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, 29\textsuperscript{th})


**Wednesday, November 3\textsuperscript{rd}, 2010**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>11.00 – 12.45</td>
<td>Registration</td>
<td>Lucerne School of Art &amp; Design Rössligasse 12, Lucerne</td>
</tr>
<tr>
<td>12.00 – 12.45</td>
<td>Welcome lunch</td>
<td>Maskenliebhabersaal, Süsswinkel 7, Lucerne</td>
</tr>
<tr>
<td>13.00 – 13.30</td>
<td>Welcome and opening</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Gabriela Christen, Rector Lucerne School of Art &amp; Design</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Roman Aebersold, Head of Research Lucerne School of Art &amp; Design</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Steven Kyffin, Professor University of Northumbria, UK</td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>13.30 – 13.40</td>
<td>Thematic introduction</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Dagmar Steffen, Conference Chair</td>
<td></td>
</tr>
<tr>
<td>13.40 – 14.10</td>
<td>Smell the design: Utilizing the sense of smell in creating holistic experience</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Vivian Uang</td>
<td></td>
</tr>
<tr>
<td>14.10 – 14.40</td>
<td>Wayfinding using colour, a semiotic research hypothesis</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Salvatore Zingale</td>
<td></td>
</tr>
<tr>
<td>15.00</td>
<td>Departure to Vitra Campus and Net’n’Nest Office, Vitra, Guided Tour Vitra Campus</td>
<td>Weil am Rhein, Germany</td>
</tr>
<tr>
<td>18.00 – 19.00</td>
<td>Keynote (1) Sevil Peach, SPGA, London / UK</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Vitra – a journey: The breathing office</td>
<td></td>
</tr>
<tr>
<td>19.00 – 20.00</td>
<td>Apéro</td>
<td></td>
</tr>
<tr>
<td>20.00</td>
<td>Bus Transfer Lucerne</td>
<td></td>
</tr>
</tbody>
</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 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