

**1** Paranimf

UB Edifici històric  
Gran Via de les Corts Catalanes, 585

Gran Via de les Corts Catalanes

Plaça de les Glòries

Gran Via de les Corts Catalanes

Museu del Disseny de Barcelona  
Plaça de les Glòries, 37-38

Auditorium  
Room 7  
Room 8

Àvila  
Bolívia  
Tànger  
Sancho de Àvila  
Almogàvers  
Pallars  
Pujades  
Llull

**6** Glòries Shopping Center

**3**

Can Jaumandreu  
Carrer del Perú, 52

Room 1 Room 4  
Room 2 Room 5  
Room 3 Room 6

**4** The Gates Hotel  
Diagonal Barcelona  
Avinguda Diagonal, 205

**5** BD Barcelona Design  
Carrer de Ramon Turró, 126

Conference venues

**1** to **2**  
UB MDB  
Metro **L1** Universitat – Glòries 17min  
Bus **H12** Universitat – Glòries 18min

**1** to **3**  
UB Can Jaumandreu  
Metro **L1** Universitat – Glòries 17min + 5min walk  
Bus **H12** Universitat – Glòries 18min + 5min walk

**2** to **3**  
MDB Can Jaumandreu  
Turn right Av. Diagonal  
Turn left C/ Llacuna  
Turn right C/ del Perú  
10min walk

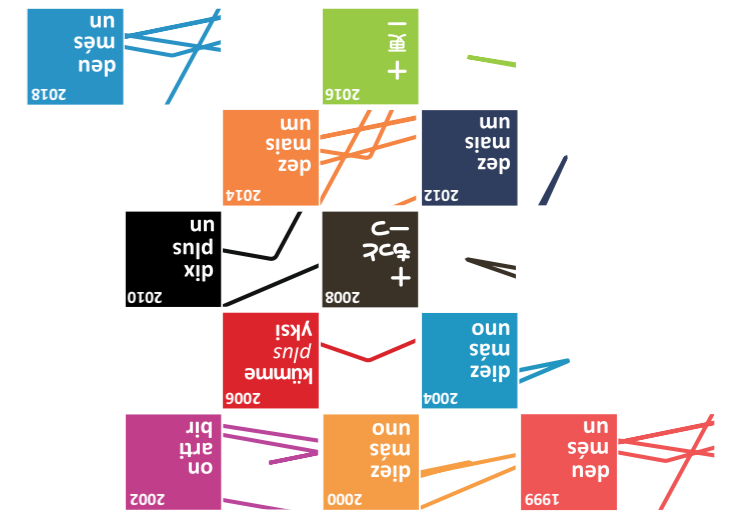
**2** to **5**  
MDB BD  
Straight down C/ d'Àvila (8 streets)  
Turn left C/ de Ramon Turró  
13min walk

BACK TO THE FUTURE  
THE FUTURE IN THE PAST  
*(Starting Again: Understanding Our Own Legacy)*

The 2018 event is rather special. The Taipei 2016 conference was the 10th edition and a commemoration of the ten celebrations to date. Returning to Barcelona in 2018 marks the end of one stage and the beginning of a new one for the Committee. The numbering chosen—"10+1"—also means that Barcelona 2018 is both an end and a beginning in the ICDHS's own history.

*In memory of Anna Calvera (1954-2018)*

ICDHS 10<sup>th</sup>+1 Conference  
Barcelona 2018



BACK TO THE FUTURE  
The Future in the Past  
ICDHS 10<sup>th</sup>+1  
BARCELONA 2018

BACK TO THE FUTURE  
THE FUTURE IN THE PAST

10<sup>th</sup>+1 ICDHS Conference  
International Committee of  
Design History and Design Studies

BARCELONA  
29-30-31 October 2018

UNIVERSITAT DE BARCELONA

GRACMON  
Grup de Recerca en Història de l'Art i del Disseny Contemporani

FHD  
Fundació Història del Disseny  
Fundación Historia del Diseño  
Design History Foundation

Museu del Disseny de Barcelona

Diputació Barcelona

PROGRAMME

[www.ub.edu/icdhs/barcelona10+1/](http://www.ub.edu/icdhs/barcelona10+1/)

