

“Focusing, Dispersing, Transformation, Diffraction, Dimension”

In the time of uncertainty, how does a designer become a lens maker? We seek to respond to urgent issues including climate change, racial discrimination, gender equality, wealth gap, ageing society, and the impact of the Anthropocene, trying to compose new objects, systems, and structures.

We sincerely invite your attendance, online or offline, to cast the Lens together. Not to celebrate the fancy appearance of designs, but solutions for our next generation through your precious vision, your lens.

Conference Agenda

| **DATE** | Friday, 07 Jan 2022 | **VENUE** | Internatioal Conference Hall, B2, N Building, Shih Chien University

08:30~09:00 Register

09:00~09:20 Opening Session

Welcome Address by Prof. Pin-Shou Ting, President of Shih Chien University

Welcome Address by Prof. Feng-Yu Hsu, Dean of College of Design, Shih Chien University

09:20~11:00 Keynote Speech I : X FILE

Srini Srinivasan (United States) / President, WDO (World Design Organization)

Keynote Speech II : Sensibility Potential Thinking Method

Chiaki Murata (Japan) / CEO, hers design inc.

Keynote Speech III : Education Blank Space

Jurgen Bey (Netherlands) / Director, The Sandberg Institute

Keynote Speech IV : Redesigning Design

Brian Ling (Singapore) / Founder & Design Director, Design Sojourn

11:00~11:10 Host Speaker : Sally Lin / Assoc. Professor, Chair of Dept. of Industrial Design, Shih Chien University

Paul Gong / Assist. Professor of Dept. of Industrial Design, Shih Chien University

Guest Speech : THE LENS / 30th Anniversary of Dept. of Industrial Design, Shih Chien University

Speaker : (Ordering by Speaker' s Surnames)

Shin Azumi / Professor, Faculty of Engineering and Design at Hosei University (Japan)

Nur Hidayah Abu Bakar / Professor, Dean, Faculty of Design at LASALLE College of the Arts (Singapore)

Gordon Bruce / Founder of Gordon Bruce Design (United States)

Chi-yi Chang / President of Taiwan Design Research Institute (Taiwan)

Shikuan Chen / Senior Vice President Compal Electronics (Taiwan)

Kairi Eguchi / Co-Founder of KAIRI EGUCHI DESIGN (Japan)

Brandon Gien / CEO of Good Design (Australia)

Harald Gründl / Founder and Director of the IDRVI - Institute of Design Research Vienna (Austria)

Shigeki Hattori / President & Creative Director of graf (Japan)

Philipp Heidkamp / Vice President of Cumulus Association (Denmark)

Daniel Koo / Professor at the School of Creativity, ShanghaiTech Univesity (United States)

David Kusuma / President-Elect and Board Member of WDO, Fellow of IDSA (United States)

Kuang-Yi Ku / Co-Founder of TW BioArt and Ouroboros (Taiwan)

Freeman Lau Siu Hong / Founder of KL&K Creative Strategics (Hong Kong)

Tomohide Mizuuchi/ Associate Professor of School of Design, Nagoya University of Arts (Japan)

Ron Nabarro / Co-Founder of ageCulture Ltd. (Israel)

Tadanori Nagasawa / Professor, President of Musashino Art University (Japan)

Itay Ohaly / Founder & Director of Studio Ohaly (Israel)

Frederick Rickmann / Co-founder and CEO of DN Aps (Denmark)

Nicholas Rhodes / Programme Director at Product, Ceramic & Industrial Design, CSM, UAL (United Kingdom)

Timothy P. Ryan / Dr. of Philosophy, School of Media and Communication, RMIT University (Australia)

Sean Su / Head of Design of Logitech Asia (Taiwan)

Eisuke Tachikawa / CEO of NOSIGNER, President of JIDA (Japan)

Naoki Terada / Senior Vice President of Knoll Japan co., ltd. (Japan)

Axel Thallemer / Professor of Engineering Practice at Integrative Systems and Design, HKUST (Hong Kong)

Ralph Wiegmann / Founder of RWDC Ralph Wiegmann Design Consulting (Germany)

11:10~12:00 Forum :

Prof. Srini Srinivasan (United States)

Prof. Jurgen Bey (Netherlands)

Prof. Brian Ling (Singapore)

Assoc. Prof. Sally Lin / Chair of Dept. of Industrial Design, Shih Chien University

Assit. Prof. Shikai Tseng / Dept. of Industrial Design, Shih Chien University

12:00~13:30 Lunch Break

13:30~16:00 Paper Presentation (Architecture, Communications D., Fashion D., Industrial D.)

organizer

College of Design, Shih Chien University

executive organizer

Dept. of Industrial Design

co-organizer

Dept. of Architecture | Dept. of Communications Design | Dept. of Fashion Design