

CEST TIME	POLITICS AND DESIGN: PAST, PRESENT, FUTURE	SOCIAL IMPACT OF DESIGN	TECHNOLOGY-FOCUSED DESIGN	CULTURAL ROLES OF DESIGN PRACTICE	CHALLENGING ORTHODOXIES: DESIGN HISTORY AND DESIGN STUDIES	OPEN STRAND	
9:00	<p>OPENING SESSION Fedja Vukić <i>Introduction to Conference</i></p> <p>Convenor local time: same as Zagreb</p>						
9:30	<p>KEYNOTE 1 Matko Meštrović <i>Utopia or Belief?</i></p> <p>Keynote local time: same as Zagreb</p>						
11:00							
12:00	<p>Chair: Tevfik Balcioğlu Chair local time: -1 behind Zagreb (11:00–12:30 h)</p> <p>20 1.1.1. Rie Mori <i>The Monpe as a Totalitarian Costume; Japanese Farmer Work</i> <i>Pants as a Wartime Uniform for Women in the Japanese Empire</i></p> <p>Author local time: +7 ahead of Zagreb (19:00–19:30 h)</p>			<p>Chair: Javier Gimeno Martinez Chair local time: same as Zagreb</p> <p>11 4.1.1. Sara Satoh <i>Torres Balbás' Garden Design in the Alhambra in Relation to His Restoration Theory</i></p> <p>Author local time: +7 ahead of Zagreb (19:00–19:30 h)</p>	<p>Chair: Jonathan Woodham Chair local time: -1 behind Zagreb (11:00–12:30 h)</p> <p>56 5.1.1. Mitha Budhyarto and Vikas Kailankaje <i>'The School Question': Race and Colonial Attitudes Towards Craft Education in British Malaya and the Dutch East Indies, 1900-1930s</i> Author local time: +6 ahead of Zagreb (18:00–18:30 h)</p>		
12:30	<p>88 1.1.2. Izumi Kuroishi <i>The Eameses and Kenmochi: The Exchange of Industrial Design Ideas Between the U.S. and Japan During the Cold War Period</i></p> <p>Author local time: +7 ahead of Zagreb (19:30–20:00 h)</p>			<p>29 4.1.2. Tom Spalding <i>Irish Suburban Housing: Concrete Nationalism and the 'House of To-Morrow'</i></p> <p>Author local time: -1 behind Zagreb (11:30–12:00 h)</p>	<p>14 5.1.2. Barbara Predan <i>How Socialist Self-Management Contributed to the Understanding of Participation in Design</i></p> <p>Author local time: same as Zagreb</p>		
13:00	<p>35 1.1.3. Li Zhang <i>The Significance of Fiction: The Aesthetic Politics of Speculative Design</i></p> <p>Author local time: +6 ahead of Zagreb (19:00–19:30 h)</p>			<p>65 4.1.3. Carlos Bártolo <i>The Bedroom of Mademoiselle De Roo: Private Inputs on an Official Culture of Taste in Domestic Interiors</i></p> <p>Author local time: -1 behind Zagreb (12:00–12:30 h)</p>	<p>63 5.1.3. Francesco E. Guida <i>Women in Italian Graphic Design History: A Contribution to Rewrite History in a More Inclusive Way</i></p> <p>Author local time: same as Zagreb</p>		
13:30	<p>28 1.1.4. Ju-Joan Wong <i>Contradictions in Modern Design Aesthetics in Post-Colonial History—The Introduction of Television in Taiwan, 1960s to 1990s</i></p> <p>Author local time: +6 ahead of Zagreb (19:30–20:00 h)</p>			<p>58 4.1.4. Noriko Yoshimura <i>Richard Hamilton and the LUX 50th Anniversary Project</i></p> <p>Author local time: same as Zagreb; +7 ahead of Zagreb (20:30–21:00 h)</p>			
14:00				<p>32 4.1.5. Zhenzhen Qin and Sandy Ng <i>Cultural Blends: A Metaphorical Method for Designing Cultural Products With Traditional Cultural Properties</i></p> <p>Author local time: +6 ahead of Zagreb (20:00–20:30 h)</p>			
14:30							

