Invitation to

the **2nd Nordcode** Seminar & Workshop
"Semantic & aesthetic functions in design"

Helsinki/Espoo, October 1-3 2003
University of Art and Design Helsinki & Helsinki University of Technology

Nordcode invites you to the 2nd Nordcode Seminar and workshop, organized by the "Meaning of Form" research group of the University of Art and Design Helsinki and the Decode research group of the Helsinki University of Technology.

Please forward this invitation to persons who like to participate in the seminar.

Description

The Nordic network for research on communicative product design (Nordcode) is an initiative of research colleagues of the department of Industrial Design Engineering at Chalmers University of Technology (in Gothenburg, Sweden) and of the "Meaning of Form" research group at the University of Art and Design Helsinki (UIAH), Finland.

The network was established in order to facilitate Nordic research collaboration specifically in the field of communicative product design. Biannual seminars function as the main discussion forums of the network, gathering together active researchers from the Nordic countries. The first Nordcode seminar was organised on March 10-11, 2003 in Gothenburg.

[www.soberit.hut.fi/sefun/nordcode]

Seminar theme and focus

In accordance to the general topic - *"Semantic & aesthetic functions in design"* – the seminar continues the building of a platform for future co-operation, started in the first Nordcode seminar. The aim is to share opinions and discuss the underlying concepts of communicative product design from a Scandinavian perspective.

The seminar will be organized primarily around presentations of **working papers** illustrating various research approaches and topical research projects of the network members.

The seminar will take place on October 2nd and 3rd at the University of Art and Design Helsinki. Preceding the seminar, a **workshop** on *"Semantic & aesthetic functions in usability context"* will be arranged in the usability laboratory of the Helsinki University of Technology on October 1st. Guests can choose to participate both in the workshop and the seminar or only in the seminar.

Tentative programme

An up-date will be provided in August 2003 and the final programme in September 2003.

Wednesday, October 1
Nordcode workshop *"Semantic & aesthetic functions in usability context"*

    Place: *Usability laboratory / HUT, Otaniemi Campus, Espoo*
    Host: *Lauri Repokari*

    10:00   Registration & café
    10:30   Welcome and introduction
    11:00   Workshop
    13:00   Lunch
    14:30   Workshop continues
    16:00   Summing up and discussion
    17:00   Presentation of HUT and campus walking tour
    19:00   *Welcome reception*

Thursday, October 2
Nordcode seminar *"Semantic & aesthetic functions in design"*

    Place: *University of Art and Design Helsinki, Helsinki*
    Host: *Susann Vihma*

    10:00   Registration & café
    10:30   Welcome and introduction to the seminar theme
    12:00   Guest presentation on design aesthetics
    13:00   Lunch
    14:30   Working papers
    16:00   Café
    16:30   Working papers
    17:30   Presentation of UIAH and university walking tour
    20:00   *Seminar party*

Friday, October 2
Nordcode seminar *"Semantic & aesthetic functions in design"*

    Place: *University of Art and Design Helsinki, Helsinki*
    Host: *Toni-Matti Karjalainen*

    09:00   Working papers
    10:30   Café
    11:00   Working papers
    13:00   Lunch
    14:30   Working papers
    16:00   Café
    16:30   Summing up and discussion
    17:30   End

Saturday & Sunday, October 4 & 5

A presentation by Outi Turpeinen of her fictive museum installation ("The Collection of an English Noblewomen from the 19th century India") will be organised in Kiasma, the Museum of Contemporary Art, Helsinki (exhibition open 26.9.-19.10.). This installation is the last of three exhibitions, which are included in her doctoral dissertation. A related workshop on her theme "Are all museum objects fictive?" will possibly be arranged for Saturday morning. More on Turpeinen's previous exhibitions: www2.uiah.fi/~oturpein

Enjoying the Helsinki area…

Working papers and presentations

Working papers

The seminar will focus on the presentations and accompanying working papers of the participants. The working papers should be brief (2-3 pages) descriptions of research-in-progress. Conceptual papers concerning the topic of communicative product design are also welcomed, but the use of practical examples will be particularly encouraged. The working papers will be included in the seminar folder that will be delivered to participants at registration.

Presentations

The papers will be presented in the seminar. As estimated, there will be about 20 minutes arranged for each presentation.

Post-conference publication

On the basis of the working papers, authors will be asked to provide full academic papers (5-10 pages) that will be edited for a post-conference publication in the series F of the University of Art and Design Helsinki.

Important dates

Initial notification of interest: **August 31st**
to toni.karjalainen@uiah.fi
(Please note whether you will be submitting only a working paper or are interested also in writing the full paper)

Working paper: **September 15th**
to toni.karjalainen@uiah.fi

Full paper (selected papers for publication): **November 30th**

Nordcode workshop

Preceding the seminar, a **workshop** on *"Semantic & aesthetic functions in usability context"* will be arranged in the usability laboratory of the Helsinki University of Technology on October 1st.

Due to practical reasons, the main workshop is limited to 12 persons (selected in order of registration). If more interested people appear, a parallel workshop will be arranged in relation to the conference theme.

Registration by **August 31st**
to toni.karjalainen@uiah.fi

The workshop will be documented and analysed, and a research report will be written to the post-conference publication.

More information of the workshop will be provided later. The eventual programme will be announced in September 2003.

Practicalities

Seminar fees

Guests can attend both the seminar and the workshop free of charge. The participants should be prepared to pay part of the meals by themselves (funding is under negotiation). Accommodation and travel costs will be covered by the participants.

Registration

By **August 31st**
to toni.karjalainen@uiah.fi

Please include in the registration your
- name, title, position, institution, and
- contact information (e-mail, phone, address).

Note also whether:
- you will participate in the workshop (Wed) and/or the seminar (Thu & Fri),
- you will deliver a working paper (by Sep 15th) & presentation in the seminar (title and topic), and
- your initial interest in writing a full paper to the post-conference publication.

The participants are encouraged to give a presentation & working paper in the seminar. It is possible to attend the seminar also without them.

Workshop venue (October 1st)

Usability laboratory / HUT, Otaniemi Campus, Espoo, www.hut.fi
The Otaniemi Campus is located 7km west of the Helsinki City Centre and reachable through direct busses from Helsinki.

Seminar venue (October 2nd-3rd)

University of Art and Design Helsinki, Helsinki, www.uiah.fi
The university is located 5km north-east of the Helsinki City Centre and reachable through direct busses & a tram from Helsinki.

Accommodation

Participants are asked to arrange accommodation by themselves. Recommendations for hotels and low-budget accommodation will be provided later. For more alternatives, see www.hel.fi

Contact

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For up-dates and information about Nordcode, please visit:

www.soberit.hut.fi/sefun/nordcode