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**Websites:**  
www.iade.pt  
www.iade.pt/40iade40/

## 30th September - 3rd October 2009



### DAY 0

30th September 2009

## Doctoral Tactics Workshop

**LOCATION ::** IADE Creative University  
Av. D. Carlos I, nº 4 :: 1200-649 :: Lisbon, Portugal

**Room nº 18**

### 9h30 :: Opening Session :: **Room nº18** :: 1st floor

Eduardo Córte-Real | Christena Nippert-Eng | Tim Marshall | Terence Love

10h30 :: Fernando Oliveira (waiting for confirmation)  
11h00 :: Emily Callaghan  
11h30 :: Pedro C. Almeida  
12h00 :: Sara Gancho  
12h30 :: Flávio Hobo

### 13h00 :: Lunch :: **IADE's Library** :: 6th floor

### 14h00 :: Doctoral Sessions Continue :: **Room nº18** :: 1st floor

14h00 :: Mª Helena F. B. Barbosa  
14h30 :: Shakil Y. Rahim  
15h00 :: Maria Cadarso  
15h30 :: João Rebolo  
16h00 :: (Open slot)

### 16h30 :: Closing Session :: **Room nº18** :: 1st floor

Eduardo Córte-Real | Rachel Cooper | Clive Dilnot | Victor Margolin

### 17h30 :: End of Workshop

### DAY 0

30th September 2009

## 40 IADE 40 :: Conference

**LOCATION ::** IADE Chiado Center  
Rua do Alecrim, nº 70 :: 1200-018 :: Lisbon, Portugal

**Atrium**

### 19h15

Registration at IADE Chiado Center :: **Atrium** :: Groundfloor

### 19h30

Welcome Reception at IADE Chiado Center :: **Atrium** :: Groundfloor

### DAY 1

1st October 2009

## 40 IADE 40 :: Conference

IADE Chiado Center :: Rua do Alecrim, nº 70 :: 1200-018 :: Lisbon, Portugal

**Rooms nº 1 - 5**

### 9h00

#### Opening Session :: **Room nº1** :: 1st floor

Carlos Sá | Carlos A. M. Duarte | Eduardo Córte-Real

### 10h00

#### First Keynote Speaker :: **Room nº1** :: 1st floor

Rachel D. Cooper | Lancaster Institute for the Contemporary Arts  
Lancaster University, Lancaster, UK

### 10h45

#### Coffee Break :: **Atrium** :: Groundfloor

### 11h00

#### 1st Plenary Session :: **Room nº1** :: 1st floor

Américo C. Mateus & Luiz S. R. Gomez: "Brand DNA: The Brands Creative [R]evolution" | Terence Love: "University Design Support Units" | Tom McGuirk: "Making: The Paragon Of Knowledge"

### 12h30

#### Lunch :: **Room nº5** :: Groundfloor

### 13h30

#### Parallel Sessions ::

##### 1st Session :: **Room 1** :: 1st floor

Ali O. Ilhan & Isil Oygur: "Interdisciplinarity And Design Disciplines: A Critical Assessment Of The Literature" | Erika M. C. Lopéz: "Participative Design: A Cross-Disciplinary Methodology For Improving Third World' Urban Development" | Thomas McPeck: "Exploring The Need And Means For Greater Collaboration In The Design Studio" | Petra Ahde, Kirsikka Vaajakallio, Young-Ae Hahn & Sanna Latva-Ranta: "Narri: Utilizing The Full Potential Of Narrative Data Through A Design Game"

##### 2nd Session :: **Room 2** :: 1st floor

João Palla Martins: "Drawing And Photography – Victor Palla The Early 1950's" | José Manuel B. Martins: "Chiasming The Future Of Aesthetics With Its Past: A Dialectical-Phenomenological Approach" | Nuno Crespo: "Zumthor's' Atmosphere' And Wittgenstein's 'Aspect': An Itinerary Of Affinities" | Theresa B. Lobo: "The Fine Arts: An Important Contribution For The Design Studies"

##### 3rd Session :: **Room 3** :: 1st floor

José A. Vicente, Fernando M. Silva & Rui Frazão: "Sustainable Design: A Furniture Focused Approach" | Júlio C. A. Silva & Jan C. Diehl: "Ecodesign Tools For Brazilian Designers" | Maria Cadarso: "Communicating Sustainability" | Daniela Estaregue, Kárita Francisco & Ana Margarida Ferreira: "The Ecological Discourse Of The Automobile Sector"

