Design for Next  
12th EAD Conference  
Sapienza University of Rome, 12-14 April 2017

Conference website: http://www.designfornext.org/index.html

CONFERENCE THEME

Contemporary shifts in society, technology, production are reframing design processes, approaches and tools. While professionals, educators and researchers are questioning the next stage of innovation, design is evolving as a wide open field with many applications and meanings. More than ever it is important to investigate through design research and practice in order to tackle the societal, technological and industrial shifts of the future.

The 12th EAD Conference is hosted by Sapienza University of Rome in Italy, and it will foster discussion among designers, academics and experts about the articulated scenario of contemporary design and its perspectives, with intent to nurture diversity and interdisciplinarity.

‘Design for Next…’ is the title and topic of the Conference: ‘Next’ implies the concept of proximity as well as of destination, related to time and to physical space. The conference seeks to discover future fields of investigation in design, as well to discover and to connect the space and the people who share common interests in design research.

We invite contributions from professionals, academics and students to address the following questions with their own research, projects and experiences: What is Design for the Next? And what is the ‘Next’ focus of Design?

The Conference is organized into 9 parallel tracks in order to address 9 wide fields of Design for Next...

Aesthetics | Economy | Education | Environment | Health | Industry | Society | Technology | Thinking

Each track will center around a keyword to engage and tackle the different fields of Design research and practice. Together, in this process, we will draw the big picture of Next Design...

“If others can see it as I have seen it, then it may be called a vision rather than a dream.”
W. Morris, News from Nowhere (1890)
KEY DATES

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SUBMISSION

**General information**

- The language of the conference is English and all submissions must be in English.
- A double blind peer review process will be used both for abstracts and full papers.
- Initial submissions must be anonymous and must not contain the name(s) of the author(s) or any reference to their affiliation. This information must be included only in the camera-ready paper after the full paper acceptance notification.
- Proceedings will be published digitally with an ISBN by Taylor and Francis and best papers will be included in a Special issue of Design Journal.
- Submissions will be published in the proceedings if (at least one of) the authors register to the conference to present the work.
- Submissions of proposals are to be made through the Conference Management System, where registered authors will have access to the evaluations of their works. For more information and a link to the conference management system, please click on the ‘SUBMIT!’ button provided on the conference website (designfornext.org).
- Submissions that do not comply with the submission rules will be excluded from the evaluation process and proceedings publication.
**Paper submission**

**Abstract Submission - Deadline Aug 15, 2016**
At first stage, authors are invited to submit an abstract and keywords using the ‘SUBMIT!’ link provided on the conference website (designfornext.org). The abstract should be no longer than 500 words and it should include the main bibliographical references. Please omit any references to the author(s) or the institutions they are affiliated with.

**Full Paper Submission - Deadline Nov 15, 2016**
After the notification of the abstract acceptance, full papers should be submitted according to the MSWord template, which complies with the guidelines of the publisher of the proceedings. The template can be downloaded from the conference website (designfornext.org), and details of the submission format are described in the body of the template. The length of the full paper should not exceed 4000 words (excluding references) and follow APA publication style for in-text citation and reference lists (www.apastyle.org). At this stage, files should be submitted in PDF version and should be anonymous without containing the name(s) of the author(s) or any reference to their affiliation. Documents that do not comply with this rule will be excluded from the evaluation process. Once reviewed, the accepted submissions will receive comments for necessary revisions for the final camera-ready submission.

**Camera-ready Paper Submission – Deadline Feb 15, 2017**
After the notification of full paper acceptance, the final (camera-ready) version of the full paper should be submitted in both MSWord (.doc or .docx) and PDF format according to the conference template. Other formats are not accepted. At this stage the paper should include the name(s) and the affiliation of the author(s). Please keep the size of each file to less than 2Mb (including your illustrations) and use a file name beginning with the principal author’s last name, followed by the name of the track (Ex.: Smith_Aesthetics.doc).

Papers which are not presented at the conference will be excluded from the official proceedings. Therefore, it is, critical that at least one author of the paper attend the conference to present the work. COPYRIGHT: By submitting papers for publication in the conference proceedings, authors are allowing for the publication of their work and assigning copyright of the submitted papers to the conference host. Authors’ traditional rights will not be infringed upon by assigning copyright in this manner, as authors retain the right to re-use the content of the papers.
**Poster Submission - Deadline Nov 15, 2016**

Authors are invited to submit a poster using the ‘SUBMIT!’ link provided on the conference website (designfornext.org). The poster template can be downloaded from the conference website, and details of the submission format are described in the body of the template. Posters should be A1 portrait in size, at 300 dpi, .pdf file. It must contain images (e.g. photographs, drawings, tables, diagrams, ...) and up to 300 words abstract. References must be in Normal style following APA guidelines.