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15:00						
15:30				<p>Chair: Priscila Lena Farias Chair local time: -5 behind Zagreb (10:30–13:00 h)</p>		
16:00	<p>Chair: Barbara Predan Chair local time: same as Zagreb</p> <p>76 1.2.1. Ana Sofía López Guerrero <i>A Brief History of Ergonomics in the USSR: Socialist Ergonomics and Its Development at the VNIITE Institute of Industrial Design</i></p> <p>Author local time: -5 behind Zagreb (11:00–11:30 h)</p>			<p>41 4.2.1. Nanthana Boonla-or and Teerapoj Teeropas <i>The Coexistence of Preservation and Modernisation Design Strategies for the Textiles Heritage of Phlow Karen in the Rachaburi Province (Thailand)</i></p> <p>Author local time: +5 ahead of Zagreb (20:30–21:00 h)</p>	<p>Chair: Helena Barbosa Chair local time: -1 behind Zagreb (15:00–16:30 h)</p>	
16:30	<p>90 1.2.2. Mads Folkmann <i>Aestheticising Design: Revisiting the Concept of Commodity Aesthetics</i></p> <p>Author local time: same as Zagreb</p>			<p>61 4.2.2. Veronica Devalle <i>The Performance of Design in the First Neoliberal Wave in Argentina</i></p> <p>Author local time: -5 behind Zagreb (11:00–11:30 h)</p>	<p>91 5.2.1. Jonathan Woodham <i>History and Design History: Myths, Memories and Reality</i></p> <p>Author local time: -1 behind Zagreb (15:00–15:30 h)</p>	
17:00	<p>47 1.2.3. Bernardo A. Candela, Katherine Mollenhauer and Alfonso Ruiz <i>Lessons Learned About Design Policies Based on Shared Experiences Between Differentiated Territories: The Transatlantic Case of Chile–Canary Islands</i></p> <p>Authors local time: -6 behind Zagreb (11:00–11:30 h); -1 behind Zagreb (16:00–16:30 h)</p>			<p>30 4.2.3. Paula Valadares and Helena Barbosa <i>The Armorial Movement: Cultural Entwinements in the Legacy of Time From a Graphic Design Perspective</i></p> <p>Author local time: -5 behind Zagreb (11:30–12:00 h)</p>	<p>87 5.2.3. Helena Barbosa <i>Theory vs/♥ Practice in the Design Education Curriculum: The Case of the Portuguese History of Design</i></p> <p>Author local time: -1 behind Zagreb (15:00–15:30 h)</p>	
17:30				<p>81 4.2.4. Monica Farkas, Laura Cesio and Magdalena Sprechmann <i>Echoes of Tomas Maldonado's Bond with Uruguay: The Contact Zone Between Design, Art and Architecture</i></p> <p>Author local time: -5 behind Zagreb (12:00–12:30 h)</p>	<p>69 5.2.3. Giulia Ciliberto <i>Surface, Deep, Implicit. Basic Design as a Signature Pedagogy in Design Education</i></p> <p>Author local time: same as Zagreb</p>	
18:00				<p>70 4.2.5. Ana Sofía López Guerrero and Marcos da Costa Braga <i>Lina Bo Bardi and Pre-Artisanship in Northeast Brazil: A Quest for the Theoretical Basis of the Concept</i></p> <p>Author local time: -5 behind Zagreb (12:30–13:00 h)</p>		
18:30						
19:00						
19:30						

CEST TIME POLITICS AND DESIGN: PAST, PRESENT, FUTURE SOCIAL IMPACT OF DESIGN TECHNOLOGY-FOCUSED DESIGN CULTURAL ROLES OF DESIGN PRACTICE CHALLENGING ORTHODOXIES: DESIGN HISTORY AND DESIGN STUDIES OPEN STRAND

