PROGRAM

Porto
Portugal
2011

www.endlessend.up.pt

Faculty of Fine Arts – University of Porto

www.fba.up.pt

Av. Rodrigues de Freitas, 265
4049-021 Porto, Portugal

Latitude: N 41° 8’ 44.28”
Longitude: W 8° 36’ 1.77”

Portugal, 2011
3 MAY | Tuesday *

5.30 pm  Registration starts
7 pm  Welcome drinks
Opening reception

4 MAY | Wednesday

9.30 am onwards  Registration
11 am  Opening remarks
11.15 am  João Branco Award
11.30 am  Keynote address: The State of Design.  
Bruce Brown
12.30 pm  Lunch
2.30 pm  Parallel sessions

Involvement [Room 34]

We Mean It, Maan!: The Representation of ‘Extreme’ Politics in Punk Music Graphics.  
Ana Raposo

Prototype-Driven Projects: Lowering the Threshold to Innovation and Enabling Critical Design.  
Stefania Passera

Design Change=Exchange.  
Lorella Di Cintio

Exploring Designers’ Experiences through Visual Narratives.  
Krista Kosonen

Design as a Catalyst for Change and Progress (Design Redefined and Focused on an Uncertain Future).  
Peter Davis

Liquidity [Room 42]

Past, Present and Future Craft Practice.  
Louise Valentine,
Georgina Follett

The Impossible Form: How Craft and Science Will Inform Future Digital Materiality.  
Jane Harris

The Need to Develop Designerly Approaches to Identify the Core of Design.  
Je Yon Jung,
Martyn Evans,
Leon Cruickshank

Design for Next. Which Is the Design Capability to Produce Useful Innovation?  
Loredana Di Lucchio

I Wouldn't Start from Here. The Importance of Design Thinking in Setting a Trajectory for Innovation.  
Michael Crossman

* This session will be held at the Grande Hotel do Porto [Rua de Santa Catarina, 197, Porto]
2.30 pm Parallel sessions

**Locality [Room 45]**

Making All Voices Heard and Understood: A Web Architecture to Support Global Design Communities.  
Barbara Barricelli

Learning to Design through Monsters, Fishes and the World around Us.  
Grace Lau

Lessons from the Road: Meaning and Community Identity Examined through the Lens of the Roadside Attraction.  
Lorraine Fowlow, Christy Hillman-Healey

The Chile Miner Rescue: A Human-Centered Design Reflection.  
Sabine Junginger

**Nomadism [Room 43]**

Not All “Designers Are Wankers”: Connecting Design, Enterprise and Regional Cultural Development.  
Trevor Duncan, Rickard Whittingham

Design and the Cognitive Sciences: From a to b and Back Again.  
Rosa Branco, Hugo Branco

Measuring Design Effectiveness.  
Kathryn Burns, Louise Annable

A Study of Product Typology and Product Attributes: Low-Involvement Versus High-Involvement.  
Osmud Rahman, Alice Chu

Intergenerational Relationships. An Academic Design Project at the University of Aveiro.  
Teresa Franqueira, Gonçalo Gomes, Rui Costa

4.30 pm Coffee-break

5 pm Keynote address: Integrated Design Approach: Reflections on a New School of Design Building.  
Tevfik Balcıoğlu
5 MAY | Thursday

9.30 am  Keynote address: Design in the Expanded Field.  
José Bártolo

10.30 am  Coffee-break

11 am  Parallel sessions

**Education** [Room 43]

Mind the Gap III. Food for Thought – Cross Continental, Cross Institutional, Cross Cultural and Cross Disciplinary Online Teaching and Learning Collaboration.
Selena Griffith, Noemi Sadowska

Teaching Design Online: The System, Style and Reason It Is Important.
Vanessa Cruz

Dissolving the Boundaries of Designer, Evaluator and the Diverse User in Design Education.
Burçak Altay

Design Project at Puc-Rio: Practices and Environments in One Private Brazilian University.
Barbara Necyk, Daniela Marçal, Ricardo Carvalho

