

International Conference

4D – Designing Development, Developing Design

Hosted by Kaunas University of Technology, September 28-30, 2017

Programme

Venue:

Santaka Valley,

KTU Science and

Technology

Centre

K. Baršausko str. 59,

Kaunas, Lithuania

Day 1

8:00 – 9:00	Welcome coffee & Registration
9:00 – 9:15	Conference Opening - Rūta Valušytė Conference co-chair, Associate Professor at Kaunas University of Technology; Head of Design centre, Faculty of Mechanical Engineering and Design. Kaunas, Lithuania; Alessandro Biamonti Conference co-chair, Associate Professor at Politecnico di Milano, Design department. Milan, Italy.
9:15 – 9:30	KTU Welcome - Asta Pundzienė Vice Rector for Research of Kaunas University of Technology. Kaunas, Lithuania.
9:30 – 9:40	Introduction to the Day Prof. Eglė Butkevičienė
9:40 – 10:10	Plenary session - “Designing Imperfections” Anna Meroni Architect, PhD in Design. Associate Professor of Design at Politecnico di Milano, Department of Design, Milan, Italy.
10:10 – 10:40	“Ways to Impact in Academic Design” Ilpo Koskinen PhD, Professor at The Hong Kong Polytechnic University, Hong Kong, China.

10:40 – 11:30

Coffee & DesignLibrary Kaunas Talk

Keynote speakers: Anna Meroni, Ilpo Koskinen

Moderator: Lorenzo Piazzi

Track Chairs: Jūratė Tutlytė, Eglė Butkevičienė, Marius Dirgėla

11:30 – 13.00

Parallel sessions

Design & Social Development

Room 2

Track Chairs:

PhD, Prof. Brigita Janiūnaitė, Kaunas University of Technology
Marius Dirgėla, Vilnius Art Academy

1. Anthropocene and Design. The Role of Design in the Emerging Territorial Scenarios of Contemporary Ruins in the Anthropocene Epoch

Silvia Maria Gramegna, Barbara Camocini, Silvia Piardi,
Alessandro Biamonti

Topic: Design for Social Changes

2. Residual Spaces

Federico Delrosso

Topic: Design for Social Changes

3. Emerging Taxonomies in Higher Education: Exploring Student's Housing Experiences

Milagros Zingoni, Brie Smith

Topic: Design for Social Changes

Design & Technological Development

Room 3

Track Chairs:

PhD, Prof. Tomas Krilavičius, Vytautas Magnus University

PhD, Assoc. Prof. Visvaldas Varžinskas, Kaunas University of Technology

Performative

Design Lab

Dovilė

Gaižauskienė

Performative

Design Agency.

Kaunas, Lithuania

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Workshop space

	<p>1. Development of a Methodology for Hybrid Products during the Additive Manufacturing Process André Lima, Cátia S. Silva, Álvaro M. Sampaio and António J. Pontes <i>Topic: Designing in the 4th Industrial Revolution</i></p> <p>2. Design Values in mHealth Innovations: Uncovering mHealth Service Improvement through Design Tools Zichao Nie, Francesco Zurlo <i>Topic: Orienteering Design through New Media Inputs and Data</i></p> <p>3. The Evolution of the Design Process through Machine Learning Juan Carlos Quiñones Gómez <i>Topic: Designing in the 4th Industrial Revolution</i></p>	
13:00 – 14:00	Lunch	
14:00 – 15:30	<p style="text-align: center;">Parallel sessions</p> <hr/> <p>Design & Social Development Room 2 Track Chairs: PhD, Assoc. Prof. Jūratė Tutlytė, Vytautas Magnus University Marius Dirgėla, Vilnius Art Academy</p> <hr/> <p>1. Interior Design as the New First Design Phase: Leveraging Academic Resources for Public and not for Profit Organizations Brie Smith, Milagros Zingoni, Jana Faro <i>Topic: Designing in Sharing Economy Paradigm</i></p> <p>2. The Role of Design in the Development of an Environmental Therapeutic System for the Enhancement of Well-being among People with Dementia and Caregivers Silvia Maria Gramegna <i>Topic: Design for Social Changes</i></p> <p>3. New Uses of Unused. A Comparative Analysis of Social Design Practices in the Context of Contemporary Abandoned Spaces Oxana Nosova, Fiamma Colette Invernizzi, Nastazja Niedziela. <i>Topic: Design for Social Changes</i></p> <hr/> <p>Design & Technological Development Room 3 Track Chairs: PhD, Prof. Tomas Krilavičius, Vytautas Magnus University PhD, Prof. Vytautas Ostaševičius, Kaunas University of Technology</p>	<p style="text-align: center;">Performative Design Lab Dovilė Gaižauskienė Performative Design Agency. Kaunas, Lithuania</p> <p style="text-align: center;">-</p> <p style="text-align: center;">Workshop space</p>

