

Shiny Happy People

7th symposium about design
and emotions

An emotional evening in Barcelona

Why is it a pleasure to use certain objects, while others are only great at causing frustration?

What is the key to the success of particular marketing campaigns? Is it the product being advertised or the way it is done?

What factors have the highest influence on a customer feeling 'at home' in a shop, a hotel or a spa?

Why is it that simple games are frequently more fun to play than highly technological ones?

This type of questions comes to the minds of designers, business people, engineers, marketers, researchers... on a daily basis. There is no fast, straight answer to all of them, but it is not entirely a matter of luck or intuition.

ENGAGE wishes to invite you to the symposium 'Shiny Happy People' that will take place on the 22nd of February, starting at 17:00, at the FAD auditorium in Barcelona. The event is organised jointly with the association ADI-FAD, dedicated to promoting industrial design and innovation.

This symposium is specifically aimed at designers and companies. The focus is on:

- Introducing attendees to the field of design and emotions
- Facilitating the contact among research, design and business environments
- Showing examples of application of methods for designing for emotion
- Presenting the ENGAGE knowledge community and tools repository

Register for free by sending an e-mail to engage@ibv.upv.es.
To find out how to reach the venue visit www.fadweb.org.

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Agenda

The symposium will follow a gradual approach to the field of design and emotions. Broader, introductory lectures will be followed by applied and more focused presentations. The event will be closed with a tasting of some of the stuff in the pots and pans of Sicilian restaurateur Giovanni Zanzi. A great excuse for discussing experiences with other attendants!

17:00

Welcome and opening

Instituto de Biomecánica de Valencia and **ADI-FAD**

17:10

Thoughts about the relationship between persons and objects

Uli Marchsteiner (ADI-FAD)

17:30

Tamed objects

Victor Viña (ELISAVA Escola Superior de Disseny)

17:50

The non-functional place

Josep Maria Fort (Universitat Politècnica de Catalunya)

18:10

Users' subjective experience analysed with psychotherapy techniques

Marc Pifarré (User Lab - Transferencia de Tecnología La Salle)

18:30

EmoLab: Tools for the analysis of touristic services

Cristina Bustillo (Turismo de Catalunya – Generalitat de Catalunya)

18:50

Subjective experience gathering techniques for informational and inspirational purposes in product design

Oscar Tomico (Universitat Politècnica de Catalunya)

19:10

Practical experiences using the *Emoscopio* tool

Amaia Calvo (User Lab - Transferencia de Tecnología La Salle)

19:30

The *ENGAGE* repository of methods and tools for designing for emotions

Miguel Tito (Instituto de Biomecánica de Valencia)

19:45

ReacTable, a musical instrument with a tabletop tangible interface

Sergi Jordà (MTG – Universitat Pompeu Fabra)

20:00

Refreshments

Attendants will be able to freely experiment with *ReacTable*