

# PRE-CONFERENCE

9 NOV. 2017 → Lecture Hall (3.K01)

**Session 1 – Funding organisations and entrepreneurial support**  
 Welcome, Prof. Michael Krohn, Head Master of Arts in Design ZHdK  
 Pro Helvetia, Mr. Sylvain Gardel, Head Impulsprogramm  
 1:00 pm  
 1:15 pm  
 1:30 pm Seif, Ms. Nadia Rainone, Project Management  
 1:45 pm Gebert Rüt Stiftung, Dr. Marco Vencato, Deputy Director  
 2:00 pm Migros Kulturprozent, Mr. Michel Schibler, Section New Media  
 2:15 pm Creative Hub, Ms. Regula Staub, Deputy Managing Director  
 2:30 pm Panel discussion  
 3:00 pm Coffee break

**Session 2 – Young designers, entrepreneurs and researchers**  
 Nina Paim (HKB); Werkbeitrag 2017, Kanton St. Gallen;  
**Tossing and Turning**  
 3:30 pm Julia Mia Stirnemann (HKB); PhD Graduate School of the Arts,  
 University of Bern, SNSF;  
**Discovering new worlds**  
 4:10 pm Pierre Naveau (ZHdK); Start-up;  
**From ZHdK to ALPN!**  
 4:30 pm Catalina Jossen Cardozo (HSLU); BRIDGE – Joint programme of  
 SNSF and CTI;  
**By Maria! Building a Sustainable Designer-Shoemaker-  
 Customer Network**  
 4:50 pm Jana Eske and Laurent Rueff (FHNW); cultural entrepreneurs;  
**From the lab to the market – Swiss cultural entrepreneurship**  
 5:00 pm Panel discussion  
 5:30 pm Drinks and networking

Moderation: Dr. Anne-Catherine Sutermeister (HEAD), Dr. Jan Eckert (HSLU)

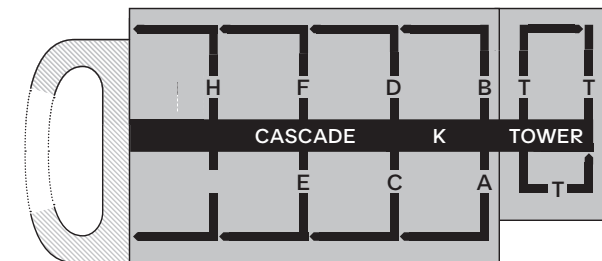
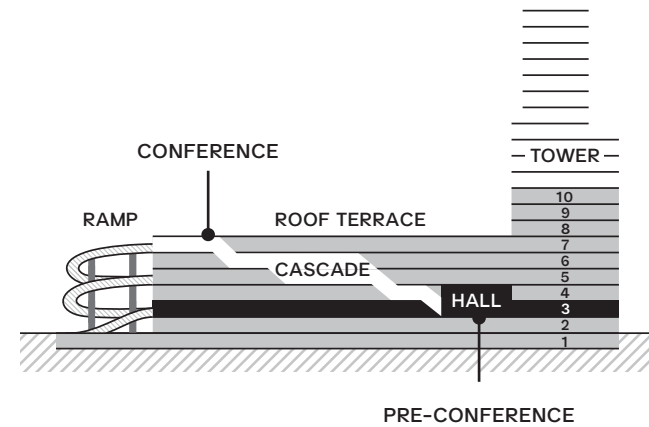
# ADDRESS

Zurich University of the Arts  
 Toni-Areal, Pfingstweidstrasse 96  
 8005 Zurich

[www.junior-research.ch](http://www.junior-research.ch)

