Updated Program Schedule | Version 1000

25 October (Tue) | Pre-conference day @Songshan Cultural & Creative Park
10:00 – 16:00 | Conference Registration & Information Desk Open
14:30 – 16:30 | Pre-conference Tour: Songshan Cultural & Creative Park
16:30 – 19:30 | Conference Welcome Reception

26 October (Wed): First day of the conference
7:30 – 8:30 | Conference Registration & Light Breakfast
8:30 – 9:00 | Opening Remarks & Conference Chairs Address | Room: IB-101
9:00 – 10:30 | Keynote Speech I: *Taiwan in a relational world, or, how to argue for a small country and its culture, design included, in the global context*  
Professor Shu-mei Shih, UCLA / The University of Hong Kong  
Room: IB-101
10:30 – 10:45 | Coffee Break
10:45 – 12:15 | Parallel Session I – WAM

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<th>WAM_1: Strand 1 – Inter-Asia and design historical issues in Asia</th>
<th>Room: IB-201</th>
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| **Panel:** Changing concepts of modern craft and design in East Asia  
Chair: Haruhiko Fujita, Osaka University, Japan | |
| Birth of an Asian 'design': Origins of the Chinese word 'sheji' and its relationship with the Japanese word 'sekkei'  
Haruhiko Fujita, Osaka University, Japan | |
| Japanese concept of Kogei in the period between the First World War and the Second World War  
Yoshinori Amagai, Akita University of Art, Japan | |
| Trans-nationality and nationality through translation in the Korean contemporary craft scene  
Boyoon Her, Seoul National University, Korea | |

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<th>WAM_2: Strand 2 – Trans/national design theory and identity</th>
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| **Panel Theme:** Modernisms’ locations I: “Forging a bridge of understanding”? The emergence of national and transnational design organisations, 1930–1970  
Chair: Jeremy Aynsley, University of Brighton, UK | |
| Looking inwards and facing outwards: The society of industrial artists 1930–1967  
Leah Armstrong, University of Applied Arts Vienna, Austria | |
**Design across borders: The establishment of the International Council of Societies of Industrial Design (ICSID), 1953–1960**  
Tania Messell, University of Brighton, UK

**The 'stateless' designer: Misha Black (1910–1977) and the internationalisation of design practice**  
Harriet Atkinson, University of Brighton, UK

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<th>WAM_3: Strand 2 – Trans/national design theory and identity</th>
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<tr>
<td><strong>Panel:</strong> Designing identity for women</td>
<td>Chair: Yuko Kikuchi, University of the Arts London, UK</td>
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<tr>
<td><strong>Representations of British women at the British Empire Exhibition, 1924–1925</strong></td>
<td>Mayuka Sato, Reitaku University, Japan</td>
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<td><strong>Consuming the image of “Japan” in British art deco fashion</strong></td>
<td>Hiroka Goto, Tsuda College, Japan</td>
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| **The perfect dress and its making: A comparative study of the sartorial habits of Amsterdam women (1950s-2010s)** | Irene Maldini, Amsterdam University of Applied Sciences, Netherlands  
Ragna Luciana Manz, Rotterdam University of Applied Sciences, Netherlands |

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<th>WAM_4: Strand 2 – Trans/national design theory and identity</th>
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<tr>
<td><strong>Panel:</strong> Case studies of furniture design</td>
<td>Chair: Tevfik Balcioglu, Yasar University, Izmir, Turkey</td>
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</table>
| **Co-existence relationship of residential apartments and furniture in the Republic of Korea** | Hye-Sung Kang, Seoul National University, Korea  
Min-Soo Kim, Seoul National University, Korea |
| **Sources of inspiration in Turkish modern furniture**    | Hande Atmaca, Interior Design Universita Degli Studi Di Firenze, Italy  
Seren Borvali, Independent Researcher, Turkey  
Deniz Hasirci, Izmir University of Economics, Turkey  
Zeynep Tuna Ullav, Yasar University, Turkey |
| **Zentner house in Zurich: A villa by Carlo Scarpa and its furniture** | David Fornari and Roberta Martinis, University of Applied Sciences and Arts of Southern Switzerland, Switzerland |