9:00

KEYNOTE 2
Yuko Kikuchi
Can a Nation Survive through Craft? The Colonial Past, Current Subjectivities and Sustainable Futures
 Keynote local time: +7 ahead of Zagreb (16:00–18:00 h)

11:00

Chair: Barbara Predan
Chair local time: same as Zagreb

12 1.3.1.
Harriet Atkinson
Exhibitions as Political 'Demonstrations'? Artists International Association's 'For Liberty' Exhibition, London 1943
 Author local time: -1 behind Zagreb (10:00–10:30 h)

Chair: Javier Gimeno Martinez
Chair local time: same as Zagreb

39 4.3.1.
John H. Martin
Bohemians, Craftsmen and the New Woman
 Author local time: +6 ahead of Zagreb (16:00–16:30 h)

Chair: Jonathan Woodham
Chair local time: -1 behind Zagreb (10:00–11:30 h)

34 5.3.1.
Ziga Testen
The Master Approving of His Own Work
 Author local time: +8 ahead of Zagreb (19:00–19:30 h)

11:30

13 1.3.2.
Triin Jerlei
VNIITE and Lithuania: Industrial Design on the Western Soviet Periphery
 Author local time: +1 ahead of Zagreb (12:30–13:00 h)

64 4.3.2.
Claudia Tranti
Branding Japanese Olympics: The Evolution of Design Between Local Tradition and Global Trends
 Author local time: same as Zagreb

9 5.3.2.
Niki Sioki
Publishing on the Periphery: Trade Design Magazines in Late 20th Century Greece
 Author local time: +1 ahead of Zagreb (12:30–13:00 h)

12:00

67 1.3.3.
Igor Ramos and Helena Barbosa
Portuguese Film Posters at the Dawn of Estado Novo: Modernism Under Dictatorship
 Author local time: -1 behind Zagreb (11:00–11:30 h)

26 4.3.3.
Paulo Eduardo Moretto and Priscila Lena Farias
1980's Brazilian Rock Album Covers: A Visual Analysis
 Author local time: -5 behind Zagreb (7:00–7:30 h)

45 5.3.3.
Sandra Antunes and Maria Helena Souto
An Experience of Synthesis and Freedom: Space and Design in Post-World War II Portugal
 Author local time: -1 behind Zagreb (11:00–11:30 h)

12:30

16 4.3.4.
Christof Breidenich, Keisuke Takayasu and Nicole Christ
Digital Communication and Global Visual Image Standards of Emojis as a Challenge for an Intercultural Comparison Between Japan and Germany
 Author local time: same as Zagreb; +7 ahead of Zagreb (19:30–20:00 h)

13:00

44 4.3.5.
Emanuela Bonini Lessing, Fiorella Bulegato and Priscila Lena Farias
Italian Typographic Heritage: A Contribution to Its Recognition and Interpretation as Part of Design Heritage
 Author local time: same as Zagreb; -5 behind Zagreb (8:00–8:30 h)

13:30

Chair: Tingy S. Lin
Chair local time: +6 ahead of Zagreb (19:30–21:00 h)

40 3.1.1.
Marilena Christodoulou
The History of Parametric Design and Its Applications in Footwear Design
 Author local time: same as Zagreb