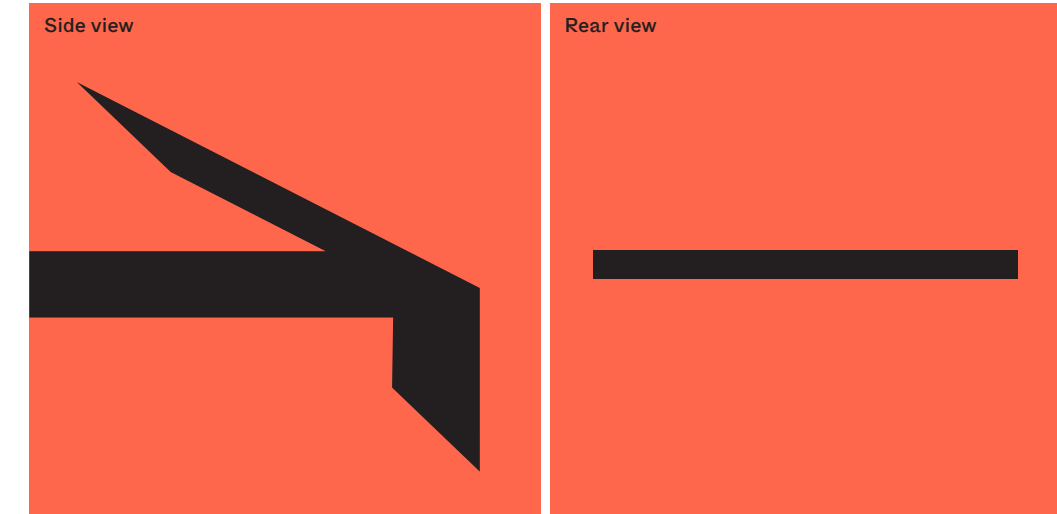
GUEST-NETWORK  
 «eduroam» or «public-zhdk»

DIRECTIONS  
 From Zürich HB (Sihlquai/HB): Tram Nr. 4,  
 Direction «Zürich, Bahnhof Altstetten N», Stop «Toni-Areal»

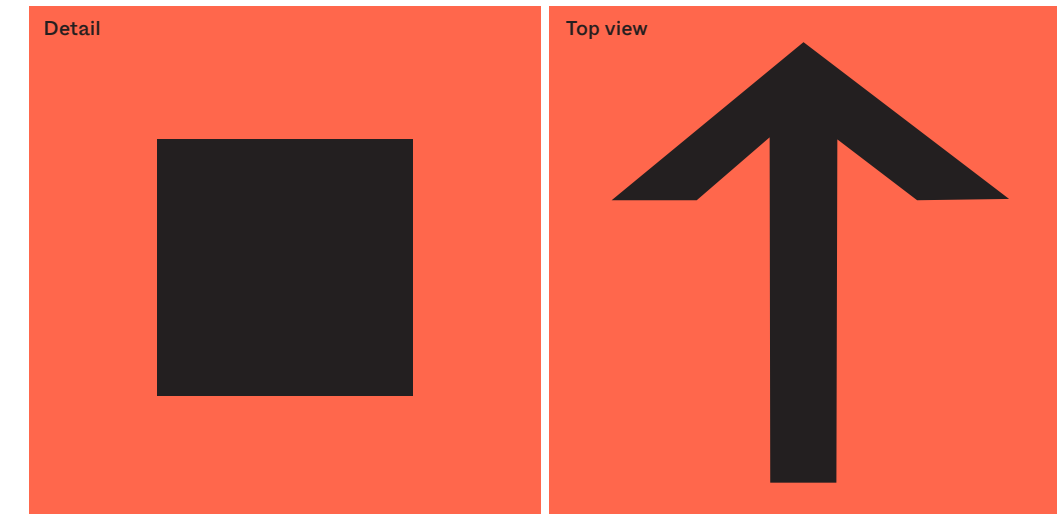


The conference is an academic exchange between the Master Design programmes in Switzerland.

