



ARKIV FÖR SVENSK FORMGIVNING



NORDCODE 2017 SEMINAR PROGRAMME

Tuesday, november 7th, Location: Kalmar konstmuseum

09:30– 10:15 Registration and coffee

10:15 – 10:30 Eva Wängelin: Seminar welcome

10:30 – 12:00 Paper session 1

- **Anders Warell, Jasjit Singh, Jörgen Normark:** *Sketching Interactions: A Semantic Approach to Designing Products Through Action Layers*
 - **Philip Ekströmer:** *Sketching in a new dimension; A pilot study on Virtual Reality sketching for computer aided ideation*
 - **Nenad Pavel:** *Trajectories of objects of reification from sketch to an object*
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12:00 – 13:00 LUNCH

13:00 – 14:00 Keynote: **Ken Friedman**, *Chair Professor of Design Innovation Studies at Tongji University*, https://en.wikipedia.org/wiki/Ken_Friedman

14:00 – 14:45 Exhibition tour: "Designarkivet A-Ö"

14:45 – 15:00 Coffee break

15:00– 16:30 Paper Session 2

- **J.D. Öhrling:** *Visual communication in design: Why we pick our weapons of choice*
 - **Halldór Björn Haldórsson:** *Designing by hand – necessity or nostalgia?*
 - **Kirsi Manninen:** *Building Bridges with Costume Sketching – Thinking and Communication through Analogue and Digital Means*
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16:30 Break – time to check in at hotels

18:00 Evening Informal get-together, place to be announced

Wednesday, november 8th, Location: Designarkivet, Nybro

09:00 – 09:45 Bus trip from Kalmar to Pukeberg, Nybro

09:45 – 10:45 Keynote: **Pia Sandström**, *artist*, <http://www.piasandstrom.com>

10:45 – 11:00 Coffee break

11:00 – 12:30 Paper session 3

- **Arild Berg:** *Materializing the digital sketch*
 - **Bente Dahl Thomsen:** *A taxonomy for three-dimensional sketches*
 - **Line Hjorth Christensen:** *Knud V. Engelhardt's sketches in Designmuseum Denmark - a contextual draft for a research project on the work of architect and designer Knud V. Engelhardt*
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12:30 – 13:30 LUNCH

13:30 – 14:30 Keynote: **Nina Beckmann**

Director of Grafikens hus, Södertälje, <https://www.grafikenshus.se>

14:30 – 15:00 Coffee break

15:00 – 16:30 Paper session 4

- **Thomas Hellquist:** *Retro-thinking concerning Composition*
 - **Torbjörn Andersson:** *Aesthetic Flexibility – Modularity of Visual Form in Product Portfolios and Branded Products*
 - **Anthony Clair Wagner:** *Lost sketches of subversive design*
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16:30 – 17:00 A quick look at the Design archive

17:00 Evening Venue – Hyttsill, with culinary food which are traditional to glass production and Småland. Demonstration of glass blowing, possibilities to try out both engraving on the glass which comes with your welcome drink (the glass you can keep) and glass blowing in the glass work

Bus trip back to Kalmar around 20:00

Thursday, november 9th, Location: Kalmar konstmuseum

09:00 – 10:00 Keynote: **Petra Lilja**, *industrial designer*, <https://www.petralilja.com>

10:00 – 10:30 Coffee break

10:30 – 12:00 Paper Session 5

- **Charlotte Sjödel:** *Overcoming the fear of making a "crappy" sketch*
 - **Katinka Schartau:** *To sketch or not to sketch - has the use of CAD and other drawing program an impact on the sketching process?*
 - **Elin Olander:** *In the mind of a designer; Summing up an observation of a classic Grounded Theory troubleshooting seminar*
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12:00 – 13:00 LUNCH

13:00 – 14:00 Discussion

Travel information

FROM STOCKHOLM: It is possible to fly from Stockholm to Kalmar.

