

October 6, 2008 | Monday

	GH 201	ROOM A104k
08:30 - 09:00	Registration opens	Registration opens
09:00 - 10:30	Workshop 1: Using the Principles of Magic to Design Affectively Rich User Experiences <i>Ben Hughes</i> - Course Director MAID, Central St.Martins, University of the Arts, London, UK	Workshop 2: The sensory experience of sustainability. How can design manifest a desirable experience of sustainability? <i>Anette Lundabye</i> - (BA Fine Arts, MA Textile Design, MA Design Futures), researcher Goldsmiths, University of London, UK <i>Mathilda Tham</i> - (BA Fashion, MA Design Futures, PhD Design) lecturer in eco-design, Goldsmiths, University of London, Professor of Fashion Design, Beckmans College of Design, Stockholm
10:30 - 11:00	Coffee break	Coffee break
11:00 - 12:30	Workshop 1: Using the Principles of Magic to Design Affectively Rich User Experiences cont'd	Workshop 2: The sensory experience of sustainability. How can design manifest a desirable experience of sustainability? cont'd
13:00 - 13:30	Registration opens	Registration opens
13:30 - 15:00	Workshop 3: Thinking about sex <i>Dan Formosa</i> - Smart Design, New York, USA <i>Agnete Enga</i> - Smart Design, New York, USA <i>Erica Eden</i> - Smart Design, New York, USA	Workshop 5: How to design objects with personalities <i>Nury Vittachi</i> - writer, Hong Kong
15:00 - 15:30	Coffee break	Coffee break
15:30 - 17:00	Workshop 3: Thinking about sex cont'd	Workshop 5: How to design objects with personalities cont'd

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Workshops



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ROOM A102
Registration opens
Workshop 6: Meaningful media: Towards a science of experience <i>Gino Yu</i> - Associate Professor, School of Design, The Hong Kong Polytechnic University, Hong Kong
Coffee break
Workshop 6: Meaningful media: Towards a science of experience cont'd
Break
Workshop 6: Meaningful media: Towards a science of experience cont'd
Coffee break
Workshop 6: Meaningful media: Towards a science of experience cont'd

