

15TH INTERNATIONAL
CONFERENCE
OF THE **EUROPEAN
ACADEMY OF DESIGN**
16-20 OCTOBER 2023



EAD 2023

São Paulo Hub

*Living in the pluriverse:
inclusion and diversity
in design research education*

PROGRAM & ABSTRACTS

EAD 2023 WHAT GOT US HERE, WON'T GET US THERE

The European Academy of Design International Conference – EAD is a prestigious event, held since 1995. Part of the prestige of the European Academy of Design is linked to the reputation of its founders, the British professors and researchers Rachel Cooper and Jack Ingram. In addition to organizing international conferences, the EAD is responsible, since 1997, for *The Design Journal*, published by Taylor and Francis.

The conception of the 15th edition of the event stemmed from the EAD's perception that the research modalities that have led us to the current state of the field, would not be sufficient to meet future demands. The 2023 edition was thus planned as an invitation to reflect on the way in which agents, communities, organizations, institutions, and societies have adapted, collaborated, and grown in the last 25 years, since the establishment of the first doctoral programs in design, and how they can lead, with imagination and inclusion, the practices, policies, methods, systems, and values that will define design in the next 25 years.

This conference explores doctoral design research and education over five themes, hosted by five higher education institutions: *The Discipline of Design – transdisciplinary practices* (Bilbao, Spain); *Living in the Pluriverse* (São Paulo, Brazil); *Beyond Human-Centred*

Design Research (Sonipat, India); *Exploring the Social Impact of Design Research* (Espoo, Finland); *Extreme Making* (Glasgow, Scotland).

Through its 5 hubs – with in-person events and streamed content – the EAD 2023 will provide a rare opportunity for the participation of students, faculty, and researchers from different regions of the world without having to travel long distances. It will also be a timely moment for reflection on the future of design research in Brazil and Latin America, from the perspective of inclusion and diversity, on the relevance of design in times of transition and interdisciplinarity, on methods, emerging technologies, and on the impacts of design research inside and outside academia.

The EAD2023 São Paulo Hub is hosted by the University of São Paulo (USP) in partnership with São Paulo State University (UNESP) and Anhembi Morumbi University (UAM). We believe this is a valuable moment for Brazilian and Latin American researchers to meet and participate in this timely dialogue. We hope you enjoy and take the most out of this experience.

Priscila Farias & Sara Goldchmit
Co-Chairs EAD 2023 São Paulo

PROGRAM / ANHEMBI MORUMBI VENUE

TUESDAY 17TH

08.00	Registering opens
09.00	Welcome session
09.30–11.00	Keynote 1
11.00–11.30	Coffee-break and poster session
11.30–13.00	Round table “PhD in Design in Latin America”
13.00–14.00	Lunch
14.00–15.30	Parallel sessions
15.30–16.00	Coffee-break
16.00–17.00	Round table “Inclusion and Diversity in Design Research”
17.00–18.30	Keynote 2
18.30–19.00	Closing session
20.00	Gala dinner

PROGRAM / FAU MARANHÃO VENUE

MONDAY 16TH

- 09.00–14.00 Live Streaming Bilbao Hub
- 14.00–15.00 Coffee-break
- 15.00–18.00 Conference speakers and participants meeting: introduction to the week's activities and prospecting partnerships for teaching and research in design

WEDNESDAY 18TH

- 09.00–10.00 Live Streaming Sonipat Hub
- 10.00–10.30 Coffee-break
- 10.30–12.00 Conference speakers and participants meeting
- 14.00–18.00 Cultural tour: immersion in Brazilian material culture

THURSDAY 19TH

- 09.00–13.00 Live Streaming Espoo Hub

FRIDAY 20TH

- 09.00–15.00 Live Streaming Glasgow Hub

KEYNOTE / MAIN ROOM

Pluriversal approaches to design research and design education

Renata Marques Leitão

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The concept of Pluriverse – a world where many worlds fit – was popularized in the field of design by Arturo Escobar. This lecture examines pluriversal design approaches in contrast to universal approaches. The term "universal" represents the belief that we all live in a single world, with one right (or "developed") way to live. The term "pluriversal" recognizes that there are many possible ways to live and countless ways to build the world. In design literature, terms associated with human differences (e.g., diversity, inclusion, plurality) have been primarily connected to universal approaches. Design initiatives typically aim to make the dominant model of life work for everyone – for example, by giving the "disadvantaged" the opportunity (or removing barriers) to thrive in the single, universal world. On the other hand, pluriversal approaches recognize that the lifestyle and world-building style of the Global North create unsustainability. We are on the brink of an environmental collapse that will spare no one. Pluriversal approaches to design are about allowing other life models to emerge and flourish. It is time to recognize that design is also the human power to imagine and nurture different models of inhabiting this planet.