14:00

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14:00			<p>53 3.1.2. Silvia Puig <i>Human Senses and the Enjoyment of Objects</i></p> <p>Author local time: same as Zagreb</p>			
14:30						
15:00						
15:30	<p>PANEL <i>Publishing Design Research in Academic Journals</i></p> <p>PANELISTS Paul Atkinson (The Design Journal), Erling Björgvinsson (Parse), Carl DiSalvo (Design Issues), Priscila Lena Farias (Infodesign), Fiona E. Fisher (Journal of Design History), Carlo Franzato (Strategic Design Research Journal), Claudia Marina (Plot(s)) MODERATOR Jilly Traganou (Design and Culture)</p> <p>Panel moderator local time: -6 behind Zagreb (9:30–11:00 h)</p>					
17:00						
17:30						
18:00	<p>51 1.4.1. Emrah Ozturan, Gulname Turan and Dogan Gurpinar <i>Designers as Cultural Intermediaries: Towards a Framework to Understand Design's Engagement in Culture Wars</i></p> <p>Author local time: +1 ahead of Zagreb (19:00–19:30 h)</p>				<p>27 5.4.1. Artemis Yagou <i>Objects of Desire: Consumption and Popular Luxury in Early Modern Southeastern Europe</i></p> <p>Author local time: same as Zagreb</p>	
18:30	<p>48 1.4.2. Deirdre Pretorius <i>Liberation, Nation and Salvation: South African Political Party Logos of the 2019 General Election</i></p> <p>Author local time: same as Zagreb</p>				<p>23 5.4.2. Felipe Kaizer and Lucas Do M. N. Cunha <i>Herbert Simon in the Design Field</i></p> <p>Author local time: -5 behind Zagreb (13:30–14:00 h)</p>	
19:00	<p>60 1.4.3. Tau Lenskjold <i>Benjaminian Taktisch in Contemporary Critical Design</i></p> <p>Author local time: same as Zagreb</p>				<p>3 5.4.3. Renata Perim Lopes <i>Exhibition Design and the Relationship With the Spectator: Historical Notes with El Lissitzky and Hebert Bayer</i></p> <p>Author local time: -5 behind Zagreb (14:00–14:30 h)</p>	
19:30						

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9:00

KEYNOTE 3
Olga Druzhinina
The Development of Creative Industries in Russia Between 1990-2020
 Keynote local time: +1 ahead of Zagreb (10:00–12:00 h)

11:00

12:00

PANEL
Designing Archives and Collections
 PANELISTS **Alison J. Clarke, Lesley Whitworth, Brigitte Jansen, Eva Van Regenmortel, Katarina Serulus**
 MODERATOR **Maja Vardjan**
 Panel moderator local time: same as Zagreb

13:30

14:00

Chair: **Daniel Huppertz**
 Chair local time: +8 ahead of Zagreb (22:00–23:30 h)
 31 2.1.1.
Pedro Álvarez Caselli and Antonio Batlle Lathrop
The Repair of Domestic Objects as an Act of Sustainable Design
 Author local time: -6 behind Zagreb (8:00–8:30 h)

Chair: **Paul Atkinson**
 Chair local time: -1 behind Zagreb (13:00–14:00 h)
 19 3.2.1.
Tingyi S. Lin and Jou-Yin Sun
Lost in Translation? Representing the Concept of Artificial Intelligence to the General Public
 Author local time: +6 ahead of Zagreb (20:00–20:30 h)

Chair: **Jonathan Woodham**
 Chair local time: -1 behind Zagreb (13:00–14:30 h)
 4 5.5.1.
Jade Piaia and Priscila Lena Farias
Investigating Migrating Print Cultures: Graphic Memory Research Methods Applied to a Study on Typographia Hennies Irmãos
 Author local time: -5 behind Zagreb (9:00–9:30 h)

14:30

78 2.1.2.
Diana Duque
A Case Study Among Colombia's Post-Conflict 'Memory Machines': Reframing Memory through Models of Social Design and Doris Salcedo's Anti-Monument
 Author local time: -6 behind Zagreb (8:30–9:00 h)

59 3.2.2.
Didiana Prata, Fabio Cozman and Gustavo Polleti
Using AI to Classify Instagram's Dissident Images
 Author local time: -5 behind Zagreb (9:30–10:00 h)

75 5.5.2.
Fabio Pereira and Priscila Lena Farias
An Analysis of the Visual Identification of Early São Paulo City Letterpress Printing Shops: Contributions for Brazilian Design History
 Author local time: -5 behind Zagreb (9:30–10:00 h)

15:00

82 2.1.3.
Yunus Doğan Telliel and Rob Krueger
Decentring Design Thinking for Development Engineering
 Author local time: -6 behind Zagreb (9:00–9:30 h)