1. The Growing Influence of Design Data in the Design Process through a Methodological Development

Juan Carlos Quiñones Gómez

Topic: Orienteering Design through New Media Inputs and Data

2. Personal Digital Trails: toward a Convenient Design of Products and Services Employing Digital Data

Laura Varisco, Margherita Pillan, Maresa Bertolo

Topic: Orienteering Design through New Media Inputs and Data

3. Design to Degrade: Dynamic Trasformative 3D/4D Printing of Bio-based Materials

Zara Fong and Jeongbin Ok

Topic: Designing in the 4th Industrial Revolution

Design & Business Development

Room 1

Track Chairs:

PhD, Assoc. Prof. Rita Jucevičienė, Kaunas University of Technology

Lecturer, Visiting Researcher Joshua O. Fayomi, Kaunas University of

Technology

1. An Exploratory Study of Factors that Accelerate Purchasing of Fast Fashion Apparel and Ways to Encourage More Sustainable Clothing Consumption

Ieva Ratytė

Topic: Designing in Saturated and Hypercompetitive Markets

2. Emotion-Driven Innovation: Critical Review and a Proposal

Teresa Alaniz, Stefano Biazzo

Topic: Designing in Saturated and Hypercompetitive Markets

3. Locating the Potential Contributions of Design in Social Entrepreneurial Initiatives

David Pérez, David Hands, Edward McKeever

Topic: Design based Entrepreneurship

15:30 – 15:45

Coffee & Snack

16:00 – 19:00

Kaunas Tour

19:00

Cocktail in the Old Town

“Sandėlis”

Muziejaus str. 8, Kaunas

Day 2

8:00 – 9:00

Welcome coffee & Registration

9:00 – 9:20

Introduction to the Day

Prof. PhD Vytautas Ostaševičius

9:20 – 10:05

Plenary session

“Developing design skills between Third and Fourth Industrial Revolution”

Massimo Bianchini

Designer, PhD in design. Assistant Professor at Politecnico di Milano, Department of Design, Milan, Italy.

10:05 – 10:40

“New Media Design and Human Development”

Teemu Leinonen

PhD, Associate Professor of New Media Design and Learning at the Aalto University School of Arts, Design and Architecture, Helsinki, Finland.

10:40 – 11:30

Coffee & DesignLibrary Kaunas Talk

Keynote speakers: Massimo Bianchini, Teemu Leinonen

Moderator: Lorenzo Piazzi

Tra Track chairs: Prof. PhD Tomas Krilavičius, Assoc. Prof. PhD Visvaldas Varžinskas

11:30 – 13:00

Parallel sessions

Design & Social Development

Room 2

Track Chairs:

PhD, Prof. Jūratė Tutlytė, Kaunas University of Technology

PhD, Prof. Eglė Butkevičienė, Kaunas University of Technology

FAB Market

Ingi Guðjónsson,

IAAC Fab Lab

Barcelona.

Barcelona, Spain

1. Designing the Empathic Experience. A Workshop

Alice Devecchi

Topic: Design for Social Changes

2. Design Workshop Practices for Local Development: Analysis of Cases from Turkey

Ceren Aybala Almaata Dabag, Ayhan Ensici

Topic: Design for Social Changes

3. Switching on Urban Spaces. Design Strategies for Fostering Inhabitants' Participation and Sense of Belonging

Barbara Camocini, Barbara Di Prete, Agnese Rebaglio

Topic: Design for Social Changes

Design & Technological Development

Room 3

Track Chairs:

PhD, Prof. Virginija Daukantienė, Kaunas University of Technology

PhD, Assoc. Prof. Visvaldas Varžinskas, Kaunas University of Technology

1. Generative Infrastructures in the Design of Public Spaces of Digital Manufacture

Daniel Llermaly Larrain

Topic: Designing in the 4th Industrial Revolution

2. Making Things is Making People: from Design for all to Design for Each

Davide Crippa, Fiamma Colette Invernizzi

Topic: Designing in the 4th Industrial Revolution

3. Design Turn

Juan Carlos Quiñones Gomez

Topic: Designing in the 4th Industrial Revolution

FAB Market

Ingi Guðjónsson,

IAAC Fab Lab

Barcelona.

