



LUND
UNIVERSITY

First call for working papers

**THE 7:TH NORDCODE SEMINAR
28-30 MAY 2008**

Division of Industrial Design, Lund University, Sweden

Theme:

**Paradoxes within Design Research
– Mechanisms and Contradictions**

The themes below are some examples of mechanisms that could work contradictory within design research. The aim of this seminar is to investigate how design and design research address these, and other, issues and their potentially inherent contradictions. How can we identify and use paradoxes to further develop design research?

Are the results and methods from design research really employed in design practice?

We invite design researchers, professional designers, and other practitioners within the design community to send in working papers on these, and related issues. We also encourage participants to identify other mechanisms that work contradictory within their own practice and reflect on whether they are obstructions, challenges, opportunities, or necessities.

The paradox of creativity and normativity

The design profession has an aura of creativity, both among the general public and within the design community itself. Design (practice) is often associated with innovative ideas, new solutions to (old) problems, and sometimes unorthodox methodology. Design research, on the other hand, has taken a somewhat different path, partly due to the attempts to be considered valid research within the larger academic community. In some cases, formalisation, normativity, and other consequences of this 'scientification' of design can be restricting the possibility of creativity within design research. Does the aura of creativity and the split identity as professional practitioners and researchers hinder us to be creative in design research as we try to develop design as a research area?

The paradox of sustainable design

Design has up till now been seen as a force to create better products and also attract new client segments. At the same time mass consumption is argued to be an increasing problem for the environment. Or is it a matter of changing the consumer patterns in society (through different attitudes, ways of living and so forth)? How can the design profession, both as practice and in research, contribute to better and more sustainable products?

The paradox of design as communication

Designers often use metaphors both practically and theoretically when describing products and theories. On the other hand, the designed product is often intended to incorporate these messages in itself, both aesthetically and semantically. There seems to be a paradox in the use of metaphoric language within design. In other words, is there a correspondance between the (metaphoric) language we use to speak of design, and the language of the design itself?

The paradox of innovation and improvement

There seems to be (at least) two ways for design to act as a force of change. Firstly as a means to incrementally improve or change existing technology, products, and services. Secondly, design could act in an almost revolutionary spirit, providing breakthrough innovations and unheard of design solutions. Are these extremes mutually exclusive, and contradictory? How is this in turn manifested within design research?

Structure of the seminar:

Oral presentations of working paper of 3-5 pages by a selection of participants.
Lecture /workshop on contradictory mechanisms and creativity.

Important dates:

First call for working papers, 21 December 2007
Second call for working papers, 1 February 2008
Deadline for submission of working paper is 3 March 2008
Notification of acceptance 15 April 2008
Last day for registration 1 May 2008
NORDCODE seminar 28-30 May 2008

Contact information

Mail working papers to: erik.andersson@design.lth.se
For information, please contact: despina.christoforidou@design.lth.se

Format

Length of paper between 3-5 pages
The paper should be written in english
Submit paper in MS Word or PDF format

Programme/Selection process/Registration

Further information coming up soon.

Attending without submitting a paper

The number of participants is limited, but it will be possible to attend without presenting a paper in the event of vacancies.