



DeSForM

MEANING, MATTER, MAKING

2012

7th International Workshop on the Design & Semantics of Form & Movement

18-20 April 2012

Programme DeSForM 2012

Main Venue: School of Design, Victoria University of Wellington

Lecture Theatre 1, 139 Vivian Street, Te Aro, Wellington. T: 463 6200

Wednesday, April 18

11:00am-12:00pm

Registration and Lunch

12:00pm-12:15pm

Welcoming Ceremony

12:15pm-12:30pm

Opening Address

Prof. Simon Fraser, Head of School, School of Design, Victoria University of Wellington

Prof. Steven Kyffin, Dean, School of Design, Northumbria University, UK

12:30pm-12:50pm

Paper Presentation I: Immersive Environments: Smart Systems and Interactive Spaces. Chair: Edgar Rodriguez

Semantic Connections: A New Interaction Paradigm by Bram van der Vlist, Gerrit Niezen, Jun Hu, Loe Feijs

12:50pm-1:10pm

Table Manners: The Influence of Context on Gestural Meaning by Tom Djajadiningrat, Luc Geurts, Jeanne De Bont

1:10pm-1:20pm

Discussion

1:20pm-1:40pm

Persuasive Design for Energy Saving Behavior through Social Gaming by Vaijayanthi Iyengar and Madhusudan Marur

1:40pm-2:00pm

Four Installations Inviting Playful Interaction by Daniel Cermak- Sassenrath

2:00pm-2:10pm

Discussion

2:10pm-2:40pm

Afternoon Tea

2:40pm-3:00pm

Paper Presentation II: The Emotive. Chair: Maxe Fisher

Fluenci: The Expression of Expressing by Jaap Knoester, Tom Djajadiningrat, Philip Ross

3:00pm-3:20pm

Fictional Emotions within Emotion Driven Design by Eva Knutz

3:20pm-3:30pm

Discussion

3:30pm-3:50pm

Co-Authored Narrative Experience: Affective, Embodied Interaction through Combining the Diachronic with the Synchronistic by Carol MacGillivray

3:50pm-4:10pm

The Semantics of Surprise in Industrial Design by Edgar Rodríguez Ramírez

4:10pm-4:20pm

Discussion

Exhibition and Keynote Address

Venue: City Gallery Wellington, Civic Square, 101 Wakefield Street.

5:30pm-6:30pm

Drinks and Preview, *Hylozoic series: Vesica*

6:30pm-6:40pm

Opening address: Mayor Celia Wade-Brown

6:40pm-7:40pm

Keynote Address: Philip Beesley *"Diffusive Form and Near-Living Environments"*

7:40pm-8:00pm

Reflection: Ross Stevens *Design Led Futures/Wellington 2040*

8:00pm-8:15pm

Q&A

Programme DeSForM 2012

Thursday, April 19

8:30am-9:00am	Coffee and Refreshments
9:00am-9:20am	Paper Presentation III: Metaphors, Agency and Semantics. Chair: Loe Feijs <i>The Role of Designer Expertise in Source Selection During Product Metaphor Generation</i> by Nazli Cila, Paul Hekkert, Valentijn Visch
9:20am-9:40am	<i>The Actions of Things: Design, Materiality and Agency of Things</i> by Jorn Guldberg
9:40am-9:50am	Discussion
9:50am-10:10am	<i>Embracing Relational Agency in Design Process</i> by A. Baki Kocaballi, Petra Gemeinboeck, Rob Saunders, Lian Loke, Andy Dong
10:10am-10:30am	<i>Beyond Metaphor in Product Use and Interaction</i> by Thomas Markussen, Elif Özcan, Nazli Cila
10:30am-10:50am	<i>Graphic Design and the Tyranny of Connoisseurship: An Argument for a Semiotic Approach to Graphic Design Pedagogy</i> by Alan Young
10:50am-11:00am	Discussion
11:00am-11:20am	Morning Tea
11:20am-11:40am	Paper Presentation IV: Immaterial Forces: Light, Sound, Gesture. Chair: Anne Niemetz <i>Grace: A Gesture Controlled Wake-Up Light</i> by Tom Djajadiningrat, Luc Geurts, Jeanne De Bont, Pei-Yin Chao
11:40am-12:00pm	<i>The Aesthetics of Immateriality in Design</i> by Mads Folkmann
12:00pm-12:10pm	Discussion
12:10pm-12:30pm	<i>In Pursuit of the Extraordinary</i> by Cassie Hester
12:30pm-12:50pm	<i>Tradition and Innovation: A Study on Reconfiguration of Product Language Through Innovative Approaches</i> by Ozge Merzali Celikoglu
12:50pm-1:00pm	Discussion
1:00pm-1:40pm	Lunch
1:40pm-2:00pm	Paper Presentation V: Gestures and Touch. Chair: Tom Djajadiningrat <i>Controlling Smart Home Environments with Semantic Connections</i> by Bram van der Vlist, Gerrit Niezen, Stefan Rapp, Jun Hu, Loe Feijs
2:00pm-2:20pm	<i>An aesthetics of touch: Investigating the language of design relating to form</i> by Victoria Teinaki, Bruce Montgomery, Nicholas Spencer, Gilbert Cockton
2:20pm-2:30pm	Discussion
2:30pm-2:50pm	<i>Learn to Make, Make to Learn: Reflections from Sketching Haptics Workshops</i> by Camille Moussette
2:50pm-3:10pm	<i>A Study on a Tangible Interaction Approach to Managing Wireless Connections in a Smart Home Environment</i> by Jeroen Peeters, Bram van der Vlist, Gerrit Niezen, Jun Hu, Loe Feijs
3:10pm-3:20pm	Discussion
3:20pm-3:40pm	Afternoon Tea
3:40pm-4:00pm	Paper Presentation VI: Fabricating Futures: Digital Manipulation, Fabrication and the Craft of Design. Chair: Steven Kyffin. <i>Yeti: Designing Geometric Tools with Interactive Programming</i> by Daniel Davis, Jane Burry, Mark Burry
4:00pm-4:20pm	<i>Towards a Responsive Architectural Morphing Skin</i> by Chin Koi Khoo
4:20pm-4:30pm	Discussion
4:30pm-4:50pm	<i>Digital-Physical Hybrid Design: Harmonizing the Real World and the Virtual World</i> by Mizuki Sakamoto, Tatsuo Nakajima, Todorka Alexandrova
4:50pm-5:10pm	<i>Digital Craft in Digital Space: A Paradigm Shift in the Making</i> by Maxe Fisher, Simon Fraser, Tim Miller, Ross Stevens, Jerad Tinnin, Annelies Zwaan
5:10pm-5:20pm	Discussion
5:20pm-6:00pm	Reception Keynote Address
6:00pm-7:00pm	Keynote Address: Neil Leach, <i>"Desiring Machines"</i>
7:00pm-9:00pm	Optional visit: Late Night Visiting Hours, Museum of New Zealand Te Papa Tongarewa

