

DESIGN: VERTICAL & HORIZONTAL GROWTH

DIGITAL CONFERENCE IN COLLABORATION WITH CUMULUS
October 28-30, 2020 Moscow and St. Petersburg, Russia

Hosted by three universities:

Peter the Great St. Petersburg Polytechnic University,
St. Petersburg University, and HSE Art And Design School
(National Research University 'Higher School of Economics')

CONFERENCE THEME

'Design: Vertical and Horizontal Growth'

With the Cumulus vision to actively promote exchange of knowledge and design experience on a global and interdisciplinary scale,, three Russian schools from St.Petersburg and Moscow – Peter the Great St. Petersburg Polytechnic University, St. Petersburg University, and HSE Art And Design School (National Research University 'Higher School of Economics') have joined their efforts to host an online conference in collaboration with Cumulus.

'Design: Vertical & Horizontal Growth' will be a precursor to the official annual Cumulus Conference. Postponed due to COVID-19, this will now take place in Moscow and St.Petersburg in June 2022. Since staying connected is critical in the on-going COVID-reality, three Russian universities decided to make participation free of charge. The conference will be held in digital format in October 2020.

'Design: Vertical and Horizontal Growth' aims to encouraging the Cumulus community to express their opinions on the role of design as a humanizing practice in the context of multidirectional development complicated by the COVID pandemic.

We invite the participants to explore issues surrounding the design community's involvement in the innovation process. How can design thinking help society overcome its fear of, and resistance to the main challenges of our time? In what ways could we bridge the gap between traditional living patterns and the changes rapidly occurring in all areas of society today?

We need a communicative model that would smooth over the differences between the horizontal and the vertical processes.

The perpendicular development vectors – x and y – shape the space of interpretation, aims and objectives of design. The horizontal vector represents cultural values and the conventional lifestyle; this is an area of social comfort. The vertical vector represents innovations that destroy the familiar way of life. Our discussion focuses on design as a practice of searching for areas of growth, support and balance, which make it possible to reconcile the traditional way of life and cultural values with the innovative approach to solving problems arising in society.

The three-day conference will run from 28 to 30 October 2020. Each day will be covering one of the conference's tracks: Future Human, Creative Industry, Inter-action. Each host (SpbU, SpbPU, HSE) will be responsible for one track. This approach will present a diverse Russian art and design academic community eager to exchange ideas with colleagues worldwide.

'Design: Vertical and Horizontal Growth' invites participants to develop a map of relevant research in the field of design within the following reference frames:

FUTURE HUMAN

Hosted by HSE Art And Design School

28.10.2020

The concept of the human body and its capacities is today under review due to the development of technologies changing the body structure by means of surgery, genetics and technological correction. As a result, the body becomes a platform of transformation. Today it is an object of design: 'extended body' and 'morphological freedom' come to the foreground. What new ways of considering one's body does this imply? How does one adapt to an extended self? What is the new subjectivity of an augmented human?

Furthermore, the 'online shock' we have witnessed during the pandemic has given rise to a media extension. As the global lockdown forced both business and personal communication to go totally online, the concepts of one's presence and face-to-face encounters have taken on a new aspect. How could we describe the effect of this 'extended communication' which, henceforward, will involve us all? What are the effects of the 'mediated' body? How are science, art and design reacting to this online extension we are forced to undertake?

Learn more about this track: <https://design.hse.ru/info/cumulus>

CREATIVE INDUSTRY

Hosted by Peter the Great St. Petersburg Polytechnic University
29.10.2020

For over two decades the term 'creative industry' has been widely used to designate an ever growing diversity of economic activities. Creativity as such is an essential human feature necessary for inspiring innovative development of every industry and science. Should design be a universal instrument capable of embracing the whole range of human activities, or should it just focus on 'creative industries' as they are defined today? How does the project-oriented approach of the industry influence design thinking? And what should contemporary art and design schools be teaching?

INTER-ACTION

Hosted by St. Petersburg University

30.10.2020

The day curated by SPbU will be focused on the communication mediated by digital technologies. During the last several months, a particular combination of circumstances has largely transformed communication processes, reducing the share of direct interpersonal communication. Although most of us have already accustomed to the online mode of communication, the recent events opened up a whole new set of questions. What role can design play in the humanization of virtual communication? How can trust be established within the digital environment? How to better coordinate actions within professional communities? To what extent can we achieve the scene of proximity in the virtual interactive environment compared to offline communication? How do digital and material interaction mix? In other words, we would like to look at the future of communication and interaction. We will explore this phenomenon through the experimental formats of interaction and open a discussion that would include different opinions throughout the Cumulus community.

Learn more about this track: dvhg-spbu.online

CALL FOR PAPERS

Scholars, designers, and creative community of Russia invite the Cumulus friends to join discussions devoted to current design issues. The conference papers will be published online in English with hard copies printable on demand. All the papers accepted for the publication will be provided with ISBN. Online publication is fee-free, printable publication on demand is a payable service. Papers for 'Design: Vertical & Horizontal Growth' will be selected through one phase, double-blind peer review process. Initial submissions must be anonymous and must not contain the name(s) of the author(s) or any reference to their affiliation. This information should be included only in the camera-ready paper after the full paper acceptance notification. The language of the conference is English, and all submissions must be in English. Submissions that do not comply with the submission rules will be excluded from the evaluation process and proceedings publication. The accepted papers will be published in the proceedings if (at least one of) the authors register to the 'Design: Vertical & Horizontal Growth' to present the work.

Full Paper Submission Deadline: 15 September 2020

Authors are invited to submit a full paper and keywords via Google form: <https://forms.gle/y7VAHwj2BQ4EPz6n9>. The full paper should not exceed 4,000 words, with an additional space provided for bibliographical references. Please omit any references to the author(s) or the institutions they are affiliated with.

Camera-ready Full Paper Submission | Deadline 7 October 2020

Following notification of acceptance, full papers should be submitted according to a template, which will be provided to the Authors. The length of the full paper should not exceed 4,000 words (excluding references) and follow the APA publication style for in-text citation and reference lists (www.apastyle.org). At this stage, files should be submitted in both the MSWord (.doc or .docx) and PDF versions. Other formats are not accepted.

At this stage, the paper should include the name(s) and the affiliation of the author(s). Please keep the size of each file less than 2Mb (including your illustrations) and use a file name beginning with the principal author's last name, followed by the name of the track (e.g.:Smith_Interaction.doc).

Papers that are not presented at the online meeting will be excluded from the official proceedings. Therefore, it is required that at least one of the authors attend the online meeting to present the paper.

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Recommended key words for Tracks

INTER-ACTION

Communication / Media / Networks / ICT / Virtual / Internet of Things / Gamification / User Experience / Policy&Ethics

CREATIVE INDUSTRIES

Industry 4.0 / Smart Factories / Automation / New Markets / Design-driven Innovation / Creative Economy

FUTURE HUMAN

Augmented Human / Human Systems / Extended Body / Ethics / Simulations / Bioengineering / Gender / Health

SUBMIT

Please submit your paper using the Google form:
<https://forms.gle/y7VAHwj2BQ4EPz6n9> If you have any issues with using this form, please contact us via email cumulusrussia@gmail.com

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