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<th>WAM_5: Strand 5 – Design policies, pedagogies and creative economy</th>
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<tr>
<td><strong>Panel:</strong> Perspectives of transdisciplinary design education</td>
<td>Chair: Javier Gimeno-Martínez, Vrije Universiteit Amsterdam, Netherlands</td>
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<td><strong>Migrating method: Eidenbenz’ early systematic course in lettering</strong></td>
<td>Sarah Klein, École Cantonale d'art de Lausanne, Switzerland</td>
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<td><strong>Participatory design approach in design education: Re-imagining a neighborhood through sustainability scenarios</strong></td>
<td>Fatma Korkut, Middle East Technical University, Turkey</td>
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<td><strong>Training the design manager: Comparative analysis of catering and design industries to evaluate the design education</strong></td>
<td>Sieng-Hou Chen and Li-Hsun Peng, National Yunlin University of Science and Technology, Taiwan</td>
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<th>WAM_6: Strand 6 – Activism, democracy and design interventions</th>
<th>Room: IB-311</th>
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<tr>
<td><strong>Panel:</strong> Social design and design for social impact and social changes</td>
<td>Chair: Oscar Salinas-Flores, Universidad Nacional Autónoma de México, México</td>
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<td><strong>Service design as the service and social innovation for Shanghai urban mobility: An experimental project of “Smart Mobility”</strong></td>
<td>Bo Gao, Tongji University, China</td>
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<td>Kin Wai Michael Siu, The Hong Kong Polytechnic University, Hong Kong</td>
<td>Mingjie Zhu, Tongji University, China</td>
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**Social design in developing countries: Devising pragmatic tools and methods with handcraft potters in Cambodia**
Lina Kang, University of Brighton, UK

**Looking for an imagery of domestic objects in Chile (1860-1930) through Lira popular broadsheets as a graphic and “identity” reference**
Simoné Malacchini, Universidad de Chile, Chile

**Political poster of resistance to the dictatorship of Augusto Pinochet in Chile, 1973-1989**
Nicole Cristi Rojas, Pontificia Universidad Católica de Chile, Chile

| 12:15 – 13:15 | Lunch hour |
| 13:15 – 13:45 | Poster Session | **Room:** Area A, adjacent to Room IB-101 |
| 13:45 – 13:50 | Break |
| 13:50 – 15:20 | **Parallel Session II – WPM** |

**WPM_1: Strand 1 – Inter-Asia and design historical issues in Asia**
**Room:** IB-201

**Panel theme:** *East Asian colonial modernity 1910s–1945: Visual design, fashion and craft*
Chair: Yuko Kikuchi, University of the Arts London, UK

**Visual design in colonial Taiwan during Japanese rule: The Taiwan exposition in 1935**
Toshino Iguchi, Saitama University, Japan

**The Kimono and Japanese colonialism**
Rie Mori, Japan Women’s University, Japan

**Craft and gender in colonial modernity: Jiyu-gakuen Beijing Life School, 1938–1945**
Yasuko Suga, Tsuda College, Japan

**Looking for design resources in China: Traveling Japanese potters in the 1920s–1930s**
Takuya Kida, National Museum of Modern Art Tokyo, Japan

**WPM_2: Strand 2 – Trans/national design theory and identity**
**Room:** IB-202

**Panel theme:** *Modernisms’ locations II: Transnational exchange through design*
Chair: Jeremy Aynsley, University of Brighton, UK

**Double trouble: Decentering the west, dislocating the nation – A transnational perspective to the history of graphic design in 1960’s Beirut**
Zeina Maasri, University of Brighton, UK

**Displaying the Commonwealth: Modernism, nationalism and decolonization at the Commonwealth Institute, London, 1958-73**
Tom Wilson, University of Brighton, UK

**Fashioning Jamaica from colony to nation: Textile production, dress and the fashionability of African diaspora between 1950-1975**
Elli Michaela Young, University of Brighton, UK

**WPM_3: Strand 5 – Design policies, pedagogies and creative economy**
**Room:** IB-210

**Panel:** *Study of tradition and visual cultural history*
Chair: Tingyi S Lin, National Taiwan University of Science & Technology, Taiwan

**A comparative study on traditional garden design under the differences in thought between Eastern and Western thought**
Jin Xia and Shang-Chia Chiou, National Yunlin University of Science and Technology, Taiwan

**Teaching design graphic design education for the construction of “marine culture” - A case study of the freshwater area**
Wei-Han Chen, Taipei College of Maritime Technology, Taiwan
The journey from self-exploration to self-identity: The evolution of contemporary Taiwanese graphic design

