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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
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<tbody>
<tr>
<td>8.30</td>
<td>Registration</td>
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<tr>
<td>9.00</td>
<td><strong>Keynote (2)</strong> Johan Redström, Interactive Institute, Sweden</td>
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<td><em>Meaning of form</em></td>
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<td>10.00</td>
<td>Coffee Break</td>
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**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** Designing 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 Rynänen**
- **19.30** Conference Dinner

**Friday, November 5th, 2010**

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<tr>
<td>8.30</td>
<td>Registration</td>
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<tr>
<td>9.00</td>
<td><strong>Keynote (3)</strong> Stuart Walker, Imagination Lancaster, UK</td>
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<td><em>Wordless questions: environment, meaning and propositional objects.</em></td>
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**Paper Presentation VI Design Semantics in the context of sustainability**

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

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

- **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