# JUNIOR DESIGN



# RESEARCH CONFERENCE



# 9 - 10 NOV. 2017

hdK  
 Zürcher Hochschule der Künste  
 Z  
 Hochschule Luzern  
 HKB HEAB  
 Hochschule der Künste Bern  
 Haute école des arts de Bern  
 HEAD  
 GENEVE  
 Fachhochschule Nordwestschweiz  
 Hochschule für Gestaltung und Kunst  
 éca | nw

# CONFERENCE

10 NOV. 2017 → Concert Hall (7.K12)

8:30 am Registration and welcome coffee  
9:15 am Welcome at ZHdK, Prof. Michael Krohn, Head Master of Arts in Design  
Welcome at JRC, Aela Vogel and Gian Klainguti

9:30 am Presentations I  
1 – Nicole Zaugg (HSLU); **From place to be to secret spot: What makes Generation Global travel?**  
2 – Eliane Gerber (HKB); **Communication Design in peacebuilding**  
3 – Margherita Banchi (ECAL); **Omnipresent, pervasive and instantly recognizable: mascots as a subject of research and creation**

10:00 am Discussion

10:15 am Presentations II  
4 – Mathilde Buenerd (HEAD); **How autocompletion is going to change the way we interact with each other?**  
5 – Mia Kang (ZHdK); **The body I live: The representation of the self in digital spaces**  
6 – Julia Leitmeyer (FHNW); **dididit dahdahdah dididit – Between madness and perfection**

10:45 am Discussion

11:00 am Coffee break

11:30 am Presentations III  
7 – Eleonora Pizzini (HEAD); **Museum of fictions**  
8 – Nadia Delia Lanfranchi (FHNW); **Multiple Discrimination – Three Visual Portraits**  
9 – Angel Rose Schmocker (ZHdK); **Sick Style – The New Lifestyle of Sadness**

12:00 am Discussion

12:15 am Presentations IV  
10 – Oliver Hischier and Xiaoqun Wu (HKB); **Bienvenue Publishing**  
11 – Dominik Rohr (HSLU); **Will lighting become a one-way product?**  
12 – Elliott Grunewald (ECAL); **The International Typeface Corporation – A research project about the forward-looking American company that in the 1970s established the model for nowadays type foundries**

12:45 pm Discussion and closing of the morning

1:00 pm Lunch break, workshop registration and networking  
→ Foyer Concert Hall

2:30 pm Workshop, according to registration  
→ Different venues on the campus

5:00 pm Closing Junior Design Research Conference, Prof. Michael Krohn  
→ Concert Hall (7.K12)

5:15 pm Drinks and networking  
→ Music Club Mehrspur

Moderation: Aela Vogel (ZHdK alumna) and Gian Klainguti (ZHdK student)

# WORKSHOPS

1 – **My worst holiday**  
Nicole Zaugg (HSLU) → Room 7.T34

Good quality, low price, nice design: How do I know if my customer gets what he signed up for? The best way to figure this out is by going on a journey – a customer journey. By exploring, understanding and improving the customers experience you get a better sense of the customers needs. As a result, you can solve problems and come up with new solutions or products that really matter. During this workshop you will evaluate your worst holiday in order to learn about the value of a customer journey.

2 – **Transforming conflicts through design?**  
Eliane Gerber (HKB) → Room 5.F03

How can design be used to counter violence and build sustainable peace? In this workshop we first analyse and discuss material from selected peacebuilding interventions connected to various fields of design (f.e. the demobilization of rebel groups in Columbia between 2010 and 2015, the reconciliation process in South Africa between 1996 and 1998, and others). Focusing on conflicts we're confronted with ourselves, we then draft and assess strategies to constructively engage as designers. In doing so, we touch upon design activism and the ethical questions affiliated to it, and raise the question how design research can contribute to transforming conflicts.

3 – **Mascots making**  
Margherita Banchi (ECAL) → Room 5.K10

Through the use of simple tools you'll give shape and define the character of your very own mascot.

4 – **Automated conversation: Re-imagining social relationships in the era of auto-completion**  
Mathilde Buenerd (HEAD) → Room 5.G02

Correcting your typos, finishing your words, proposing your pre-made answers... : auto-completion in instant messaging becomes more and more invasive. Starting from the hypothesis that these mechanisms are going to change a lot of things in the way we deal

with our social relationships, I would like to make an experiment about chatting. In a playful and low-tech context, we are going to investigate the limits of talking assisted by automatic systems. Like in speed dating, in groups of two, you will get to know each other using card games made for the occasion.