##### 4th Session :: **Room 4** :: Groundfloor

Carlos Barbosa & Ana Cristina Daré: "The Problem Of Domestic Environment In Everyday Life Of The Elderly" | Ana C. Barros, Carlos A. M. Duarte & José B. Cruz: "Stroke Seen By Designers" | Ana Teresa Bigio: "Design's Contribution To The Natural Sciences: The Use Of Images In Biology"

### 15h30

#### Coffee Break :: **Atrium** :: Groundfloor

### 16h00

#### Parallel Sessions ::

##### 5th Session :: **Room 1** :: 1st floor

Ana Cristina Couto & Maria João Durão: "Connecting Disciplines To Ground A Design Study: An Emotional Response To Clothing And Colour" | Denis A. Coelho & João Filipe D. Figueiredo: "Informing Industrial Design Practice Through Semiotic Analysis: A Conceptual Analytical Essay Contributing To Product Design Methodology" | Robin Schaefferbeke: "MWM-Zines" | Guilherme G. Marques, Elisabete M. V. Reis & Carlos A. M. Duarte: "Designing Through Emotions: The Fiat 500 Case"

##### 6th Session :: **Room 2** :: 1st floor

Inês Simoes: "Toward The Mobile Body's Representation In Pattern Design" | Sandra Regina Rech: "The Fashion Design Manager: Global Market

Differentiating Agent" | Mª Alice Rocha, Lynne Hammond & David Hawkins: "Investigation Into The Emotion And Pleasure Determinants Within Fashion Design And Consumption" | Patrícia Ceccato & Luiz S. R. Gomez: "Fashion Co-Branding: Association Among Fashion Brands"

##### 7th Session :: **Room 3** :: 1st floor

Margarida M. O. A. Gamito & Fernando M. Silva: "Colour In Design Education" | Leonor Ferrão: "Daciano da Costa's Theoretical Thinking And Design Teaching" | Mª Helena F. B. Barbosa, Anna Calvera & Vasco A. S. Branco: "40 Years Of Design In Portugal" | Heitor Alvelos & Anselmo N. F. Canha: "Can Design Turn A Bankrupt Shopping Mall Into A Music Factory? The Case Of C.C.STOP"

### 18h00

#### Refreshments :: **Atrium** :: Groundfloor

### 18h15 to 19h15

#### 1st Round Table :: **Room 1** :: 1st floor

Discussion Session: Christena Nippert-Eng & Tim Marshall  
Chair: Terence Love

### 20h30

Fado Dinner (for delegates who have registered and paid the 50€ fee)

### DAY 2

2nd October 2009

## 40 IADE 40 :: Conference

IADE Chiado Center :: Rua do Alecrim, nº 70 :: 1200-018 :: Lisbon, Portugal

**Rooms nº 1 - 5**

### 9h30

#### 2nd Plenary Session :: **Room nº1** :: 1st floor

António P. Gama: "Pluralistic Views Of Marketing Performance" | Donal Fitzpatrick & Terence Love: "Creativity: Practice, Industry, Research" | Juliette MacDonald & Will Tittle: "Urban Landscapes: The Future Of Street Furniture Design And Its Implementation In Cities"

### 11h00

#### Coffee Break :: **Atrium** :: Groundfloor

#### 11h30 :: **Room nº1** :: 1st floor

IADE Design School - EUA Self Evaluation Report Presentation:  
José Ferro-Camacho, Eduardo Córte-Real, Carlos A. M. Duarte, Ana Margarida Ferreira

### 12h30

#### Lunch :: **Room nº5** :: Groundfloor

### 13h30

#### Parallel Sessions ::

##### 8th Session :: **Room 1** :: 1st floor

Maura D. Danko: "Breaking It Down: Narrative And Form Or: Finding Meaning. An Experience Of Critical Analysis For Design Students At The Art Institute Of Pittsburgh" | Nuno J. C. Silva: "Form Follows Emotion" | Katja Tschimmel: "Past For The Future: The Evolution Of The Concept Of Creativity" | Gonçalo M. F. C. Lopes: "G On Second Order Cybernetics And Design Methodology: [Gordon Pask's Early Exchanges Within The Design Arena And The AA]"

##### 9th Session :: **Room 2** :: 1st floor

Jose Ferro-Camacho: "A Framework For Assessing The Portuguese Generations" | Petra Ahde: "Multigenerational Possessing: Pieces Of Jewellery Mediating Generations" | Marco O. Muniz & Luiz F. G. Figueiredo: "Design And Social Innovation: A Systemic Approach" | Ana Margarida Ferreira, Tesselano Devezas & Fernando Carvalho Rodrigues: "Modelling A Design Cycle Using An Evolutionary Approach"