Li-Min Chen, National Kaohsiung Normal University, Taiwan

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<th>WPM_4: Strand 4 – Craft, material culture and cultural industry</th>
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<tr>
<td><strong>Panel:</strong> Revisiting design craft entrepreneurship</td>
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<td>Chair: Pekka Korvenmaa, Aalto University, Finland</td>
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<td>Towards a creative economy: Design with cultural values can create new overseas income opportunities for developing economies</td>
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<td>Florencio Adriasola, Pontifical Catholic University of Chile, and Universidad Diego Portales, Chile</td>
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<td>Design of an entrepreneurial model in product development and strategy for marketing of handicraft products in the Northeast of India</td>
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<td>Mandar Rane, IIT Bombay, India</td>
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<td>Ravi Mokashi Punekar and Avinash Shende, IIT Guwahati, India</td>
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<td>Digital fabrication and revival craft in Latin America</td>
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<td>Pablo C. Herrera, Universidad Peruana de Ciencias Aplicadas, Peru</td>
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<th>WPM_5: Strand 6 – Contemporary design practice</th>
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<tr>
<td><strong>Panel:</strong> Transforming creativity into design practice</td>
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<td>Chair: Anna Calvera, University of Barcelona, Spain</td>
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<td>Transition of a Western dream into an evidence of guilt: The case of Mekap shoes in Turkey</td>
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<td>Emrah Ozturkan, Istanbul Technical University, Turkey</td>
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<td>The magic of computer art: A biographical account of Bruce Wands</td>
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<td>Laura S. Scherling, Columbia University, USA</td>
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<td>Total design of participation: Ideas of collective creativity by Tim Brown, László Moholy-nagy and Walter Gropius</td>
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<td>Anders V. Munch, University of Southern Denmark, Denmark</td>
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<th>WPM_6: Strand 8 – Open strand</th>
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<tr>
<td><strong>Panel:</strong> Tracing wallows, wades and impressions</td>
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<td>Chair: Priscila Farias, University of São Paulo, Brazil</td>
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<td>Sailing upwind or a fresh and salt watered history of design</td>
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<td>A. Can Ozcan, Izmir University of Economics, Turkey</td>
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<td>Luis Fernando Rojas: Visual Chronicler of Chile 1875-1942 – Illustration as a communicative tool and the problems of technological obsolescence</td>
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<td>Carola Ureta, Pontificia Universidad Católica de Chile, Chile</td>
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<td>Spatializing design history: Considerations on the use of maps for studies on print culture</td>
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<td>Priscila Farias and Daniela Hanns, University of São Paulo, Brazil</td>
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<td>Catherine Dixon, University of the Arts London, UK</td>
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<td>Brush, quill and keyboard</td>
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<td>Noni Geiger and Rodolfo Capeto, Escola Superior de Desenho Industrial, Brazil</td>
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15:20–15:30  | Coffee Break
15:30 – 17:30 | Roundtable I: Trans/national design histories & practices in the 21st century
18:00 – 21:00 | Gala Dinner (by reservation)

27 October (Thu)
8:30 – 9:00 | Conference Registration & Light Breakfast

9:00 – 10:30 | Parallel Session III – TAM

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<th><strong>TAM_1: Strand 1 – Inter-Asia and design historical issues in Asia</strong></th>
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| **Panel:** The Unveiling of Korean graphic design history: Part I  
Chair: Boyoon Her, Seoul National University, Korea |
| The inflow and adaptation of Russian constructivism on the Korean typographic culture in the 1920s-1930s  
Sun-A Jeong and Min-Soo Kim, Seoul National University, Korea |
| The development of the 1960s-1970s design notion in Korea: Focusing on government design magazines  
Horang Choi and Min-Soo Kim, Seoul National University, Korea |
| The landscape of the cold war U.S. design diplomacy and its impact on the formation of Korean design  
Jung-Won Choi and Min-soo Kim, Seoul National University, Korea |

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<th><strong>TAM_2: Strand 2 – Trans/national design theory and identity</strong></th>
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| **Panel theme:** Modernisms’ locations III: Modernism and interior design in Asia  
Chair: Jeremy Aynsley, University of Brighton, UK |
| From furnace to system kitchen: Modern living in Korean kitchen design in 1970s and 1980s  
Yunah Lee, University of Brighton, UK |
| Modern living: Domestic interiors in 1980s urban India  
Megha Rajguru, University of Brighton, UK |
| De-fact standard of tatami-mat in the industrialization of Japanese public housing  
Izumi Kuroishi, Aoyama Gakuin University, Japan |

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<th><strong>TAM_3: Strand 5 – Design policies, pedagogies and creative economy</strong></th>
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| **Panel:** Learning by design pedagogies  
Chair: Tevfik Balcioglu, Yasar University, Turkey |
| British design pedagogies in Japanese design handbooks: Focus on color education of the government school of design in Britain  
Yuko Takeuchi, Onomichi City University, Japan |
| History and creativity – Art, design and media history increase the potential of creative methods in design and management  
Christof Breidenich, Macromedia University for Applied Sciences, Germany |
| Learning from design critiques: How novice designers “lean in” to negative feedback  
Karen Cheng, University of Washington, USA |

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<th><strong>TAM_4: Strand 6 – Contemporary design practice</strong></th>
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| **Panel:** Engagement of designing physical and virtual spaces  
Chair: Anna Calvera, University of Barcelona, Spain |
| Geodesic Domes: The architectural vernacular of the counterculture  
Hsiao-Yun Chu, San Francisco State University, USA |
| Why do people check in to emergency room on Facebook?: A content analysis of users’ check-in posts at National Taiwan University hospital  
Tsung-Yeh Vincent Lee, Hong-Shiu Luke Liang and Ming-Hsin Phoebe Chiu, National Taiwan Normal University, Taiwan |
| Evaluating inclusive design products from the accessibility chain  
Patricia Guadalupe Landeta Gonzalez, National Autonomus University of Mexico, Mexico |

| **TAM_5: Strand 7 – Activism, democracy and design interventions** | Room: IB-302 |

