with a solution: the transformative power of play. Guided by the 'Inverted Double Diamond' model, it first explores **play's potential**, prototypes a solution, and develops an context-describing framework, before identifying VONK's challenges, elaborately **interviewing their users** and distilling the wisdom of experts. This unconventional journey, while distinct in its process, culminates in a roadmap with strategic insights rooted in play.