



EUROPEAN
ACADEMY
of DESIGN

2023

Call for
Participation

CALL FOR PARTICIPATION

The 15th International Conference
of the European Academy of Design,
with the theme of 'Doctoral Education in Design'

'What Got Us Here, Won't Get Us There'

16th-20th October 2023

Online and in person in Brazil, Finland, India, the UK, and Spain

Join our biennial conference to connect with your values, grow your research leadership, and reflect on what is needed to fuel the future of design education.

Check our Call for Participation below!

In the 25 years since its first international conference on doctoral education, the discipline of design research has developed into a maturing but still emerging discipline. EAD has taken this milestone as inspiration to focus on Doctoral Education in Design and the next 25 years. EAD 2023 reflects how we lead with imagination and inclusivity in our practices, policies, methods, systems, and values. The intention is to expose how agencies, communities, organizations, institutions, and societies have adapted, collaborated, and grown. What has become clear is that the kinds of research which brought us to this point will not be enough to meet future demands. Such work, which got us here, arguably, will not get us there to meaningful participation and impactful measures in design in all its forms.

This conference explores doctoral design research and education over five themes, hosted by five higher education institutions:

1. The Discipline of Design – transdisciplinary practices (Bilbao, Spain). Monday 16th
2. Living in the Pluriverse (São Paulo, Brazil). Tuesday 17th
3. Beyond Human-Centred Design Research (Sonipat, India). Wednesday 18th
4. Exploring the Social Impact of Design Research (Espoo, Finland). Thursday 19th
5. Extreme Making (Glasgow, Scotland). Friday 20th

- + The conference will be delivered over five one-day events in five cities over four time zones between Monday 16th and Friday 20th of October 2023.
- + In-person events through advance registration, some selected content (talks and key-note speakers etc) to be streamed online.
- + We invite papers exploring doctoral research and education across these themes and hosted by the five higher institutions listed below:

Track/Day 1: Monday 16th October 2023, Spain

The Discipline of Design - Transdisciplinary Practices

Hub

The University of the Basque Country, Faculty of Architecture,
in partnership with the University of Deusto. Main Venue: Bizkaia Aretoa, Bilbao.

City host: **Bilbao**

Doctoral Research and Education aim to build the foundations for a specifically focused and solid academic career in Research. Through this third stage of higher education, scholars understand the methodologies for deeper knowledge over a concrete area of their investigation. However, despite the 'Sciences of the Artificial,' Design and Architecture blend a technological side with a traditional one belonging to the world of art and humanities. This double-faced personality opens a broader scope for possibilities in addressing the world of research and, therefore, multiple approaches to Doctoral Research and Education.

In an increasingly more complex space for the 'Sciences of the Artificial', critical uncertainties like globalization, natural disasters, environmental depletion, and global epidemics will be crucial problems in the future. Such multifaceted problems demand new solutions and unconventional approaches, leading us to consider a cross-disciplinary design education and research model. (Muratovski, 2016).

Interdisciplinary collaboration among different areas of knowledge in the same global design discipline, like Design and Architecture on a common project, or a multidisciplinary design approach to problems from joint disciplines like Anthropology and Architecture are positive steps towards a better framing of problem tackling. However, Transdisciplinary ways of working call for a 'fusion of disciplines' – a way of working in which designers have 'transgressed' or 'transcended' their own disciplinary norms and have adapted ways of working from other disciplines (Lawrence and Després, 2004). Designers capable of working in a transdisciplinary mode will be able to work in cross-disciplinary teams and lead them (Muratovski, 2016).

The Bilbao Hub of the EAD 2023 conference aims to work as a catalyser for Doctoral Research and Education in southern Europe by gathering and putting together the exploding variety of methods and visions emerging in recent years and extracting and analysing common and divergent visions.

Themes of enquiry/questions:

- + How do you address Doctoral Research and Education in your university, research group, or doctoral program?
- + Doctoral Research and Education methods, trends, initiatives...
- + New approaches to Doctoral Research and Education in a time where climate awareness, non-human actors, and gender concerns are moving architecture and design onto a more social approach.
- + Inter, Multi or Transdisciplinary projects, approaches, or initiatives for research.
- + How do you tackle your own doctoral research? Is it more related to technology and science or linked to the social, humanistic, and/or artistic side of Design and Architecture?

