



**LUND**  
UNIVERSITY

**Final 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**

After a series of successful events in Gothenburg, Helsinki, Lyngby, Trondheim, and Oslo, the turn has now come to Lund to organise and host the annual Nordcode seminar. The Division of Industrial Design at Lund University hence invites design researchers and practitioners to contribute to and participate in the 7:th Nordcode seminar.

In conjunction with the seminar, the second session of the Nordcode PhD course will be hosted. Here, graduate students will have the opportunity to take part of the latest design research in the field, as well as to present and discuss their own work in an informal and amiable setting.

#### **Seminar themes**

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 by answering questions such as: “How can we identify and use paradoxes to further develop design research?” and “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, and attitudes?

### *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?

## **Seminar**

Each participant will give a 20 minute oral presentation, including a discussion of approximately 5 minutes, based on the submitted working paper. Both paper and presentation should be in English.

Three keynote lectures will be given on the subjects contradictory mechanisms and creativity within the field of design. The invited speakers are:

### *Patrick W. Jordan*

“Patrick W. Jordan is a design, marketing and brand strategist. He consults for many of the world’s most successful companies and is considered to be one of the most influential practitioners in his field.” (from <http://www.patrickwjordan.com/>)

### *Nils-Eric Sahlin*

Nils-Eric Sahlin is the author of the book “Kreativitetens Filosofi” (“The Philosophy of Creativity”). In this book, Sahlin pursues a general scientific theory of creativity. With examples from a wide range of disciplines such as biology, philosophy, art, gastronomy, and religion, the author attempts to capture the essence of creativity.

*(Third keynote speaker to be confirmed)*

## **Important dates:**

Deadline for submission of working paper, 3 March 2008

Notification of acceptance, 15 April 2008

Last day for registration, 1 May 2008

NORDCODE seminar, 28-30 May 2008

## **Format**

Length of working paper 3-5 pages

Submit working paper as pdf (preferred format) or MS Word

Paper and seminar language: English

## **Programme/Selection process/Registration**

Seminar programme published at:

[http://www.ide.lth.se/news/7th\\_nordcode\\_seminar\\_and\\_workshop/](http://www.ide.lth.se/news/7th_nordcode_seminar_and_workshop/)

Mail working papers to: [henrik.enquist@certec.lth.se](mailto:henrik.enquist@certec.lth.se)

Submitted papers will be reviewed in order to align them to the overall seminar theme

Register to the seminar and the social events of interest by sending an e-mail to [despina.christoforidou@design.lth.se](mailto:despina.christoforidou@design.lth.se)

For further information, please visit us at:

The Division of Industrial Design (<http://www.ide.lth.se/>)

Nordcode (<http://nordcode.tkk.fi/>)

## **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.

## **Seminar fee**

The seminar is free of charge. If you sign up for the seminar but do not attend without giving prior notice, SEK 300 will be charged for prepaid expenses.

## **Organising committee**

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