5 5.5.3.
Cassia M. De La Houssaye and Patricia Peralta
Conjecturing Futures for Brazilian Design Law
 Author local time: -5 behind Zagreb (10:00–10:30 h)

15:30

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15:30						
16:00						<p>Co-chairs: Katharina Pfuetzner, Karolina Jakaite Co-chair local time: -6 behind Zagreb (10:00–12:00 h); +1 ahead of Zagreb (17:00–19:00 h)</p> <p>66 6.1.1. Miray Hamarat and Koray Gelmez <i>Learning From Past Design Experiences in an Educational Context: A Self-Reflective Account</i></p> <p>Author local time: +1 ahead of Zagreb (17:00–17:30 h)</p>
16:30						<p>22 6.1.2. Deniz Hasirci, Zeynep Tuna Ultav and Melis Örnekoğlu Selçuk <i>Sadun Ersin: An Influential Figure in the Development of Modern Design in Turkey</i></p> <p>Author local time: +1 ahead of Zagreb (18:00–18:30 h)</p>
17:00		<p>Chair: Freddie Floré Chair local time: same as Zagreb</p> <p>21 2.2.1. Anders V. Munch, Vibeke Riisberg and Lene Kiærbye Pedersen <i>Harmful or Useless? Victor Papanek and the Student Rebellion at Danish Design Schools 1967-1976</i></p> <p>Author local time: same as Zagreb</p>			<p>Chair: Helena Barbosa Chair local time: -1 behind Zagreb (16:00–17:30 h)</p> <p>6 5.6.1. Carla Fernanda Fontana <i>Appropriation, Adaptation, Redesign, Copy, Cut and Paste: The Covers of Translated Books Published by José Olympio in the 1940s and 1950s</i></p> <p>Author local time: -5 behind Zagreb (10:00 – 10:30 h)</p>	<p>33 6.1.3. Trond Klevgaard <i>Co-Creating Bauhaus Typography in Denmark: The Avant-Gardist Vilhelm Bjerke Petersen and Printer C. Volmer Nordlunde</i></p> <p>Author local time: same as Zagreb</p>
17:30		<p>89 2.2.2. Aura Cruz and Erika Cortés <i>Design for Inclusion: From Ethical Through Aesthetic Thinking</i></p> <p>Author local time: -7 behind Zagreb (10:30–11:00 h)</p>			<p>52 5.6.2. Alice Viggiani <i>Alexandre Wollner, the Ulm School and the Newspaper: The Use of Grids and Its Influence on the Formation of the Graphic Design Field in Brazil</i></p> <p>Author local time: -5 behind Zagreb (10:30–11:00 h)</p>	<p>42 6.1.4. Rebecca Houze <i>Mariska Undi and Anna Lesznai: A Comparative Study of Two Early Twentieth-Century Hungarian Modernist Designers</i></p> <p>Author local time: -7 behind Zagreb (10:30–11:00 h)</p>
18:00		<p>15 2.1.3. Hsiao Yun Chu <i>407 South Forest Ave.: The House That Bucky Barely Lived In</i></p> <p>Author local time: -9 behind Zagreb (9:00–9:30 h)</p>			<p>86 5.6.3. Mariana Almeida and Helena Barbosa <i>Discourses on Design History Methods: The Case of 'Cooperativa Árvore' Posters</i></p> <p>Author local time: -1 behind Zagreb (11:00–11:30 h)</p>	
18:30						
19:00						
19:30						

CEST TIME

POLITICS AND DESIGN: PAST, PRESENT, FUTURE

SOCIAL IMPACT OF DESIGN

TECHNOLOGY-FOCUSED DESIGN

CULTURAL ROLES OF DESIGN PRACTICE

CHALLENGING ORTHODOXIES: DESIGN HISTORY
AND DESIGN STUDIES

OPEN STRAND

15:00

BOARD MEETING

16:00

CLOSING SESSION

17:00