An UnDisciplined Discipline: Design Operating Along the Borders.
Lorenzo Imbesi

**Liquidity** [Room 42]

Susana Barreto

A Praxis for a Situated Design.
Scott Townsend

Without Boundaries. Design & Environmental Stewardship.
Ronn Daniel, Dawn McCusker

Design and Beauty: Material Culture, Decoration, Concealment and Disclosure.
Fátima Pombo, Francisco Providência, Hilde Heynen

Conceptions of Design Thinking in the Management Discourse.
Lotta Hassi, Miko Laakso

Natalia Bruno, Alan Bruno, Roberta Avillez
5 MAY | Thursday

11 am Parallel sessions

**Nomadism** [Room 34]

- Designing Visual Narratives for Heavy Metal Bands.  
  **Toni-Matti Karjalainen, Antti Ainamo**

- Typographic Elements and Principles in Time: Applying Motion Proximity and Motion Common-Fate to Identify Legibility and ABA Form in Motion.  
  **Jinsook Kim**

- Soft Product Couture.  
  **Polly Duplock**

- Seamless Performance: Designer as Mediator for Knitted Medical Textile Innovation.  
  **Jane Scott, Jade Smith**

- Innovation by Design: Using Design Thinking to Support SMEs.  
  **Julian Malins**

**Vertigo** [Room 45]

- Substituting Established Types of Target Audience Segmentation with Learning Styles – a Catalyst for Change?  
  **Peter Jones**

- Good Taste vs. Good Design: A Tug of War in the Light of Bling.  
  **Despina Christoforidou, Elin Olander, Anders Warell, Lisbeth Holm**

- Rip + Mix: Developing and Evaluating a New Design Method in Which the Designer Becomes a DJ.  
  **Mike Press, Fraser Bruce, Rosan Chow, Hazel White**

1 pm Lunch
5 MAY | Thursday

2.30 pm Parallel sessions

**Education** [Room 43]

- PGCTALD Action Research Project Report. Susanna Edwards
- Learning Beyond the Comfort Zone: Helping Students Integrate Design and Strategic Thinking. Noemi Sadowska, Dominic Laffy
- e-Co-Textile Design: Constructing a Community of Practice for Textile Design Education. Jennifer Ballie
- Exploring Luxury in Design: Virtual Learning Environments. Sean McCartan, Deana McDonagh, Nan Goggin

**Involvement** [Room 34]

- Co-Creation as Social Innovation: Designing Carbon Reduction Strategies with Local Authorities and Community Groups. Hamid van Koten, Rehema White
- Designing Transformations: Curriculum Innovation through the Learning Community. Susan Fairburn, Helen McNamara
- Open Archipelago. Designing Isles of Knowledge in the Web 2.0 Era. Matteo Ciastellardi, Ugo Eccli, Fabio Perotta
- Non-Traditional Design for Homeless People. Marco Hovnanian, Ana Lima
- Designing out Stigma: A New Approach to Designing for Human Diversity. Renato Bispo, Vasco Branco
- Youth Design against Crime: A Catalyst for Change Amongst Young People. Andrew Wootton, Caroline Davey, Melissa Marselle
5 MAY | Thursday

2.30 pm Parallel sessions

**Locality** [Room 45]

Service Design for Territorial Development: A Case of Sustainable Tourism in China.
Davide Fassi, Francesca Rizzo, Luisa Collina

Fresh-Clean Ideas in Design: Banat Case in Turkey.
Alayça Gönülalan, Özlem Er

Promoting Design from D.C. to Dhaka.
Lisa Banu

Pharmaceutical Symbols across Cultures: Towards a Comparative Analysis.
Benedita Camacho, João Mota, João Pita

The Emergent Role of Design as a Mediating Force in Socio-Cultural Transformation.
Lesley McKee, Mike Press

**Vertigo** [Room 42]

An Innovative Approach for Design Interpretation.
Helena Barbosa, Vasco Branco, Nuno Dias, Gonçalo Gomes, Francisco Providência