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October 7, 2008 | Tuesday



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Conference Program

	SESSION A CHIANG CHEN STUDIO THEATRE	SESSION B SD COURTYARD
08:15 - 09:15	Registration opens/refreshments	
09:15 - 09:30	Opening ceremony: Wellcome address from: <i>Victor Lo</i> , Chairman of Board of Directors of Hong Kong Design Centre <i>Lorraine Justice</i> , Director of School of Design, The Hong Kong Polytechnic University <i>Paul Hekkert</i> , Chairman of the Design & Emotion Society	
09:30 - 10:00	ENRICHING: report of the Netherlands / Hong Kong Design & Emotion Workshop <i>Jeroen van Erp, Pieter Desmet & Catherine Hu</i>	
10:00 - 11:00	Keynote speech: <i>Donald Norman</i> : Sociable Design Moderator: Paul Hekkert	
11:00 - 11:30	Coffee break	
11:30 - 12:45	Paper session: Social design Moderator: John Heskett <ol style="list-style-type: none"> How do designers respond to social and cultural change in the styling of their products? <i>A Muir Wood</i> Modelling urban experiences - Zuidas, Amsterdam <i>C Jantzen & M Vetner</i> Ladies and men's room mixup: A critical design perspective on social norms at a clubbing environment <i>V Carpenter & M Hoby</i> 	Paper session: Methodological issues Moderator: Viktor Hjort <ol style="list-style-type: none"> Measuring emotions in product design: A study on emotional responses to car designs <i>E E Yilmaz & N Bayazit</i> The element extracted from lighting equipments that don't take discomfort from darkness <i>M Nakajima & H Igarashi</i> Applying fuzzy analytic hierarchy process to evaluate the emotional perception of cultural and creative products <i>Po-y Chu, Li-Ch Chen, W-Sh Yu & Sh-Ch Chan</i>
12:45 - 13:45	Lunch break	
13:45 - 14:30	Keynote speech: <i>Jan Chipchase</i> : Street / Emotion Moderator: Lorraine Justice	
14:30 - 15:00	Coffee break	
15:00 - 16:15	Paper session: Values & culture Moderator: John Heskett <ol style="list-style-type: none"> Cross-cultural values in street furniture emotion design <i>D H Y Sung, M Siu & S Liu</i> Colour culture as a visualisation of values and emotions case: China <i>K Kommonen & Y Zhao</i> Establishing an emotionally durable relationship between product and consumer <i>M Duffy, D Harrison, B Wood & Dr. J Sykes</i> 	Paper session: Methodological issues Moderator: Dan Formosa <ol style="list-style-type: none"> Emotional response to the audio-visual pattern language of film <i>G Joost, N Tractinsky, S Buchmüller & R Englert</i> Intuition in design & emotion? Transforming raw data into conclusions, a meta-analysis of the 2006 Design & Emotion conference papers <i>Henrik Enquist & Camilla Nordgren</i> Speaking in tongues – Assessing user experience in a global economy <i>G Laurans & P Desmet</i>
16:15 - 16:30	Coffee break	
16:30 - 17:45	Paper session: Values & culture Moderator: Tim Fletcher <ol style="list-style-type: none"> Comparison of the aesthetic pleasure design cultures between the East and the West <i>P-L Lee & M-Ch Ho</i> Logo colours for leading companies in the UK and Japan <i>L-Ch Ou, W Song, Y Yuan, M R Luo, F Ide & T Sato</i> Study on evaluation structure of special events in community -Case study on "Minoshima project - Let's go out to enjoy" <i>R Tamura & Y Morita</i> 	Paper session: Methodological issues Moderator: Kristina Borjesson <ol style="list-style-type: none"> Explaining kansai design studies <i>P Levy, S Nakamori & T Yamanaka</i> Measuring emotion and attention by analyzing eye properties <i>J de Lemos</i> The PlaceConcept methodology: A technique to investigate place-based emotions <i>S Augustin</i>
18:00	Welcome party: Core A podium	

SESSION C ROOM A102	SESSION D ROOM A104k
Paper session: Methodological issues Moderator: Keith Russell <ol style="list-style-type: none"> A framework for delineating the emotive character of motorbikes in India <i>A Singh & L K Das</i> Emotional dimensions regarding job satisfaction: The Case of dashboard design for city buses <i>G Tore, E N Ozer & C Erbug</i> Carnival in Rio de Janeiro and lust: A designer's look <i>C Figueiredo & C Bucich</i> 	Paper session: Usage & interaction Moderator: Xin Xiangyang <ol style="list-style-type: none"> Clarification of interaction between emotion and cognition on interface users <i>L Shi & T Yamanaka</i> Exploring the human computer interactive design - Interactive billboard <i>J-Y Chan & C Liao</i> Observing human behaviors in an interactive art installation <i>T Kiriyama & M Sato</i>
Paper session: Affective inclusive design Moderator: Mathilda Tham <ol style="list-style-type: none"> Emotional design for the blind users: Application of tactile and auditory semiotics in product design <i>N Oveysi & B Aryana</i> The influence of ageing on product experience <i>A C B Medeiros, N Crilly & P J Clarkson</i> Study on personal characteristics and emotional affordances through user activity analysis <i>Y S Kim, M K Kim, J Y Jeong & J H Moon</i> 	Paper session: Usage & interaction Moderator: Sylvia Tzvetanova <ol style="list-style-type: none"> Ambient life: Calm and excited pulsation as a means of Life-like permanent tactile status display in mobile phones <i>F Hemmert & G Joost</i> BuddyWall: A tangible user interface for wireless remote communication <i>M Quintanilha</i> Fun and pleasure in e-learning <i>B Gundogan & C Erbug</i>
Paper session: Social design Moderator: Tim Jachna <ol style="list-style-type: none"> "It's our only connection": Mobile phones and romantic relationships in India <i>C Wei</i> A study on visual identity of robotic products - Focused on four classifications of social robots <i>B Kim, H Suk & M Kim</i> A strategy for creating design methods based on social behaviours for pleasurable user experiences in human-computer interaction <i>J H Jung & T Love</i> 	Paper session: Usage & interaction Moderator: Hyeon-Jeong Suk <ol style="list-style-type: none"> There's a Grizzly Bear in sector 7: Emotional triggers in an online GIS-based information system for management and safety of natural heritage parks in Canada <i>M Radzikowska, P M Derbyshire, B McNicol, C Irish, M Bouchard, J Quinlan & S Ruecker</i> Invisible machinery in function, not form: User expectations of domestic use humanoid robots <i>J Carpenter, J M Davis, N Erwin-Stewart, T R Lee, J Bransford & N Vye</i> A Human-centred approach to the design and evaluation of automotive seat adjustment controls <i>A Attridge & M Pitts & M A Williams</i>

