



The Endless End

The 9th International
European Academy of Design
Conference.

University of Porto, School of Fine Arts
Porto, Portugal
May 4-7, 2011

1780  PORTO
2010  FACULDADE DE BELAS ARTES
UNIVERSIDADE DO PORTO

theoria poiesis praxis  universidade de aveiro


ID - INSTITUTO DE
INVESTIGAÇÃO EM
DESIGN
MUSEUM
MÉDIA E CULTURA

FCT
Fundação para a Ciência e a Tecnologia
MINISTÉRIO DA CIÊNCIA, TECNOLOGIA E ENSINO SUPERIOR

the european
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of design

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, Maaan!: 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]

4 MAY | Wednesday

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.

**Loraine 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 Balcioğlu

5 MAY | Thursday

- 9.30 am Keynote address: Design
in the Expanded Field.
- 10.30 am Coffee-break
- 11 am Parallel sessions

José Bártolo

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]

Cultural Shock? – Universal Themes in Global Design.

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**

Design & Self-Expression: A Way of Affection Relation
between People and Environment Designed.

**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 Rätty**
- 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

The Meander Model: A Metaphor for User Involvement in Service Design.

**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

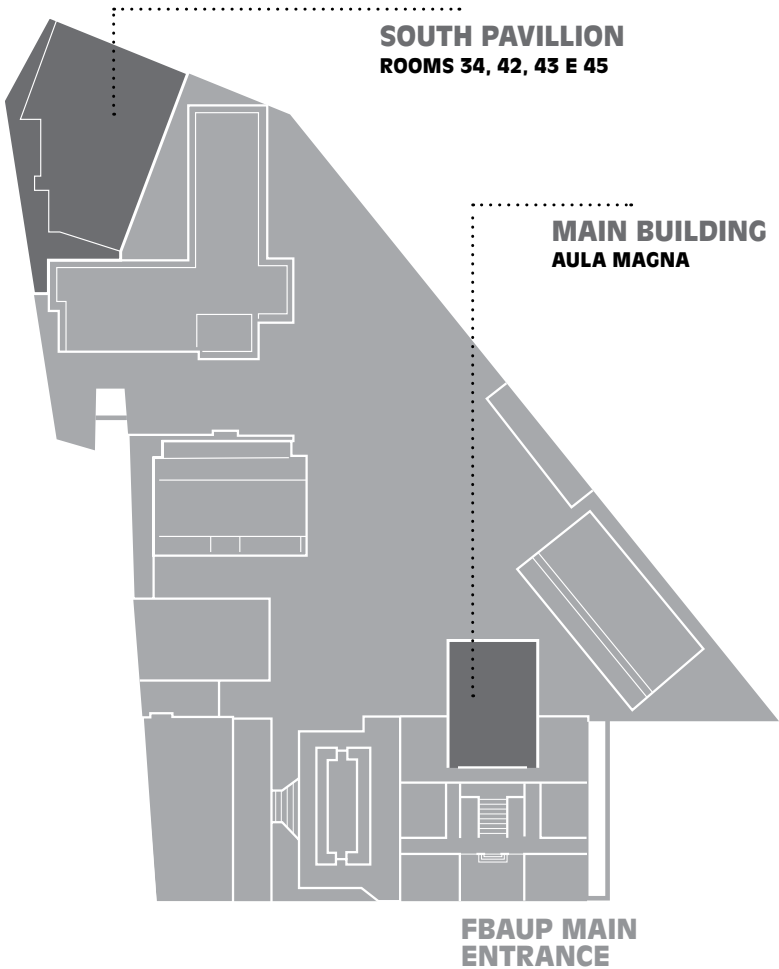
3.30 pm Plenary Session

Closing remarks

7 MAY | Saturday

am Informal debriefings

The (endless) end.



SOUTH PAVILLION
ROOMS 34, 42, 43 E 45

MAIN BUILDING
AULA MAGNA

FBAUP MAIN
ENTRANCE