The phenomenology of getting used to the new: Some thoughts on memory, perception, numbing and the Zen-view

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Further information: www.desform.org/2010

Wednesday, November 3rd, 2010

11.00 – 12.45  Registration  Lucerne School of Art & Design  Rössligasse 12, Lucerne
12.00 – 12.45  Welcome lunch  Maskenliebhabersaal, Süsswinkel 7, Lucerne
13.00 – 13.30  Welcome and opening  Gabriela Christen, Rector Lucerne School of Art & Design  Roman Aebersold, Head of Research Lucerne School of Art & Design  Steven Kyffin, Professor University of Northumbria, UK

Paper Presentation I Design Semantics in the academic context
13.30 – 13.40  Thematic introduction Dagmar Steffen, Conference Chair
13.40 – 14.10  Smell the design: Utilizing the sense of smell in creating holistic experience Vivian Uang
14.10 – 14.40  Wayfinding using colour, a semiotic research hypothesis  Salvatore Zingale
15.00  Departure to Vitra Campus and Net’n’Nest Office, Vitra, Guided Tour Vitra Campus  Weil am Rhein, Germany
18.00 – 19.00  Keynote (1) Sevil Peach, SPGA, London / UK  Vitra – a journey: The breathing office
19.00 – 20.00  Apéro
20.00  Bus Transfer Lucerne
Thursday, November 4th, 2010

8.30  Registration  

9.00 – 10.00  **Keynote (2) Johan Redström**, Interactive Institute, Sweden  
**Meaning of form**  

10.00 – 10.30  Coffee Break  

**Paper Presentation II Design Semantics in the context of innovation**  
10.30 – 11.00  The phenomenology of getting used to the new: Some thoughts on memory, perception, numbing and the Zen-view  
**Michael Hohl**  
11.00 – 11.30  Design semantics of connections in a smart home environment  
**Bram van der Vlist**  
11.30 – 12.00  Designing for the heart rate and breathing movement  
**Geert Langereis**  
12.00 – 12.30  **PeR**: Designing for perceptive qualities  
**Eva Deckers**  
12.30 – 14.00  Lunch Break  

**Paper Presentation III Design Semantics in the academic context**  
14.00 – 14.30  Singular or multiple meanings: A critique of the index/ Anzeichen approach to design semiotics/semantics  
**Jørn Guldberg**  
14.30 – 15.00  Seeing things differently: prototyping for interaction and participation  
**Stella Boess**  
15.00 – 15.30  Constructing a message by product design  
**Hector Solis**  
15.30 – 16.00  Semantic dimensions: A web-based game to evaluate the meaning of form  
**Katja Thoring**  
16.00 – 16.30  Coffee Break  

**Paper Presentation IV Design Semantics in the company context**  
16.30 – 17.00  Vehicle design & brand perception: An investigation into visually decomposing product forms  
**Charlie Ranscombe**  
17.00 – 17.30  Practical packaging and branding development case for food industry  
**Toni Ryynänen**  
19.30  Conference Dinner  

Friday, November 5th, 2010

8.30  Registration  

9.00 – 10.00  **Keynote (3) Stuart Walker**, Imagination Lancaster, UK  
**Wordless questions: environment, meaning and propositional objects.**  

10.00 – 10.30  Product durability for the experience society  
**Stijn Ossevoort**  
10.30 – 11.00  Coffee Break  

**Paper Presentation VI Design Semantics in the context of sustainability**  
11.00 – 11.30  Souvenirs: Local messages. An exploration from the design perspective  
**Franziska Nyffenegger**  
11.30 – 12.00  Urban museums: bringing traditions to the contemporary urban surroundings of Barranquilla  
**Tania Catalina Delgado**  
12.00 – 12.30  Global locality: A study on redesigning examples of Turkish traditional tea/ coffee tray and tea glass  
**Ozge Merzali Celikoglu**  
12.30 – 12.45  Announcement of next year’s conference DeSForM 2011  
12.45 – 14.00  Lunch Break  
14.00  Departure to Designers’ Saturday **Preview for Professionals**  
**Langenthal**  
19.00  Designers’ Saturday Opening ceremony in the “Alte Mühle”  
20.00  Bus Transfer Lucerne