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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

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>11.00 – 12.45</td>
<td>Registration</td>
<td>Lucerne School of Art &amp; Design</td>
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<td></td>
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<td>Rössligasse 12, Lucerne</td>
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<tr>
<td>12.00 – 12.45</td>
<td>Welcome lunch</td>
<td>Maskenliebhabersaal, Lucerne</td>
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<tr>
<td>13.00 – 13.30</td>
<td>Welcome and opening</td>
<td>Maskenliebhabersaal, Lucerne</td>
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<tr>
<td></td>
<td>Gabriela Christen, Rector Lucerne School of Art &amp; Design</td>
<td>Süsswinkel 7, Lucerne</td>
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<td></td>
<td>Roman Aebersold, Head of Research Lucerne School of Art &amp; Design</td>
<td>Süsswinkel 7, Lucerne</td>
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<td></td>
<td>Steven Kyffin, Professor University of Northumbria, UK</td>
<td>Süsswinkel 7, Lucerne</td>
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<tr>
<td>13.30 – 13.40</td>
<td>Paper Presentation I Design Semantics in the academic context</td>
<td>Maskenliebhabersaal, Lucerne</td>
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<tr>
<td>13.40 – 14.10</td>
<td>Theme: Smell the design: Utilizing the sense of smell in creating holistic experience</td>
<td>Weil am Rhein, Germany</td>
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<tr>
<td>14.10 – 14.40</td>
<td>Wayfinding using colour, a semiotic research hypothesis</td>
<td>Weil am Rhein, Germany</td>
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<tr>
<td>15.00</td>
<td>Departure to Vitra Campus and Net’n’Nest Office, Vitra, Guided Tour Vitra Campus</td>
<td>Vitra – a journey: The breathing office</td>
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<tr>
<td>18.00 – 19.00</td>
<td>Keynote (1) Sevil Peach, SPGA, London / UK</td>
<td>Vitra – a journey: The breathing office</td>
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<tr>
<td>19.00 – 20.00</td>
<td>Apéro</td>
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<tr>
<td>20.00</td>
<td>Bus Transfer Lucerne</td>
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</table>
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

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

“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.

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