



University of HUDDERSFIELD

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

Hohl, Michael (2010) The phenomenology of getting used to the new: Some thoughts on memory, perception, numbing and the Zen-view. In: Design and semantics of form and movement. Lucerne University of Applied Sciences and Arts, Lucerne, pp. 39-47. ISBN 978-3-906413-80-8

This version is available at <http://eprints.hud.ac.uk/id/eprint/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	<i>Lucerne School of Art & Design Rössligasse 12, Lucerne</i>
12.00 – 12.45	Welcome lunch	
13.00 – 13.30	Welcome and opening <i>Gabriela Christen</i> , Rector Lucerne School of Art & Design <i>Roman Aebersold</i> , Head of Research Lucerne School of Art & Design <i>Steven Kyffin</i> , Professor University of Northumbria, UK	<i>Maskenliebhabersaal, Süsswinkel 7, Lucerne</i>
Paper Presentation I Design Semantics in the academic context		
13.30 – 13.40	Thematic introduction <i>Dagmar Steffen</i> , <i>Conference Chair</i>	
13.40 – 14.10	Smell the design: Utilizing the sense of smell in creating holistic experience <i>Vivian Uang</i>	
14.10 – 14.40	Wayfinding using colour, a semiotic research hypothesis <i>Salvatore Zingale</i>	
15.00	Departure to Vitra Campus and Net'n'Nest Office, Vitra, Guided Tour Vitra Campus	<i>Weil am Rhein, Germany</i>
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

Lucerne School of Art & Design
Rössligasse 12, Lucerne
Maskenliebhabersaal,
Süsswinkel 7, Lucerne

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 Ryyänänen*
- 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*
- 19.00 **Designers' Saturday Opening ceremony in the “Alte Mühle”**
- 20.00 Bus Transfer Lucerne

Lucerne School of Art & Design
Rössligasse 12, Lucerne
Maskenliebhabersaal,
Süsswinkel 7, Lucerne

Langenthal