Welcome!

It is with pleasure that we announce and welcome you at the European Symposium on Kansei vol.1, which will be held at Eindhoven University of Technology, The Netherlands, on 10-11 April 2017!

This meeting will bring together researchers and practitioners interested in kansei and related domains, hoping to share ideas and visions in a convivial atmosphere, pushing forward the development of our European Kansei Group.

This symposium is open and free to all. However, registration is mandatory (deadline: 27th March).
Monday 10 April

10:00  Let’s start with coffee and cookies!

11:00  Welcoming message to Industrial Design, TU/e
by Berry Eggen, director of research, Department of Industrial Design, Eindhoven University of Technology (The Netherlands)

11:10  Introduction of the European Kansei Group
by Alexandre Gentner, secretary of EKG, Toyota Motor Europe (Belgium)

11:20  Presentations
Simon Schütte, Linköpings University (Sweden): Sound development on for car industry
Antonio Roda’, University of Padova (Italy): Music and Kansei engineering at the University of Padova

12:00  Lunch!

13:00  Presentations
Pierre Lévy, Eindhoven University of Technology (The Netherlands): A brief history of Kansei
Matthias Rauterberg, Eindhoven University of Technology (The Netherlands): How to design for the unconscious?
Nadja Berthouze, University College London (UK): The emotional body
Bengt-Göran Rosén, Halmstad University (Sweden): Kansei textures and soft metrology - a future industrial design trend?
Xianyi Zeng, ENSAIT (France): Design of sensory experiments for extracting garment design knowledge
Mark Springett, Middlesex University (UK): Engineering digital adoption through positive experiences

15:00  Intermission for coffee and cookies!

15:20  Introduction to the COST Action: what it can(not) do
by Nigel Bevan, in charge of the COST Action project

15:30  Mapping kansei in Europe
an active workshop during which we will look into many ways to map kansei in Europe

16:30  Discussion panel: challenges and future(s) of kansei
moderated by Luis Marco-Almagro (Universitat Politecnica de Catalunya | BarcelonaTech)
with Carole Favart (Toyota Motor Europe), Brian Henson (Leeds University), and Jettie Hoonhout (Philips Research)

Tuesday 11 April

09:00  COST Action workshop
led by Nigel Bevan and Brian Henson

12:00  Lunch!

13:00  European Kansei Group annual general meeting
by Alexandre Gentner, secretary of EKG

15:00  Ideating the future of EKG
led by Simon Schütte and Pierre Lévy

16:00  Conclusion
by Pierre Lévy, president of EKG
The symposium will be held at:
Eindhoven University of Technology (TU/e)
Department of Industrial Design
Laplace Bldg LG1.105
De Zaale
Eindhoven
THE NETHERLANDS

Laplace Bldg is #32 on the map of TU/e campus (coordinates: C3).

Registration

PLEASE NOTE REGISTRATION IS MANDATORY FOR PARTICIPATING TO THE SYMPOSIUM. DEADLINE: 27th MARCH.

Registration is closed.
If you are still motivated and wish to join, please do not hesitate to contact Pierre Lévy at plevy@[a]tue.nl.