

Programme

	3 September (monday)	4 September (tuesday)	5 September (wednesday)	6 September (thursday)
9:30	Pre-conference tours	Registration [FAU Mackenzie] Welcome Coffee [FAU Mackenzie]	<u>Keynote Speaker II</u> Guilherme Cunha Lima [Rui Barbosa Mackenzie Auditorium]	<u>Keynote Speaker III</u> Veronica Devalle [Rui Barbosa Mackenzie Auditorium]
10:30		Opening session [Rui Barbosa Mackenzie Auditorium]	Coffee-break [FAU Mackenzie]	Coffee-break [FAU Mackenzie]
11:00		<u>Keynote Speaker I</u> Régulo Franco Jordán [Rui Barbosa Mackenzie Auditorium]	<u>Poster session</u> [FAU Mackenzie]	<u>Poster session and Book Launch</u> [FAU Mackenzie]
12:00		Lunch	Lunch	Lunch
14:00		<u>Parallel sessions I</u> [FAU-Maranhão] (5 sessions, 3 presentations each)	<u>Parallel sessions III</u> [FAU-Maranhão] (5 sessions, 3 presentations each)	<u>Parallel sessions V</u> [FAU-Maranhão] (5 sessions, 3 presentations each)
15:30		Short break [FAU-Maranhão]	Short break [FAU-Maranhão]	Short break [FAU-Maranhão]
15:45		<u>Parallel sessions II</u> [FAU-Maranhão] (5 sessions, 3 presentations each)	<u>Parallel sessions IV</u> [FAU-Maranhão] (5 sessions, 3 presentations each)	<u>Parallel sessions VI</u> [FAU-Maranhão] (5 sessions, 3 presentations each)
17:15		Coffee-break [FAU Mackenzie]	Coffee-break [FAU Mackenzie]	Coffee-break [FAU Mackenzie]
18:00	Speakers' gathering [FAU- Maranhão]	<u>Round table I</u> ICDHS Meetings: searching for a wide-ranging and renovated view of design and design history [Rui Barbosa Mackenzie Auditorium]	<u>Round table II</u> Design Frontiers: design history and design studies in Latin America [Rui Barbosa Mackenzie Auditorium]	<u>Round table III</u> ICDHS2012: track reports and forthcoming issues [Rui Barbosa Mackenzie Auditorium]
19:30			Gala Dinner	Closing session [Rui Barbosa Mackenzie Auditorium]

4 September (tuesday)

9:30 [FAU-Mackenzie]
Registration
Welcome Coffee

10:30 [Rui Barbosa Mackenzie Auditorium]
Opening session

Keynote Speaker I [Rui Barbosa Mackenzie Auditorium]
11:00

Régulo Franco Jordán

[Fundación Wiese, Peru]

Director of the El Brujo archeological site and of Museo Cao

Conference theme:

Art, Symbolism and Power in Moche Society, North Coast of Peru

The Moche (2nd-8th centuries A.D.) were one of the most powerful kingdoms of their time on the North Coast of Peru, as were the Nasca in Ica south of Lima and the Tiahuanaco in the altiplano between Peru and Bolivia. Their achievements in their various cultural manifestations are compared with the grandeur of the Maya in Central America. They extended over a territory of 600 kilometers, from Piura in the north to Huarmey in the south. Moche art and symbolism reflect high development in knowledge of the laws of nature that permitted them to recreate it for magical-religious uses. Moche works of art in temple murals, in goldwork, in textiles, in ceramics, etc. express, without doubt, an extraordinary artistic quality that was enjoyed by the powerful Moche lords and their gods.

[Rui Barbosa Mackenzie Auditorium]

12:00 Lunch

Parallel sessions I [FAU-Maranhão]
14:00

Room A | T2.1 IDE Identities and Territories

Maddalena Dalla Mura and Carlo Vinti

The Island of Italian Design? Some Notes for Questioning a Long-Lived Myth

Lara Leite Barbosa

Design without borders: The nomadic journey towards sustainability

Tevfic Balcioglu

Redesigning turkish cult objects: from tradition to 'Modern'?