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### Panel: Enacting design between technology and society  
**Chair:** Paul Atkinson, Sheffield Hallam University, UK

#### Pioneering entrepreneurs and inventors: Technical imagination and new technologies in the early patents system in Chile (1840-1880)
**Pedro Constantino Álvarez Caselli,** Universidad Católica de Chile, Chile

#### Design activism: Action research as an approach when design meets social innovation
**Dongjin Song** and **Yongqi Lou,** Tongji University, China

#### The urban public space and design as tools to promote social interaction
**Mía Modak Guevara** and **Erika Marlene Cortés López,** Universidad Nacional Autónoma de México, México

### TAM_6: Strand 8 – Open strand  
**Room:** IB-311

#### Panel: Consumption of leisure and conspicuous design  
**Chair:** Jonathan Woodham, University of Brighton, UK

#### Phantasmagoria: Ghostly entertainment of the Victorian Britain
**Yurie Nakane,** Tsuda College, Japan

#### Poetic dimensions: Jewellery conversations about design process
**Zoe Veness,** University of Tasmania, Australia  
**Bic Tieu,** University of New South Wales, Australia

#### Is this design? Poetry and prose in the broadsides of the John Lewis collection
**Mila Waldeck,** University of Reading, UK

**10:30 – 10:45** | **Coffee Break**

**10:45 – 12:15** | **Keynote Speech II:** From brain to hand and fingers: “Design Thinking” reconsidered or how to handle non-Western Crafts(wo-)manship in the digital age  
**Professor Shigemi Inaga,** The International Research Center for Japanese Studies (Nichibunken), Kyoto, Japan  
**Room:** IB-101

**12:15 – 13:15** | **Lunch hour**

**13:15 – 14:45** | **Parallel Session IV – TPM1**

### TPM_1: Strand 1 – Inter-Asia and design historical issues in Asia  
**Room:** IB-202

#### Panel theme: Museums and the Making of Contemporary Trans/national Design History: Part 1: Interpretive issues
**Chair:** Christine Guth, Independent Scholar, USA

#### Representations of transnationalism in Asian design in the museum
**Christine Guth,** Independent Scholar, USA

#### Looking Into artefacts: Opening temporal and geographical frameworks in museum displays
**Marta Ajmar,** Research Department, Victoria and Albert Museum, UK

#### Reasserting Japanese Art Deco in Asia
**Kendall H. Brown,** California State University, Long Beach, USA

#### The meeting of earth art and pottery craft in an ethos of Tsuchi in Japanese museums
**Bert Winther-Tamaki,** University of California, Irvine, USA

### TPM_2: Strand 2 – Trans/national design theory and identity  
**Room:** IB-201

#### Panel theme: East Asia, modernity and transnational fashion: Movements in time and space
**Chair:** Yunah Lee, University of Brighton, UK

#### Chinese shawls and national identities: China, Britain and Spain
**Sarah Cheang,** Royal College of Art, UK
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<th>Panel</th>
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| **Japaneseness, kimono and the dynamics of fashion**  
Anna Jackson, Victoria and Albert Museum, UK |  |
| **The transnational agency of the kimono**  
Elizabeth Kramer, Northumbria University, UK |  |
| **Cultural identity, fashion and Korea**  
Jaeyoon Yi, Sungkyunkwan University, Korea |  |

**TPM_3: Strand 1 – Inter-Asia and design historical issues in Asia**  
Room: IB-210  
Panel: Understanding hidden text  
Chair: Wendy S Wong, York University, Canada  
**Design and journalism – challenges and opportunities: A dialogue between two cultures**  
Wibke Weber, Zhaw Zurich University of Applied Sciences, Switzerland  
Hans-Martin Rall, Nanyang Technological University, Singapore  
**Gracious: Modern living in post-independence Singapore**  
Jesse O'Neill, The Glasgow School of Art, Singapore  
**Looking at The Design Society Journal: Attempts of design authorship in graphic design from Singapore, 2009–2013**  
Wen Da Kong, Independent Researcher, Singapore