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October 8, 2008 | Wednesday



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	SESSION A CHIANG CHEN STUDIO THEATRE	SESSION B SD COURTYARD
08:30 - 09:00	Registration opens / refreshments	
09:00 - 10:00	Keynote speech: <i>Lorraine Justice</i>: Cultural Beliefs as the Basis for Emotion Moderator: Pieter Desmet	
10:00 - 10:30	Coffee break	
10:30 - 12:10	<p>Paper session: User experience Moderator: Paul Hekkert</p> <ol style="list-style-type: none"> From stravinsky to starbucks: Learning from classical music to create better service experiences <i>C Chan, B Hanington & S Evenson</i> ENSURE : support for parents in managing their children's health <i>S Y Park</i> Designing for experience: Arousing boredom to evoke predefined user behaviour <i>J Aart, B Salem, Ch Bartneck, J Hu & M Rauterberg</i> A girl's bra - A girl's pride <i>A S-h Chow, W Xiao & W-s Liu</i> 	<p>Paper session: Senses Moderator: Rodney Adank</p> <ol style="list-style-type: none"> Multi sensory design in education <i>M H Sonneveld, G D S Ludden & H N J Schifferstein</i> Factors contributing to product experience: The cases of 'warmth' and 'freshness' <i>A Fenko, H N J Schifferstein & P Hekkert</i> Can we measure what we feel? Exploring relationships between tactile perceptions and surface physical properties <i>X Chen, C Barnes, T Childs, B Henson & F Shao</i> Does ceramic tableware offer opportunities for emotional design? <i>E Lacey</i>
12:10 - 13:00	Lunch break	
13:00 - 14:00	Keynote speech: <i>Raman Hui</i> Moderator: Jeroen van Erp	
14:00 - 14:30	Coffee break	
14:30 - 15:45	<p>Paper session: User experience Moderator: Pieter Desmet</p> <ol style="list-style-type: none"> Modelling perceptual product experience – Towards a cohesive framework of presentation and representation in design <i>A Warell</i> Comparison of thermographic, EEG and subjective measures of affective experience of designed stimuli <i>S Jenkins, R Brown & N Rutterford</i> The dimensions of users' fun experiences with consumer products <i>N Cila & C Erbug</i> 	<p>Paper session: Senses Moderator: Nicolas Bouché</p> <ol style="list-style-type: none"> The effect of color design on fragrance association <i>Y-J Kim</i> Angel or devil? - The role of scents in interaction and emotion design <i>M-K Lai</i> Exploring sensory perception, appraisal and concern: An approach to support design activity <i>R G Adank & A Warell</i>
15:45 - 16:00	Coffee break	
16:00 - 17:15	<p>Paper session: Lifestyle Moderator: Pieter Desmet</p> <ol style="list-style-type: none"> Supporting new parents in their desire to share baby's life <i>S y Kim & J Zimmerman</i> Magonote – Making complex home electronics accessible by empowering the family technology lead <i>M Forrest, J Zimmerman & J Forlizzi</i> Designing for body, mind and context. Values-in-action to bridge design and business <i>M M Larsen</i> 	<p>Paper session: Senses & materials Moderator: Rick Schifferstein</p> <ol style="list-style-type: none"> Attributing meanings to materials <i>E Karana & P Hekkert</i> Synthesis of haptic textures transmitting predetermined feelings and emotions <i>V Lopez, D Gonzalez, C Eitzinger, S Thumfart & B Henson</i> The importance of textiles hand in comfort and emotional design <i>G Salvia, V Rognoli, F Gambardella & M Levi</i>
19:30	Conference dinner for conference or dinner registrants: Jumbo Kingdom - Aberdeen, Hong Kong Shuttle bus available from the conference venue to the restaurant at 18:00.	