Michael Smythe

INCUBATION IN ISOLATION: how distance creates the difference in New Zealand product design

Room B | T4.1 TEC Techniques and Technologies

Leticia Teixeira Mendes and Gabriela Celani

Survey on low-income housing research topics in Brazil

Patricia F. Campos, Paulo H. G. Magri, Ieda Maria Nolla, Nayara V. Silva and Arthur H. Lara

Design of Elastic Form with Parametric Simulation

Gabriele Oropallo

Digital personal fabrication: social actions, ephemeral objects

Alexandra Paio, Maria João Oliveira, Luis Carvão and Brimet Silva

Living system design Studio: from digital to fabrication process

Room C | T6.1 OPE Open Strand

Victor Margolin

Brazilian Graphic Design in the '20s and '30s: Modernism and Modernity

Carina da Rocha Naufel

The Design of Book Covers in Brazil during the Sixties through the Book Covers of Marius Lauritzen Bern

Helena Rugai Bastos

The Design of Fred Jordan

Room D | T1.1 EDU
History of Design Education

Haruhiko Fujita
Academies of Art & Schools of Design: A Comparative Study of Art & Design Education

Timo de Rijk
A fruitless misunderstanding: the historic models for Dutch design education

Yoshinori Amagai
Japanese industrial design concepts in the transition from the nineteenth to the twentieth century: with special reference to the Japanese industrial design educators Hirayama Eizo (1855 - 1914) and Matsuoka Hisashi (1862 - 1944)

Ana Mae Barbosa
Best Maugard, Elena Izcue and Theodoro Braga: Design Education in Latin America at the early twentieth century

Room E | T3.1 NAT
National Policies on Design

Carlos Bártolo
The doctrines of Good Taste

Kai Lobjakas
Between art and Industry. The Art Products' Factory in Tallinn in the 1950s and 1960s

Livia Lazzaro Rezende
Transforming territories and forging identities at the Independence Centennial International Exhibition in Rio de Janeiro (1922)

Fredie Floré
The Belgian Participation in the Milan Triennials

15:30 Short break [FAU-Maranhão]

Parallel sessions II [FAU-Maranhão]

15:45

Room A | T2.2 IDE
Identities and Territories

Nanthana Boonlaor and Woranooch Chuenrudeemol
Design Promises: the case study of Bangchaocha bamboo basketry community

Joao de Souza Leite
Who's who in brazilian design?

Sarah Teasley
Territories of practice: Convergence and divergence between design and architecture in postwar Japan

[Unable to attend]
Carlos Jiménez
Paradise-identity-between-projection-and-protection. César Manrique's lessons for current challenges in territorial innovation

Room B | T4.2 TEC
Techniques and Technologies

Leslie Atzmon
The Evolving Terrain of the Book: Ariel Malka's Javascriptorium

Ian McArthur and Brad Miller
Joining Up: Evaluating technologically augmented interdisciplinary cross-cultural collaboration

Matt Dexter and Chris Jackson
Making Space: The future places, tools and technologies for open design

Jorge Silva
Designing through the loop: programming as a tool for aesthetic creation in the field of graphic design

Room C | T6.2 OPE
Open Strand

Pedro Alvarez
Domestic technologies and modernization of women in Chile between 1945 and 1970

Eduardo Castillo
La Escuela de Artes y Oficios de Santiago EAO (1849-1976)

Monica Farkas, Laura Cesio, Magdalena Sprechmann and Mauricio Sterla
Itineraries for a Design Culture in Uruguay

Room D | T1.2 EDU
History of Design Education

Grace Lees-Maffei and Daniel J. Huppertz
Design History: from Service Subject to Discrete Discipline

Ariyuki Kondo
Pevsner on Design Education: Meeting Contemporary Needs through the Teaching of Art History

Noel Waite
Antipodean design science

Room E | T3.2 NAT
National Policies on Design

Eleanor Herring
Furnishing the street: national policies on street furniture design in post-war Britain

