



**IADE** 2009  
UNIDCOM  
International Conference

# Provisional Programme

1. Where?

2. When?

3. Who?

4. What?

IADE Chiado Center  
Rua do Alecrim, n° 70  
1200-018, Lisbon

**DAY 0**  
**30th September 2009**

(17h00) Registration starts

IADE Chiado Center  
Rua do Alecrim, n° 70  
1200-018, Lisbon

## DAY 1 1st October 2009

(9h00) Opening Session

Gonçalo Caetano Alves  
Carlos Duarte  
MCTES or FCT Representative  
CML Representative  
Eduardo Côrte-Real

(10h00) 1st Keynote Speaker

Rachel Cooper  
Lancaster Institute for the Contemporary Arts,  
Lancaster University, Lancaster, UK

(10h45) Coffee Break

(11h00) 1st Plenary Session

Américo Mateus & Luiz Gomez :  
Soumitri Varadarajan:  
Tom McGuirk:

"Brands(R)evolution"  
"Social Design"  
"Making: The Paragon Of Knowledge"

(12h30) Lunch

(13h30) Parallel Sessions

1st ■

Adriana Ribeiro & Lucy Niemeyer:  
Margarida Gamito, Fernando Silva:  
Ana Margarida Fragoso:  
Ana Teresa Bígio:

"Semiotic Analysis Of Barravento's Film Poster"  
"Colour In Design Education"  
"Means And Expression Of Visual Communication In Portugal"  
"Design's Contribution To The Natural Sciences - The Use Of Images In Biology"

2nd ■

João Palla Martins:  
Patricia Cain:  
Saskia A. Sorg:

"Drawing And Experimental Photography – Victor Palla Early 50's"  
"Drawing: How We Think And Learn As We Make"  
"Contemporary Drawings In The Context Of Globalization In The Regions Of Asia And The Pacific"  
"What Might We Discover By Drawing The Spaces Between Us?"

3rd ■

Ali O. Ilhan & Isil Oygur:  
Erika Marlene Cortes Lopez:

"Interdisciplinarity And Design Disciplines: A Critical Assessment Of The Literature"  
"Participatory Design As A Crossdisciplinary Methodology For Improving Third World' Urban Development"  
"Exploring The Need And Means For Greater Collaboration In The Design Studio"  
"Exploring The Term 'Experiment' In Industrial Design"

Thomas McPeck:  
Elif Kucuksayrac:

4th ■

José Vicente, Fernando Silva &  
Rui Frazão:  
Júlio Silva & Jan Carel Diehl:  
Maria Cadarso:

"Sustainable Design: A Furniture Focused Approach"

"Ecodesign Tools For Brazilian Designers"  
"Communicating Sustainability"

Daniela Estaregue &  
Ana Margarida Ferreira:

"The Automobile Sector's Ecological Discourse"

(15h30) Coffee Break

(16h00) Parallel Sessions

5th ■

Abdallah M. Kahil:

"Modernism On The Fringe: The Work Of Two Lebanese Artists In The Seventies And Eighties In The Twentieth Century"

José Manuel Barrisco Martins:

"Chiasming The Future Of Aesthetics With Its Past: A Dialectical-phenomenological Approach"

Susana M. Oliveira:

"A Circle of Lunatics: The Case of Lisbon Panopticom"

Nuno Crespo:

"Zumpthor's Atmosphere And Wittegenstein Aspect: An Exploration Of Affinities"

6th ■

Ana Cristina Couto & Maria João Durão:

"Connecting Disciplines To Ground A Design Study. An Emotional Response To Clothing And Color"

Marco Petrelli & Luiz Salomão

"Fashion Brand In Brazilian Footwear Industries"

Ribas Gomez:

Sandra Regina Rech & Gabrielle Stockey Chinchilha:

"Research Project "Futuro Do Presente: The Process And The Importance Signs Observation Into Fashion"

Guilherme Marques, Elisabete de Vilhena Reis & Carlos Duarte:

"Designing Through Emotions: The Fiat 500 Case"

7th ■

Ana Correia de Barros, Carlos Duarte & José Bulas Cruz:

"Stroke Seen By Designers"

Cristina Pinheiro & Fernando Silva:

"Visual Communication And Inclusive Design: New Approaches To Projectual Practice"

Marco Muniz & Luiz Figueiredo:

"Design And Social Innovation: A Systemic Approach"

Paula Trigueiros & Alison Burrows:

"The Portuguese Rissole: A Recipe For Inclusion"

8th ■

Isil Oygur:

"Towards A Design Ethnography Database"

Sylvia Cornet:

"Journey in the Realm of Visuality from the Antique to Modern Fashion Photography in Prestigious Medias"

Robin Schaefferbeke:

"Publishing Mwm-zines"

Carlos Rosa:

"40 Years Of Pictograms In Universal Contexts. What's Next?"

