

Conference Help

If you have any problems during DeSForM please ask the Student Guides for help and advice, or alternatively contact:

Helpline: **07796 445 650**
 Email: tracey.urwin@northumbria.ac.uk

Day 1 Wednesday 12th December

11.30 - 13.00	Conference Registration and Lunch School of Design Gallery Space	
13.00 - 13.10	Welcome to Design and Semantics of Form and Movement Room 011 Presentation Room James More Dean, School of Design, Northumbria University	
13.10 - 13.55	KEYNOTE 1 Room 011 Presentation Room About the Root of DeSForM - Product Language and Product Semantics Bernhard Buerdek <i>Academy of Art and Design, Offenbach am Main</i>	
13.55 - 14.40	KEYNOTE 2 Room 011 Presentation Room Forget Design Geoff Hollington <i>Hollington UK</i>	
14.40 - 15.10	Tea & Coffee Break Gallery Space	
Session times	Room 011 Presentation Room	Room 012 Postgraduate Hub
15.10 - 15.40	Paper 1 An Exploration into Aesthetic Association of Product Form Hengfeng Zuo & Mark Jones <i>Southampton Solent University, UK</i>	Paper 6 Molecular Branding: A Study on the Nature of the Relationship between Product Design and Brand Loyalty John Takamura <i>Arizona State University, USA</i>
15.45 - 16.15	Paper 2 Form and Movement in Domestic Networked Systems Tobie Kerridge, Andy Boucher, Andy Law and Bill Gaver <i>Goldsmiths University of London, UK</i>	Paper 7 Bikes don't Break Legs - VisCom as an Emergent Phenomenon Simon Downs <i>Loughborough University, UK</i>
16.20 - 16.50	Paper 3 "Lila": Where the Action Is... Collaborative Learning and Play through Virtual and Physical Interaction Julia Frederking, Michael Cruz, Mark Baskinger & Kees Overbeeke <i>Carnegie Mellon University, USA & Eindhoven University of Technology, The Netherlands</i>	
16.55 - 17.15	Paper 4 ETree: Tactile Interactions with Light Silvia Grimaldi and Jesus Felipe <i>Anglia Ruskin University, Nimble Critters, UK</i>	Paper 8 A Generation-Specific Approach to Human-Machine Interfaces Jochen Leinberger and Jens Renner <i>Institute for Technology-Oriented Design Innovation, The Netherlands</i>
17.20 - 17.40	Paper 5 Meaningful Evaluation: A Case Study in Cultural and Semiotic Significance Tim Katz and Reza Mortezaei <i>University of Brighton, UK</i>	Paper 9 Eye-Jump Su Zheng and Martin Adams <i>Coventry University, UK</i>
17.40 - 21.00	Evening Reception Tour of Glow Festival and Evening Meal	

Day 2 Thursday 13th December

9.00 - 9.30	Tea and Coffee Gallery Space School of Design	
9.30 - 10.15	KEYNOTE 3 Room 011 Presentation Room Re-defining place-making using narrative and media Peter Higgins <i>Land Design Studio</i>	
10.15 - 11.00	KEYNOTE 4 Room 011 Presentation Room Product experience strategy: equity, aesthetics and interactions Kevin McCullagh <i>Plan</i>	
11.00 - 11.30	Tea and Coffee Break Gallery Space	
Session times	Room 011 Presentation Hall	Room 012 Postgraduate Hub
11.30 - 12.00	Paper 10 The Evolution of Trust in a Design Context Elizabeth Sillence and Pam Briggs <i>Northumbria University, UK</i>	Paper 12 Semantics through Embodiment: Non-linear Dynamics Approach to Affective Design Loe M.G. Feijs and Emilia I. Barakova <i>Eindhoven University of Technology, The Netherlands</i>
12.05 - 12.35	Paper 11 Designing for Non-humans: the Essential Challenge for Communicating Design Function Meredith Root-Bernstein <i>Oxford University, UK</i>	Paper 13 Experiential Bodily Knowing as a Design (Sens)-ability in Interaction Design Astrid Twenebowa Larsen, Toni Robertson and Jenny Edwards <i>University of Technology, Australia</i>
12.35 - 13.35	Lunch CCEO1 Restaurant	
13.35 - 13.55	Paper 14 'Are you a Delia or a Chantelle?' Engaging Stakeholders in Branding Exercises Louise Taylor and Joyce Yee <i>Northumbria University, UK</i>	
14.00 - 14.20	Paper 15 Autonomy and the Aging Population: Designing Empowerment into Home Appliances Mark Baskinger <i>Carnegie Mellon University, USA</i>	Paper 17 Making Strange with the Falling Body in Interactive Technology Design Lian Loke and Toni Robertson <i>University of Technology, Australia</i>
14.25 - 14.45	Paper 16 Videotaped Activity Scenarios: A new way of evaluating design Linda Little and Pam Briggs <i>Northumbria University, UK</i>	Paper 18 Pure Shape - to Realise Intended Meaning in Practice Monika Helstad <i>Oslo School of Architecture and Design, Norway</i>
14.50 - 15.20	Tea, Coffee and Demonstrations Gallery Space	
	The Crawler Saskia Bakker, Bram van der Vlist, Rick van de Westelaken, Loe Feijs and Rene Ahn <i>Eindhoven University of Technology, The Netherlands</i>	Johnny Q Jos Verbeek, Sibrecht Bouwstra, Arne Wessels, Loe Feijs and Rene Ahn <i>Eindhoven University of Technology, The Netherlands</i>
	From Sensations to Activating Consequences and from Activating Consequences to Relational Stakes: Theatre as a support for the Design of Experience Matthew Kniebiehly, Benoit Pozza and Anne Guenand <i>Université de Technologie de Compiègne, France</i>	
15.20 - 15.50	Plenary Session Room 011 Presentation Room	
15.50 - 15.55	Awards Room 011 Presentation Room	
15.55 - 16.00	Close.	