Katarina Serulus
Design promotion in Belgium in the 1960s. National interests and european ambitions

Kárittha Bernardo de Macedo; Mara Rúbia Sant'Anna-Muller
Carmen Miranda, Marca Brasil (Brazil Brand) and national identity: a historical glance

Sara Kristoffersson
Sweden designed by Ikea

17:15

Coffee-break [FAU-Mackenzie]

Round table I
18:00

[Rui Barbosa Mackenzie Auditorium]

ICDHS Meetings:

Searching for a wide-ranging and renovated view of design and design history

The Design History and Design Studies conferences, started with a first meeting that took place in Barcelona in 1999. In the beginning, there was the urge to find a new perspective for design history, theory (and, why not, also for design practice), one that would highlight the differences and include the mapping (not only geographic) of what was disregarded by current history. Another intention of this first meeting was to provide an international forum for design theoreticians, which would allow them to overcome isolation within professional fields. Later meetings, with similar goals, were held in Havana (2000), Istanbul (2002), Guadalajara (2004), Helsinki (2006), Osaka (2008) and Belgium in 2010. These conferences implied the growth and opening up of the initial intentions. A further achievement of these events is their world wide breadth, once participation has broadened and diversified, growing to include representatives from all continents. This roundtable intends to summarize and evaluate what has been done so far. This task is essential, considering that ten years have passed. The organizers of each meeting will provide a brief theoretical and practical view of past conferences, aiming for an appreciation of the theoretical ground covered, and to the indication of directions for future conferences.

Anna Calvera [moderator]
(U. of Barcelona, Spain)

Lucila Fernández Uriarte [moderator]
(Institute of Design, Cuba)

Tevfik Balcioglu
(Yasar U., Turkey)

Haruhiko Fujita
(Osaka U., Japan)

Javier Gimeno-Martínez
(VU U. Amsterdam, Netherlands & Artesis U. College of Antwerp, Belgium)

Jonathan M. Woodham
(U. of Brighton, UK)

Pekka Korvenmaa
(Aalto U. School of Arts, Design and Architecture, Finland)

Victor Margolin
(U. of Illinois at Chicago, USA)

Héctor Flores Magón
(U. of Guadalajara, Mexico)

[Rui Barbosa Mackenzie Auditorium]

5 September (wednesday)

Keynote Speaker II [Rui Barbosa Mackenzie Auditorium]
9:30

Guilherme Cunha Lima
[ESDI-UERJ, Brazil]
Professor and researcher at Rio de Janeiro State University School of Industrial Design

Conference theme:
Design history in Brazil
[Rui Barbosa Mackenzie Auditorium]

10:30

Coffee Break [FAU-Mackenzie]

11:00

[FAU Mackenzie]
Poster Session

Emanuela Fanny Bonini Lessing and Valentina Bonifacio
Identity across boundaries. A study conducted by communication designers and social anthropologists

Helder Cardoso and Richard Perassi
Place branding: graphic design's participation in strategic management and brand identity of the cities

Florencia Cecilia Crocchia, Silvia Fábregas and Mariano Adessi
Public information. Design, visibility and citizenship

Sônia Matos
Here we don't speak, here we whistle: Designing a language support system for the Silbo Gomero

Ivan Alexander Mizanzuk
Modernity boundaries in the process of understanding Brazilian design

Nuno Coelho
Packaging design in Portugal during the 20th century as a political propagandistic device

Vanessa Espínola
Ocuppy design: Sao Paulo and New York

Fabio Parode and Ione Bentz
Design for a Sustainable Culture

Nubia Santos, Josenete Mendes and Aurelio Gouvêa
Design and Biodiversity: The Production of Knowledge in the Development of Sustainable Products

Marina Kosovski, Claudio Magalhães and João Leite
Lightness and Beauty in Furniture Design

Marcia Smith, Gordon Blair and Rachel Cooper
Digital Clothing Manufacture: Digital Innovation and Co-Design Changing the Clothing Industry

Mário Barros; Ana Casimiro
A practical experience on acting local thinking global: design as the enabler of new sources of collaboration