Track/Day 2: Tuesday 17th October 2023, Brazil

Living in the Pluriverse: Inclusion and Diversity in Design Research and Education

Hub

The University of São Paulo School of Architecture and Urbanism Graduate Program in Design, in partnership with São Paulo State University School of Architecture, Arts and Communication Graduate Program in Design

City host: **São Paulo**

Design practice, research, and education in Latin America evolved through the trenches shaped by the uncertain socio-technical contexts of middle-income countries, in a process highly influenced by European and US development standards. Two decades after the creation of the first PhD programs in design in Brazil and Latin America, despite the de-industrialization process opposite to the industrialization landscape that first established the need for design in the middle of the 20th century, design emerged as an essential field able to frame multiple aspects of human experience.

Yet not widely recognized, especially within governmental and public sectors, design is a discipline capable of producing knowledge, imagining, and shaping better futures. The work of pioneers like Darcy Ribeiro and Gui Bonsiepe pinpoints the emancipatory role of higher education and the challenges of 'development through design' in Latin America, stressing the center-periphery relation. Bonsiepe also addressed the tense relationships between design science, professional practice, and academia. More recently, the ontological design approach to the pluriverse proposed by Arturo Escobar brings to light the need for autonomy and inclusion in 'a world where many worlds fit'. This hub focuses on the challenges, achievements, and threats faced by design research and education beyond Europe and the US. Why, when, and how have Latin American public and private universities established doctoral degree programs in Design, and how have those programs evolved? What opportunities, constraints and practices influenced the configuration of design research and PhD programs in different countries and regions? Which efforts were made to promote inclusion and diversity inside and outside academia? How does design research contribute to the acknowledgement of local traditions and artefacts as relevant to design culture? What are the current challenges and actions toward counterbalancing racial and gender-based discrimination and historical inequalities?

Themes of enquiry/questions:

- + Pluriversal histories of design, design practices, design research and design education
- + Inclusion and diversity in design research and doctoral education
- + Latin American doctoral research in design: achievements and future challenges
- + Design for development in Latin America today: the relevance of design research to the design sector and related industries
- + Design research methods for transient times: the relevance and impact of evidence-based design
- + Transdisciplinarity in PhD design education
- + Emerging technologies and future directions for design research
- + PhD in design candidates: trajectories and impacts inside and outside academia

Track/Day 3: Wednesday 18th October 2023, India

Beyond Human Centred Design. An enquiry into the future of participant interaction with environments

Hub

World University of Design in partnership with the School of Design at RIMT University (India)

City host: **Sonipat (Delhi NCR)**

The integration of the participant in the design of a tangible and intangible artefact is interpreted as the design of the interaction between humans with their environment. This theme engages with the trajectory of HCD to explore frontiers and boundaries and construct an integrated whole where the system and its "human" work together to create a holistic environment. The recent technological developments, such as AI or VR and AR, and their consequent impact on human-environment interaction is the key focus of this conference hub.

Human Centred Design enhances effectiveness and efficiency, improves human well-being, user satisfaction, accessibility, and sustainability, and counteracts possible adverse effects of use on human health, safety, and performance. To design an interactive system, an understanding and specification of the context of use are critical, along with the user's requirements. Design solutions generated for both products & services, for individuals and community, need to be evaluated for efficiency and effectiveness. However, the processes and evidence adopted must be critically reviewed and enriched. Though the role of humans in the design process is intrinsic in traditional knowledge systems, today, this is interpreted as an explicit understanding of users, tasks, and environments where end-users are involved throughout design and development. The response of design as a postcolonial construct is to mediate binaries and provide a space for peripheral groups to express their identities. As an iterative process, design is driven and refined by feedback loops such as human-centred evaluation. The design team includes multi-disciplinary skills and perspectives and addresses the full spectrum of human experience and beyond, such as technologies or non-human actors.

