

Call for papers: Cumulus Shanghai Conference 2010: Young Creators for Better City and Better Life

CUMULUS Shanghai Conference 2010 will be held by College of Design & Innovation of Tongji University from September 7th to September 10th during World EXPO 2010. The theme for CUMULUS Shanghai Conference 2010 is Young Creators for Better City and Better Life.

Call for papers:

Cumulus Shanghai
Conference 2010: Young Creators for

Better City and Better Life.

> Themes

The conference aims to explore how the young generation of designers can improve our environment and life in creative ways. The emerging missions and visions of future design education, research and practice, together with its economic, political and social impacts of the era, will also be discussed during the conference.

Design educators, practitioners, and researchers are invited to join our cross-disciplinary conversation. Submitted work should relate to one or more of the sub-themes below:

Sustainability &
social innovation

Local wisdom &
globalization

Socio-economics &
design

Old & young

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Outline of the sub-themes

Sustainability & social innovation

By
Ezio Manzini *

The transition towards sustainability asks for the most careful use of all the available resources. On a small, densely populated, highly connected Planet, social resources are the most abundant ones. Their valorization is therefore the most effective strategy towards sustainability.

Today, looking at the complexity of contemporary society, we can observe that people's creativity, entrepreneurship, knowledge and skills are generating new and sustainable ways of living and producing. This represents a large social innovation process where solutions are conceived and developed by actors directly involved in the problems to be solved.

Facing social innovation, the design community must use its specific design knowledge to support it. That is: to trigger new ideas, to orient the resulting innovations and to conceive enabling solutions. In this framework, a particularly important role can be played by the design schools. In fact, in the knowledge society, schools should be

the living laboratories where diffuse
creativity can be catalyzed and social innovation enhanced.

*
Academic Coordinator of Sub-theme Sustainability & social innovation,
Professor of DIS-INDACO,
Politecnico di Milano, Italy

Local
wisdom & globalization

By
Lorraine Justice **

Very
often we believe the ways of another culture are better than our own. Americans
look longingly
toward the luxury goods and relaxed lifestyle of the Europeans. The Americans
and Europeans
embrace the preventive medicine of the East. American Indian cultures look
seven generations
into the future to help make major decisions that affect their society. The obsession
with quality of machinery of the Germans can match the obsession with quality
of food
of the French, and so on. We all can benefit from these local cultural
practices.

Sometimes

we find and that certain products, practices and services in one culture would help another.

Refrigeration units in one country can help keep snake bite antidotes in a remote village in India.

Wind power developed in the Netherlands

is helping local communities on small

islands generate power. So local wisdom and globalization can go hand in hand to make the

world a better place through matching need to existing solution.

The

rich knowledge that exists at the local level, combined with the global telecommunications, manufacturing and distribution, and worldwide economy sets the world stage for a huge leap in assistive products and services of all kinds. The design field can help through their approaches to

local, ethnographic design research, which studies indigenous peoples and then the application

on a worldwide scale.

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Academic Coordinator of Sub-theme Local wisdom & globalization, Dean and Professor of School of Design, Hong Kong Polytechnic University.

Social-economic
& design

By
Yrjö Sotamaa ***

Human-centred

design thinking, when rooted in universal and sustainable principles, has the power to fundamentally improve our world. It can deliver economic, ecological, social and cultural benefits to our societies and to all people, improve our quality of life, and create optimism about the future and individual and shared happiness.

Design

is a unifying force for creative thinking, something that forms a link between individual dreams and the future. Technology is no longer the sole driver for development. Development springs from a profound understanding of people's needs and hopes and new applications made possible by technology.

We

have become aware of the importance of design innovation in building sustainable, human centred, creative societies. The paradigm shift currently underway has expanded the applicable scope of design to all activities of society, cities, companies, education and individuals. Design is becoming embedded in all planning processes. Embedded Design aptly describes this shift, which is testing the boundaries of design and is powered by openness, hope in the future, and the courage to change and renew. Embedded Design also describes a systematic approach to applying design.

The

conference will discuss this paradigm shift, the new opportunities it opens to applications of design and the challenges it is presenting to the design profession, education and research.

Academic Coordinator of Sub-theme Social-economic & design,
Professor of TAIK, Finland, Guest
Professor of Tongji University and Nottingham Trent
University.

Old
& young

By
Jeremy Myerson****

Design
stands today on the fault line between old and young in societies around the
world. In the
drive to improve our cities and create a better quality of life in urban areas,
designers will increasingly
find themselves acting as mediators between the old world and the new - between
institutions, ways of thinking, educational models and practical methods that
belong to
the 20th century and those that are fast emerging in this, the new century.

Tensions
between old and young are most visible in the impact of changing demographics

on design,
as the proportion of older people in the world population grows and the
proportion of younger
people shrinks. The implications of this profound shift for design are
enormous. Population
ageing presents challenges in every design discipline from transport, furniture
and communication
to fashion, architecture and urban planning. This is now well understood by a great
many design educators and practitioners. What is less well understood is how
design must
negotiate between the different ends of the age range - between old and young.

However,
the trade-offs between old and young extend beyond demographic change - to technology,
where new networks and systems afford new opportunities, to organisations, which
are casting off the old hierarchies to become more flexible and democratic, and
to industrial
practice itself as new forms of design thinking challenge established models of production
and consumption.

In
a world in which the welfare costs of the elderly will fall on a shrinking
working population of younger
people, in which many institutions and organisations require reform, and in
which new technologies
must be put to genuine social purpose, the urgent need to mediate between old and
young requires designers to develop new skills, new tools and new approaches,
many of them
cross-disciplinary in character.

As
a Cumulus Shanghai theme, Old & Young will seek speakers and papers that
explore this theme
of transition and transformation between the old world and the new.

Academic Coordinator of Sub-theme Old & Young, Chair Professor of
the Helen Hamlyn Centre
at the Royal College
of Art, London

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Submission

New
Submission Deadlines (extended):

§ Abstract deadline: March 1, 2010

§ Notification of abstract acceptance: April 5, 2010

§ Full paper deadline: June 1, 2010

§ Notification of full paper acceptance: July 5, 2010

§ Full paper submission deadline: August 5, 2010

For detailed information, please refer to the submission website.

<http://www.cumulus2010tongji.org/paper/>

Specifications:

Abstracts

should be limited to 200 words and should be structured to summarize the background, aims, significance and focus of the question addressed, as well as conclusions. Please identify the relevant conference theme that the paper addresses. Please send us your abstracts by Jan 15, 2010.

Papers should be limited to 4500 words (excluding references) and follow APA 5th referencing style for in-text citation and reference lists. (www.apastyle.org) Body text should be in 11 point, Arial font. All papers must be written in English. As English is not the mother tongue of most audience, the style should therefore be kept direct and easy to read.

Format: RTF and Word (.doc) formats are required for both abstracts and papers. Please keep files less than 3Mb, (including your illustrations), and use a filename beginning with the principal author's surname, for example (Chiara_paper.doc).

Copyright: By submitting papers for publication in the conference proceedings, authors are assigning copyright of the submitted paper to the conference host. Authors' traditional rights will not be jeopardized by assigning copyright in this manner, as they will retain the right to re-use the content of the paper.

Paper
Submission system

Please register and submit your abstract or paper at the following website:

<http://www.cumulus2010tongji.org/paper/index.php?flag=1>

Abstract
and full paper reviewing committee

All submissions will be peer reviewed. The academic coordinator of each sub-theme will recommend members of paper reviewing committee.

Call as pdf. file: [call_for_paper_cumulus_2010](#)

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Contact persons:

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