5 – **The body I left**  
Mia Kang (ZHdK) → Room 5.K07

How have we been presented to others in digital spaces? In this workshop, we are going to be represented in unusual ways and will see how the relationship and behaviour changes by having a different representation of our-selves. Although we are often represented in different forms in digital spaces, it is hard to notice this fact. By questioning «How does the self-representation influence the form of communication?» we are enabled to figure out the relationship between the self-representation and the form of interaction.

6 – **The S.O.S-Community – There's optimization for everyone.**  
Julia Leitmeyer (FHNW) → Room 2.A05

Are you not perfect? Your neighbour steals your partner, the computer steals your job and google steals your Data? Join us now and get professional help: The Self-Optimization-Support-Service. We revolutionize your privacy and perfect Life posthumously. We offer individual guidance, eavesdrop secure meetings, and instant improvement of day to day life. Between leisure-stress and working-pleasure, pressure to live and love to succeed: The S.O.S-Community – There's optimization for everyone.

7 – **Making fictions**  
Eleonora Pizzini (HEAD) → Room 6.H02

Storytelling and design share the instinct of giving shape to ideas. Reflecting on this we will think of a scenario in which we will create our own fictions. Objects, films, graphics, spaces, photos, settings, are just few of the tools with which fictions can be told.

8 – **Seriously Funny – Critical Design and Humour**  
Nadia Delia Lanfranchi (FHNW);  
→ Room 6.T62

In this workshop we will explore the link between humour and critical design. Is humour an acceptable tool to address a sensitive topic? Are there criteria for a humouristic approach in a critical design context? To find answers we will develop games that deal with a critical design topic. Join this workshop to have some serious fun designing humouristic scenarios.

9 – **Sick Style – Speculate design-strategies against crisis!**  
Angel Rose Schmocker (ZHdK)  
→ Room 5.K01

From openly mentioning former taboos like therapy sessions, towards self-ironic aesthetics where hardcore becomes softcore and depression becomes chic: The wave of real and artificial states of, being-in-and-reacting to crisis, is up and coming: Designer Friends! Help me brainstorm ideas to translate this discoveries into more tangible ideas or products: what is your strategy on how to deal with todays, culture of collective fragility? Participants will get a taste on basic trend mapping methods: We will try to spot this tendencies weak signals in a quick research part - then analyze the found discoveries through visual clues and finally propose some own products, ideas, visualizations and speculations: Find, baptize and try to solve a self-detected crisis of today!

10 – **Future strategies for Bienvenue publishing**  
Oliver Hischier and Xiaoqun Wu (HKB)  
→ Room 5.D03

Bienvenue Publishing turns nature into visual culture. We explore the visual aspects of natural structures and translate these into hand-made, graphic editions. In each case, the method employed determines the visual language. We use this Language to tell stones from surprising perspectives, and communicate to others our fascination with nature. In the workshop, we will engage with you in an analysis of our approach and our hitherto products, discussing problems and potential. The results of this will enable us to develop diverse future strategies for Bienvenue Publishing.

11 – **The life of lights ...**  
Dominik Rohr (HSLU) → Room 7.D04

Be aware of your own consumption behaviour and the impact on the environment. Experience the life story of light bulbs and find out how your personal behaviour influences the material cycle and the consumption of resources. The focus is on recognizing the possibilities for dealing with natural resources in an environmentally sound manner. The workshop is designed as an experience course.

12 – **American Typographic Flavour**  
Elliott Grunewald (ECAL) → Room 5.K11

The aim of this workshop is to do a book cover model in the same way as the New York-based Lubalin, Burns and Co. studio used to in the 1970s. You will use «Letraset» letters to compose, design and layout a book cover. We will work with the ITC Avant-Garde Gothic typeface, which was and still is an ITC bestseller.