

European Symposium on Kansei, vol.1

Welcome!



It is with pleasure that we announce and welcome you at the European Symposium on Kansei vol.1, which will be held at [Eindhoven University of Technology](#), The Netherlands, on 10-11 April 2017!

This meeting will bring together researchers and practitioners interested in kansei and related domains, hoping to share ideas and visions in a convivial atmosphere, pushing forward the development of our European Kansei Group.

This symposium is open and free to all. However, **registration is mandatory (deadline: 27th March)**.

Programme

Monday 10 April

- 10:00 Let's start with coffee and cookies!
- 11:00 Welcoming message to Industrial Design, TU/e
by *Berry Eggen, director of research, Department of Industrial Design, Eindhoven University of Technology (The Netherlands)*
- 11:10 Introduction of the European Kansei Group
by *Alexandre Gentner, secretary of EKG, Toyota Motor Europe (Belgium)*
- 11:20 Presentations
Simon Schütte, Linköpings University (Sweden): Sound development on for car industry
Antonio Roda', University of Padova (Italy): Music and Kansei engineering at the University of Padova
- 12:00 Lunch!
- 13:00 Presentations
Pierre Lévy, Eindhoven University of Technology (The Netherlands): A brief history of Kansei
Matthias Rauterberg, Eindhoven University of Technology (The Netherlands): How to design for the unconscious?
Nadia Berthouze, University College London (UK): The emotional body
Bengt-Göran Rosén, Halmstad University (Sweden): Kansei textures and soft metrology - a future industrial design trend?
Xianyi Zeng, ENSAIT (France): Design of sensory experiments for extracting garment design knowledge
Mark Springett, Middlesex University (UK): Engineering digital adoption through positive experiences
- 15:00 Intermission for coffee and cookies!
- 15:20 Introduction to the COST Action: what it can(not) do
by Nigel Bevan, in charge of the COST Action project
- 15:30 Mapping kansei in Europe
an active workshop during which we will look into many ways to map kansei in Europe
- 16:30 Discussion panel: challenges and future(s) of kansei
moderated by *Lluis Marco-Almagro (Universitat Politecnica de Catalunya | BarcelonaTech)*
with *Carole Favart (Toyota Motor Europe)*, *Brian Henson (Leeds University)*, and *Jettie Hoonhout (Philips Research)*

Tuesday 11 April

- 09:00 COST Action workshop
led by Nigel Bevan and Brian Henson
- 12:00 Lunch!
- 13:00 European Kansei Group annual general meeting
by Alexandre Gentner, secretary of EKG
- 15:00 Ideating the future of EKG
led by Simon Schütte and Pierre Lévy
- 16:00 Conclusion
by Pierre Lévy, president of EKG

Venue



The symposium will be held at:
Eindhoven University of Technology (TU/e)
Department of Industrial Design
Laplace Bldg LG1.105
De Zaale
Eindhoven
THE NETHERLANDS

Laplace Bldg is #32 on the [map of TU/e campus](#) (coordinates: C3).

Registration

PLEASE NOTE REGISTRATION IS MANDATORY FOR PARTICIPATING TO THE SYMPOSIUM. DEADLINE: 27th MARCH.

Registration is closed.

If you are still motivated and wish to join, please do not hesitate to contact Pierre Lévy at [plevy\[a\]tue.nl](mailto:plevy[a]tue.nl).



TU/e

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