Hohl, Michael

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

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Program (status: October, 29th)

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

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<tr>
<td>8.30</td>
<td>Registration</td>
<td>Lucerne School of Art &amp; Design Rössligasse 12, Lucerne</td>
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| 9.00 – 10.00 | **Keynote (2) Johan Redström**, Interactive Institute, Sweden  
*Meaning of form*                                                      | Maskenliebhabersaal, Süswinkel 7, Lucerne                                |
| 10.00 – 10.30 | Coffee Break                                                                              |                                                                          |

**Paper Presentation II Design Semantics in the context of innovation**

<table>
<thead>
<tr>
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| 10.30 – 11.00 | The phenomenology of getting used to the new: Some thoughts on memory, perception, numbing and the Zen-view *Michael Hohl*  
*Designing semantics of connections in a smart home environment*  
*Bram van der Vlist*,  
*Designing for the heart rate and breathing movement*  
*Geert Langereis*  
*PeR: Designing for perceptive qualities*  
*Eva Deckers* | Maskenliebhabersaal, Süswinkel 7, Lucerne                                         |
| 12.00 – 12.30 | Lunch Break                                                                               |                                                                          |
| 12.30 – 14.00 |                                                                                           |                                                                          |

**Paper Presentation III Design Semantics in the academic context**

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| 14.00 – 14.30 | *Singular or multiple meanings: A critique of the index/ Anzeichen approach to design semiotics/semantics*  
*Jørn Guldberg*  
*Seeing things differently: prototyping for interaction and participation*  
*Stella Boess*  
*Constructing a message by product design*  
*Hector Solis* | Maskenliebhabersaal, Süswinkel 7, Lucerne                                          |
| 14.30 – 15.00 | Coffee Break                                                                               |                                                                          |
| 15.00 – 15.30 |                                                                                           |                                                                          |
| 15.30 – 16.00 | *Semantic dimensions: A web-based game to evaluate the meaning of form*  
*Katja Thoring* | Maskenliebhabersaal, Süswinkel 7, Lucerne                                          |
| 16.00 – 16.30 | Coffee Break                                                                               |                                                                          |

**Paper Presentation IV Design Semantics in the company context**

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<tr>
<th>Time</th>
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| 16.30 – 17.00 | *Vehicle design & brand perception: An investigation into visually decomposing product forms*  
*Charlie Ranscombe*  
*Practical packaging and branding development case for food industry*  
*Toni Ryynänen* | Maskenliebhabersaal, Süswinkel 7, Lucerne                                          |
| 17.00 – 17.30 |                                                                                           |                                                                          |
| 19.30 | Conference Dinner                                                                           | “1871” Hotel National, Lucerne                                          |

Friday, November 5th, 2010

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</table>
| 9.00 – 10.00 | **Keynote (3) Stuart Walker**, Imagination Lancaster, UK                                  
*Wordless questions: environment, meaning and propositional objects.* | Maskenliebhabersaal, Süswinkel 7, Lucerne                                |
| 10.00 – 10.30 | Coffee Break                                                                              |                                                                          |

**Paper Presentation VI Design Semantics in the context of sustainability**

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<thead>
<tr>
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| 10.00 – 10.30 | *Product durability for the experience society*  
*Stijn Ossevoort* | Lucerne School of Art & Design Rössligasse 12, Lucerne                  |
| 10.30 – 11.00 | Coffee Break                                                                              |                                                                          |

**Paper Presentation VII Design Semantics in local and global context**

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<thead>
<tr>
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| 11.00 – 11.30 | *Souvenirs: Local messages. An exploration from the design perspective*  
*Franziska Nyffenegger*  
*Urban museums: bringing traditions to the contemporary urban surroundings of Barranquilla*  
*Tania Catalina Delgado*  
*Global locality: A study on redesigning examples of Turkish traditional tea/ coffee tray and tea glass*  
*Ozge Merzali Celikoglu* | Lucerne School of Art & Design Rössligasse 12, Lucerne                  |
| 11.30 – 12.00 |                                                                                           |                                                                          |
| 12.00 – 12.30 |                                                                                           |                                                                          |
| 12.30 – 12.45 |                                                                                           |                                                                          |
| 12.45 – 14.00 |                                                                                           |                                                                          |
| 14.00 | Departure to Designers’ Saturday *Preview for Professionals*  
*Langenthal* | Langenthal                                                                               |
| 19.00 | Designers’ Saturday Opening ceremony in the “Alte Mühle”  
**Designer’s Saturday Opening** | Lucerne School of Art & Design Rössligasse 12, Lucerne                  |
| 20.00 | Bus Transfer Lucerne                                                                       |                                                                          |