PRE-CONFERENCE WORKSHOPS

21 June
9.30 - 13.30  Life 2.0 European Project: designing services for elderly independence living
Room: Laboratorio modelli 01
14.30 - 18.30 Life 2.0 European Project: designing services for elderly independence living
Room: Laboratorio modelli 01

22 June
9.30 - 13.30  Life 2.0 European Project: designing services for elderly independence living
Room: Laboratorio modelli 01
14.30 - 18.30 Life 2.0 European Project: designing services for elderly independence living
Room: Laboratorio modelli 01

CAMPUS MAP
**CONFERENCE PROGRAM**

### 22 June (Morning)

<table>
<thead>
<tr>
<th>TIME</th>
<th>AUTHORS</th>
<th>PAPER TITLE</th>
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<tbody>
<tr>
<td>09.00 - 09.30</td>
<td>Registration</td>
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<tr>
<td>09.30 - 09.50</td>
<td>DPPi 2011 opening &amp; welcome: Arturo Del Aqua Belleiras (Dean of the School of Design - Politecnico di Milano) • Silvia Ferrari (INDACO Department Director - Politecnico di Milano) Alessandro Dessert, Francesco Zurlo (DPPi General Chair) • Francesca Rizzo (Conference Chair)</td>
<td>DPPi 2011 Program Chair</td>
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#### PARALLEL SESSIONS 1

**Track: Innovative ways to explore HCI (TRACK 1) - CASTIGLIONI ROOM**

- **9.30 - 9.50**
  - Raul Perez Pinto, Asia Alonso, Ines Laranjinha, Teresa Freirinha, Rui Mendonca
  - 101 Bees: new creative agents

- **9.50 - 10.10**
  - Ambra Troiti, Caroline Hummel, Michael Cruz Fresneda
  - 102 Towards design-driven innovation: designing for points of view using intuition-making skills

- **10.10 - 10.30**
  - Annel Seveler, Karin Blindh Pedersen, Ulrik Rabe
  - 103 Design for Sustainable Consumption Behaviour - Systematising the use of Behavioural Intervention Strategies

- **10.30 - 10.50**
  - Claudia De Glang, Cristina Allione, Beatrice Lemma, Eleonora Busall
  - 113 Sensory Evolution: sensory and sustainable design strategies

### 22 June (Afternoon)

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<tr>
<td>14.00 - 15.00</td>
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<tr>
<td>15.00 - 16.00</td>
<td>Track: Service design and interactions (TRACK 6) - CASTIGLIONI ROOM</td>
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- **11.30 - 11.50**
  - Kaia Valinronen-Vainio-Mattila, Jaemo Parkhaim, Samo Patanen, Eike Lagemann
  - 606 User Perceptions of Wear Experiences and Design Implications for Cloud Services

- **11.50 - 12.10**
  - Maria Fokkens, Thomas Binder
  - 608 Super Dots: Making social media tangible for senior citizens

- **12.10 - 12.30**
  - Raquel Monzo-Rosell, Estefhany Dominguez Martinez, Juan Gimenez Pi
  - 609 Experience Design: a new approach to assist-service designers in designing through participation

- **12.30 - 12.50**
  - Jodi Forlizzi, John Zimmerman, Steven Dew
  - 611 Families and Services: Understanding Opportunities for Co-Production of Value in Service Design

- **12.50 - 13.10**
  - Chung-Ching Huang, Erik Stoltman
  - 604 Temporality in Interaction Design

- **13.10 - 13.30**
  - \( \text{LUNCH} \)

### 23 June (Morning)

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<tr>
<td>09.00 - 09.30</td>
<td>Track: Design culture and thinking in industry (TRACK 1) - CASTIGLIONI ROOM</td>
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- **9.10 - 9.30**
  - Calvin Bertrams, Carina Van Der Westhuizen, Moggie Linke
  - 416 The design of a Knowledge Exchange Network between universities and SMEs: the DEA experience

- **9.50 - 10.10**
  - Steen Bilde, Jan Rogers, Charlie Rohan
  - 423 The Pillar ATM NCP and Community Centered Innovation

- **10.10 - 10.30**
  - Susan Carden
  - 424 Authenticity in digital printing

- **10.30 - 10.50**
  - William Kendon Junior, Luis H. A. Cândido, Raquel Albuquerque
  - 425 Use of technological tools in reconstruction and characteristic ceramic pottery

- **10.50 - 11.10**
  - Majken Krieger and Rasmussen, Marianne Graue Petersen
  - 121 Re-scripting interactive artifacts with feminine values

- **11.10 - 11.30**
  - \( \text{Coffee break} \)

#### PARALLEL SESSIONS 4

**Track: Industry engaging users in design (TRACK 7) - CASTIGLIONI ROOM**

- **11.30 - 11.50**
  - Daniel Alenquer, Huitse Gan
  - 204 Board game brainstorm: pleasurable design solutions originate from pleasurable design process

- **11.50 - 12.10**
  - Deng Ozcelik, Xavier Quevedo-Fernandez, Jos Thalen, Jacques Terken
  - 205 Engaging users in the early phases of the design process: Attraction, concerns and challenges from industrial practice

- **12.10 - 12.30**
  - Roberta Grassi, Sara Colombi
  - 206 Attending intentional character and challenges from formal features

- **12.30 - 12.50**
  - David Lobbe, Nathalie Martin
  - 217 Design of package artworks for pleasurable food experience by a user centric approach

- **12.50 - 13.10**
  - Sabina Muscati, Maximiliano Romano, Pedro Artan
  - 218 Design children’s products with industries and users

- **13.10 - 13.30**
  - San Kajita, Virpi Roto, Kaia Valinronen-Vainio-Mattila, Jari Sinisaroo
  - 212 Identifying Hedonic Factors in Long-Term User Experience
### 24 June 2011

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<td>9.10-9.30</td>
<td>Frannetta Costa (Politecnico di Milano), Tuuli Mattilmiäki (Aalto University - Helsinki)</td>
<td>Francesca Rizzo (Politecnico di Milano), Margherita Pillan (Politecnico di Milano)</td>
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<td>Key Note Speech: Jon Kolko - CASTIGLIONI ROOM</td>
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<td>9.10-9.30</td>
<td>Kees Overbeeke (Eindhoven University of Technology), Gianluca Brugnoni (Politecnico di Milano)</td>
<td>Anna Menoni (Politecnico di Milano, Mark Verbeek (Eindhoven University)</td>
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