

Meanings of Design in the Next Era

21-23 October 2019, Osaka, Japan



4D · DESIGNING DEVELOPMENT
DEVELOPING DESIGN

SUNDAY, 20th OCTOBER, 2019



OPENING EVENT AND NETWORKING RECEPTION	
12:30 – 13:00	Opening Event Registration: Conference Hall, Building B, Osaka Ibaraki Campus, Ritsumeikan University
13:00 – 17:00	<p>Opening Event Keynote Speeches</p> <ul style="list-style-type: none"> • Mauro Porcini Senior Vice President and Chief Design Officer at PepsiCo • Elena Pacenti Dean of the School of Design at NewSchool of Architecture & Design in San Diego, California • Unni Kaunakara The Shinhan Distinguished Visiting Professor, Yonsei University / Visiting Faculty & Leader in Residence at Schwarzman College, Tsinghua University / Assistant Clinical Professor of Public Health, Yale School of Public Health • Keiji Ashizawa President of Ishinomaki Laboratory • Rūta Valušytė Head of Design Centre at Kaunas University of Technology (KTU).
17:15 – 19:00	Networking Reception: Event Hall, Building B, Osaka Ibaraki Campus, Ritsumeikan University

MONDAY, 21st OCTOBER, 2019



CONFERENCE DAY 1

08:00 – 09:00	Conference Registration: 10th floor, Osaka International Conventional Center
09:00 – 09:05	Welcome Speech
09:05 – 10:35	Plenary Session Keynote Speeches <ul style="list-style-type: none">• Unni Kaunakara The Shinhan Distinguished Visiting Professor, Yonsei University / Visiting Faculty & Leader in Residence at Schwarzman College, Tsinghua University / Assistant Clinical Professor of Public Health, Yale School of Public Health• Keiji Ashizawa President of Ishinomaki Laboratory
10:35 – 10:50	Coffee Break
10:50 – 11:20	Design Library Talk

MONDAY, 21st OCTOBER, 2019



11:30 – 13:00 PARALLEL SESSION	
Topic 1.1	Topic 2.1
Room 1005	Room 1006
Session Chair: Tohru Yoshioka-Kobayashi	Session Chair: Lucia Rampino
<p>Why are they able to ‘Design Thinking?’: Framing a designer’s practical intelligence linked to their thinking, acting and attitude</p> <p>Takuo Ando; Satoru Goto</p>	<p>Design drivers: A critical enabler to meditate value over the NPD process within Internet of Things</p> <p>Boyeun Lee; Rachel Cooper; David Hands; Paul Coulton</p>
<p>Measuring design trends using design rights: A citation analysis approach to identify influential product categories in design development</p> <p>Tohru Yoshioka-Kobayashi; Junya Kataoka; Atsushi Akiike</p>	<p>Smart remote control for multisensorial and/or smart environments management</p> <p>Erika Arcari; Venanzio Arquilla</p>
<p>Playful prototyping as a didactic method for exploring user experiences and interactions</p> <p>Magnus Feil; Zingoni Milagros</p>	<p>Can a new approach to engineering design facilitate harmony between users’ emotions and technological products?</p> <p>Naz Yaldiz</p>
	<p>A commonality of business idea productions: A co-occurrence network analysis</p> <p>Kunio Ikari</p>
13:00 – 14:00 Networking Lunch	

