Politecnico di Milano INDACO Department, in association with ACM SIGCHI is pleased to announce DPPI 11, The Fifth International Conference on Designing Pleasurable Products and Interfaces. DPPI 11 is now calling for paper submissions on relevant themes and tracks. This year the main topic revolves around: How design research could serve industry.

Aesthetics as a tool for doctoral research

Whether they want this or not, designers face a need for aesthetic decisions of many kinds. Aesthetics is evidently important in craft-based design as well as product design and brand design, and although we know far less about the aesthetics of interaction and even less about the aesthetics of product-service systems, aesthetics is a thing to be concerned with. Smartly dealt with, it adds value to design tremendously.

There are many approaches to aesthetics, but for designers, it is usually a practical thing. Designers develop their own aesthetic from a variety of sources ranging from design tradition to art and to things they encounter in their daily lives. Most academic discussion is philosophical, but above all designers have to find their own ways to deal with aesthetic questions. This is especially true in those areas of design where there is no obvious object, like interaction and service design. Creativity is called forth.

The doctoral consortium of DPPI invites participants to work through aesthetic issues in their on-going doctoral work. The consortium accepts 12 presenting participants, and 10 non-participating audience members.

Participants are expected to:

. write a short position paper about their research, explaining what they are studying, with a few pictures
. prepare a 15-minute presentation, focusing on three things: first, explaining their research problem and aims to the audience (5 min); second, explaining how aesthetics figures in their thinking right now (5 min); third, presenting how they plan to work with aesthetics in their study (5 min).

Important dates:

15th September 2010 - Call opens
30th January 2011 - Call closes
22nd June 2011 - Conference starts
25th June 2011 - Conference ends
About ACM
ACM is widely recognized as the premier membership organization for computing professionals, delivering resources that advance computing as a science and a profession; enable professional development; and promote policies and research that benefit society. ACM hosts the computing industry’s leading Digital Library and Guide to Computing Literature, and serves its global members and the computing profession with journals and magazines, conferences, workshops, electronic forums, and Online Books and Courses.

About SIGCHI
SIGCHI is the premier international society for professionals, academics and students who are interested in human-technology and human-computer interaction (HCI). SIGCHI provides a forum for the discussion of all aspects of HCI through conferences, publications, web sites, email discussion groups, and other services and advance education in HCI through tutorials, workshops and outreach, and promote informal access to a wide range of individuals and organizations involved in HCI. Members can be involved in HCI-related activities with others in their region through Local SIGCHI chapters. SIGCHI is also involved in public policy.

About DPPI Conferences
At each edition, DPPI - Designing Pleasurable Products and Interfaces Conference welcomes contributions that explore new developments around user experiences, design innovation, design tools, design knowledge and design visions for industries, encouraging conceptual contributions backed up with designs, empirical and innovative research that builds on user experiences, design culture and system designs that extend our knowledge on user experience research to bring new theoretical knowhow and models so that better, pleasurable products and interfaces will be developed in the future.

For further information please visit: http://www.dppi11.polimi.it

Contact Details
Local Committee DPPI 11
INDACO Department – Politecnico di Milano
EMAIL : dppi11@polimi.it