Barcelona, Spain

Workshop space

13:00 – 14:00

Lunch

Parallel sessions

Design & Social Development

Room 2

Track Chairs:

PhD, Prof. Brigita Janiūnaitė, Kaunas University of Technology

PhD, Prof. Eglė Butkevičienė, Kaunas University of Technology

1. Communication Design against Gender Stereotypes: A Web Tool to Involve Design Students in Social Activism

Marta Isabella Reina

Topic: Design for Social Changes

2. Design for Social Change: Social Media as a Communication Platform through Product Design Innovation

Khairun Nisa Mustaffa Halabi, David Hands

Topic: Design for Social Changes

3. Design for Changing the Stereotypes: the Chinese Food Business as a Breakthrough Point

Shushu He, Margherita Pillan.

Topic: Design for Social Changes

Design & Technological Development

Room 3

Track Chairs:

PhD, Prof. Virginija Daukantienė, Kaunas University of Technology

PhD, Prof. Vytautas Ostaševičius, Kaunas University of Technology

1. The Influences of Designing for Services in Product Design Oriented Organisations

Canan Akoglu

Topic: Designing in the 4th Industrial Revolution

2. 3D Scanning in Safe Work Wear Design Development

Eugenija Strazdienė, Violeta Bytautaitė, Daivutė Kriščiūnienė

Topic: Designing in the 4th Industrial Revolution

3. Decision-making Model for Eco-design of Weigh Batches Used in Packaging

Kostas Bendoraitis, Alis Lebedys, Visvaldas Varžinskas, Eugenijus

Milčius, Ieva Kazulytė

Topic: Orienteering Design through New Media Inputs and Data

Design & Business Development

Room 1

Track Chairs:

PhD, Assoc. Prof. Rita Jucevičienė, Kaunas University of Technology

Lecturer, Visiting Researcher Joshua O. Fayomi, Kaunas University of

Technology

FAB Market
Ingi Guðjónsson,
IAAC Fab Lab
Barcelona.
Barcelona, Spain

Workshop space

1. Design and Business Development Design against Retail Crime to Reduce Shrinkage through ‘Design Thinking’ within a High-Street Retailer in the United Kingdom

Meg Armaghan Parivar, David Hands

Topic: Design based Entrepreneurship

2. Designing in Local: Design Project to Improve Local Competitiveness

Ayhan Ensici

Topic: Designing in Saturated and Hypercompetitive Markets

3. ‘Design Doing’: What if We Put More Design into Design Thinking?

Martina Rossi

Topic: Designing in Saturated and Hypercompetitive Markets

15:30 – 15:45

Coffee & snack

Afternoon Plenary session

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15:45 – 16:05

“Design for Unrealized Future”

Alessandro Biamonti

PhD in Industrial Design and Multimedia Communication, Associate Professor of Design in the Department of Design at Politecnico di Milano. Milan, Italy

16:05 – 16:30

“Creative Disruptions and The Political”

Gintautas Mažeikis

PhD Prof. Head of the Department of Philosophy and Social Critique at Vytautas Magnus University. Kaunas, Lithuania

16:30 – 17:00

"Innovative Approach: the Usage of Technologies to Visual Communication Design at Vilnius Academy of Arts"

Aušra Lisauskienė

Graphic Designer, Professor, and Head of the Graphic Design Department at Vilnius Art Academy. Vilnius, Lithuania

17:00 – 17:30

“Fifty Years of Never-ending Creativity ”

Andrea Tosi

Dean of International Partnership and Innovation at IED - Istituto Europeo di Design. Milan, Italy

17:30 – 17:45

“Distributed Design”

Ingi Guðjónsson

Product designer at IAAC Fab Lab Barcelona, a centre of production, research and education. Barcelona, Spain

17:45 – 18:15

Discussion with the Keynote speakers

20:00

Gala Dinner

Restaurant “Višta Puode”