9.00 Registration
9.30 Welcome
9.45 Keynote lecture #1 / Mireia Freixa Industrial Arts vs Arts and Crafts: Parallels and Contrasts Between Catalonia and Great Britain in the 19th and 20th Centuries
10.45 Coffee break

Room 1 [Can Jaumandreu]
12.00 1.3 Mediterranean / Tefvik Balcioğlu
12.00 R. Carullo, A. Labalestra Sifting Time Between Design and the History of Design
12.30 M. Ferrara, A.C. Russo Mediterranean-ness Between Identity and Genius Loci

Room 2 [Can Jaumandreu]
12.00 1.2 Southern / Priscila L. Farias
12.00 J.C. Buitrago ALADI (Latin American Design Association) as an Interpretive Community
12.30 Maria Alcántara Globalization and National Identity in Mexican Design

Room 3 [Can Jaumandreu]
12.00 1.8 Global [1/5] Yuko Kikuchi
12.00 Rie Mori Kimono Design in Southeast Asia from the Late 19th to the Mid-20th Century
12.30 Shinsuke Omoya Why Flower Patterns? Product Design History in Post-war Japan

Room 4 [Can Jaumandreu]
12.00 2.2 Policies [1/4] Pekka Korvenmaa
12.00 Sarah Teasley 'Excavation or Export': Design Policy in Wartime Japan, 1937-1940
12.30 Carlos Bártolo Two Books of the National Campaign for the Education of Adults, 1956
12.00 Mads N. Folkmann Danish Design on Exhibition. Cultural Politics of Staging the Everyday

Room 5 [Can Jaumandreu]
12.00 [No session.]
12.00 P. Camargo, Z. Anastassakis Past, Present and Future at Centro Carioca de Design
12.30 Gabriele Oropallo Fauna of the Anthropocene: The Plastic Bag in Its Natural Habitat

Room 6 [Can Jaumandreu]
12.00 3 Open Session [1/9] Isabel Campi
12.00 P. Camargo, Z. Anastassakis Past, Present and Future at Centro Carioca de Design
12.30 Gabriele Oropallo Fauna of the Anthropocene: The Plastic Bag in Its Natural Habitat

Room 1 [Can Jaumandreu]
15.00 1.1 Territories / Anders V. Munch
15.00 Anna Calvera, Isabel Campi From Local to Global: Rocca Corporation's First 100 Years
15.30 Deniz Hasirci, Zeynep Tuna Ultav The Initial Steps of Interior Architecture in Turkey
16.00 Mariko Kaname British Avant-garde and Print Media in the Early 20th Century

Room 2 [Can Jaumandreu]
15.00 1.2 Southern / Wendy S. Wong
15.00 Diana M. Hurtado Trujillo Historiography of Industrial Design in Colombia
15.30 L. do M. N. Cunha, F. Kaizer, J. de Souza National Design and Desenho Industrial
16.00 Sergio Rybak Redefinition of the Origin of the History of Industrial Design in Argentina

Room 3 [Can Jaumandreu]
15.00 1.10 Type [1/4] Oriol Moret
15.00 Isabella R. Aragão The Brazilian Modern Letterpress Printing Scene
15.30 Igor Ramos, Helena Barbosa The History of Opening Titles in Portuguese Cinema
16.00 P.L. Farias, D.K. Hanns, I.R. Aragão, C. Dixon Early History of Typography in Brazil

Room 4 [Can Jaumandreu]
15.00 2.3 Digital [1/2] Tingyi S. Lin
15.00 Toke Riis Ebbesen The Mediatization of Design on Social Network Media
15.30 A. Diaz, Mª J. Balcells Relational Memory of Design at Barcelona Design Museum

Room 5 [Can Jaumandreu]
15.00 1.6 Gatekeeper [1/6] Helena Barbosa
15.00 Li Zhang Navigating in the Gap: Designing Historical Fiction and Speculating the Present
15.30 Niki Sioki Physical Artefact: Thoughts on the History of Book Design and its Future

Room 1 [Can Jaumandreu]
15.00 1.1 Territories / Anders V. Munch
15.00 Josep M. Fort Mediterranean Design. The Barcelona-Design System
15.30 Yoshinori Amagai Japanese Concepts of Modern Design in the 1950s
18.00 M.X. Dorado, J.C. Buitrago Modernity and Postmodernity in Colombian Design