Conference Program

SESSION C ROOM A102	SESSION D ROOM A104k
<p>Paper session: Service design Moderator: John Zimmerman</p> <ol style="list-style-type: none"> Innovations in service experiences: the AT-ONE method <i>S Clatworthy</i> Approachability: How people interpret automatic door movement as gesture <i>W Ju & L Takayama</i> Introducing a female-focused design strategy (FDS) for future healthcare design <i>L Xue & C C Yen</i> Emotion to the invisible: Historic landscape formation of the A-bomb Dome <i>Sh Sendai</i> 	<p>Case studies: Usage & interaction Moderator: Jeroen van Erp</p> <ol style="list-style-type: none"> Facial expressions and emotive experience in product interaction <i>K Hofmeester & D Adams</i> Livin' bits: tangible/sensory interface concepts for communication (perspectives for interaction design systems in the future) <i>D Bihanic</i> Touch my ETree: Shaping light through tactile interaction <i>J Felipe & S Grimaldi</i> Design of bionic humidifier <i>G Jiang</i>
<p>Paper session: Hospitality design Moderator: Tim Fletcher</p> <ol style="list-style-type: none"> Hotel stay scenarios based on emotional design research <i>K P Y Lo</i> Bathroom moments – Light and water as intimate experiences <i>M Reisinger</i> The room with a view (about itself) <i>G K Lau</i> 	<p>Case studies: Values & culture Moderator: Noam Tractinsky</p> <ol style="list-style-type: none"> One day poem pavilion <i>J Song</i> "Peep Dance" 2007-2008 <i>T Bar-On Freed</i> Case Study - Tokyo Gateaux (Won One Show Design Award 2007) <i>I-H Wang</i>
<p>Paper session: Toy & game design Moderator: Thomas Fischer</p> <ol style="list-style-type: none"> Character toys: Toying with identity, playing with emotion <i>R Leclerc</i> The design development of a "Serious" board game – Mediating the tension between playing the game and modelling experience for the purpose of gathering information <i>B Lamey, C Bristow & J Thompson</i> Mementos – A memory capturing and storytelling toy <i>W Hassanein & R el Kallouby</i> 	<p>Case studies: Design practice Moderator: Thomas Van Rompay</p> <ol style="list-style-type: none"> Can you love a business application? <i>A de Booij & J Pollard</i> The quest for Chinese design by foreigners. A case study. <i>A Pohlmeier</i> "GranSerraglio" A design project in an unusual place: <i>S.Vittore's Jail in Milano</i> <i>F Galli</i> Emotions by design: A marketing perspective <i>R Chitturi</i>

