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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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<td>8.30</td>
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| 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 | **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 Guldborg**  
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  
| “1871” Hotel National, Lucerne |

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