MONDAY, 21st OCTOBER, 2019



14:00 – 15:30 PARALLEL SESSION			
Topic 1.2	Topic 2.2	Topic 3.2	Workshop
Room 1005	Room 1006	Room 1007	Room 1004
Session Chair: Barbara Camocini	Session Chair: Takuo Ando	Session Chair: Lorenzo Piazzì	
<p>The importance of identity for the affirmation of social innovation projects</p> <p>Álvaro Sousa; Teresa Franqueira; Ana Afonso</p>	<p>Design value in future tech organizations -How can design communicate innovation?</p> <p>Janett Adler; Jea Hoo Na; Martyn Evans</p>	<p>Design as to interpret, express, protect and transfer innovation. Business tools in Italy for the academic and professional sectors.</p> <p>Agnese Galli</p>	<p>How can we design affective products and subsequent service?</p> <p>Academic speaker/ Workshop instructor: Mitsuo Nagamachi; Yuuki Shigemoto</p> <p>Sponsor: DML, Ritsumeikan University</p>
<p>Reminiscence and nostalgia -The role of design in the development of feasible solutions for dementia care</p> <p>Silvia Maria Gramegna</p>	<p>Designing for the subjective experience of wearable assistive devices</p> <p>Patrizia Marti</p>	<p>The teaching experiment from design thinking and board games creativity made by makers college students</p> <p>Tsuilen Shen; Jiin-chyuan Lai</p>	
<p>Using systems thinking to investigate the sustainability of digital fabrication projects in the humanitarian and development sector</p> <p>Lucia Corsini; James Moultrie</p>	<p>Designing Magika -A multisensory and multimodal environment for a new educational approach</p> <p>Giulia Cosentino; Mirko Gelsomini; Venanzio Arquilla</p>	<p>Design for change</p> <p>Beth White</p>	
<p>A trial to redesign project learning for proper transmission of regional resources</p> <p>Akira Kondo; Kei Yoshimura; Katsuya Nishihara</p>	<p>Teepee: Next generation -From its origin to future-</p> <p>Federico Delrosso</p>	<p>The hidden values related to the variety of Design Thinking models</p> <p>Cabirio Cautela; Michele Melazzini; Gianluca Carella</p>	
15:30 – 19:00 Excursion			

TUESDAY, 22nd OCTOBER, 2019



CONFERENCE DAY 2

08:00 – 09:00	Conference Registration: 10th floor, Osaka International Conventional Center
09:00 – 10:30	Plenary Session <ul style="list-style-type: none">• Mauro Porcini Senior Vice President and Chief Design Officer at PepsiCo
10:30 – 10:40	Coffee Break
10:40 – 11:10	Design Library Talk
11:15 – 12:15	Plenary Session <ul style="list-style-type: none">• Elena Pacenti Dean of the School of Design at NewSchool of Architecture & Design in San Diego, California
12:15 – 12:25	Coffee Break
12:25 – 12:55	Design Library Talk
13:00 – 14:00	Networking Lunch

TUESDAY, 22nd OCTOBER, 2019



14:00 – 15:30 PARALLEL SESSION		
Topic 2.1	Topic 2.2	Workshop
Room 1005	Room 1006	Room 1004
Session Chair: Lucia Rampino	Session Chair: Cabirio Cautela	
<p>The relationship between design orientation and brand Orientation -Toward theoretical integration-</p> <p>Takuya Nomura; Takuo Ando</p>	<p>Designing a framework to investigate creativity enablers and inhibitors in the digital era</p> <p>Carmen Bruno; Marita Canina</p>	<p>Inspiration, Justification and Innovation</p> <p>Academic speaker/ Workshop instructor: Satoru Goto</p> <p>Sponsor: Information Services International-Dentsu, Ltd.</p>
<p>Value circulation and entrepreneurship -Proposing the concepts for the design of service ecosystem-</p> <p>Masayuki Yamagata</p>	<p>How to design "What Doesn't Exist Yet" through Human Centered Design and seeking future needs.</p> <p>Yuichi Inobori; Kazaru Yaegashi</p>	
<p>Rethinking the "Innovation of Meaning" from a "Benefit of Inconvenience" perspective</p> <p>Yuuki Shigemoto; Hiroshi Kawakami</p>		
15:30 – 16:00 Coffee Break		

