

M DeSForM 2012

MEANING, MATTER, MAKING

7th International Workshop on Design & Semantics of Form & Movement 18-20 April

DeSForM is as a global conference with truly international participation, as witnessed in the recent success of the 2009 DeSForM conference in Taipei, Taiwan and in 2010 in Lucerne, Switzerland. DeSForM 2012:MEANING.MATTER.MAKING will continue this tradition of diversity and exchange, bringing its sphere of influence for the first time to the Southern Hemisphere. DeSForM 2012 workshop and conference will be hosted by Victoria University School of Design in Wellington, New Zealand from 18th–20th April 2012. In reaching out to the many innovative schools, businesses, designers, researchers and cultural organizations in the Southern Hemisphere and beyond, DeSForM 2012:MEANING.MATTER.MAKING will grow the organisation's community, offering new horizons, insights and audiences.

The School and its location in New Zealand's 'Creative Capital' embodies many of the ideals behind DeSForM as a pioneering forum for exchanging knowledge and ideas, unburdened by tradition and accepted ways of doing things. Our South Pacific location has inspired a commitment to digital technologies, which offer real opportunities to overcome distance with new forms of communication, interaction and enhanced experiences. As a result the city has a colourful and growing community of technology developers, software specialists, game and interface designers, film makers and special effects researchers, usability experts, social networking service providers and pioneers in digital design, fabrication and distribution, as exemplified by the internationally recognized leader, Weta Digital.

Against this backdrop, DeSForM 2012:MEANING.MATTER.MAKING invites participation from practice-led researchers and research-led practitioners from academia and industry, as well as representatives from the many disciplines, perspectives and interpretations integral to the design and semantics of form and movement.

Call for Papers, Performances and Demonstrations

"It is not the matter that is constantly changing, but the way we view it. When we talk about matter we are not referring to something that is out there waiting for us, to an object or a thing, but to a cultural construction that is directly affected by social or political transformations, by evolution in the field of art and thought, and evidently, by discoveries or progress in technology and science."

-Cristina Díaz Moreno and Efrén García Grinda, Breathable (Madrid : Holcim, 2009)

Design semantics—or the making of meaning through 'matter'—is of increasing relevance to the practice of design in the twenty-first century. Rapidly evolving techniques and processes are creating pathways for new modes of interactivity, expression, and experience. These modalities offer expanded opportunities and contexts for design to communicate meaning through form, movement and experience, extending the parameters of semantic interpretation. Swift, on-going shifts in the 'vocabulary' of design suggest that it is time to

reevaluate our understanding of 'semantics', posing new questions for present and future practice: What new engagements are being created and what boundaries are being crossed or blurred in the digital age? How is digital design and manufacturing changing relationships between designers, producers, and users? What role does the 'material' play in an increasingly 'immaterial' culture of design? Can we maintain notions of creator and ownership when all objects are digital and effortlessly duplicated? How will the products of design be valued when the engines of creation become both powerful and commonplace?

DeSForM 2012: MEANING.MATTER.MAKING will critically address these questions and others, exploring the design of physical and digital things, systems and environments with the aim of articulating how meaning is both created and conveyed in the twenty-first century. Emphasizing future-oriented design, MEANING.MATTER.MAKING invites a broad range of scales and approaches, from the singular to the multiple, the hand to the machine, the conceptual to the self-organising, and the sensory to the theoretical. DeSForM 2012: MEANING.MATTER.MAKING asks researchers, designers and students to share their ideas, methods, and theories about the creation and communication of meaning through design semantics.

Key themes for the conference include, but are not limited to:

Sensory Engagements (*the body*)

How do embodied experiences contribute to or encourage our interaction with things, systems, and one another? Mediating across known and emerging forms of semantics, in what ways might these engagements offer insights for designers of the role of the sensorial spectrum in both the process and 'life' of designed things and systems? How might the sensory offer new contexts for performance and the expression of emotive responses? This stream will address sensory engagements with:

- the body: posture, gesture, touch, vision, smell
- physical and digital environments/space
- immaterial forces: light, sound, vibration, memory, etc.
- avatars
- the performative, emotive and aesthetic
- interfaces and experience

Machinic Processes (*the tool*)

If we interpret the 'machinic' in the Deleuzian sense of an "assemblage of parts that work and produce" (Leach, 2010), how might this definition inform our understanding of digital design? What can be gained by approaching design as a physical, social, cultural, and sensorial assemblage? What are the 'machinic processes' that drive design today? What role do digital techniques, and indeed, the very language of the digital, play in creating new and more meaningful assemblages between people and the designed object or environment? What is the eventual and appropriate division of responsibility between designer and algorithm? This stream will investigate the 'machinic processes' of:

- methods and modes of making
- generative design
- code and form
- digital manipulation and fabrication
- the craft and crafting of design
- distribution or dissemination

Reciprocal Systems (*the environment*)

As environments and contexts merge, expand and perhaps, momentarily link, what dynamic reciprocities are creating from these connections and new interactions? Is our identity just a collection of data, or can it be designed? How might radio-frequency identification (RFID), wireless networks and smart systems become more reciprocal or interactive? How can we utilise these technologies for more than harvesting data, but rather as a means of increasing communication and creating more meaningful interactions? This stream will explore the potential of 'reciprocal systems' across a diversity of technologies and environments and scales of experience, including but not limited to:

- smart systems
- RFID technology and ethics
- serious games
- audio visual culture
- interaction design
- interactive spaces
- nano to global (scales of reciprocity)
- physical and digital environments

Submissions and Deadlines

DeSForM 2012:MEANING.MATTER.MAKING welcomes participation from practice-led researchers and research-led practitioners from academia and industry, as well as others representing the many disciplines and perspectives bearing on the conference themes.

Abstracts for proposed **research papers, performances and demonstrations*** must clearly describe the work, and include institutional/organisation affiliation and contact information for all authors.

* Papers and presentations should be no more than 20 minutes

* Performances and Demonstrations will be presented and on exhibit, accompanied by a poster, during the conference.

The abstract format is "extended" (i.e. 2 pages) including figures and references. Only PDF submissions with all the required information will be considered.

Abstracts are due ~~19 August 2011~~ **12 September** extended deadline.

Submissions will be double-blind peer reviewed by the review committee, and notification of acceptance will be sent to authors no later than ~~16 September 2011~~ **03 October 2011**. Selection will be based on the proposal's significance, innovation and clarity of intent.

Final research papers must be no longer than 10 pages, including figures and references. Performance and demo papers must be no longer than 5 pages, including figures and references.

Final submissions are due ~~11 November 2011~~ **5 December 2011**

The refereed conference proceedings will be published online and additionally as a paper volume.

Key Dates

31 January	DeSForM global + DeSForM 2012:MEANING.MATTER.MAKING website online
2 May 2011	Call for abstracts opened, Conference registration opened
19 August 2011	Deadline for submission of abstracts
12 September	Extended deadline for submission of abstracts
16 September 2011	Notification of successful abstracts
03 October 2011	Notification of successful abstracts
11 November 2011	Deadline for full papers, posters, performances and demos
05 December 2011	Deadline for full papers, posters, performances and demos
19 December 2011	Closing date for Earlybird Registration
23 January 2012	Notification of accepted papers, posters, performances and demos
11 April 2012	Conference Registration closed
18-20 April 2012	DeSForM 2012 Conference: MEANING.MATTER.MAKING

Conference Fees NZ\$

Earlybird Registrations (before 19 December 2011)	\$550.00
Full 3 day registration	\$650.00
1 day registration	\$250.00
Conference Dinner	\$85.00