Room 2 [Can Jaumandreu]
15.00 1.2 Southern / Tingyi S. Lin
15.00 Cristina Cavallo Art-recycling and Popular Expression in Brazilian Material Culture
15.30 Maria Beatriz Ardinghi Material Culture in the State of São Paulo, Brazil
16.00 Verónica Devalle Design in Argentina from 1944 to 1957

Room 3 [Can Jaumandreu]
15.00 1.10 Type [2/4] Oriol Moret
15.00 Chiara Barbieri The Scuola del Libro in Milan at the Center of a Typographic Quarrel
15.30 Mila Waldeck Statements and Fluxshoe Add End A: Artist's Book vs Crystal Goblet
16.00 N. Tarazona, O. Ampuero, J. Gonzalez, B. Jorda Textual-type or Visual-type?

Room 4 [Can Jaumandreu]
15.00 [No session.]
15.00 1.6 Gatekeeper [2/6] Jonathan Woodham
15.00 Jenny Grigg How Paper Figures in the History of Design Ideation
15.30 Helena Barbosa History of Portuguese Design as a Tool for Understanding Practice

Room 5 [Can Jaumandreu]
15.00 3 Open Session [3/9] M. Àngels Fortea
15.00 Peter Vetter No Style. Ernst Keller (1891-1968)—Teacher & Pioneer of 'Swiss Style'
15.30 C. Delamadeleine The Business Face of Swiss Graphic Design: Studio Hollenstein
16.00 Jonas Berthod Casting the Net: Early Career Projects and Network Creation

Room 6 [Can Jaumandreu]
15.00 Anna Calvera Memorial
15.00 P. Camargo, Z. Anastassakis Past, Present and Future at Centro Carioca de Design
15.30 Gabriele Oropallo Fauna of the Anthropocene: The Plastic Bag in Its Natural Habitat

Room 1 [Can Jaumandreu]
18.30 1.3 Mediterranean / Marinella Ferrara
18.30 Chiara Lecce Italian Design for Colonial Equipment (1931-1942)
19.00 Assumpta Dangla Fabrics of Barcelona: The Future in the Past

Room 2 [Can Jaumandreu]
18.30 1.2 Southern / Priscila L. Farias
18.30 M. Farkas, L. Cesio, M. Sprechmann, M. Sterla Development of Design in Uruguay
19.00 Josep Puig Perceiving the Future: Experimental Design at ELISAVA 1986-1992

Room 3 [Can Jaumandreu]
18.30 1.8 Global [2/5] Yuko Kikuchi
18.30 Mitha Budhyarto, Vikas Kailankaje Vocational Education in Indonesia and Singapore
19.00 Yongkeun Chun Commercial Art in 1930s Colonial Korea

Room 4 [Can Jaumandreu]
18.30 2.2 Policies [2/4] Pekka Korvenmaa
18.30 Saurabh Tewari Visions of/on Design from the Events, Declarations and Policies in India
19.00 Ariyuki Kondo Scottish Independence and Design Education
19.30 Eleanor Herring British State-sponsored Design and Politically Driven Decision-making

Room 5 [Can Jaumandreu]
18.30 2.4 Studies [1/3] Pau Solà-Morales
18.30 Violeta Clemente, Rui Vieira, Katja Tschimmel A Metaphoric Thinking Style Taxonomy
19.00 Silvia Escursell, Holly Blondin New Materials as Creative Boosters

Room 6 [Can Jaumandreu]
18.30 3 Open Session [4/9] Monica Gaspar
18.30 Edrei Ibarra Martínez The Act of Care in Participatory Design
19.00 Erika Cortés, Aura Cruz Generative Design as Tool for Social Innovation
19.30 Silvina Félix, Nuno Dias, Violeta Clemente Additive Manufacturing Artefacts

Some long titles of papers have been shortened and even adapted to fit in this Conference planner. Authors, please accept our apologies; attendees, please check the book of abstracts for full information.

