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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
Thursday, November 4th, 2010

8.30  Registration

9.00 – 10.00  **Keynote (2) Johan Redström**, Interactive Institute, Sweden  
**Meaning of form**  
Lucerne School of Art & Design  
Rössligasse 12, Lucerne  
Maskenliebhabersaal,  
Süsswinkel 7, Lucerne

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

“1871” Hotel National, Lucerne

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