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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

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

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