TUESDAY, 22nd OCTOBER, 2019

16:00 – 17:30 PARALLEL SESSION		
Topic 1.2	Topic 2.2	Workshop
Room 1005	Room 1006	Room 1004
Session Chair: Gintare Cerniauskaite	Session Chair: Kęstutis Lekeckas	
<p>Designing entrepreneurship education program based on entrepreneurial characteristics of ASEAN countries' college students -An exploratory analysis using Sally Caird's GET2-</p> <p>Junko Ishiguro</p>	<p>Combination of new age design and specific functionality of orthopedic footwear</p> <p>Edita Gelažienė; Kęstutis Lekeckas</p>	<p>What is the design capability necessary for the leadership of business people in the next era?</p> <p>Academic speaker/ Workshop instructor: Mitsuru Ohnishi; Kazaru Yaegashi</p> <p>Sponsor: Human Quest Co.,Ltd</p>
<p>Prototyping temporary urban solutions in Milan</p> <p>Galluzzo Laura; Mastrantoni Claudia; Borin Ambra; Jiang Jixiang</p>	<p>A proposal of user interface for next-generation air traffic control console</p> <p>Hajime Hirako; Kazuhiko Yamazaki</p>	
<p>Power of design in the future of orthoses</p> <p>Gintare Cerniauskaite</p>		
19:00 – 21:00 Gala Dinner		

CONFERENCE DAY 3

08:00 – 09:00

Conference Registration: 10th floor, Osaka International Conventional Center

09:00 – 10:10 PARALLEL SESSION

Topic 2.2	Topic 3.1	Topic 3.2
Room 1005	Room 1006	Room 1007
Session Chair: Takuo Ando	Session Chair: Yuuki Shigemoto	Session Chair: Hikaru Makino
<p>Identity salience and diversity in the process of Innovation of Meaning</p> <p>Satoru Goto; Kazaru Yaegashi</p>	<p>Protecting the memory of objects from nostalgia</p> <p>Afonso Borges; Catarina Moura</p>	<p>The anomaly of design innovation in a post-growth and post-human world</p> <p>Bridgette Engeler and Kristen Day</p>
<p>Humanizing automation in the design of the Industrial Kitchen of the Future -Strategies and insights for deploying interactive technologies in the European luxury dining sector-</p> <p>Shujoy Chakraborty; Helena Barbosa; Vanessa Barradas; Ulisses Andrade; Pedro Lourenço</p>	<p>A perspective of globalization in the pharmaceutical industry</p> <p>Fumio Teramae; Tomohiro Makino; Yeongjoo Lim; Kota Kodama</p>	<p>The cognitive process of vision-driven idea development</p> <p>Makoto Isono</p>
<p>Exploratory research on cognition of autonomous vehicles -From perspective of actor-network theory -</p> <p>Yitong Fei; Takuo Ando; Satoru Goto</p>	<p>Interview survey method to extract cultural trait applicable to concept design</p> <p>Uulen Tumurkhaduur; Kazuhiko Yamazaki</p>	<p>A framework for the role of behavioral experience design in the perception and adoption of new services for users</p> <p>Hikaru Makino</p>

10:10 – 10:40 Coffee Break

WEDNESDAY, 23rd OCTOBER, 2019



10:40 – 12:10 PARALLEL SESSION		
Topic 1.2	Topic 2.1	Topic 3.2
Room 1005	Room 1006	Room 1007
Session Chair: Barbara Camocini	Session Chair: Yuuki Shigemoto	Session Chair: Satoru Goto
<p>Challenges in product design for traditional societies: A field study with novice designers</p> <p>Priyanka Rai; Prakhar Verma; Abhishek Dahiya; Jyoti Kumar</p>	<p>The Actor-Network of distributed intelligence designed by innovative designer Rei Kawakubo of Comme des Garçons</p> <p>Shinichiro Irie</p>	<p>Literature review on designers' characteristics: Investigating on the identity of the designer/non-designer</p> <p>Yoichi Shintani</p>
<p>Designing Local Marketplace -From multi-level service ecosystem perspective-</p> <p>Hironori Iwasaki</p>	<p>Connecting design to IT</p> <p>Toshimi Munehira</p>	<p>The design management principles derived from the co-occurrence network analysis of the testimonies of Italian furniture entrepreneurs</p> <p>Taro Koyama</p>
	<p>Impact of digital fabrication and virtual reality on design process</p> <p>-Application of computational design tools to a classical design project-</p> <p>Shujoy Chakraborty; Sérgio Lemos; Pedro Lourenço; Ulisses Andrade; Vanessa Barradas</p>	
12:15 – 12:30: Conference Closing: 1009		