Wilson Barbosa Neto and Gabriela Celani
How to go from the file to the factory

Marina Boechat
Space, information and cosmology on today's computer interfaces

12:00

Lunch

Parallel sessions III [FAU-Maranhão]
14:00

Room A | T2.3 IDE
Identities and Territories

Alex Mitrani
Politics of fragility in Catalonia: Radical austerity in postwar context, its origins and continuity until nowadays

Jonathan Mekinda
Designing 'The House of Man': Franco Albini and the place of Neorealism in Italian design, 1930-1960

Denise Hagströmer
Swedish Modern' meets international high politics: the 1959 New Delhi embassy and Ambassador Alva Myrdal

Dannae Cortés, Aura Cruz, Jani Galland, Marcela Pérez
Imported design ideas and its spreading in Latin America: a historiographical critique

Room B | T4.3 TEC
Techniques and Technologies

Kathi Martin and Hyeong-Seok Ko
Sewn or Simulated: Transformational Fashion Realizations

Nicoli Ferraz, Cristina Alvarez and Mauro Pinheiro
The use of ceramics within the signage project in hostile and environmental protected areas: The Keller Peninsula Case

Friedemann Schaber
History, Design and Technology in the Leather Trade – Case Studies from India and Britain

Vicente Cerqueira
Design for Glass: A study of the historical relationship of production with new social paradigms

Room C | T6.3 OPE
Open Strand

José Marconi Bezerra de Souza and Lia Monica Rossi
Sertanejo Art Deco: an inspiration for a Brazilian design?

José D'Elboux
Architectural Lettering: from Information to Identity. A Study On Gregori Warchavchik's Condomínio Cícero Prado

[Unable to attend]
~~Daniela Hanns and Polise Marchi~~
~~*A Dialog Between Art and City through Artistic Interventions on Facades and Walls in São Paulo City*~~

Fátima Finizola, Solange Coutinho and Virgínia Cavalcanti
Vernacular design: A Discussion on its Concept

Room D | T1.3 EDU
History of Design Education

Hakan Anay and Ulku Ozten
Bauhaus Pedagogy and Digital Design

David Oswald
The Information Department at the Ulm School of Design

Iara P. Camargo and Leandro M. R. Velloso
Search for meaning: A study on the Cranbrook Academy of Art's Graphic Design Department

Tatiana Tabak and Jackeline Lima Farbiarz
(Not)Solving (Non)Problems: Design Contributions to Educational Urges in a Complex World

Room E | T5.1 IMP
The New Imperialism: the international face of design and design history

Lisa Banu
Frontiers of Looking Past: A Nietzschean Survey of Introductions and Intentions in Design History

Jonathan M Woodham
Design, Histories, Empires and Peripheries

Wendy Siuyi Wong
Mythification of National Discourses in Poster Design: Rethinking Expressions of Chineseness in the Globalized World

Damon Taylor
Towards a Digital Batavia: Resonances of the VOC in the New Colonialism of the Internet of Things

15:30

Short break [FAU-Maranhão]

Parallel sessions IV [FAU-Maranhão]

15:45

Room A | T2.4 IDE
Identities and Territories

Mora Bendesky
Political toys: Perón's gifts for children, 1946-1955

Noriko Yoshimura
The identity and design of the modern british home under the influence of the 'feminine territory' and Japanese Art

Simoné Malacchini
Lira Popular, Chilean broadsheets from the late nineteenth century. A graphic referent and its relation with sheets from Brazil and Mexico

Helena Barbosa
The signature of Portuguese posters from 17th Century to 20th Century: one history of identities

Room B | T4.4 TEC
Techniques and Technologies

Emilene Zitkus, Patrick Langdon and John Clarkson
How to supply designers effectively with knowledge about accessibility and inclusion?