**TPM_4: Strand 2 – Trans/national design theory and identity**  
Room: IB-301  
Panel theme: Le Style Suisse n'existe pas: How migration shaped the “graphic design nation”  
Chairs: Davide Fornari, University of Applied Sciences and Arts of Southern Switzerland, Switzerland  
Robert Lzicar, Bern University of the Arts, Switzerland  
**Exporting Swissness: Swiss traditions and visual stereotypes in contemporary graphic design**  
Sara Zeller, University of Bern, Switzerland  
Robert Lzicar, Bern University of the Arts, Switzerland  
**The international Weiterbildungsklasse für Grafik, Basel School of Design 1968–1988: Dispersing Swiss Style through education**  
Leslie Katherine Kennedy, Academy of Art and Design, Switzerland  
**Walter Ballmer: Designing networks between Switzerland and Italy**  
Davide Fornari, University of Applied Sciences and Arts of Southern Switzerland, Switzerland  
**The diffusion of the Swiss Style in America: Jacqueline Casey and the Massachusetts Institute of Technology**  
Louise Paradis, Independent Researcher, USA

**TPM_5: Strand 2 – Trans/national design theory and identity**  
Room: IB-302  
Panel theme: Mobilizing the empirical: Three challenges to national histories of design  
Javier Gimeno-Martinez, Vrije Universiteit Amsterdam, Netherlands  
**Immigrant design: Citizenship and practical nationality**  
Javier Gimeno-Martinez, Vrije Universiteit Amsterdam, Netherlands  
**Shaping Belgian, European and international design policies: The transnational trajectory of the Belgian policymaker Josine des Cressonnières (1925-1985)**  
Katarina Serulus, University of Antwerp, Belgium  
**Lightweight, compact and tropic-proof: Dutch design as global infrastructure**  
Joana Meroz, Vrije Universiteit Amsterdam, Netherlands

**TPM_6: Strand 7 – Open strand**  
Room: IB-311  
Panel: Studies on dwelling and furnishing  
Chair: Guy Keulemans, University of New South Wales, Australia  
**Global and local lessons for implementing citizen participation approaches to the preservation of historical buildings in Taiwan**
### Alvar Aalto and the theory of play: Through analysis on Alvar Aalto’s furniture design
Mayu Kamamoto, Osaka University, Japan

### Beech eating machine: A new materialist critique of the Thonet no. 14 chair
Guy Keulemans, University of New South Wales, Australia

**14:45 – 15:00 | Coffee Break**

**15:00 – 16:30 | Parallel Session V – TPM2**

#### TPM_1: Strand 1 – Inter-Asia and design historical issues in Asia  
**Room: IB-201**

**Panel theme:** Museums and the Making of Contemporary Trans/national Design History: Part 2, Case studies
Chair: Christine Guth, Independent Scholar

- **The M+ Museum**
  - Aric Chen, M+ Museum Hong Kong, Hong Kong

- **Design museums in contemporary China: Constructing 20th and 21st design histories**
  - Zara Arshad, Victoria and Albert Museum, UK

- **Korean design in a transnational context**
  - Rosalie Kim, Victoria and Albert Museum, UK

- **The V&A Gallery at Shekou: A new interpretative model for design**
  - Luisa Mengoni, Victoria and Albert Museum with Shekou Team (Anais Aguerre, Brendan Cormier, Sunnie Cheung, Sarah Green, & Alex Willett)

#### TPM_2: Strand 1 – Inter-Asia and design historical issues in Asia  
**Room: IB-202**

**Panel theme:** Exchange a la Mode: Costume reforms and political changes in Modern Asia
Chair: Kyunghee Pyun, Fashion Institute of Technology, USA

- **European accessories in Modern Asia: Gendered difference in social emblems**
  - Kyeongmi Joo, Chungnam National University, South Korea

- **Clothes and hair in revolt: Yu Gil-jun and late Joseon politics**
  - Aida Yuen Wong, Brandeis University, USA

- **On the cutting floor: Asia in the fashioning of Japan**
  - Brij Tankha, Institute of Chinese Studies, Delhi, India

- **Clothes make the woman: Qipao and nationalism in China and Hong Kong**
  - Sandy Ng, The Hong Kong Polytechnic University, Hong Kong

#### TPM_3: Strand 1 – Inter-Asia and design historical issues in Asia  
**Room: IB-210**

**Panel:** The Unveiling of Korean graphic design history: Part II
Chair: Yunah Lee, University of Brighton, UK

- **The rise of consumerism and the localization of trademark design in colonial Korea: Focusing on the “cultural rule” period between 1920 and 1937**
  - Yongkeun Chun, Royal College of Art, UK
  - Min-Soo Kim, Seoul National University, Korea

- **Visualization of technological utopianism by corporate advertising campaigns in the 1980s: South Korea – LG’s “Technopia” and Samsung’s “Humantech”**
  - Su-Ji Lee, Seoul National University, Korea

- **Character design and regional identity in Korea since the 1990’s**
  - Sun-Young Lim and Min-Soo Kim, Seoul National University, Korea
### TPM_4: Strand 3 – Science, technology and sustainability
**Room: IB-301**

