

EXPERIENCE DESIGN

international conference

2 December 2005
Bozen - Bolzano, Italy

The growing importance of human-centered solutions for design, economics, marketing, retail sales... is making experience a vital playground for research in these fields. Yet experience is a broad notion. From a psychological or cognitive point of view, it could be reduced to a technical definition. But experience design seeks to define and explore, not to reduce.

Experience design views the diverse approaches at work in this area as a rich and productive source for further thought and development. This panel and the resulting book will highlight various perspectives on theoretical and applied research relating to experience, in an effort to better understand the topic and its relevance.

Design is more than a starting point. Beyond the dimension of the object it should be seen as the transformation of the environment according to one's goals... Under this broader point of view, our exploration targets both the enrichment of design culture through experience, and the design of experience in and of itself.

Luca Marchetti, anomos/mosign – coordinator

a project by anomos/mosign
in collaboration with the
Faculty of Design and Art,
Free University of Bozen-Bolzano

PROGRAMME

02-12-05

10:00 a.m. **Welcome speech**

Kuno Prey, Bozen-Bolzano
Dean, Faculty of Design and Art

**From the Object to the Invisible:
towards Experience Design**

Introduction and opening of the panel

Luca Marchetti, Paris

11:00 a.m. **Invisible Eloquence**

Hans Höger, Bozen-Bolzano

11:45 a.m. **Designs of Experience as Co-Creative**

Cynthia Hathaway, Amsterdam

12:30 a.m. Lunch Break

2:00 p.m. **From New Awareness
to Digital Relationships**

Marco Bevolo, Eindhoven

2:45 p.m. **The Experiential Model
Applied to Luxury Goods Retailing**

Françoise Bonnetin-Sackrider, Paris

3:30 p.m. **Towards Natural Interaction**

Alessandro Valli, Florence

4:15 p.m. **Round Table**

– 6:00 p.m.

location: Free University of Bozen-Bolzano
Via Sernesi Straße 1, Room D-103

PROFILES.....

Luca Marchetti Semiotician, brand consultant, independent curator, teacher. Since 2003 he directs mosign. He taught at celsa (La Sorbonne), European Superior Institute for Fashion, Paris and contributes to the courses of the Institut Français de la Mode and several training projects for L'Oréal, Dior and others. Marchetti is a contributor for various magazines such as Vogue Italia, Casa Vogue and Form. In 2000 he co-founded the trimonthly it magazine, on consumerism culture.

Hans Höger Professor at the Faculty of Design and Art, Free University of Bozen-Bolzano. From 1992 to 1996 he was Director of the German Design Council (Frankfurt). Höger worked as consultant for Michele De Lucchi, Siemens, Airport Cologne, Bayerische Rückversicherung, Olivetti, Munich Re Italia. He taught in Milan, New York, Lyon, Saarbrücken, Würzburg, Zürich.

Cynthia Hathaway Freelance Designer and teacher. Director of Hathaway Designs based in Amsterdam, working for Kessels Kramer, Calvin Klein, DSM, Bavaria, Carrefour and Droog Design. She worked further as creative consultant for advertising and communications companies such as Organic, Inc. of North America and DesignLab of Bangkok. Hathaway is Artistic Director of the Master's course FunLab at the Design Academy Eindhoven, a course that specializes in Designs of Experience.

Marco Bevolo Design Director at Philips Design. He lectured at the Temasek Polytechnic of Singapore, at the Art Center College of Design in Pasadena, and at the University of Leeds. He serves as an advisory board member of the Istituto Internazionale Studi sul Futurismo of Milan.

Françoise Bonnetin-Sackrider Head of the Postgraduate Programme in Fashion and Design Management, Institut Français de la Mode, Paris. She is also a Professor of Marketing with current research focused on the retail sector in fashion.

Alessandro Valli Engineer. Associate researcher and a professional, working on infrared band computer vision and radio frequency identification technology for clients such as Telecom Italia Lab, Interaction Design Institute Ivrea, Provincia di Firenze, Studio Azzurro and others. Natural Interaction is his personal brand since 2002.

curated by Luca Marchetti and Emanuele Quinz

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supported by Ufficio Cultura della Provincia
Autonoma di Bolzano, Assessorato alla Cultura del
Comune di Bolzano, Fondazione Cassa di Risparmio
di Bolzano

thanks to Anna Bernagozzi, Li Edelkoort,
Philip Fimmano, Patrick Jouin, Guido Musante,
Suzanne Piët, Véronique Schilling, Andrea Tosi

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