Rodrigo Hanauer, Paulo Reyes, Bruna Remus and Carlo Franzato
Online Platforms for the Co-Design of Alternative Urban Scenarios

Paula Csillag
Relationships between Neuroscience and Visual Perception Model Sens-Org-Int Contributing to Design Practices

Essi Kuure and Antti Lindström
The Voices of the Users - How Technology Can Help in Co-innovation

Room C | T6.4 OPE
Open Strand

Guy Keulemans
Italian Radicals and Dutch Conceptuals: The Sensation of Affect in Two Movements

[Unable to attend]
Fedja Vukic
Art Criticism and Semantic Construction of the Concept of Design

Els De Vos
Interieur Kortrijk, an Edu-Commercial Biennale as Mediation Junction between Several Actors

Room D | T3.3 NAT
National Policies on Design

Elisa Barbosa and Fernanda Sarmento
Opportunities and challenges for the design in the Brazilian National Policy on Solid Waste

Viviane G. A. Nunes and Francesco Zurlo
Design as strategy to improve wood furniture production, through a network perspective

Camila Offenhenden
"Contributions of design. A tool to improve business performance."
Metropolitan Design Center, Buenos Aires

[Unable to attend]
Marzia Mortati and Giuliano Simonelli
The Italian public system supporting innovation: which role for design?

Room E | T5.2 IMP
The New Imperialism: the international face of design and design history

Yuko Kikuchi
Questionable Translatability: The Contested notion of 'Japaneseness' in the craft and craft design of the Japanese Empire

Yoshimune Ishikawa
Eastern Craft in Orientalism and Modern Design

Wilma Ruth Temin
Mappin tells the history of graphic design in São Paulo from 1913 to 1939

[Unable to attend]
Yoshie Itani
Mapping Cup & Saucer Design in the 21st Century

17:15

Coffee-break [FAU-Mackenzie]

Round table II
18:00

[Rui Barbosa Mackenzie Auditorium]
Design Frontiers: design history and design studies in Latin America

An overview of the characteristics, problems, issues and dynamics of design studies and design history in Latin America. The proposal is to discuss such topics based on the personal experiences of the participants, who have different research backgrounds, and come from different Latin American countries. Despite the diversity of themes and circumstances that such experiences may show, it is expected to be similarities that can characterize design history and design studies in the region. Participants will report about those issues in their countries, and about their own research or studies. At the end of all reports, a debate will be stimulated, aiming to identify convergences or differences between the presented scenarios.

Marcos Braga [moderator]
(U. of São Paulo, Brazil)

Adélia Borges
(Independent curator, Brazil)

Edna Cunha Lima
(Pontifical Catholic U. of Rio de Janeiro)

Héctor Flores Magón
(U. of Guadalajara, Mexico)

Veronica Devalle
(U. of Buenos Aires, Argentina)

[Rui Barbosa Mackenzie Auditorium]

6 September (thursday)

Keynote Speaker III [Rui Barbosa Mackenzie Auditorium]
9:30

Veronica Devalle

[FADU-UBA, Argentina]

Professor and researcher at University of Buenos Aires School of Architecture, Design and Urbanism

Conference theme:

Traditions, archaeologies and genealogies in the history of design

This paper considers the problems that currently exist in the historiography of design. Among these, that regarding what should belong to the past of design. The use of the concept of genealogy to describe historical work is then questioned. The text closes with a reflection on the need to continue building an interdisciplinary approach to address design in theoretical and methodological terms.

[Rui Barbosa Mackenzie Auditorium]

10:30

Coffee Break [FAU-Mackenzie]

11:00

[FAU Mackenzie]

Poster Session and Book Launch

Emanuela Fanny Bonini Lessing and Valentina Bonifacio

Identity across boundaries. A study conducted by communication designers and social anthropologists

Helder Cardoso and Richard Perassi

Place branding: graphic design's participation in strategic management and brand identity of the cities

Florencia Cecilia Crocchia, Silvia Fábregas and Mariano Adessi

Public information. Design, visibility and citizenship

Sônia Matos

Here we don't speak, here we whistle: Designing a language support system for the Silbo Gomero

Ivan Alexander Mizanzuk

Modernity boundaries in the process of understanding Brazilian design

Nuno Coelho

Packaging design in Portugal during the 20th century as a political propagandistic device

