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.

**How can Design Research serve Industry?**
Design Visions, Tools and Knowledge between big companies and SMEs.

In these days a mantra for companies and institutions seems to be, almost mandatorily, the need to become design-oriented, in order to increase their capability to build value, generate innovation and increase market shares as well as profits. This mantra, more often than not, comes with another one: design innovation is putting the user at the center of the project. Research on pleasurable products and interfaces is playing an important role in this debate elaborating and formalizing new knowledge on people (end users, value co-producers, etc.) and their needs, expectations, beliefs, values, desires; and suggesting the possibility to exploit user centered design in sectors and markets that are not commonly thought as being naturally inherent its field of research. They have produced a significant amount of knowledge, mainly through a vast experimentation, whereas less has been said on how to integrate this knowledge in industry, one example could be the big design firms that use design research when consulting big industries. But, apparently, there is a disconnection between research on user centered design and pleasurability, and design practices inside industry, especially in SMEs contexts. Given these premises, it would be very interesting to investigate how this research can be integrated into industry, and to discuss it in relation to other approaches to design innovation.

DPPI 2011 aims to investigate some fundamental questions about this debate such as:

- Which are the relations between current user-centered design research and other design-driven innovation approaches, which seem closer to the practices of industry?
- Are there any support mechanisms that industry could provide in order to exploit this design research?
- What is the extent to which this design research can be practically exploited inside contemporary industry contexts?
- What is the difference between incremental innovation and disruptive innovation and how does design research on people relates with them?
- What about the idea that user centered design cannot face the problem of designing innovation?
- And finally, which are the evidences that being user centered could lead companies to higher levels of innovation and competitiveness?

The aim of DPPI 2011 is to invite the design research and industry communities to discuss, consider, explore and debate about possible directions and benefits that industry could obtain from a more suitable integration of the design research.

Contributions should describe design approaches, frameworks and models, case studies, design projects and experiences on relevant topics:
1. Innovative ways to explore User Centred Design
Taking recent criticism to mainstream UCD theoretical framework as the starting point, this track aims at launching new principles, approaches, processes and scenarios in the study and practice of UCD: community centered design, social innovation, etc.

2. Companies engaging users in design
The track aims to explore the approaches and tools applied in industries to develop new products and services engaging users in design activities. The track would collect especially case studies, desk and field research, quantitative and qualitative analysis, exploring the state of the art and the point of view of industry on the exploitation of UCD.

3. Modes and aesthetics of interaction
Considering the growing interest of design for the intangible (brand, users experience, identity, etc?) the track aims to discuss the aesthetics of the intangible from a design point of view.

4. Design culture and thinking in companies
Design culture and thinking is spreading inside industry as a new source of innovation. The track aims to identify successful and landmark cases dealing with the integration of design culture and thinking within a strategic frame and an entrepreneurial mindset in companies and industrial clusters.

5. Organizing design in companies
This track focuses on different strategies, tools and assets that companies can adopt to integrate design competences, process and culture.
There are different ways and pattern to adopt and organize design activities. And the matter cannot be solved through a rational and economic trade-off between design outsourcing or in sourcing. This track focuses on the different organizational pattern and processes companies adopt to exploit and integrate design activities.

6. Service Design and interactions
The track aims to investigate the effectiveness of the idea that the design of the interactions (processes) cannot be considered optional when designing for services, i.e., artifacts that exclusively exist with respect to the user that will use it.

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

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