**Panel:** *In search of design methods for second skin*
- Chair: Paul Atkinson, Sheffield Hallam University, UK

**Sharing design power in designer-surgeon’s partnership**
- Saiful Hasley Ramli, Raja Azmeer Raja Ahmad Effendi and Shahrizal Dollah, Universiti Putra Malaysia, Malaysia

**Exploring phase change materials in gloves to regulate body temperature**
- Shu-Hwa Lin, University of Hawaii at Manoa, USA
- Chih-Pong Chang, Chinese Culture University, Taiwan
- Lynn M. Boorady, State University of New York College at Buffalo, USA
- Susan P. Ashdown, Cornell University, USA

**Applying the transcontinental design on well-being patients clothing**
- Ching-I Lai and Chang-Franw Lee, National Yunlin University of Science & Technology, Taiwan
- Shao-Wei Huang, Yunlin County Assistive Technology Resources Center, Taiwan

### TPM_5: Strand 4 – Craft, material cultural and cultural industry
**Room: IB-302**

**Panel:** *Energizing materials of nature*
- Chair: Chih-I Lai, National Palace Museum, Taiwan

**Reviving Taiwan’s craft bamboo industry: Evaluating recent strategies to transform a heritage craft sector into a contemporary cultural industry**
- Hung-wei Lee, Carolyn Barnes, and Gianni Renda, Swinburne University of Technology, Australia

**More than bricoler the tradition and innovation: The booming bamboo designs in Taiwan**
- Chih-I Lai, National Palace Museum, Taiwan

**How the native became the other: The effects of modern architecture design’s dominance in inter-war East Asia**
- Hui-Ju Chang, University of Sheffield, UK

### TPM_6: Strand 6 – Contemporary design practice
**Room: IB-311**

**Panel:** *Cross-cultural design in practice*
- Chair: Priscila Farias, Universidade de São Paulo, Brazil

**Multiple perspectives in design: World maps and their perspectives**
- Julia Mia Stirnemann, Bern University of Applied Sciences, University of Bern, and University of Zurich, Switzerland

**The orient and the occident through cinema and film posters: A Portuguese case study**
- Igor Ramos and Helena Barbosa, University of Aveiro, Portugal

**The construction of Estonian national style under Soviet rule**
- Triin Jerlei, University of Brighton, UK

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**16:30 – 16:45 | Coffee Break**

**16:45 – 18:45 | Roundtable II: Regionalism going global: From Taiwan to Asia to the world**
- Room: IB-101

**19:00 | Dinner @ Gongguan Night Market (optional)**

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**28 October (Fri)**

**8:30 – 9:00 | Conference Registration & Light Breakfast**

**9:00 – 10:30 | Parallel Session VI – FAM**
### FAM_1: Strand 2 – Trans/national design theory and identity  
**Room: IB-201**

**Panel theme:** Transnational production, circulation and consumption: The interplay of Chinese and Korean fashion  
Chair: Wessie Ling, Northumbria University, UK

- Transnational fashion media communication in China and South Korea  
  Tommy Tse, The University of Hong Kong, Hong Kong

- The wave of CreatHK: Fashion, trans-cultural exchange and networks  
  Wessie Ling, Northumbria University, UK

- Is Seoul the new face of Asian chic?  
  Jaeyoon Yi, Sungkyunkwan University, Korea

- My fashion identity from Dongdaemun?  
  Jiyoun Kim, Sungkonghoe University, Korea

### FAM_2: Strand 1 – Inter-Asia and design historical issues in Asia  
**Room: IB-202**

**Panel theme:** Histories of visual cultures and media economies in Taiwan  
Chair: Chang-De Liu, National Chengchi University, Taiwan

- “Game” Design: State construction of media representations of road running around 1980s  
  Chang-De Liu, National Chengchi University, Taiwan

- I want my "Channel 4": Social and cultural state of the early stage of cable television in Taiwan  
  Ti Wei, National Chiao-Tung University, Taiwan

- “American life-style” and imaginations of technology: American TV programs in 1960’s Taiwan  
  Yu-Fen Ko, National Chengchi University, Taiwan

### FAM_3: Strand 2 – Inter-Asia and design historical issues in Asia  
**Room: IB-211**

**Panel:** Examples of regional interaction in East Asia  
Chair: Haruhiko Fujita, Osaka University, Japan

- The textile industry and design strategies in the Meiji era Japan: The case of the Nishimura Sozaemon Family  
  Tomoko Hata, The Museum of Kyoto, Japan

- The difficulty of bridging between art education and design education for children: A reception of Marion Richardson in Japan after WW2  
  Mariko Kaname, Atomi University, Japan

- Shigeru Maeda, Kyoto Seika University, Japan

- Between digital poetics and analogue politics: Adoption of digital maker movement within Korea context  
  Juyi Cho, Seoul National University, Korea