KEYNOTE / MAIN ROOM

Doctoral studies and research in Design in Brazil: future perspectives

Marizilda dos Santos Menezes

São Paulo State University (UNESP)

Design postgraduate programs in Brazil, at the stricto sensu level, originated in the early 2000s. The first were at PUC-Rio and UNESP, followed by UFPe and UERJ. Until then, the qualifications of the lecturers in these courses were obtained in related areas. In 2005, other specializations were defined, expanding beyond Product and Graphic Design. With this, the number grew, and there are currently 36 Design programs with twelve Doctorate courses, which produce scientifically relevant knowledge, contemplating the phenomena of society and impacting contemporary life. To make a prognosis of research in Design, it is necessary to take into account the user first, from the intellectual capital, aiming at the social and economic. It is therefore necessary to address Design issues in the face of new challenges related to the role of the user, as protagonist and co-creator (UX), considering sustainability, making it compatible with production needs, incorporating new technologies (AI) and innovation for industry. It is also crucial to discuss the function of Design in the face of inclusion problems, reflecting on social rights, focusing on minorities and less privileged classes. It should also consider internationalization, aiming to disseminate our research in major centers, but without forgetting the problems inherent in Brazilian society.

PARALLEL SESSIONS

PLURIVERSE / ROOM A

INCLUSION AND DIVERSITY / ROOM B

EDUCATION / ROOM C

Gustavo Cossio. **History of social design as social history of design: an introduction to the Brazilian perspective.** Universidade do Estado do Rio de Janeiro, Brazil.

Nithin Kuriakose. **Contemporary Design Attitudes for Pluriverse; Review & Introduction to Industry Practice.** Indian Institute of Technology, India.

Didiana Prata. **Methodologies for Exploring the Pluriverse. Analyzing Brazilian Graphic Artifacts Production in Social Networks.** Centro Universitário Armando Álvares Penteado, Brazil.

Lara Liz Freire. **Participatory Design and Democracy: A systematic review.** University of Brasilia, Brazil.

Claudia de Souza Libânio. **Competencies related to Diversity, Inclusion, and Accessibility for health students with a design approach: an experience report.** Universidade Federal de Ciências da Saúde de Porto Alegre, Brazil.

Julia Teles da Silva. **Design for Sustainability and Degrowth: in search of a perspective from the Global South.** Universidade Federal de Campina Grande, Brazil.

David Sánchez Ruano, Silvia Verónica Ariza Ampudia. **Postgraduate Programmes Evolution in Mexico. Perspectives from three regions.** Universidad Autónoma de Ciudad Juárez.

Caroline Grellier. **The challenges towards the emergence of an African higher design education: case study of a French design diploma relocated to Benin.** University of Nîmes, France.

Amic Ho. **Shaping the Future Paradigm in Design Studies: Introducing Inquiry-Based Teaching and Learning into Design Education.** Hong Kong Metropolitan University, China.

PAPERS' ABSTRACTS

History of social design as social history of design: An introduction to the Brazilian perspective

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This paper prompts an introductory panorama regarding the historical paths and the pedagogical vectors of social design in Brazil, through the analysis of a set of documents: two master's theses, a book and a round table on the theme. In conjunction with a narrative review of the evidences, the theoretical foundation summarizes the design history contemporary research agenda with emphasis on its social matter. Therefore, the study envisages history of social design as an emerging topic of inquiry and its addition towards the histories of design education in the Brazilian scenario.

Keywords: design history, social design, microhistory, history of design education, history of design research

Contemporary Design Attitudes for Pluriverse: Review & Introduction to Industry Practice

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Why do more complex problems arise the more we design? What are the design attitudes for societal transitions? How are they connected? How can we transcend such approaches to develop an attitude in professional practice? This study explores why we need better design interventions and also evaluates, differentiates, and simplifies the contemporary design attitudes that are shaped across the globe in the last decades which helps in solving complex or wicked problems for a better future. It also tries to find commonalities and differences between Ontological design, Speculative design, Pluriversal design, and Transition design as approaches and links its connectedness to Pluriversal thinking. In the final part, it talks about the learnings in developing these approaches in the industry.