If your contribution is accepted by the Scientific Committee and the Conference Chairs, and once you have completed the conference registration, your poster will be exhibited during the Conference.

**Workshop and Symposia Submission - Deadline Nov 15, 2016**

Authors are invited to submit proposals for workshops and symposia using the ‘SUBMIT!’ link provided on the conference website (designfornext.org). Proposals should include a working title, the name of the responsible person, the list contributors’ names and affiliation and an abstract with the aims and content of the activities, the expected number of participants and target audience (academics/professionals/students, etc.) and any special equipment required (Max 800 words). Proposals will be reviewed by the Scientific Committee and the Conference Chairs.

**ENQUIRIES**

Further information about the Conference can be obtained from the Conference Secretariat at: info@designfornext.org.
TRACKS

The Conference is organized into 9 parallel tracks in order to address 9 wide fields of Design for Next...
Each track will center around a keyword to engage and tackle the different fields of Design research and practice. Together, in this process, we will draw the big picture of Next Design.....

Design for Next Aesthetics
Postmodernists dismantled Modernist construction in the name of difference. Then what’s next? Should we search for a new coherent set of aesthetic rules to shape the artificial world or keep on emphasizing plurality? And where to find new foundations? In the messy world-wide-web; in the algid beauty of new technology; in the multifaceted research of the arts; in the bottom-up process of social design; in the makers movement? Or in a totally dematerialized world? And ultimately, we might ask: “are designers still in charge of the whole process”?

Track Chairs
Anne Beyaert-Geslin
Professor of Semiotics, Université Bordeaux Montaigne (France)
Luca Guerrini
Associate Professor in Design, Politecnico di Milano (Italy)
Louise Valentine
Senior Lecturer, University of Dundee (UK)

Design for Next Economy
The quest for improved performances, efficiency and effectiveness of products and services is leading to the growth of design both in the commercial and in the public sector, and to diverse attempts to assess its impact.
How can design approaches, processes and tools be adopted in established and new domains of application to generate higher social and economic value? And how can it be measured?
The track seeks to explore relationships between design and economy, assuming multiple perspectives and going beyond the traditional economic aspects of the design process and of its outputs.

Track Chairs
Alessandro Deserti
Full Professor in Design, Politecnico di Milano (Italy)
Alpay Er
Professor in Industrial Design, Ozyegin University (OzU)/Istanbul Institute of Design (Turkey)
Tore Kristensen
Professor With Special Responsibilities in Marketing, CBS Copenhagen Business School (Denmark)
Design for Next Education
Along with the shifts in research and practice, education in design is changing and expanding its limits, approaches and tools, while accompanying the student and future professional into an evolutionary personal path to develop his design skills and language.

The track seeks to understand the next future evolution of Design Education and its tools, approaches, pedagogy, methodology, philosophy and practice. While collecting and mapping different points of view, the track seeks for alternative and established ways of teaching, emerging technology and tools, the role of critique and hands-on in pedagogy, the use of material and immaterial scenarios, ethnography and participatory approaches, and more.

Track Chairs
Emma Murphy
Lecturer, Research Fellow and Programme Leader, Glasgow School of Art (UK)
Kuno Prey
Full Professor in Design, Free University of Bozen-Bolzano (Italy)
Carola Zwick
Professor in Design, Weissensee Academy of Art, Berlin (Germany)

Design for Next Environment
The complexity of sustainability issues (environmental, social and cultural) cannot be fully described by rules and universally valid numeric parameters.

In this scenario characterized by partial vagueness in design, the correct communication of sustainability content plays an important role in the stimulation of good behaviours and in giving meaning to things.

The track investigates the next future evolution of the relationship between Design and Sustainability as well as the tools, questions, approaches and methods that will allow us to combine more wisely complexity, simplicity, meaningfulness and effectiveness, along with the design processes.

Track Chairs
Laura Badalucco
Associate Professor in Design, IUAV (Italy)
Olivier Hirt
Responsable des Enseignements, ENSCI les Ateliers (France)
Giuseppe Lotti
Associate Professor in Design, Università di Firenze (Italy)
Design for Next Health
Health is our greatest good. While the relationship between the health of humans and our planet is becoming more interrelated, our health system is facing increasing complexity. Emerging technologies empower people to become protagonists of their own health for better life, improving the importance of well-designed environments, products, services, processes and policies. From hacking and making and from networks to domestic landscapes, the track seeks to encourage fundamental debates and trans-disciplinary studies, and to renew approaches, tools, and visions from the future.

