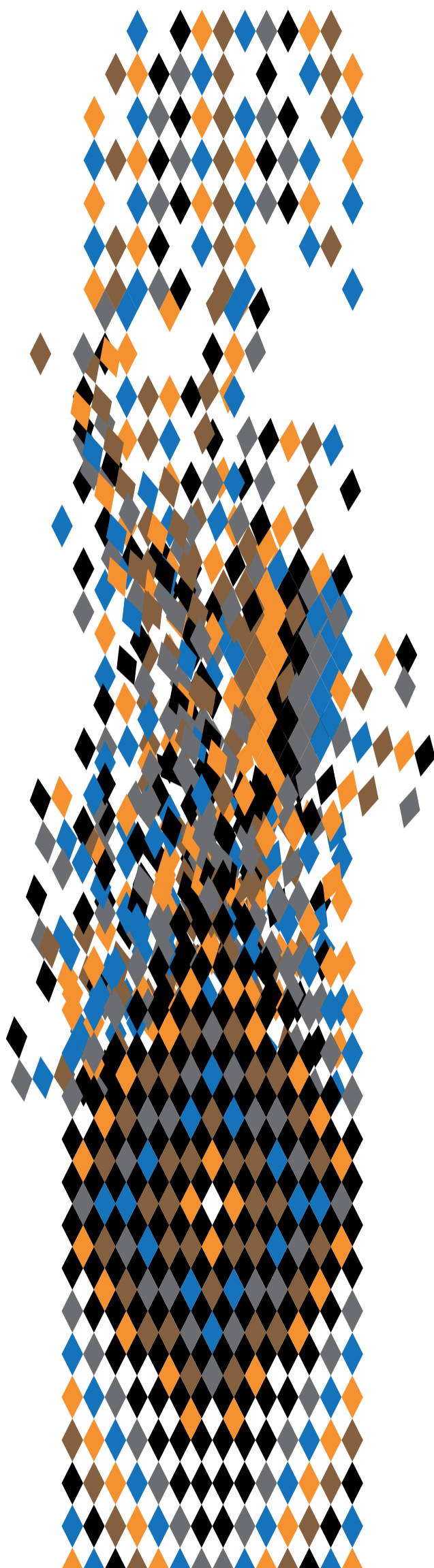


Multiple Ways to Design Research

Research cases that reshape
the design discipline



12 – 13 **SWISSEDESIGNNETWORK**
November Symposium
2009 Lugano – Switzerland

info@multipleways09.ch
www.multipleways09.ch

Registration
Please register for the SDN-Symposium by
26 October on www.multipleways09.ch

Symposium fees
2-day ticket: 280 CHF/190 €
Student ticket: 50 CHF/30 €
Conference dinner: 50 CHF/30 €

Thursday 12 November

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| 09.30 | Il Ciani | Registration / check-in desk |
| Morning sessions | | |
| Cinema Corso | | |
| 10.45 | Giovanni Anceschi, University Luav of Venice Massimo Botta, SUPSI Lugano | HYPERMODERN? PERSPECTIVES FOR THE DESIGN EDUCATION, RESEARCH AND PRACTICE |
| 11.30 | Kristian Kloeckl, University Luav of Venice | CHANGING CONNECTIONS. THE ROLE OF CONNECTIONS IN PRODUCTS BETWEEN TRADITIONAL AND NEW TECHNOLOGIES |
| 12.15 | Pelle Ehn, Malmö University, Design school of Arts and Communication | DESIGN THINGS AND LIVING LABS – PARTICIPATORY DESIGN AND DESIGN AS INFRASTRUCTURING |
| 13.00 | Il Ciani atrium | Lunch |
| 14.00 | Afternoon parallel sessions | (Il Ciani, Cinema Corso, Sala San Rocco) |
| | Isabel Rosa Müggler, Stijn Ossevoort, HSLU Art & Design Ralf Michel, Zurich University of the Arts | Workshop MODIFICATION OF SURFACES. HOW TO START A RESEARCH PERSPECTIVE ON THE INTERACTION OF DESIGN & TECHNOLOGY |
| | Arne Scheuermann, Claudia Mareis, HKB Bern, Laurent Marti, FHNW Academy of Art and Design | Workshop ACTOR-NETWORK THEORY IN DESIGN RESEARCH |
| | Lysianne Léchet Hirt, Jérôme Baratelli, Carlo Parmigiani, HEAD Genève | Workshop DEBRIEFING AS METHODOLOGICAL TOOL FOR DESIGN RESEARCH |
| | Elizabeth Roche, Gianluca Brugnoli, frogDesign | Workshop MEET FROGTHINK™: BRIDGING THE GAP BETWEEN RESEARCH AND INNOVATION (this workshop finishes at 17:00) |
| | Noëlle von Wyl, FHNW Academy of Art and Design Alain Findeli, FHNW & School of Architecture CRESSON | Panel HOW POLITICAL IS DESIGN RESEARCH? |
| | Medardo Chiapponi, Kristian Kloeckl, University Luav of Venice, Alvisse Benedetti, CIVEN | Panel DESIGN AND NANOTECHNOLOGY. CREATING CONNECTIONS BETWEEN RESEARCH IN NANOTECHNOLOGY AND INDUSTRIAL DESIGN |
| | Luca Guerrini, Politecnico di Milano | Panel EDUCATING FOR RESEARCH. THE NEW PHD PROGRAM IN DESIGN AT THE POLITECNICO DI MILAN |
| 15.30 | Il Ciani atrium | Coffee break |
| 16.15 | Cinema Corso Jürgen Schmidhuber, University of Lugano, SUPSI Lugano | ART & SCIENCE AS BY-PRODUCTS OF SEARCH FOR NOVEL PATTERNS, OR DATA COMPRESSIBLE IN UNKNOWN YET LEARNABLE WAYS |
| | 17.15 – 19.15 Swiss Universities Art and Design | DESIGN RESEARCH IN THE NEW MA-PROGRAMS |
| 20.00 | Canvetto Luganese | Conference dinner |

