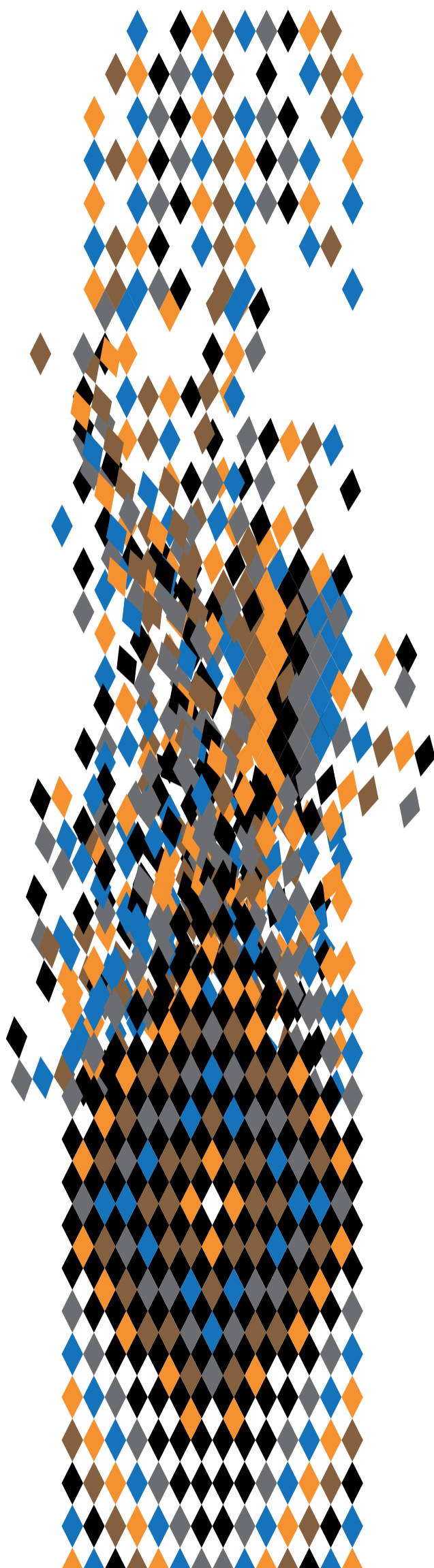


Multiple Ways to Design Research

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

09.30	Il Ciani	Registration / check-in desk
Morning sessions		
Cinema Corso		
10.45	<i>Giovanni Anceschi</i> , University Iuav of Venice <i>Massimo Botta</i> , SUPSI Lugano	HYPERMODERN? PERSPECTIVES FOR THE DESIGN EDUCATION, RESEARCH AND PRACTICE
11.30	<i>Rachel Wingfield</i> , University of the Arts London, Central Saint Martins	METABOLICITY: HOW CAN DESIGN NURTURE AMATEUR CULTURES OF FOOD PRODUCTION IN THE CITY?
12.15	<i>Pelle Ehn</i> , 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)
	<i>Isabel Rosa Müggler</i> , <i>Stijn Ossevoort</i> , HSLU Art & Design <i>Ralf Michel</i> , Zurich University of the Arts	Workshop MODIFICATION OF SURFACES. HOW TO START A RESEARCH PERSPECTIVE ON THE INTERACTION OF DESIGN & TECHNOLOGY
	<i>Arne Scheuermann</i> , <i>Claudia Mareis</i> , HKB Berne, <i>Laurent Marti</i> , FHNW Academy of Art and Design	Workshop ACTOR-NETWORK THEORY IN DESIGN RESEARCH
	<i>Lysianne Léchat Hirt</i> , <i>Jerome Baratelli</i> , <i>Carlo Parmigiani</i> , <i>Daniel Sciboz</i> , HESG Art and Design <i>Élizabeth Roche</i> , <i>Gianluca Brugnoli</i> , frogDesign	Workshop DEBRIEFING AS METHODOLOGICAL TOOL FOR DESIGN RESEARCH Workshop MEET FROGTHINK™: BRIDGING THE GAP BETWEEN RESEARCH AND INNOVATION (this workshop finishes at 17:00)
	<i>Noëlle von Wyl</i> , FHNW Academy of Art and Design <i>Alain Findeli</i> , FHNW & School of Architecture CRESSON	Panel HOW POLITICAL IS DESIGN RESEARCH?
	<i>Medardo Chiapponi</i> , <i>Kristian Kloeckl</i> , University Iuav of Venice, <i>Alvise Benedetti</i> , CIVEN	Panel DESIGN AND NANOTECHNOLOGY. CREATING CONNECTIONS BETWEEN RESEARCH IN NANOTECHNOLOGY AND INDUSTRIAL DESIGN
	<i>Luca Guerrini</i> , 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 <i>Jürgen Schmidhuber</i> , 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

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

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.