Track Chairs
Medardo Chiapponi
Full Professor in Design, IUAV (Italy)
Raffaella Fagnoni
Associate Professor in Design, Università di Genova (Italy)
Hans Kaspar Hugentobler
Lecturer in Strategic Design Planning and Service Innovation, Lucerne University of Applied Sciences and Arts (Switzerland)
Francesca Tosi
Full Professor in Design, University of Florence, President of the Italian Society of Ergonomy

Design for Next Industry
The so-called Industry 4.0 observation produces interference effects that go from manufacturable to digital, from B2B Business To Business (the factory) to B2C Business To Consumer (the market). Consequences of this new industry influence tools and processes of equipment production and of manufacturing networks. Influences are also seen in individual and city life, and in manmade environments. Design has a wide action area referring to industrial equipment (the Internet of Things), cloud services and learning artificial intelligence exploitation (the Internet of Behaviours).

Track Chairs
Flaviano Celaschi
Full Professor in Design, Università degli Studi di Bologna (Italy)
Christoph Holliger
Professor of Physics and (by courtesy) the Arts, University of Applied Sciences and Arts Northwestern Switzerland
Roberto Iniguez Flores
Professor in Design, Tecnológico de Monterrey, Campus Guadalajara (Mexico)
Design for Next Society
We live in a time of accelerated change, where innovation forces exceed any existing mental, logical and organizational frames. We explore new territories for the organization of societies, economy and transformation of production and consumption patterns. New initiatives are emerging, that are activating citizens, generating new directions for social innovation and developing services that support such change. This track invites submissions on design thinking in participatory and systemic perspectives that reflect how the combination of technology, design and new forms of social organization are activating new mechanisms of sharing knowledge and experiences, defending well-tried commons.

Track Chairs
Wolfgang Jonas
Braunschweig University of Art, Germany
Nicola Morelli
Professor MSO, Department of Architecture, Design and Media Technology, Aalborg University, Denmark
Maria Antonietta Sbordone
Researcher Professor in Design, Seconda Università di Napoli

Design for Next Technology
One of the main roles of design research and practice has been to humanize technology, translating it into products or services usable by humans. Digital technology and cultures have enabled design to include less material aspects within its field of action. Digital transformation is changing our world and design is one of the main drivers. This track will explore how next technology scenarios will change design research and practice; to understand how tools, methods and the purposes of design will evolve; and which opportunities will develop for creating new bridges across different trends of technological advancements, and with arts, sciences and society.

Track Chairs
Paul Atkinson
Professor of Design & Design History, Sheffield Hallam University (UK)
Salvatore Iaconesi
Professor of Interaction Design at ISIA (Florence), CEO and CRO of Nefula (Italy)
Giuseppe Mincolelli
Associate Professor in Design, Università di Ferrara (Italy)
**Design for Next Thinking**

This track invites you to explore, debate and leverage our understanding of design and designing for next thinking. The term “next” can be grounded in future/present, as well as past endeavours and ideas, and “thinking” refers to fundamental thinking and reflections in design and designing that may encompass also groups and collaborative action. We wish to invite contributions from many kinds of practice based and philosophical viewpoints as well as addressing and reflecting on thinking practices. This track aims to open a debate on the role also of intangibles and thinking activities in the next design scenarios. What will be the role of new or “other” original thinking in a design process? How to educate innovative as well as solid and coherent thinking for designing products, services and systems? The overall goal is to stimulate an improved discussion on the relationship between design and thinking focusing on some experiences and new future challenges.

*Track Chairs*

**Birgit Helene Jevnaker**  
Professor in Business, Norwegian Business School (Norway)

**Pier Paolo Peruccio**  
Associate Professor in Design, Politecnico di Torino (Italy)
PEOPLE
Design for Next 12th EAD Conference is organized by Sapienza University of Rome and European Academy of Design EAD.

SCIENTIFIC COMMITTEE
Paul Atkinson
Designer, Professor of Design & Design History, Sheffield Hallam Univerity (UK), President of EAD

Andrea Branzi
Architect, Distinguished Professor of Design, Politecnico di Milano (Italia)

Rachel Cooper
Distinguished Professor of Design Management and Policy, Lancaster University (UK), Director of ImaginationLancaster

Donald Norman
Director of Design Lab, University of California San Diego (USA)

Tonino Paris
Architect, Full Professor of Design, Sapienza University of Rome (Italy) and Distinguished Professor, East China Normal University of Shanghai (China)

Rodrigo Rodriquez
L.L.M., Chairman of Forza Projects Ltd, Chairman of Material Connexion Italia Srl, Honorary President of U.E.A. - Union Européenne de l’Ameublement

Bruce Sterling
Writer, Speaker, Futurist, Design Instructor

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Associate Professor in Design, Sapienza University of Rome (Italy)

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PhD Candidate in Design and Innovation, Second University of Naples (Italy) and Junior Researcher, Laboratory Sapienza Design Factory

COMMUNICATION AND MEDIA MANAGER
Viktor Malakuczi
PhD Candidate in Planning, Design, Technology of architecture, Sapienza University of Rome (Italy)