University of Huddersfield Repository

Hohl, Michael

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

Original Citation


This version is available at http://eprints.hud.ac.uk/9039/

The University Repository is a digital collection of the research output of the University, available on Open Access. Copyright and Moral Rights for the items on this site are retained by the individual author and/or other copyright owners.

Users may access full items free of charge; copies of full text items generally can be reproduced, displayed or performed and given to third parties in any format or medium for personal research or study, educational or not-for-profit purposes without prior permission or charge, provided:

- The authors, title and full bibliographic details is credited in any copy;
- A hyperlink and/or URL is included for the original metadata page; and
- The content is not changed in any way.

For more information, including our policy and submission procedure, please contact the Repository Team at: E.mailbox@hud.ac.uk.

http://eprints.hud.ac.uk/
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

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
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.

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

19.00 Designers’ Saturday Opening ceremony in the “Alte Mühle”

20.00 Bus Transfer Lucerne