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October 9, 2008 | Thursday

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	SESSION A CHIANG CHEN STUDIO THEATRE	SESSION B SD COURTYARD
08:30 - 09:00	Registration opens / refreshments	
09:00 - 10:00	Poster session - Core A, SD Gallery (refer to page 49 for Poster Abstracts)	
10:00 - 10:30	Coffee break	
10:30 - 12:10	<p>Paper session: User experience Moderator: Lorraine Justice</p> <ol style="list-style-type: none"> Appraisal patterns of emotions in user-product interaction <i>E Demir, P M A Desmet & P Hekkert</i> The role of values and emotions in user experience <i>P Nurkka</i> Bloody robots as emotional design - How emotional structures change culturally motivated expectations of technology use in hospitals <i>T Markussen</i> Atmosphere creation : the relation between atmosphere and light characteristics <i>P J H Seuntjens, I M L C Vogels</i> 	<p>Paper session: Sustainability & product longevity Moderator: Sylvia Tzvetanova</p> <ol style="list-style-type: none"> Sustainable design: Strategies for favouring attachment between users and objects <i>Y Zhang, M Racine & Ph Lalonde</i> The experience of sustainability - Applying metadesign to invite emotions to further the design of sustainable futures <i>M Tham & A Lundebye</i> Talking about interactions: Eliciting structured interaction stories in enduring product experiences <i>B Russo, S Boess & P Hekkert</i> Affect, emotion and rationality. Contradictory variables in the aspiration for object longevity? <i>K Borjesson & M Woolley</i>
12:10 - 13:00	Lunch break	
13:00 - 14:00	Keynote speech: <i>Bill Green</i> : Design and emotion: An historical view Moderator: Paul Hekkert	
14:00 - 14:30	Coffee break	
14:30 - 15:45	<p>Paper session: Theoretical issues Moderator: Bill Green</p> <ol style="list-style-type: none"> Usability experts (1): Designers (0). Why designers need to evaluate design effectiveness <i>J Alibutt</i> Product relevant emotions in the Spanish language <i>J C Ortiz Nicolas & I Hernandez Lopez</i> Visceral hedonic rhetoric: Emerging research in design and emotion <i>C Wrigley, V Popovic & M Chamorro-Koc</i> 	<p>Paper session: Desire & lust Moderator: Tony Parker</p> <ol style="list-style-type: none"> Desire, lust and the glimpse of Manga and Anime <i>K Russell</i> Power jewellery: Mediating powers through jewellery <i>P Ahde</i> Diagnosis and resolution of a customer-defined satisfaction issue in automotive user controls <i>M Pitts & M A Williams</i>
15:45 - 16:00	Coffee break	
16:00 - 17:15	Closing and award ceremony	



Conference Program

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SESSION C ROOM A102	SESSION D ROOM A104k
<p>Paper session: Education Moderator: Judith Gregory</p> <ol style="list-style-type: none"> Fashion design: Desires and emotions <i>A Sandhu</i> Communicating emotion in design: The studio experience <i>B Jonson</i> Dutch design education: A new approach to design for emotions <i>P van Waart, M Kunst & I Mulder</i> Emotional response to a picture by the change of color: a comparison study between adults and children <i>H-J Suk</i> 	<p>Paper session: Meaning & interpretation Moderator: Helmut Leder</p> <ol style="list-style-type: none"> Meaning and Interpretation: An analysis of two theoretical perspectives in product design <i>M Keitsch & V H af Ornas</i> The exploration of emotional characteristics in Chinese everyday cooking utensils <i>T Chen & J Heskett</i> Charmed: Can jewellery tell us what we want from wearable technology? <i>H White</i> A study on the construction of experience design in creative life industry - Take Shin-gang Inscense Artistic Culture Garden in Chiayi County as an example <i>Jh-I Wu & Sh-h Hwang</i>
<p>Paper session: User experience Moderator: Anders Warell</p> <ol style="list-style-type: none"> The role of emotion in visual communication of risk <i>H Y Hsieh, D Durling & M Coulson</i> "Synch with me": Rhythmic interaction as an emerging principle of experiential design <i>F Spillers</i> The narrative of experience: Modelling user experience through the use of literary narratives for the construction of the user journey <i>R Soldatelli, G L Prando & F C X da Costa</i> 	<p>Paper session: Branding Moderator: Peter Chan</p> <ol style="list-style-type: none"> Affective meaning integration in design and its influence on product and brand evaluation <i>T van Rompay, A Pruyn</i> Building brand equity using advergames experiences: A Brazilian study case <i>M Buccini & Sh Santana</i> "Cheapness is not a sense, George!" An economic critique of design & emotion. <i>H Kaygan & O Sisman</i>

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