##### 10th Session :: **Room 3** :: 1st floor

Mª Reyes G. Vida: "Contemporary Art And Familiar Dynamics: A Way To Enrich Children's Identity Development" | Mª Cristina Pinheiro & Fernando M. Silva: "Visual Communication And Inclusive Design: New Approaches To Projectual Practice" | Carlos Rosa: "40 Years Of Pictograms In Universal Contexts: What's Next?" | Emília Duarte, Francisco Rebelo & Luís Teixeira: "Warnings Research Methods: Where Are We Now And Where Are We Headed?"

#### 11th Session :: **Room 4** :: 1st floor

Marco A. Petrelli, Luiz S. R. Gomez, Jan R. R. Braun: "The Integration Of Graphic Design And Branding: The Corporate Visual Identity As A Differentiation Tool" | Paula Trigueiros & Alison Burrows: "The Portuguese Rissolo: A Recipe For Inclusion" | João Palla Martins & Carlos Barbosa: "Avieira Culture"

### 15h30

#### Coffee Break :: **Atrium** :: Groundfloor

### 16h00

#### Parallel Sessions ::

##### 12th Session :: **Room 1** :: 1st floor

Diamantino S. D. Abreu: "Hands Full: Thinking. Knowing And Learning Through Modelling" | Paulo Maldonado & Fernando M. Silva: "Innovation, Design And So On...: Inspired Knowledge Network" | Isabel M. B. P. Farinha: "Self-Identity And In-School Marketing" | António P. Gama & Luis M. C. Suárez: "The Role Of People In Services: Internal Marketing As A Tool Of Competitive Advantage"

##### 13th Session :: **Room 2** :: 1st floor

Pedro C. Almeida: "Portuguese Design Heritage And Portable Imageries: Re-Evaluation Of The Iconic Sanjo Sports Shoes" | António Nunes Pereira: "Proportions In 16th Century Colonial Church Architecture In Goa: Report On The UNIDCOM Research Project Architecture And Mathematics" | Maria L. Riobom: "The Contribution Of Art Museums To The Education Of The Future" | Teresa J. C. Pinto: "Artistic Values Of The Building Of The Museum Of Popular Art"

##### 14th Session :: **Room 3** :: 1st floor

João A. Mota, Pedro C. Almeida & Paulo S. Silva: "Design Collaboration For The Re-Evaluation Of An Abandoned Industrial City: The Case Of São João Da Madeira-Portugal" | Kathryn E. Fuller: "The Sanctity Of Design: Exploring The Need For Contemporary Design Solutions That Elevate Socio Cultural Solidarity Through Temporary Shelter In Crisis Situations" | Keith Owens: "Design Responsibility In A Neoliberal World: Transforming A Familiar Debate" | Isil Oygur: "Towards A Design Ethnography Database"

### 18h00

#### Refreshments :: **Atrium** :: Groundfloor

### 18h15 to 19h15

#### 2nd Round Table :: **Room 1** :: 1st floor

Discussion Session: Terence Love & Clive Dilnot  
Chair: Eduardo Córte-Real

### 20h30

Conference Gala Dinner & Farewell Party (Creative De-linking)

### DAY 3

3rd October 2009

## 40 IADE 40 :: Conference

IADE Chiado Center :: Rua do Alecrim, nº 70 :: 1200-018 :: Lisbon, Portugal

**Room nº 1**

### 9h00

#### 3rd Plenary Session :: **Room nº1** :: 1st floor

Luiz S. R. Gomez: "We Need To Dream" | Tom Bieling: "View of Silence! Design Research, Disability And Socio-Cognitive Dynamics" | John Calvelli: "Theses On Image, Species And Unsustainability"

### 10h30

#### Coffee Break :: **Atrium** :: Groundfloor

### 11h00

#### Second Keynote Speaker :: **Room nº1** :: 1st floor

Victor Margolin | University of Illinois, Chicago, USA

### 12h00

#### Closing Session :: **Room nº1** :: 1st floor

Fernando Carvalho Rodrigues | IADE/UNIDCOM, Lisbon, Portugal

### 12h30 to 19h00

Lunch and visit to Sintra/Quinta da Regaleira (for delegates who have registered and paid the 30€ fee)