If you travel by train from Stockholm you change train in Alvesta. Almost 1 departure every hour. First train of the day depart 05:21, arriving in Kalmar 10:01. Last train of the day departure at 18:21- arriving at 22:59

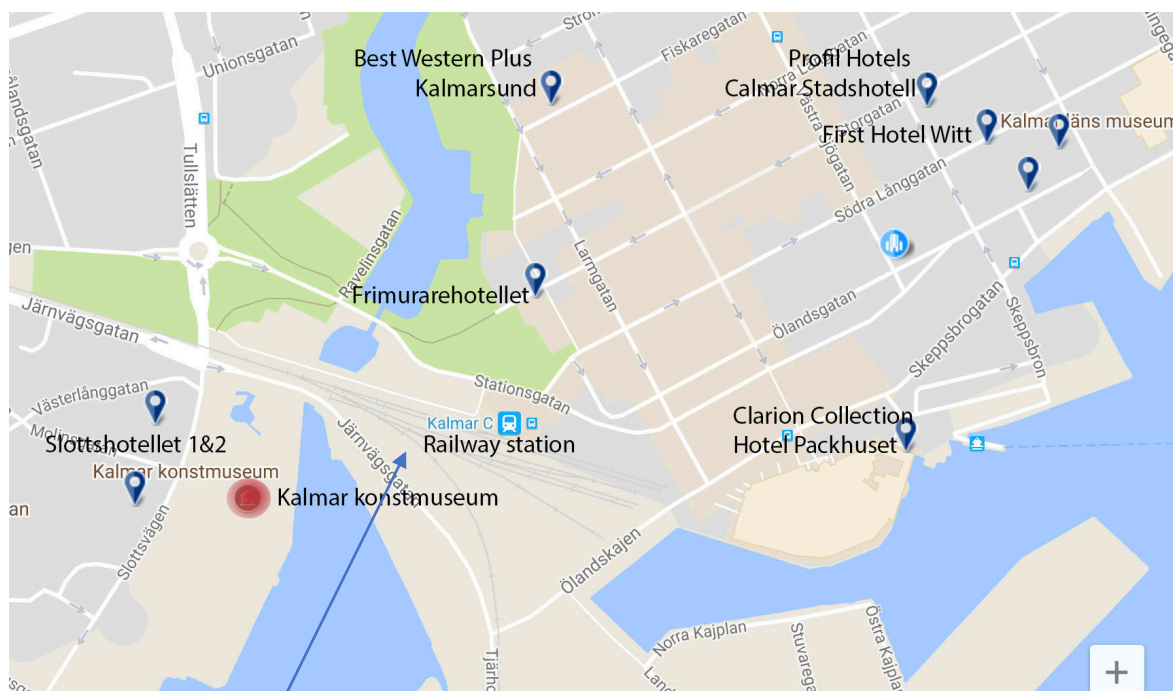
From Copenhagen, there is train directly to Kalmar every second hour. Earliest departure 05:07 arriving 08:59. Last departure of the day 19:07 arriving at 22:59

From Gothenburg, there is a direct morning train. 06:05, arriving at 10:01 Two evening departures 16:05 - 20:09 and 18:05 arriving 22:03

Accommodation:

Slottshotellet www.slottshotellet.se A special offer is provided at Slottshotellet which is situated across the street from *Kalmar konstmuseum*. The code for the special offer on the 7 or 8 November is **Nordcode**. Prices are 895:-/single room, 1095:-/double room. A light evening meal is included in the price. They also have a budget accommodation to 695:-/single or 895:-/double Skr. The number of rooms are limited.

Kalmar has a small city centre. There are a number of other hotels within walking distance from Kalmar konstmuseum. See map.



NOTE: Long time parking on Järnvägsgatan and at the hotel (for residents).

Evening venue 8/11

Evening Venue is voluntary and will be available at 275 Skr / 29 Euro. Please confirm if you want to attend the venue no later than 31th of October.

– Hyttsill, with culinary food which are traditional to glass production and Småland. “Isterband” = local smoked sausage, fried pork, “hyttsill” = salted herring cooked in the oven with cream and onion. (was originally cooked in the glass oven) Dessert Swedish cheese cake with whipped cream, strawberry jam coffee or tea. A glass of wine or a decent beer is included in the price. Light beer and water is also on the table.

Demonstration of glass blowing, all guests also have possibility to try to blow glass in the glass work. You will furthermore be able to try engraving on the glass which came with your welcome drink (the glass you can keep).



Welcome!