

Meanings of Design in the Next Era

21-23 October 2019, Osaka, Japan



4D · DESIGNING DEVELOPMENT
DEVELOPING DESIGN

OPENING EVENT AND NETWORKING RECEPTION

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|--------------------------|---|
| <p>12:30 – 13:00</p> | <p>Opening Event Registration: Conference Hall, Building B, Osaka Ibaraki Campus, Ritsumeikan University</p> |
| <p>13:00 – 17:00</p> | <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). |
| <p>17:15 – 19:00</p> | <p>Networking Reception: Event Hall, Building B, Osaka Ibaraki Campus, Ritsumeikan University</p> |

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 Yıldız</p> |
| | <p>A commonality of business idea productions: A co-occurrence network analysis</p> <p>Kunio Ikari</p> |
| <p>13:00 – 14:00 Networking Lunch</p> | |

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: 10 th 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 |

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>Inspiration, Justification and Innovation</p> <p>Academic speaker/ Workshop instructor:</p> <p>Satoru Goto</p> <p>Sponsor:</p> <p>Information Services International-Dentsu, Ltd.</p> |
| <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>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: 10 th 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 |
| Identity salience and diversity in the process of Innovation of Meaning Satoru Goto; Kazaru Yaegashi | Protecting the memory of objects from nostalgia Afonso Borges; Catarina Moura | The anomaly of design innovation in a postgrowth and post-human world Bridgette Engeler; Kristen Day |
| 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- Shujoy Chakraborty; Helena Barbosa; Vanessa Barradas; Ulisses Andrade; Pedro Lourenço | A perspective of globalization in the pharmaceutical industry Fumio Teramae; Tomohiro Makino; Yeongjoo Lim; Kota Kodama | The cognitive process of vision-driven idea development Makoto Isono |
| Exploratory research on cognition of autonomous vehicles -From perspective of actor-network theory - Yitong Fei; Takuo Ando; Satoru Goto | Interview survey method to extract cultural trait applicable to concept design Uulen Tumurkhaduur; Kazuhiko Yamazaki | A framework for the role of behavioral experience design in the perception and adoption of new services for users Hikaru Makino |
| 10:10 – 10:40 Coffee Break | | |

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> | |
| <p>12:15 – 12:30: Conference Closing: 1009</p> | | |