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. Egle 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.
Coffee & Design Library 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 - Workshop space
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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</thead>
<tbody>
<tr>
<td>13:00 – 14:00</td>
<td>Lunch</td>
</tr>
<tr>
<td>14:00 – 15:30</td>
<td>Parallel sessions</td>
</tr>
</tbody>
</table>

### Design & Social Development

**Room 2**

**Track Chairs:**
PhD, Assoc. Prof. Jūratė Tutlytė, Vytautas Magnus University
Marius Dirgėla, Vilnius Art Academy

<table>
<thead>
<tr>
<th>1. Interior Design as the New First Design Phase: Leveraging Academic Resources for Public and not for Profit Organizations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brie Smith, Milagros Zingoni, Jana Faro</td>
</tr>
<tr>
<td><strong>Topic:</strong> Designing in Sharing Economy Paradigm</td>
</tr>
</tbody>
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<table>
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<tr>
<th>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</th>
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</thead>
<tbody>
<tr>
<td>Silvia Maria Gramegna</td>
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<tr>
<td><strong>Topic:</strong> Design for Social Changes</td>
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<tbody>
<tr>
<td>Oxana Nosova, Fiamma Colette Invernizzi, Nastazja Niedziela.</td>
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<tr>
<td><strong>Topic:</strong> Design for Social Changes</td>
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</tbody>
</table>

### Design & Technological Development

**Room 3**

**Track Chairs:**
PhD, Prof. Tomas Krilavičius, Vytautas Magnus University
PhD, Prof. Vytautas Ostaševičius, Kaunas University of Technology

<table>
<thead>
<tr>
<th>Performative Design Lab</th>
<th>Dovilė Galžauskienė Performativa Design Agency, Kaunas, Lithuania Workshop space</th>
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</thead>
</table>
   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 Transformative 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*

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<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>15:30 – 15:45</td>
<td>Coffee &amp; Snack</td>
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<tr>
<td>16:00 – 19:00</td>
<td>Kaunas Tour</td>
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</tbody>
</table>
| 19:00       | Cocktail in the Old Town  
              “Sandėlis”  
              Muziejaus str. 8, Kaunas |
# Day 2

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>8:00 – 9:00</td>
<td>Welcome coffee &amp; Registration</td>
</tr>
<tr>
<td>9:00 – 9:20</td>
<td>Introduction to the Day</td>
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<tr>
<td>9:20 – 10:05</td>
<td>Plenary session - “Developing design skills between Third and Fourth Industrial Revolution”</td>
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<tr>
<td></td>
<td>Massimo Bianchini</td>
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<tr>
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<td>Designer, PhD in design. Assistant Professor at Politecnico di Milano, Department of Design, Milan, Italy.</td>
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<tr>
<td>10:05 – 10:40</td>
<td>“New Media Design and Human Development”</td>
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<tr>
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<td>Teemu Leinonen</td>
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<tr>
<td></td>
<td>PhD, Associate Professor of New Media Design and Learning at the Aalto University School of Arts, Design and Architecture, Helsinki, Finland.</td>
</tr>
<tr>
<td>10:40 – 11:30</td>
<td>Coffee &amp; DesignLibrary Kaunas Talk</td>
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<td></td>
<td>Keynote speakers: Massimo Bianchini, Teemu Leinonen</td>
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<td>Moderator: Lorenzo Piazzi</td>
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<td>Tra Track chairs: Prof. PhD Tomas Krilavičius, Assoc. Prof. PhD Visvaldas Varžinskas</td>
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<tr>
<td>11:30 – 13:00</td>
<td>Parallel sessions</td>
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<tr>
<td></td>
<td>Design &amp; Social Development</td>
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<td>Room 2</td>
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<td></td>
<td>Track Chairs:</td>
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<tr>
<td></td>
<td>PhD, Prof. Jūratė Tutlytė, Kaunas University of Technology</td>
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<td>PhD, Prof. Eglė Butkevičienė, Kaunas University of Technology</td>
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<td>FAB Market</td>
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<td></td>
<td>Ingi Guðjónsson, IAAC Fab Lab</td>
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<td>Barcelona.</td>
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<td></td>
<td>Barcelona, Spain</td>
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<tr>
<td>1. Designing the Empathic Experience. A Workshop</td>
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<tr>
<td>Alice Devecchi</td>
<td></td>
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<tr>
<td>Topic: Design for Social Changes</td>
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</tbody>
</table>

| 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 Daukantiene, Kaunas University of Technology
- PhD, Assoc. Prof. Visvaldas Varzinskiunas, 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 |