Vanessa Espínola

Occupy design: Sao Paulo and New York

Fabio Parode and Ione Bentz

Design for a Sustainable Culture

Nubia Santos, Josenete Mendes and Aurelio Gouvêa

Design and Biodiversity: The Production of Knowledge in the Development of Sustainable Products

Marina Kosovski, Claudio Magalhães and João Leite

Lightness and Beauty in Furniture Design

Marcia Smith, Gordon Blair and Rachel Cooper

Digital Clothing Manufacture: Digital Innovation and Co-Design Changing the Clothing Industry

Mário Barros; Ana Casimiro

A practical experience on acting local thinking global: design as the enabler of new sources of collaboration

Wilson Barbosa Neto and Gabriela Celani

How to go from the file to the factory

Marina Boechat

Space, information and cosmology on today's computer interfaces

12:00

Lunch

Parallel sessions V
14:00

[FAU-Maranhão]

Room A | T2.5 IDE

Identities and Territories

Camila Assis Peres Silva and Guilherme Cunha Lima

From the improvisation to the solution: the design in the casual market of the city of Rio de Janeiro

Ana Beatriz Pereira de Andrade

Design of dissent: the multimodal discourse in Guerrilla Girls and DASPU

Noni Geiger
Design and the street

Breno Bitarello Sad and João Queiroz
Designing new tattoos: relations about technology and tattoo design

Room B | T4.5 TEC
Techniques and Technologies

Leticia Pedruzzi Fonseca
Graphic innovations implemented in the Brazilian Press by Julião Machado in the end of the 19th Century

Andre Novaes de Rezende
Firebird: Alex Steinweiss' 78rpm album covers and the letterpress printing process

Clara S. Lima, Sebastião A. Cavalcante, Malthus O. Queiroz and Silvio Barreto Campello
The presence of the autotype technique in the weekly Cri-Cri's graphic design project: traces of the graphic memory in the Brazilian state of Pernambuco

Luiza B. Barrocas, Sebastião A. Cavalcante, Malthus O. Queiroz and Silvio Barreto Campello
Dutch maps of Pernambuco from the seventeenth century: the technique and the metafunctions of the graphical language

Room C | T6.5 OPE
Open Strand

Ozge Merzali Celikoglu and Alpay Er
The Story of Convertible Sofa-Bed: Reading the Social Change in Turkey through the Design of an Industrial Product

Paul Atkinson
Vapourware and the Agency of Ideas

Juan Camilo Buitrago, Adriana Guzmán and Germán Pinilla
Pre-Columbian Asceticism. The Tuza-Piartal Morphological Expectation from Ocarina CRIA-269

Room D | T1.4 EDU
History of Design Education

Catherine Dixon
The role of typeface categorization systems in the typographic education of the printer: a corrective legacy still with us today

Heliana Pacheco and Guilherme Toledo
A sparkle in people's eyes as the starting point for great design – a comparison between design research methodologies

Ana Gabriela Godinho Lima and Alessandra Márcia de Freitas Stefani
Past Present and Future of Designerly Ways of Knowing

Hyun-Guk Ryu
John Ross' Pioneering Role and Contribution to Printing, Publication and Education in Korea: 1870–1910

Room E | T5.3 IMP
The New Imperialism: the international face of design and design history

Ana Carolina Moraes
"Go you too to Amazonia": analysis of a poster designed by Jean-Pierre Chablotz for the "Rubber Campaign"

Oscar Salinas Flores
Organic Design, MoMA 1940. The Breath of Modernity Reaches Latin America

Patricia Amorim and Virginia Cavalcanti
Modern design meets Latin America: the role of pioneering design magazines Habitat and nueva visión in Brazil and Argentina

15:30

Short break [FAU-Maranhão]

Parallel sessions VI [FAU-Maranhão]

15:45

Room A | T2.6 IDE
Identities and Territories

Astrid Skjerven
Corporate identity in a global market: The challenge of the Jotun company

Claudia Scaff and Douglas Johansen
Outside looking in: Foreign perceptions of Brazilian design culture