The Fifth Symposium of the Swiss Design Network wants to highlight research cases informed by knowledge of other disciplines to understand their relevance for design theories, methods and practices. The framework of the conference is based on the assumption that the evolution of sciences and technologies, and their

impact on society, suggests new research questions that constantly tend to expand the ways to design research – in terms of topics of interests, approaches and contaminations. Delivering both overviews and deepening, the conference keynote speeches and the parallel project sessions are addressed to

a wide range of attendees: senior researchers of academia and of corporate R&D departments, PhD and master students coming from different disciplines, industry exponents involved in the design development and production.

Friday 13 November

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| 09.00 | Cinema Corso | Registration / check-in desk |
| Morning sessions | | |
| 09.15 | Francesca Rizzo, Politecnico di Milano | CO-CREATED BY CUSTOMERS OR CO-DESIGNED BY END-USERS? |
| 10.00 | Giuseppe O. Longo, University of Trieste | THE EPISTEMOLOGICAL TURN: TECHNOLOGY, BRICOLAGE AND DESIGN |
| 10.45 | Il Ciani atrium | Coffee break |
| 11.30 | Morning parallel sessions | (Il Ciani, Cinema Corso, Sala San Rocco) |
| | USERS Julien McHardy, Lancaster University Guillermina Noëi, University Luav of Venice | MAKE-SHIFT CIOPFASPOVS: AN EXPLORATION OF USERS IN DESIGN |
| | Mario Doulis, FHNW School of Engineering | ASSESSING LANGUAGE AND COMMUNICATIONS IMPAIRMENTS. THE ROLE OF VISUAL COMMUNICATION DESIGN |
| | PARADIGMS Marita Canina, Politecnico di Milano Giuseppe Salvia, Politecnico di Milano | VIRTUAL REALITY – BETWEEN TECHNOLOGY AND IMAGINATION DESIGN FOR PRO-ACTIVE WEARABILITY |
| | Maurizio Rossi, Andrea Siniscalco, Politecnico di Milano Fabio Zanola, Artemide Group | NATURE'S CONTRIBUTION TO DESIGN: BIOMIMETIC APPROACH AS A MEDIATION BETWEEN BIOLOGICAL AND ENGINEERING SCIENCES |
| | SENSE AND MEANING Tobie Kerridge, Goldsmiths, University of London Björn Franke, Royal College of Art Françoise Adler, HSLU Art & Design | FROM PHYSIOLOGY TO A NEW SUSTAINABLE LIGHTING DESIGN: THE "MY WHITE LIGHT" CASE STUDY |
| | COOPERATIONS François Jégou, Strategic Design Scenarios, Brussels Stefano M. Vannotti, Zurich University of the Arts | DOES SPECULATIVE DESIGN CONTRIBUTE TO PUBLIC ENGAGEMENT OF SCIENCE AND TECHNOLOGY? DESIGN AS A MEDIUM FOR INQUIRY |
| | Minou Afzali, HKB Bern University of the Arts | DESIGNING SMART CLOTHES FOR THE USER. PRODUCT SEMANTICS OF SMART CLOTHES |
| 13.00 | Il Ciani atrium | Lunch |
| Afternoon sessions | | |
| Cinema Corso | | |
| 14.15 | Turkka Keinonen, University of Art and Design Helsinki | ENLIGHTENING COLLABORATIVE DESIGN SESSIONS OF OBJECTS PROPOSING ENERGY-SAVING PRACTICES |
| 15.00 | Rachel Wingfield, University of the Arts London, Central Saint Martins | BLENDING PARTICIPATORY DESIGN, AGILE METHODS, AND ACTION RESEARCH IN THE DESIGN OF DIGITAL REPOSITORIES |
| 16.00 | Closure | AGGRESSION MANAGEMENT IN GENERAL HOSPITALS: A COLLABORATIVE NURSING SCIENCE-DESIGN RESEARCH PROJECT |

Venues: Each of the three conference locations one from the other is in reach of a few minutes by foot in the centre of Lugano. The **Cinema Corso**, Via Pioda 4, is an emblematic cinema structure by the architect Rino Tammi and accommodates

the plenary sessions. **Il Ciani**, Piazza Indipendenza 4, hosts the parallel sessions of the first conference day, coffee breaks and lunches. The **Sala San Rocco**, piazza San Rocco, is the third location for the parallel session of the second day.

The conference dinner in the evening of the first day takes place at **Canvetto Luganese**, via Simen 14, ten minutes by foot from the conference location and nearby the campus of the University of Lugano.