Strand titles have also been shortened:
1.1 Territories (Territories in the Scene of Globalised Design: Localisms and Cosmopolitanisms)
1.2 Southern (Designing the Histories of Southern Designs)
1.3 Mediterranean (Mediterranean-ness: An Inquiry into Design and Design History)
1.4 Post-Socialist (From Ideology to Methodology: Design Histories and Current Developments in Post-Socialist Countries)

1.5 Bauhaus ([100th Anniversary of the Bauhaus Foundation]: Tracing the Map of the Diaspora of Its Students)
1.6 Gatekeeper (Design History: Gatekeeper of the Past and Passport to a Meaningful Future?)
1.7 — (Constructivism and Deconstructivism: Global Development and Criticism)
1.8 Global (An Expanded Global Framework for Design History)
1.9 Museums (Design Museums Network: Strengthening Design by Making it Part of Cultural Legacy)

1.10 Type (Types and Histories: Past and Present Issues of Type and Book Design)
2.1 Aesthetics (Design Aesthetics: Beyond the Pragmatic Experience and Phenomenology)
2.2 Policies (Public Policies on Design and Design-driven Innovation)
2.3 Digital (Digital Humanities: How Does Design in Today's Digital Realm Respond to What We Need?)
2.4 Studies (Design Studies: Design Methods and Methodology, the Cognitive Approach)
2.5 Criticism (Vehicles of Design Criticism)
3 Open Session (Open Session: Research and Works in Progress)

Room 7 [Museu del Disseny]
19.00 1.9 Museums [1/1] Pilar Vélez
19.00 F. Bulegato, E. Bonini, A. Bassi, E. Charans The Museum of the Ski Boot and Sports Shoe
19.30 Paul Atkinson The Role of Design History in the Museology of Computing Technology
19.00 Francesc E. Guida Micro-histories: AIAP's Graphic Design Documentation Centre

Room 8 [Museu del Disseny]
19.00 2.1 Aesthetics [1/4] Fátima Pombo
19.00 Mads Nygaard Folkmann The End of the Beautiful? Aesthetic Categories in Design
19.30 Nuria Peist Rojzman Design Aesthetics as a Tool for Analysis and Social Change
19.00 Augusto Solórzano Guidelines for an Aesthetic of Design

Room 1 [Can Jaumandreu]
19.00 1.3 Mediterranean / Tomas Macsotay
19.00 M.I. del Río Jordi Vilanova, Identity of a Mediterranean Character in Spanish Design
19.30 Vera Renau The Design Phenomenon in Castellón: The Ceramic Tile Industry

Room 2 [Can Jaumandreu]
19.00 1.2 Southern / Wendy S. Wong
19.00 P.L. Farias, D.K. Hanns, I.R. Aragão, C. Dixon Early History of Typography in Brazil
19.30 C.A. Reyes Printing Plates Collection, National Library of Colombia (1930-1960)

Room 3 [Can Jaumandreu]
19.00 1.10 Type [3/4] José María Cerezo
19.00 Tom Spalding When We Were Modern; Corporate Identity in Cork Pubs 1960-69
19.30 E.R. Peixoto, J.A. Costa Junior The Itamaraty Palace and Brazilian Modern Furniture
19.00 Dora Souza Dias Cosmopolitanism and Geopolitical Identities in ICOGRADA

Room 4 [Can Jaumandreu]
19.00 2.2 Policies [3/4] Javier Gimeno-Martínez
19.00 Sabine Junginger Public Sector Redefines our Notion of Design-driven Innovation
19.30 Florencia Adriasola Future Scenarios for Innovation Methodologies in Latin America
19.00 Julio Frías Peña Design, a Strategic Tool for Creating Welfare in Latin-America

Room 5 [Can Jaumandreu]
19.00 2.5 Bauhaus [1/2] Oscar Salinas-Flores
19.00 Toshino Iguchi Design for Militarization in Wartime: Bauhäusler Immigrants in the US
19.30 Hideo Tomita Examining the Methodology of Arieq Sharon's Kibbutz Planning (1938-50)

Room 6 [Can Jaumandreu]
19.00 3 Open Session [5/9] M. Àngels Fortea
19.00 Carla F. Fontana Livraria José Olympio's Book Covers in the 1930s and the 1940s
19.30 Alfonso Ruiz, Noa Real The Criteria of Good Design in Posters of Traditional Festivals
19.00 Pedro Álvarez Loss of Aura and Devaluation of the Chilean Poster in the Digital Age