

Nordcode workshop

"Semantic & aesthetic functions in usability context"

Place: Usability laboratory / HUT, Otaniemi Campus, Espoo

Host: Lauri Repokari

10:00 **Registration & coffee**

10:30 **Introduction to the workshop**

Toni-Matti Karjalainen & Lauri Repokari

11:30 **Workshop, part 1**

13:00 **University walk**

Lunch

14:30 **Workshop, part 2**

16:00 **Summing up and discussion**

17:00 **Closing**

transfer to Helsinki city centre

18:00 *Presentation by James Putnam: Art as museum... museum as art*

at the Ateneum, Finnish National Gallery(www.ateneum.fi)

(address: Kaivokatu 2)

(optional)

Free evening

Nordcode seminar

"Semantic & aesthetic functions in design"

*Place: University of Art and Design Helsinki, Helsinki
Room 822 & 820, 8th floor*

Host: Susann Vihma

10:00 Registration & coffee

10:30 Welcome words

Toni-Matti Karjalainen & Anders Warell

11:00 Presentation: "Semantic & aesthetics functions in design"

Susann Vihma

12:00 University walk

Lunch at the Lume cafeteria 13:00

14:00 Presentation: "Nokia design process"

Anna Valtonen, Senior Design Manager / Nokia Mobile Phones

15:00 Coffee break

15:30 Working papers 1-4

15:30 Toni-Matti Karjalainen: Strategic brand identity and symbolic design cues

15:50 Anders Warell: Towards a theory-based method for evaluation of visual form syntactics

16:10 Torben Lenau: Soft & hard product attributes in design

16:30 Tuuli Mattelmäki: Presentation of the LUOTAIN project

17:00 Break

17:10 Working papers 5-7

17:10 Bo Westerlund: Co-designing with and for families, some aspects

17:30 Elin Olander: Towards an integration of emotional and functional dimensions in universal design

17:50 Adhi Nughara: Exploring tradition: Re-developing objects of food culture

18:10 Closing

Coctails

20:00 Seminar dinner

Manala restaurant, Helsinki (address: Dagmarinkatu 2)

Nordcode seminar

"Semantic & aesthetic functions in design"

Place: University of Art and Design Helsinki, Helsinki
Room 822, 8th floor & Kino Bunuel at the Lume Center
Host: Outi Turpeinen & Toni-Matti Karjalainen

09:00

Presentations

09:00 Pia Sivenius: Research at the University of Art and Design Helsinki
09:30 Turkka Keinonen: Research at the Design Department of UIAH

10:00

Coffee break

10:30

Working papers 8-9

10:30 Per Kristav: Conceptual paper concerning semantic functions in industrial design
10:50 Marianne Stockholm: Working with the aesthetic function of a product in the context of integrated design
11:10 General discussion: post-seminar publication & 3rd Nordcode seminar & workshop

11:30

Break

11:40

Working papers 10-13

11:40 Anna Westholm
12:00 Katja Battarbee: Co-experience – user experience in interaction
12:20 Arild Berg: "Meeting in space" - sitting objects made from reinforced concrete with inlaid porcelain tiles.
12:40 Vesa Jääskö: Designing pleasurable products and interfaces

13:00

Lunch at the Lume cafeteria 13:00

14:30

Working papers 14-16

14:30: Soila Hänninen: Presentation of her works
14:50: Outi Turpeinen: The interpretation of objects in relation with their display
15:10 Lauri Repokari: Reflections from the Nordcode workshop

15:40

Summing up & discussion

16:00

Coffee & End