### FAM_4: Strand 4 – Craft, material culture and cultural industry  
**Room: IB-301**

**Panel:** Looking to the past for inspiration  
Chair: Fang-Wu Tung

- Editions of traditional genealogies in China’s southern Zhejiang province  
  Clément Vincent, Higher College of Technologies, UAE

- Design for worshipping ancestors: Blending semantics of grain utensil in China to Chinese ideographs  
  Kanin Chow and Xiaochao Xi, The Hong Kong Polytechnic University, Hong Kong

- A political and economic change of Naxi People’s Dongba characters in Lijiang, Yunnan Province in China since the 1990s  
  Qian Gao, East China University of Science and Technology, China

### FAM_5: Strand 4 – Craft, material culture and cultural industry  
**Room: IB-302**

**Panel:** Cultural history on display  
Chair: Pei-hsuan Su, National Taiwan University of Arts, Taiwan
**The double meaning of “Modern Architecture” in the Japanese context**  
Keisuke Takayasu, Osaka University, Japan

**The influence of fine arts exhibition system on Korean contemporary craft: Focusing on craft exhibitions in Korea during 1950s and 1970s**  
Sohyoun Lee, Seoul National University, Korea

**Contemporary design practice on meta-interpretation through experimental converging practices of sounds, images and data**  
Pei-hsuan Su, National Taiwan University of Arts, Taiwan

<table>
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<tr>
<th>Time</th>
<th>Session/Meeting</th>
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<td>10:30 – 10:45</td>
<td>Coffee Break</td>
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| 10:45 – 12:15   | **Keynote Speech III:** The forms and colors which have shaped Taiwan for a century  
Professor Mi-Cha Wu, President of Academia Historica, and Emeritus Professor, National Taiwan University, Taiwan  
Room: IB-101 |
| 12:15 – 13:15   | Lunch hour                                                                        |
| 13:15 – 14:45   | **Parallel Session VII – FPM**  
FPM_1: Strand 4 – Craft, material culture and cultural industry  
Room: IB-201  
Panel theme: Japanese fashion design as a creative industry  
Chair: Hiroshi Narumi, Kyoto Women's University, Japan  
Tokyo Fashion Week in the global field of fashion: An ethnographic study of young Japanese designers  
Yuiko Fujita, Meiji University, Japan  
The use of local identity: A new generation of fashion designers  
Hiroshi Narumi, Kyoto Women's University, Japan  
British fashion brands in Asia: Brand acquisition, cross-border licensing, and Japanese creative industries  
Shinji Oyama, Ritsumeikan University, Japan |
|                 | FPM_2: Strand 2 – Trans/national design theory and identity  
Room: IB-202  
Panel:  
Rejuvenation of craftsmanship  
Chair: Simon Jackson, Swinburne University of Technology, Australia  
Designs of “Yokohama Scarves” exported for Asian markets: A study on the collection of the industrial guild of Japanese scarves for export  
Sugimoto Seiko, Kyoto Bunkyo University, Japan  
Travelling by bicycle in Australia, from nationalism to multi-culturalism…. brand names, marketing and national identity  
Simon Jackson and Gianni Renda, Swinburne University of Technology, Australia  
A search for Brazilian craft identity  
Carla Paoliello, Universidade de Lisboa, Portugal  
Amanda Machado, Centro Universitário do Leste de Minas Gerais, Brazil |
|                 | FPM_3: Strand 2 – Trans/national design theory and identity  
Room: IB-211  
Panel: Design history as a design practice  
Chair: Helena Barbosa, University of Aveiro, Portugal  
Uncharted territories of transnational design history with particular reference to Turkey  
Tevfik Balcıoğlu, Yaşar University, Turkey  
Design transformation: The effect of global change and the reconceptualization of design in Mexico and Latin America since the 1980’s  
Oscar Salinas-Flores, Universidad Nacional Autónoma de México, México  
Intertwining histories of design: Portraying the map of present European design history through 10 |

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# FPM_4: Strand 3 – Science, technology and sustainability

**Room:** IB-301

**Panel:** Reviews on applications of technology into design  
Chair: Chien-Husing Chen, National Taiwan University of Science and Technology, Taiwan

- **The design of fire retardant textile products: An exploration of design characteristics**  
  Lynn M. Boorady, State University of New York College at Buffalo, USA  
  Shu-Hwa Lin, University of Hawaii at Manoa, USA

- **Re-enactment as method: An action research project on art and design**  
  Serena Cangiano, Davide Fornari and Azalea Seratoni, University of Applied Sciences And Arts of Southern Switzerland (SUPSI), Switzerland

- **Beyond emotional design: Evaluation methods and the emotional continuum**  
  Julián Covarrubias Valdivia and Gloria Adriana Mendoza Franco, National Autonomous University of Mexico, Mexico

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# FPM_5: Strand 7 – Activism, democracy and design interventions