Keywords: Speculative Design, Ontological Design, Transition Design, Pluriversal Design

Methodologies for Exploring the Pluriverse: Analyzing Brazilian Graphic Artifacts Production in Social Networks

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The production of design as a methodological and research practice sets out paths for teaching in the pluriverse. From the results of the doctoral thesis “The image-message: visual culture and design of dissent in social networks” by Prata (2022), the article discusses the use of interdisciplinary graphic experiments in the research process on visual culture, focusing on Brazilian production of dissenting communication design in social networks and the politicization of data. These graphic artifacts, captured by Artificial Intelligence and guided by an activist thematic approach – such as racism, LGBTQIA+, democracy and indigenous peoples’ rights – resulted in a significant sample of the spectrum of visual languages emerging from the digital context. They give visibility to many voices and enable cultural and institutional transformations in the decolonial process, in the practice and teaching of design. These narratives represent transition discourses of the Global South through a pluriversal design.

Keywords: Communication Design, Design of Dissent, Design Culture, Graphic Memory, Global South

Participatory Design and Democracy: A systematic review

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Recently, the role of Design in relation to Democracy has been discussed in literature, and Participatory Design has proven to be a very adherent term to this relationship. The aim of this work is to discuss Participatory Design as an instrument for the elaboration of transformative remedies, contributing to the maximization of rationality and effectiveness in the design of public policies. For this, the Meta-Analytic Focus Theory was used to analyse the most relevant elements, such as publications, authors, and keywords from literature. The data collection included articles published between 2012 and 2022 and the Bibliometrix and Tagcloud software were used for the investigation. The findings identified that Computer Science and Social Sciences stand out and are the most representative areas, politics, computation, community, innovation, and governance are the most relevant topics related to the subject, and decolonial agenda and contemporary feminist utopia have an important correlation also.

Keywords: Participatory Design, Co-design, Democracy and Public Policy.

Competencies related to Diversity, Inclusion, and Accessibility for health students with a design approach: An experience report

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Inclusion, diversity, and accessibility concepts still need more in-depth work in curricula of health universities courses. In addition, the approaches used in classrooms at Brazilian universities are not effective in developing alumni individual competencies to live in and to be part of an inclusive society. However, in health organizations, design concepts and methodologies have proven to be great allies in rethinking and redesigning new services, processes, and routines. So, this paper aims to discuss the development of competencies related to diversity, inclusion, and accessibility with a design approach for master students in a health university. The proposed study is an experience report based on experiences of professors during three months in a subject with master students. It describes the interactions and didactic activities with a design approach utilized during the subject with students. The paper results emphasize the process and how didactic activities collaborate to develop and mobilize student individual competencies.

Keywords: Design for Health, Diversity, Inclusion, Accessibility, Education, Competencies

Design for Sustainability and Degrowth: In search of a perspective from the Global South

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This article attempts to give Design for Sustainability a perspective from the Global South, taking into account indigenous views and questioning the idea of development as a means to achieve a better life quality. Since in the Global South, progress has always been linked to mining and deforestation, sustainable design should have a post-developmental perspective, as in the proposal of Buen Vivir, an indigenous idea of living well in harmony with nature. This also means changing our point of view on objects and their importance, and learning from indigenous peoples such as the Yanomami, who have always seen objects more as a way of strengthening social ties than as a good to be kept. The article reviews thoughts on sustainable design from the last decades and then considers what the indigenous views have to contribute to the debate, also taking a look at indigenous objects made from natural materials.

Keywords: Design for Sustainability, Buen Vivir, Global South

Postgraduate Programmes Evolution in Mexico: Perspectives from three regions

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Design education and research in Mexico have been advancing and adapting. The European influence in the development of its teaching was particularly evident through the creation of art academies and contact with pioneering institutions that led to the regional development of graduate programs. The importance of the link between design education and professional practice to create a solid academic base for the discipline is notorious depending on the region. In Mexico, progress has been made in research policies, as evidenced by the growth in the number of postgraduate programs in design, however, the slow development of doctoral programs and the dependence on national priorities and assigned limited government budgets is evident. Doctoral programs emphasise theoretical and scientific rigour to promote knowledge production, but there is a deficiency of practical verification in communities and innovation centres. Design education in Mexico aims to achieve a new higher quality profile and international recognition.