The Evolution of Design Methods.
Júlio van der Linden, André Lacerda, João Aguiar

Value of Co-Design: Innovation Consequences at Housing Renovation Industry.
Katja Soini, Turkka Keinonen

Tales from the Maker: Using Tagging Technologies to Create Digital Makers’ Marks.
Simone O’Callaghan

The Digital Design Process in Furniture Industry: Towards a New Dialog between Designer, User and Producer.
Mário Barros, Bruno Chaparro

4.30 pm Coffee-break

5 pm Keynote address: Mashing up Consumers, Citizens and Users.
Sharon Strover

8 pm Gala dinner *
Entertainment

* At Taylor’s Port Wine Lodges [Rua do Choupelo, 250, Vila Nova de Gaia]
6 MAY | Friday

9.30 am   Keynote address: Conviviality  
Susanna Edwards,  
Andrew Howard

10.30 am  Coffee-break

11 am   Parallel sessions

**Involvement** [Room 34]

Values and Qualities in Interaction Design Meetings.  
Mattias Arvola,  
Arvid Karsvall,  
Jakob Tholander

Rebranding Mergers: Examining Consumer  
Brand Identity Preferences.  
Joana Machado,  
Gursel iLipinar,  
Leonor Carvalho

The Logo Is Not Flat: Evolving Picture Marks.  
Ana Coelho

Design and Durability: A Contribution to Sustainable  
Development.  
João Martins, José Simões,  
Teresa Franqueira

Design & Citizenship: Designers' Social Responsibility,  
Designing Citizenship or Designing Social Effects  
with Citizenship?  
Renata Barros

**Liquidity** [Room 42]

Managing Design, Designing Managers.  
Josiena Gotzsch

When to Evaluate, Where to Evaluate and How to Evaluate.  
Andree Woodcock,  
Simon Fielden,  
Jackie Binnersley,  
Richard Bartlett

Design as a Sharing Tool for Interdisciplinary Innovation.  
Mirja Kälviäinen,  
Ulla Räty

Opening the Space of Experience: On Political Forms  
of Aesthetics in Design.  
Mahmoud Keshavarz

The Museum of All: Institutional Communication Practices  
in a Participatory Networked World.  
Daniel Brandão,  
Heitor Alvelos,  
Nuno Martins
6 MAY | Friday

11 am Parallel sessions

**Locality** [Room 45]

Design for Scent: The Case of Shaping Rose Scented Products in Isparta, Turkey.

Dilek Akbulut

Farmers’ Markets and Services Co-Design to Foster Multifunctional and Collaborative Food Networks.

Daria Cantù

Inside Design: Some Aspects of an Ethnographic Study of a Brazilian Design Office.

Guilherme Meyer,
Vera Damazio

The Development of Appropriate Technologies for Meliponiculture at the Paraíba’s Agreste and the Alagoas’ Semi-arid Lands, in Northeast Brazil.

Luiz Guimarães,
Maria Carneiro,
Adriana Rodrigues,
José Albuquerque,
Tamyris Pereira,
Luana Querino,
Debora Moura

**Nomadism** [Room 43]

Design Thinking as an Enabler of Strategic Innovations: A Discussion of the Interrelatedness of the Two Concepts.

Anssi Tuulenmäki,
Lotta Hassi

Design Methods as the Key to Unlock the Full Potential of Positional Value.

Anu Heikkilä,
Dan Rosenqvist,
Lotta Hassi,
Anssi Tuulenmäki

Designers as Language Innovators? Challenges and Opportunities for Designers and Managers with Design-Driven Innovation.

Anna Rylander


Katarina Wetter-Edman,
Ulla Johansson

Connected Clothing: Exploring the Redefinition of Fashion Design through Wearable Technologies.

Jo Hodge, Mike Press,
Hazel White

1 pm Lunch
6 MAY | Friday

2.30 pm Keynote address: The End My Friend                    Jon Wozencroft
3.30 pm Plenary Session
       Closing remarks

7 MAY | Saturday

am Informal debriefings
       The (endless) end.