**Room:** IB-302

**Panel:** Evaluating on design for better world in action  
Chair: Hiroki Yamamoto, TrAIN research centre, University of the Arts London

- **Visual rhetoric of the Islamic State (IS) – persuasion in the field of terror**  
  Ralf Spiller, Christof Breidenich and Ute Hilgers-Yilmaz, Hochschule Macromedia University of Applied Sciences, Germany

- **Anomy in design: Sir Nikolaus Pevsner’s admonition to “democratic” society**  
  Ariyuki Kondo, Ferris University, Japan

- **Measuring impact: Program evaluation & design for social change**  
  Denielle Emans, Virginia Commonwealth University in Qatar, Qatar  
  Adina Hempel, Zayed University, UAE

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# FPM_6: Strand 8 – Open strand

**Room:** IB-311

**Panel:** Interacting mixed practices of design  
Chair: Tingyi S Lin, National Taiwan University of Science & Technology, Taiwan

- **Exploring ways of interactive diagrams on Chinese traditional craft**  
  Jun Xu, Nanjing College of Information Technology, China

- **Understanding the complexity of statement: A document design approach**  
  Minzhe Yi and Tingyi S Lin, National Taiwan University of Science and Technology, Taiwan

- **The study on color image of Shakespeare’s measure for costume design**  
  Yi-Meei Wang, National Taiwan University, Taiwan  
  Tung-Jung Sung, National Taiwan University of Science and Technology, Taiwan

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**This session will be conducted in Chinese and simultaneous interpretation service for English is not available.**

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**14:45 – 15:00 | Coffee Break**

**15:00 – 17:00 | Roundtable III: Open conversation: Looking backwards, looking forwards – Taipei is the 10th edition of ICDHS conferences**  
Room: IB-101

**17:00 – 17:30 | Closing remarks & next venue presentation**  
Room: IB-101

**17:30 – 18:00 | Closing reception**
28 October (Wed)  |  13:15 – 13:45  |  Poster Session  | Room: Area A, adjacent to Room IB-101

The silk route trade and its cross-cultural influence on Indian Industrial crafts practices
Ravi Mokashi Punekar and Shiva Ji, Indian Institute of Technology Guwahati, India

Who does this internet artwork belong to?: A study on appropriation and youth identity in a digital age
Laura S. Scherling, Columbia University, USA

Towards a new paradigm: Applying industrial design processes to the craft bamboo industry
Hung-Wei Lee, Gianni Renda and Carolyn Barnes, Swinburne University of Technology, Australia

Cultural and creative product design constructs museum education
Yunciao Wang and Shangchia Chiou, National Yunlin University of Science and Technology, Taiwan

Doraemon: A phenomenal character in cultural industry of Japan
Ksenia Spitsyna, Independent Researcher, Russia
Maria Nesterova, State University of Cinema and Television, Russia

Protective apparel design for household fire incidents
Shu-hwa Lin, University of Hawaii, USA
Lynn M Borrady, State University of New York, USA

Swiss style beyond the border: Swiss graphic designers in Italy
Davide Fornari and Giovanni Profeta, University of Applied Sciences and Arts of Southern Switzerland, Switzerland

An initial study on the community development index of craft industry
Po-Lun Hou and Ming-Chyuan Ho, National Yunlin University of Science and Technology, Taiwan

Notation Theoretical on the Historical Persistence of the Artifice
Aurelio Horta, Universidad Nacional de Colombia; Instituto de Investigaciones Estéticas, Colombia

Cultural information transfer and information risk of cultural and creative products
Tseng-Yao Chang and Che-Ting Wen, National Yunlin University of Science and Technology, Taiwan

Review on data visualization: The original area of contemporary visualization
Ki Woong Nam, Seoul National University, Korea

Comparative studies on reception of Japanese manga in England and France: Reflection around Kawaii, modernism and Traumatism
Noriko Onohara, University of Hyogo, Japan
Kyoko Koma, Meiji University, Japan
Ryuta Koike, Yamagata Prefectural Yonezawa Women’s Junior College, Japan

A study of the agricultural design in the US aid period (1951-1965)
Chu-Yu Sun, National Kaohsiung Normal University, Taiwan

A study on the imagery cue in the creative process of automobile design
Tingting Hu, Danhua Zhao and Jianghong Zhao, Hunan University, China

The story of a Chair: Transformations in the design culture of India
Saurabh Tewari and Shatarupa Thakurta Roy, Indian Institute of Technology Kanpur, India

Strange encounters: An investigation of posters that discuss hybrid embodiment of Indo-Canadian identity
Krishna Balakrishnan, York University, Canada
Embroidery patterns of the Qing Dynasty robes
Tseng Chi-Shiung, Chen Yu-Fu and Chiang Shyh-Bao, National Yunlin University of Science and Technology, Taiwan