

## Program

The 5<sup>th</sup> Nordcode Seminar & Workshop  
Oslo, May 10-12, 2006



Arkitektur- og designhøgskolen i Oslo  
The Oslo School of Architecture and Design

The Oslo School of Architecture and Design  
Institute of Industrial Design

### WORKSHOP "Senses and sensibility"

**Wednesday May 10**

Large auditorium

10:00 Welcome by Nina Bjørnstad and Toni-Matti Karjalainen.

10.15 Introduction to the workshop by **Monika Hestad** and Tom Vavik.

10:45 Task 1: Individual/group assignment: a tasteful experience.

11:45 Short break, refreshment.

12:00 Task 2: Individual/group assignment: a tasteful and visual experience.

13:00 Lunch

14:00 Task 3: Individual assignment: a touch of...

15:00 Short break, refreshment.

15:15 Task 4: Group assignment: a touch of...

16.00 **Petter Moshus** invites to a tour at the school.

16:30 Closing remarks, immediate observations.

The material from the workshop will be analyzed the following days and presented during the seminar session.

Keywords for the workshop are "taste", "form", "tactility" and "brand". Participants will be served several drinks. You will be asked to describe and visualize your experience the drinks give. The assignment results will be analyzed during the seminar and presented in the seminar session. You are to take part in discussion concerning the result. The aim is to provide concrete information for design research in fields such as form and tactility.

SEMINAR PROGRAM

Thursday May 11

Large auditorium

Small auditorium

9.00 Introduction by  
**Halina Dunin-Woyseth**

I: NATURE OF DESIGN

9.30 **Vihma & Ebbesen:** The contribution of material culture studies to design

10.00 **Sevaldson:** Digital cooperation across disciplines

10.30 Coffee

11.00 **Michl:** William Paley vs. argument from re-design

11.30 **Lie:** The designer's reasoning

12.00 **Crilly & Clarkson:** ..The mass media as a conceptual framework for design

12.30 Lunch

II: ASPECTS OF DESIGN:  
FORM AND STYLE

Small auditorium

**Keitch:** Industrial design research and reflective practice  
**Berg:** Creative/artistic methods ...in cross-disciplinary communities...

Group room 3

13.30 **Akner-Koler:** Expanding the boundaries of form theory.

14.00 **Capjon:** Towards a physically catalysed collaborative design process

14.30 Coffee

15.00 **Wängelin:** The meaning of style

15.30

**Abidin:** ..Form development in automotive design based on design thinking  
**Person:** Positioning strategies for design: ..Market conditions and styling strategies

16.00 Socialize

19.00 Dinner together, Pavilion

## Friday May 12

### III: ASPECTS OF DESIGN: COMMUNICATION

Large auditorium

9.00 Coffee

9.15 **Skogen:** Subjective  
experience of icons

9.45 **Hiort af Ornäs:**  
Communicative  
challenges with  
dematerialised products

### IV: ASPECTS OF DESIGN: MANAGEMENT, COLLABORATION, ENSKILLMENT, VIRTUALITY, TACTILITY, ANTHROPOLOGICAL PERSPECTIVE

10.30 **Hestad:** The workshop  
result and discussion

11.30 **Kilbourn:** Design for  
enskilment

12.00 Lunch

13.00 **Vavik:** Exploring and  
teaching tactility in  
design

13.30 **Laakso:** Interior design in  
immersive virtual  
environment

14.00 Coffee

14.30 **Manty:** Decision making  
in design

15.00 **Toni:** Summing up the  
seminar and discussion

15.30 End

Small auditorium

### **Skulberg:**

[Communicating  
design ideas to  
customers]

**Berntsen:** [Places,  
Identity and Design]

**Dimaki:** From a  
physical design  
museum towards a  
virtual design museum

**Isaksson:** Haptic  
interaction patterns

**Linkola:** [Anthropology  
and design]

**Roald:** ..Cross-  
pollinating  
management and  
design