S. Daukanto str. 23, Kaunas

Day 3

8:00 – 9:00

Welcome coffee & Registration

9:00 – 9:20

Introduction to the Day

Prof. PhD Monika Petraité

9:20 – 10:05

Plenary session

“Social by Design”

Alessandro Philip Maiano

Managing Partner, Wilbe Ventures, London, UK

10:05 – 10:40

“Transformational Sociotech Design”

Agnis Stibe

PhD, Professor of Transformational Sociotech Design at ESLSA Business School Paris. Paris, France

10:40 – 11:30

Coffee & DesignLibrary Kaunas Talk

Keynote speakers: Alessandro Philip Maiano, Agnis Stibe

Moderator: Lorenzo Piazzi

Track Chairs: PhD Imantė Markevičiūtė, Assoc. Prof. PhD Rita Jucevičienė, Prof. PhD Monika Petraité

11:30 – 13:00

Parallel sessions

Design & Social Development

Room 1

Track Chairs:

PhD, Prof. Brigita Janiūnaitė, Kaunas University of Technology

PhD, Assoc. Prof. Jūratė Tutlytė, Vytautas Magnus University

1. Design for Sustainability and Social Changes Applied to Fashion Design Processes: A Case Study Analysis

Trinh Bui, Alba Cappellieri, Carlo Vezzoli.

Topic: Design for Social Changes

2. Fashion Design and Contemporary Art: Tools for Public Space Enhancement

Giovanni Maria Conti, Rossana Gaddi, Martina Motta

Topic: Design for Social Changes

3. The Portfolio of Fashion Design Students as a Tool for Constructing Identity

Paolo Franzo

Topic: Design for Social Changes

4. Social Changes and Age Obsession: The Role Of Communication Design

Valeria Bucchetti, Francesca Casnati, Marta Isabella Reina

Topic: Design for Social Changes

Design & Technological Development

Room 2

Track Chairs:

PhD, Prof. Vytautas Ostaševičius, Kaunas University of Technology

PhD, Assoc. Prof. Visvaldas Varžinskas, Kaunas University of Technology

1. The Forthcoming Paradigm Shifts: Generative Algorithms and the Reinvention of Design

Oliver Stengel, Najine Ameli

Topic: Orienteering Design through New Media Inputs and Data

2. New Interdisciplinary Perspectives of Research on the Role of Design with New Materials: 'Open' Spaces-Methodologies-Design Process

Sabrina Lucibello, Roberto Bianchi

Topic: Designing in the 4th Industrial Revolution

3. Design Concept Development for a Flexible Polymeric Packaging

Cátia S. Silva, André Lima, Álvaro M. Sampaio, André Fernandes, António J. Pontes

Topic: Designing in the 4th Industrial Revolution

Design & Business Development

Room 3

Track Chairs:

PhD, Imantė Markevičiūtė, LUISS Business School, Kaunas University of Technology

Lecturer, Visiting Researcher Joshua O. Fayomi, Kaunas University of Technology,

ESADE Business & Law School

1. Touching the Borders of Design Thinking

Valentina Auricchio, Silvia Magnanini

Topic: Design based Entrepreneurship

2. Deriving Authenticity: Origination of Consumer Experience Expectations in Radical Innovative Products

Ilgim Eroglu, Emine Vagtborg, Duygu Kaçar

Topic: Designing in Saturated and Hypercompetitive Markets

3. Libraries of Things: Designing an Optimal Business Model

Najine Ameli, Devon Fernandes, Oliver Stengel

Topic: Designing in Saturated and Hypercompetitive Markets

13:00 – 14:00

Lunch

14:00 – 14:30

Closing Keynote speech

“Why Design?”

Francesco Trabucco

Professor of Industrial Design at Politecnico di Milano, Winner of “Compasso d’Oro” Award. Milan, Italy

14:30 – 15:00

Closing of the Conference

Rūta Valušytė

Conference co-chair, Associate Professor at Kaunas University of Technology; Head of Design centre, Faculty of Mechanical Engineering and Design. Kaunas, Lithuania;

Alessandro Biamonti

Conference co-chair, Associate Professor at Politecnico di Milano, Design department. Milan, Italy.

Please note that the Program is the subject of change. www.4d-conference.com