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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

<table>
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<tr>
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<tr>
<td>8.30</td>
<td>Registration</td>
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</table>
| 9.00  | **Keynote (2) Johan Redström**, Interactive Institute, Sweden  
Meaning of form |
| 10.00 | Coffee Break                                                                                                     |

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

<table>
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<tr>
<th>Time</th>
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</table>
| 10.30 | The phenomenology of getting used to the new: Some thoughts on memory, perception, numbing and the Zen-view  
*Michael Hohl* |
| 11.00 | Design semantics of connections in a smart home environment  
*Bram van der Vlist*, |
| 11.30 | Designing for the heart rate and breathing movement  
*Geert Langereis* |
| 12.00 | **PeR: Designing for perceptive qualities**  
*Eva Deckers*  
Lunch Break |

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

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

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

<table>
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<tr>
<th>Time</th>
<th>Event</th>
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| 16.30 | Vehicle design & brand perception: An investigation into visually decomposing product forms  
*Charlie Ranscombe* |
| 17.00 | Practical packaging and branding development case for food industry  
*Toni Ryynänen* |
| 19.30 | Conference Dinner                                                                                                 |

### Friday, November 5th, 2010

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<tbody>
<tr>
<td>8.30</td>
<td>Registration</td>
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</table>
| 9.00  | **Keynote (3) Stuart Walker**, Imagination Lancaster, UK  
Wordless questions: environment, meaning and propositional objects. |
| 10.00 | Coffee Break                                                                                                     |

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

<table>
<thead>
<tr>
<th>Time</th>
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</table>
| 10.00 | Product durability for the experience society  
*Stijn Ossevoort* |
| 10.30 | Coffee Break                                                                                                     |

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

<table>
<thead>
<tr>
<th>Time</th>
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</table>
| 11.00 | Souvenirs: Local messages. An exploration from the design perspective  
*Franziska Nyffenegger* |
| 11.30 | Urban museums: bringing traditions to the contemporary urban surroundings of Barranquilla  
*Tania Catalina Delgado* |
| 12.00 | Global locality: A study on redesigning examples of Turkish traditional tea/coffee tray and tea glass  
*Ozge Merzali Celikoglu* |
| 12.30 | Announcement of next year's conference DeSForM 2011                                                                 |
| 12.45 | Lunch Break                                                                                                     |
| 14.00 | Departure to Designers’ Saturday **Preview for Professionals**  
*Langenthal* |
| 19.00 | Designers’ Saturday Opening ceremony in the “Alte Mühle”  
“1871” Hotel National, Lucerne |
| 20.00 | Bus Transfer Lucerne                                                                                             |