The design ethos engages with the community as a social construct that reacts to design as a collective entity which is more than a sum of its parts. Cultural contexts are manifested to preserve, revive, protect, and generate intangibles that have a bearing on the designed product. Exploring and proposing paradigms that aid in innovation and amalgamation of technology and design, resulting in solutions that bridge the chasm between physicality and the virtual realm in ways that are radical in their implementation and implications. Design thinking as a discipline integrated into ancillary domains is the hallmark of the professional ecosystem leading to ethical, sustainable development. As a response to ecological disruptions envisaged in Sustainable Development Goals, human-centred design hopes to mediate humanity and the earth. Papers may be structured around the following themes while addressing theoretical concerns and practical implications and may be interpreted based on individual research interests.

Themes of enquiry/questions:

- + What is the role of ethical binaries in creating a sustainable ecosystem and decolonising design?
- + Are cognition and tactility foundational pillars of the creative process? What is the relationship between physicality, the virtual domain and human experience?
- + What is the impact of social, cultural, and ecological processes to the stakeholders of the design process?
- + In the evolution of design thinking, is HCD a historical document?
- + Is academia prescriptive or descriptive in design education?
- + How does a craft-based approach have the potential to positively impact design for sustainability? What are the key aspects of an applicable craft-based approach to design as a way to allow a higher degree of stakeholder participation?

Track/Day 4: Thursday 19th October, 2023, Finland

Exploring the Social Impact of Design Research

Hub:

Aalto University, Department of Design (Finland) in partnership with the department of design at the Politecnico di Milano (Italy), the Faculty of Industrial Design Engineering at Delft University of Technology (Netherlands), the Institute of Design at Illinois Institute of Technology (USA), and the School of Design at Carnegie Mellon University (USA)

City host: **Espoo, Finland**

Doctoral education in design is gaining strength worldwide with an increasing population of graduates, programmes, and research outputs. Nonetheless, design itself is changing; contemporary sustainability challenges and social values transform how design research impacts the world outside of academia. This track aims to explore and understand the social impact of design research beyond academia.

Social impact can be understood as “intended and unintended social consequences, both positive and negative, of planned interventions (policies, programs, plans, projects) and any social change processes invoked by those interventions.” (Vanclay, 2003). Social impact is “the changes that happen to people, the community, and the environment (Parrett, 2019). Social impact includes social, economic, environmental, and wider community changes, which can be positive, negative, intended, or unintended. (Design Council, 2020).

Design doctoral research and education are increasingly tackling bigger societal problems in the public and private sectors and within other organisations capable of social innovation, such as NGOs, think tanks, research institutes, social enterprises, citizen action, and community organisations. It is a concern to understand the social impacts of design research in today’s world and evaluate the implications of applying it in diverse contexts. The design community lacks clarity on resources, processes, and activities to support and situate doctoral design activity that demonstrably addresses stakeholder needs. Furthermore, the value of design research is not often understood by organisations that could benefit from it.

This track is organised by DocS4Design, a three-year Erasmus+ project involving six partners from Europe, the UK, and North America, to map out the diversity of doctoral education practices in design schools and continue the discussion development of 21st century doctoral education in the field of design. This reflection can support better-suited doctoral programmes and more focused design interventions in the future.

Themes of inquiry/questions:

- + What are current research environments within and across universities and related organisations in design today? How can research diversity be embraced and utilised as an asset?
- + What is the potential of doctoral education in design to tackle bigger societal problems and have impact outside of academia? How can doctoral curricula be improved to support competences that are needed for social impact?
- + How can we position doctoral education in design and share its value outside of academia?
- + How can we assess the social impact of design research? Why is it important? How can a better understanding of social impact untap the potential of design research across industries and sectors?