Fabiano Pereira
Mapping and analysis possibilities to vernacular typography design attributes use for mobile design interfaces and applications

Solórzano Augusto and Didier Correa-Ortiz
Graphic narratives of the domestic landscape: a case study of the back pages of telephone directories, Medellín from 1956 to 2012

Room B | T4.6 TEC
Techniques and Technologies

David Preston
Co-ordinated design policy and the shift from one-off designs to comprehensive design systems

Irene Maldini
From 'Do it yourself' to 'Open design': users' involvement and democratization

Bruno Massara Rocha
Contributions of improvisation techniques to interactive environment design

Héctor Flores Magón Y Jiménez and Aralia María Garduño Barahona
Human development design centered: Mexican local case

Room C | T6.6 OPE
Open Strand

Chris Ramil
The Collection of Textbooks "Tapete Verde": From the Creation to the Graphic Production by Editora Globo (RS/Brazil), on the 1970s

Kollontai Diniz
Their Pen Draws Everything, as if it were Print": Letterforms on the Title Page of the Catecismo de la Lengua Guarani

Washington Dias Lessa, Almir Mirabeau, Edna Cunha Lima and Guilherme Cunha Lima
Cruzeiro Novo Project: Design and Technology for the first series of banknotes printed in Brazil

Room D | T1.5 EDU
History of Design Education

Luz Neira and Sarah Wain
Teaching arts and crafts or the transference of technology: Ernest Bower and textile design practice in Brazil

Ana Luiza Nobre
Design in Brazil: which revolution?

Maria Regina Alvares Correia Dias, Giselle Hissa Safar and Johelma Pires Avelar
The historical trajectory of the pioneers of design education in Brazil: ESD/UERJ and ED/UEMG

[Unable to attend]
~~Isabel Maria de Oliveira and Rita Maria de Souza Couto~~
Educational Practice Discourse on Teaching Project Design in Graduate Design Courses in Brazil

Room E | T5.4 IMP
The New Imperialism: the international face of design and design history

Zoy Anastassakis
Lina Bo Bardi and Aloisio Magalhães: other strands of Design in Brazil

Ana Paula Peretto-Demarchi, Cleuza Bittencourt Ribas Fornasier and Rosane Fonseca de Freitas Martins
The Graphic Translation by the Designer's sensitive rationality

Sebastião A. Cavalcante and Silvio Barreto Campello
The design of Manoel Bandeira: a historical view of periodicals in the the 1930's in Pernambuco

17:15

Coffee-break [FAU-Mackenzie]

Round table III
18:00

[Rui Barbosa Mackenzie Auditorium]
ICDHS2012: track reports and forthcoming issues

The ICDHS 2012 | Design frontiers: territories, concepts, technologies aims to discuss how design history, studies and practice could challenge the limits of the design knowledge. The contributions to this discussion are presented orally in parallel sessions, which are guided by specific tracks: History of Design Education, Identities and Territories, National Policies on Design, Techniques and Technologies, The New Imperialism: the international face of design and design history, and a track open to the conference general theme. As this roundtable closes the ICDHS2012, its proposal is to share what was discussed in the track sessions with the whole audience. Track chairs are invited to provide a summary of what was discussed in their sessions and to set a preliminary assessment, indicating the presence of new issues in paper communications, those that emerged from session debates and the perception of absences, which could point directions for future meetings.

Zuleica Schincariol [moderator]
(Mackenzie Presbyterian U., Brazil)

Silvio Barreto Campello
(Federal U. of Pernambuco, Brazil)

Oscar Salinas Flores
(National U. of Mexico, Mexico)

Cyntia Malaguti
(U. of São Paulo, Brazil)

Paul Atkinson
(Sheffield Hallam U., UK)

Denise Dantas
(U. of São Paulo, Brazil)

Victor Margolin
(U. of Illinois at Chicago, USA)

[Rui Barbosa Mackenzie Auditorium]

19:30

[Rui Barbosa Mackenzie Auditorium]
Closing session