**13:00 – 14:00**

**Lunch**

**Parallel sessions**

**Design & Social Development**

**Room 2**

**Track Chairs:**

- PhD, Prof. Brigita Janiunaitė, Kaunas University of Technology
- PhD, Prof. Eglė Butkevičienė, Kaunas University of Technology

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**FAB Market**

**Ingi Guðjónsson,**

**IAAC Fab Lab Barcelona,**

**Barcelona, Spain**

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**Workshop space**
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

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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 Batchers Used in Packaging
   Kostas Bendoraitis, Alis Lebedys, Visvaldas Varžinskas, Eugenijus Milčius, Ieva Kazulytė
   
   Topic: Orienteering Design through New Media Inputs and Data

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Design & Business Development
Room 1

Track Chairs:
PhD, Assoc. Prof. Rita Jučiūčienė, Kaunas University of Technology
Lecturer, Visiting Researcher Joshua O. Fayomi, Kaunas University of Technology
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

15:45 – 16:05 Afternoon Plenary session
   “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 Lisauskiené
   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
<table>
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<tr>
<td>17:45 – 18:15</td>
<td>Discussion with the Keynote speakers</td>
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<tr>
<td>20:00</td>
<td>Gala Dinner&lt;br&gt;Restaurant “Višta Puode”&lt;br&gt;S. Daukanto str. 23, Kaunas</td>
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### Day 3

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<td>8:00 – 9:00</td>
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<tr>
<td>9:00 – 9:20</td>
<td>Introduction to the Day&lt;br&gt;Prof. PhD Monika Petraitė</td>
</tr>
<tr>
<td>9:20 – 10:05</td>
<td>Plenary session&lt;br&gt;“Social by Design”&lt;br&gt;Alessandro Philip Maiano&lt;br&gt;Managing Partner, Wilbe Ventures, London, UK</td>
</tr>
<tr>
<td>10:05 – 10:40</td>
<td>“Transformational Sociotech Design”&lt;br&gt;Agnis Stibe&lt;br&gt;PhD, Professor of Transformational Sociotech Design at ESLSCA Business School Paris. Paris, France</td>
</tr>
<tr>
<td>10:40 – 11:30</td>
<td>Coffee &amp; DesignLibrary Kaunas Talk&lt;br&gt;Keynote speakers: Alessandro Philip Maiano, Agnis Stibe&lt;br&gt;Moderator: Lorenzo Piazzi&lt;br&gt;Track Chairs: PhD Imantė Markevičiūtė, Assoc. Prof. PhD Rita Jucevičienė, Prof. PhD Monika Petraitė</td>
</tr>
<tr>
<td>11:30 – 13:00</td>
<td>Parallel sessions&lt;br&gt;Design &amp; Social Development&lt;br&gt;Room 1&lt;br&gt;Track Chairs: PhD, Prof. Brigita Janiūnaitė, Kaunas University of Technology&lt;br&gt;PhD, Assoc. Prof. Jūratė Tutlytė, Vytautas Magnus University</td>
</tr>
</tbody>
</table>
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 Franco
   *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*

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**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*

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**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 Boarders 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*

<table>
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<tr>
<td>13:00 – 14:00</td>
<td>Lunch</td>
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<tr>
<td>14:00 – 14:30</td>
<td>Closing Keynote speech</td>
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<td>“Why Design?”</td>
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<td>Francesco Trabucco</td>
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<td></td>
<td>Professor of Industrial Design at Politecnico di Milano, Winner of “Compasso d’Oro” Award. Milan, Italy</td>
</tr>
<tr>
<td>14:30 – 15:00</td>
<td>Closing of the Conference</td>
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<td>Rūta Valušytė</td>
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Please note that the Program is the subject of change. [www.4d-conference.com](http://www.4d-conference.com)