Track/Day 5: Friday October 20th, 2023, Scotland, UK

Extreme Making: Expansive Methods and Critical Themes in Design Doctoral Research and Education

Hub

Glasgow School of Art, School of Design in partnership with Edinburgh College of Art / The University of Edinburgh, School of Design

City host: **Glasgow**

This conference hub explores the present and future possibilities of doctoral research and education in design through creative practice research, located in making and materials, critical theory and history, and by identifying ways in which new knowledge emerges in studio-based inquiry. We use the term 'extreme making' to suggest the breadth of practices in design, from established craft skills and techniques, through to smart technologies and materials, artificial intelligence, virtual reality and systems design. As new technologies of making generate new forms of practice, we recognise a related expansion of methods associated with design research and intrinsic to doctoral research. This 'methodological pluralism' (Borgdoff, 2019) presents the field with exciting possibilities. At the same time, critical themes in doctoral design research and education have intensified over the past twenty-five years to encompass climate injustice, identity politics, sustainable, cyclical, slow-growth economics, and human and more-than-human relationships. We also recognise that new articulations of worldviews such as New Materialism, combined with practice research, impact the normative forms of doctoral submission, examination, and claims to contribution to knowledge. If, as Rosie Braidotti has surmised, we are facing a whole 'new paradigm' in critical theory, we want to discover how doctoral research and education might make best use of theoretical knowledge attached to design histories, particularly in critical and speculative design. Conversely, in what ways are doctoral candidates in design framing futuring and world-making as research? These themes are key to the practice and quality of doctoral research in design yet pose a particular set of challenges and opportunities for supervisors and candidates. Therefore, we invite delegates to join us in exploring the lively and diverse possibilities of doctoral research and education in design and welcome submissions from doctoral students, early career researchers, supervisors, and senior researchers.

Themes of enquiry/questions:

- + Theoretical knowledge of design and its histories as embedded in doctoral research and education
- + New craft methods emerging in design research and education, for example, through digital and post-digital crafts
- + 'Extreme making' in design research as a response to present-day challenges? For example, of limited resources, slow-growth economics, and sustainable goals
- + The challenges and opportunities of ontological design in doctoral education
- + Design research and education as creative practice in and beyond the studio: partnerships and participation
- + 'Extreme making' as ethics: care, ecology, multi-species interactions
- + Methods of doctoral design research and education through materials; expertise, material knowledge

Submissions must reach the conference organisers by March 24th, 2023.

Additional information on Submissions for Individual Hub Hosts.
(Please see Individual Hub Host Websites for further details).

Bilbao: Alongside the 3.000-4,000-word scientific papers, we also encourage contributions like:

- + 3.000-word position papers appropriately grounded and referenced
- + Papers of a similar length (10-16 pages) based on a PhD or Masters project with considerable graphical content, duly balanced with text and descriptions
- + Posters (A1 portrait) and Digital Film (5-10 min)

São Paulo: We will accept contributions in two categories:

- + Full paper (for oral presentation): 3000 - 4000 words, plus 150-word abstract.
Indicated for completed investigations with consolidated results.
- + Short paper (for poster presentation): 1000 to 2000 words, plus a 150-word abstract.
Indicated for research results in progress, short reflections, or specific case studies.

Sonipat: The call for papers from the design doctoral research community including Ph.D. scholar, Ph.D., Postdoc and individual researcher is out from the World University of Design.

- + Researchers may interpret human centered design through the lens of the queries raised and are invited to discuss their research in the following formats:
- + Paper : 3000 – 4000 words with appropriate graphic content, text and description.
Accepted authors will summarize their paper and participate in plenary panels.
- + Poster : A graphic presentation providing a visual summary of research accompanied by a 250-300 word abstract.
- + The paper and poster are to be submitted in the conference template.

Espoo (Aalto): We invite authors to submit a 3000 – 4000-word paper that addresses one or several of these themes (listed in the above call, we ask authors to choose at least two themes). The accepted authors will summarize their paper and participate in plenary panels around the four themes above. These presentations will be hosted at Aalto University, Espoo. To better allocate papers to panels, we ask authors to indicate which of the four themes is the primary thematic area and what is secondary.

Glasgow: We will hold a small, curated, week-long exhibition of works related to the European Academy of Design Hub Host event in the Glasgow School of Art Reid Building and welcome submissions from participants who wish to be considered for this. Therefore, we are initially accepting the submission of images, moving images (such as showreels), videos, and website links, as low-resolution files (less than 10MB). Please include a 150-word abstract explaining the research basis of your work and the format chosen to present this. Please look for further instructions on submitting high-resolution files via file sharing on our conference hub website.