Programme DeSForM 2012

Friday, April 20:

Professional Programme and Panel Discussions

8:15am-9:00am	Registration, Coffee and Refreshments
9:00am-9:02am	Introduction: Simon Fraser, Head, VUW School of Design
9:02am-9:10am	Opening Address: Joseph Stuart, Principal Business Advisor, Ministry of Science and Innovation
	Session I: Interaction Design. Chair: Doug Easterly
9:10am-9:30am	Unlimited Realities: Jim Simmons and Karyn Brice http://www.unlimitedrealities.com/
9:30am-9:50am	Click Suite: Emily Loughnan http://www.clicksuite.co.nz/#/home/work/fftasty/app
9:50am-10:00am	Discussion
	Session II: Transmedia, Technology and Entertainment. Chair: Leon Gurevitch
10:05am-10:25am	Weta Digital: Wayne Stables http://www.wetafx.co.nz/
10:25am-10:45am	Pik Pok: Hadley Bellam http://pikpok.com/
10:45am-10:55am	Discussion
10:55am-11:25am	Morning Tea
	Session III: Immersive Environments. Chair: Anne Niemetz
11:25am-11:45am	Spatial Information Architecture Lab (SIAL) RMIT Melbourne, Australia: Prof. Mark Burry http://www.sial.rmit.edu.au/
11:45am-12:05pm	HIT Lab NZ, Canterbury University, NZ: Dr. Christoph Bartneck http://www.hitlabnz.org/
12:05pm-12:25pm	The Gibson Group: David Crossan http://www.gibson.co.nz/
12:25pm-12:35pm	Discussion
12.35pm-1:30pm	Lunch
	Session IV: Culture Jamming. Chair: Anne Galloway
1.30pm-1:50pm	RESN: Jonathan Hawke and Kris Hermanson http://www.resn.co.nz/
1.50pm-2:10pm	SWAMP (USA): Matt Kenyon http://www.swamp.nu/
2.10pm-2:20pm	Discussion
	Session V: Fabricating Futures. Chair: Ross Stevens
2.25pm-2:45pm	diatom: Tiago Rorke http://diatom.cc/
2.45pm-3:05pm	77Pieces: Sebastian Marino http://77-pieces.com/
3:05pm-3:25pm	Ponoko: Derek Elley http://www.ponoko.com/
3:25pm-3:35pm	Discussion
3:35pm-4:00pm	Afternoon tea
4:00pm-4:40pm	Panel Discussion I "Blurring the Physical and the Digital" Chair: Prof. Steven Kyffin, Dean, School of Design, Northumbria University. Panel: Mark Burry, Leon Gurevitch, Neil Leach, Sebastian Sylwan.
4.45pm-5:30pm	Panel Discussion II "Designing True Interactions" Chair: Helen Baxter, Mohawk Media. Panel: Philip Beesley, Tom Djajadiningrat, Edgar Rodriguez, Jim Simmons.
5.30pm-5:40pm	Closing Address: Prof. Simon Fraser, Head, VUW School of Design Prof. Steven Kyffin, Dean, School of Design, Northumbria University, UK
6:30pm-9:30pm	Conference Dinner Venue: The Waka House Te Raukura, Te Wharewaka o Poneke 15 Jervois Quay, Wellington Central



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Technical Demonstration Programme DeSForM 2012

Wednesday, April 18

2:10pm-2:40pm

Technical Demonstration I

Box Me and Delmous: Daniel Cermak- Sassenrath (AUT)

VS 1.27

4:30pm-4:50pm

Technical Demonstration II

The Semantics of Surprise in Industrial Design: Edgar Rodríguez Ramírez (VUW)

Outside VS 1.27

Thursday, April 19

11:00-11:20am

Technical Demonstration III

Elucidating Feedback: Benjamin Jack (VUW)

VS 1.27

1:00-1:40pm

Technical Demonstration IV

In Pursuit of the Extraordinary: Cassie Hester (VCU)

Atrium

Friday, April 20

10:55am-11:25am

Technical Demonstration V

HitLab NZ with *City AR*, *Geoboids* and a *NAO Robot*: Dr. Christoph Bartneck

VS 1.27

12.35pm-1:30pm

Technical Demonstration VI

diatom with *Sketch Chair*: Tiago Rorke

Outside VS 1.27

3:35pm-4:00pm

Technical Demonstration VII

Mohawk Media with *Immersive Kinect VJ*: Chelfyn Baxter

VS 1.27