Keywords: postgraduate studies, Mexico, regional, development, design

The challenges towards the emergence of an African higher design education: case study of a French design diploma relocated to Benin

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In October 2019, Francophone Africa's first graduating design school opened its doors in Cotonou, Benin. A French private design school, chosen by a Beninese government agency, carried the project and recruited me to create and run the school. For nearly three years, as an observer-participant, I fulfilled the mission of delocalizing the French diploma to Benin, which acts as a normative instrument. Although the project responds to a market, this approach produces a double effect: the importation of a French pedagogical culture, but also of a French design culture in Benin. As design education in French-speaking Africa emerges, and as international design research simultaneously focuses on decolonising design and design education through a pluriversal lens, this case study aims to analyse the issues at stake in this model of design education in Benin, which is already paving the way for a multiplication in the coming years.

Keywords: Decolonising design, Design education, Design degree, Design culture, Benin

Shaping the Future Paradigm in Design Studies: Introducing Inquiry-Based Teaching and Learning into Design Education

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Design learning at different levels has been highly promoted in recent years. Its educational value is not only on creative thinking but also its enquiry-based nature. However, some learning problems have caused design education to be ineffective. Students cannot understand what they learn in their design courses. A method applied to other subjects, enquiry-based education, can be introduced for modifying the current design education methods. Several teaching and learning activities shape the main features of an enquiry including encouraging inquisitiveness, teaching strategies for motivating learning, manipulating materials to study particular phenomena, and prompting students with questions. Design educators should consider introducing enquiry-based teaching and learning into design education. This study explored an approach to guiding students in attaining a superior learning experience. The influence of emotion in enquiry-based education for design studies was investigated.

Keywords: Enquiry-based teaching and learning, Design studies, Future design education

POSTERS' ABSTRACTS

The Potential Influence of Artificial Intelligence Within the Design Process

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This short reflection examines the similarities between AI generated image systems (DALL-E 2, Midjourney and Stable Diffusion for example) and the creative process employed by designers and artists. It challenges the notion that AI cannot produce art or design that could be considered 'original' or 'creative', by examining the (often) derivative nature of the creative process, (where influence and mimicry play a significant role) and comparing it with the way AI image generators use existing visual data. It concludes that AI image generators are likely to play a significant role within the design process due to their increasing capabilities (multi-model input and use of large data sets), as well as the consumer's appetite for novel but familiar design.

Keywords: AI, Creativity, DALL-E 2, Vizcom

The Impact of Virtual Reality in Service Design Research

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This study presents the results of a systematic bibliographic review exploring the impact of virtual reality (VR) technology on service design research. The review identifies the potential benefits of using VR, such as simulating real-world scenarios, understanding emotional and experiential aspects of service design, and facilitating collaboration among stakeholders. However, the review also highlights the complexity and cost of implementing VR technology and the ethical considerations that must be addressed. The work discusses potential applications of VR in healthcare, education, and distance learning, and emphasizes the need for innovative research methods and tools to harness VR's capabilities. The review concludes that future research should address ethical concerns and potential biases associated with VR and explore its long-term impact on service design research and practice. Overall, the review demonstrates that VR has significant potential to transform service design research and enhance service experiences for users.

Keywords: Virtual Reality, Service Design, Research, Education, User Experience

The archive of the future: Challenges and possibilities for digital collections

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Cultural contents from museums, galleries and other memory institutions acquire new characteristics when organized to be preserved in a digital context. This content begins to form part of a dynamic and networked space through its links that connect to other information and people. It is proposed in this article to outline the ways in which some objects of cultural heritage have been made available on the web in order to indicate new possible dynamics from the use of Artificial Intelligence (AI). Through exploratory research with a case study of AI in a museum, it was possible to envision ways to build a new digital repository that is formed from the analysis between theory and practice. The possibilities that AI offers, as well as its limitations, will be pointed out to propose alternative ways to create a digital repository as an ecosystem of dynamic information.

Keywords: Artificial Intelligence, Museum Collections, Archives, Network

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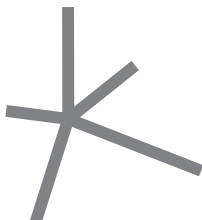
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