

*Keynotes: 50 mins + 10 mins discussion

*Paper presentations: 20 mins + 10 mins discussion

Wednesday, August 19th	
10:30-11:30	Registration and coffee
11:30-11:45	Rebekah Rousi - Seminar welcome
11:45-12:45 Session Chair Johanna Silvennoinen	Keynote: Prof. Pertti Saariluoma – Mental contents as a unifying process in product experience
12:45-13:30	Lunch
Session Chair Tore Gulden	Paper session 1: <i>Aesthetic experience in Art, Design and Architecture</i>
13:30-14:00	Mads Nygaard, Not Just Smoothness, but also Critical Reflection
14:00-14:30	Hans-Christian Hensen and Jette Lykke Jensen, Objects of Use Artefacts in context, artefact without context and artefact out of category
14:30-15:00	Arild Berg, Urban self-expression: DIY in architecture
15:00-15:15	Coffee break
Session Chair Paul Haimes	Paper session 2: <i>Consumer Experience</i>
15:15-15:45	Jose Canas, Virtual Product Experience of audiovisual content
15:45-16:15	Anna Salo-Toyoki, Boredom in the Digital Realm - Music media and the experience of the connected consumer
16:15-16:45	Eva Wängelin - Designarkivet
17:00-18:00	Aalto Museum tour
	Informal get-together (Alba)

Thursday, August 20th	
9:30-10:30 Session Chair Viktor Hjort af Ornäs	Keynote: Matthias Rauterberg – Entertainment computing
10:30-10:45	Coffee break
Session Chair Mads Nygaard	Paper session 3: <i>Current themes in design practice Part 1 (Play)</i>
10:45-11:15	Vibeke Sjøvoll, Play, Playing a Game and Critical Play in relation to Aesthetic Practice
11:15-11:45	Tore Gulden, Toys as enablers for self-producing social systems: Experienced pleasure within play
11:45-12:15	Toke Riis Ebbesen, The Sun in the Palm of Your Hands – Inferential Meanings in an Artful Solar Lamp
12:15-13:00	Lunch
13:00-14:00 Session Chair	Keynote: Toni-Matti Karjalainen – Music+Design+Aesthetic Experience

Arild Berg	
14:00-14:15	Coffee break
Session Chair Arild Berg	Paper session 4: <i>Current themes in design practice Part 2 (Communication)</i>
14:15-14:45	Mads Nygaard and Vibeke Riisberg, Exploring the Aesthetics of Sustainable Fashion
14:45-15:15	Paul Haimes, Mapping hazards in Japan: increasing the accessibility of geo-spatial hazard information
15:15-15:30	Coffee break
15:30-16:00	Pelin Öztürk Göçmen, Visual Rhetorical Analysis of Food Package Designs
16:00-16:30	Nenad Pavel, How Designers Learn Managing Interfaces for Intuitive Understanding of Design Problems
19:00-22:00	Rhea cruise and buffet dinner (42€)

Friday, August 21st	
9:30-10:30	Simplicity/Complexity workshop
10:30-10:45	Coffee break
Session Chair Nenad Pavel	Paper session 5 – <i>Current themes in design experience</i>
10:45-11:15	Piia Perälä, Empirical research - the effects of brand experience on the user experience and behavioral intention of online stores
11:15-11:45	Rebekah Rousi and Johanna Silvennoinen, The Art of Simplicity – and something more
11:45-12:45	Lunch
12:45-13:30	Closing discussion
13:30-onwards	Visit to the Jyväskylän Art Museum, Holvi