(18h30) Refreshments

(18h45) 1st Round Table  
Discussion Session

Christena Nippert-Eng &  
Tim Marshall  
Chair: Terrence Love

(20h30) Fado Dinner  
(requires a specific  
registration and fee)

## DAY 2 2nd October 2009

(9h00) 2nd Plenary Session

António Pimenta da Gama:  
Keith Russell:  
João Carlos Lutz Barbosa:  
Juliette MacDonald & Will Tittley

"Pluralistic Views Of Marketing Performance"  
"The History Of Objects And The Origin Of Things"  
"Futuring Design Education"  
"Urban Landscapes: The Future Of Street Furniture Design And Its Implementation In Cities"

(11h00) Coffee Break

(11h30) IADE Design School EUA  
Self Evaluation Report  
Presentation

José Ferro Camacho  
Eduardo Côrte-Real  
Carlos Duarte  
Ana Margarida Ferreira

(12h30) Lunch

(13h30) Parallel Sessions

9th ■

Inês Simoes:  
Sandra Regina Rech:  
Maria Alice V. Rocha, Lynne Hammond & David Hawkins:  
Patrícia Ceccato & Luiz Salomão Ribas Gomez:

"Towards The Mobile Body's Representation In Pattern Design"  
"The Fashion Design Manager: Global Market Differentiating Agent"  
"Investigation Into The Emotion And Pleasure Determinants Within Fashion Design And Consumption"  
"Fashion Co-branding: Association Among Fashion Brands"

10th ■

Carlos Barbosa & Ana Cristina Daré:  
Leonor Ferrão:  
Helena Barbosa, Anna Calvera & Vasco Branco:  
Heitor Alvelos & Anselmo Canha:

"A Problemática Do Ambiente Doméstico No Quotidiano Do Idoso"  
"Daciano Da Costa's Theoretical Thinking And Design Teaching"  
"40 Years Of Design In Portugal"  
"Can Design Turn A Bankrupt Shopping Mall Into A Music Factory?"

11th ■

João Mota, Pedro C. Almeida & Paulo S. Silva:  
Kathryn E. Fuller:  
  
Keith Owens:  
Çigdem Kaya:

"Design Collaboration For The Re-evaluation Of Na Abandoned Industrial City"  
"The Sanctity Of Design: An Exploration Of Contemporary Design Solutions That Elevate Socio-cultural Solidarity Through Temporary Shelter In Crisis Situations"  
"Design Responsibility In A Neoliberal World: Escaping A Well Worn Debate"  
"Social Engagement In Design: Its Contextual Fluctuation"

12th ■

Maura Doern Danko:  
Nuno Jorge Cruz da Silva:  
Katja Tschimmel :  
Gonçalo M. Furtado C Lopes:

"Breaking It Down: Narrative And Form (Or: Finding Meaning)"  
"Form Follows Emotion"  
"Past For The Future:the Evolution Of The Concept Of Creativity"  
"G On Second Order Cybernetics' And Design Methodology"

(15h30) Coffee Break

(15h45) Parallel Sessions

13th	Jose Ferro-Camacho: Petra Ahde: Sandra Regina Rech & Amanda Queiróz Campos: Ana Margarida Ferreira, Tessaleno Devezas & Fernando Carvalho Rodrigues:	"A Framework For Assessing The Portuguese Generations" "Multigenerational Possessing – Pieces Of Jewellery Mediating Generations" "The Future Of The Present: Why And How To Research Trends" "Modelling A Design Cycle Using An Evolutionary Approach"
14th	M. Reyes González Vida: Kirsikka Vaajakallio, Petra Ahde, Young-Ae Hahn & Sanna Latva-Ranta: Regina Celia de Souza Pereira: Emília Duarte & Francisco Rebelo:	"Contemporary Art And Familiar Dynamics: A Way To Enrich Children´s Identity Development" "Narri: Three Narrative Data Collaborative Interpretation Workshops" "Skills And Competences Product Designers Need To Be Inserted In Industries" "Warnings Research Methods: Where Are We Now And Where Are We Headed?"
15th	Pedro Carvalho de Almeida: António Nunes Pereira: Maria de Lourdes Riobom: Teresa Pinto:	"Portuguese Design Heritage And Portable Imageries" "Proportions In 16th Century Colonial Church Architecture In Goa: Report On The UNIDCOM Research Project 'Architecture And Mathematics'" "The Role Of Art Museums In The Future Of Education" "From The Ephemeral To The Eternal: Building With, For And In Time"
16th	Diamantino Abreu: Paulo Maldonado & Fernando Moreira da Silva: Isabel Farinha: António Pimenta da Gama & Luís Manuel Cerdá Suárez:	"Hands Full; Thinking, Knowing And Learning Through Modelling" "Innovation, Design, And So On...: Inspired Knowledge Network" "Self- Identity And In-school Marketing" "The Role Of People In Services: Internal Marketing As A Tool Of Competitive Advantage"

(18h00) Refreshments

(18h30) 2nd Round Table  
Discussion Session

Terrence Love &  
Clive Dilnot  
Chair: Eduardo Côrte-Real

(20h30) Conference Gala Dinner & Farewell Party (Creative Drinking)

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**DAY 3**  
**3rd October 2009**

(9h00) 3rd Plenary Session

Luiz Salomão Ribas Gomez:

"We Need To Dream"

Tom Bieling :  
Theresa Lobo:  
John Calvelli:

"View Of Silence! Design Research, Disability And Socio-cognitive Dynamics"  
"The Fine Arts: An Important Contribution For The Design Studies"  
"Theses On Image, Species And Unsustainability"

(11h00) Coffee Break

(11h30) 2nd Keynote Speaker

Victor Margolin  
University of Illinois, Chicago, USA

(12h00) Closing Session

Fernando Carvalho Rodrigues  
IADE/UNIDCOM, Lisbon, Portugal

(13h00 to 19h00)  
Lunch and visit to Sintra and  
Quinta da Regaleira

(requires a specific registration and  
fee)



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