



Chief Organizers:

Academy of Arts and Design, Tsinghua University, China

School of Art and Design, Aalto University (formerly University of Art and Design Helsinki), Finland

Hosting Organizer:

Sustainable Design Research Institute, Art & Science Research Centre, Tsinghua University, China

Date: 27th-29th of October, 2011

Venue: Academy of Arts & Design, Tsinghua University, Beijing, China

Website of the Conference: www.conference.lens-china.org

Introduction

This conference explores the possibilities of design in developing sustainable solutions for the future of mankind.

In Chinese philosophy, the "Tao" means "path", "way", "method", "principle", "truth", "ethics". Lao-Tse, the ancient Chinese philosopher and the founder of Taoism said, "Man follows Earth. Earth follows Heaven. Heaven follows Tao. Tao follows Nature". The protection of natural environment is the first and most fundamental guarantee for sustainable development of human beings.

The constantly accelerating globalization with its rapidly growing flow of artefacts and consumption is a burden not only to the natural environment but to civilizations, communities and individuals. The deepening ecological crisis is a call also for design: in which ways can it help in solving problems of sustainability in the prevailing context of globalization?

Design as a reflection of the development of human civilization and as a powerful catalyst to social, economic and cultural developments, is also confronted with the opportunities and challenges brought by these current megatrends.

Now, continuing their previous collaboration, Academy of Arts and Design of Tsinghua University—the academy belonging to one of the top universities in developing China and an institution of up-to-date design education also rooted in traditional Chinese culture, will launch this event together with School of Art and Design of Aalto University (formerly University of Art and Design Helsinki)—a school of international standing from the developed western countries. They will jointly hold "an International Conference on Sustainable Design Strategies in a Globalization Context" during October 27-29, 2011. The conference will provide a platform for ideas clashing and converging, spread of knowledge and experience sharing and help to seek the "Tao of sustainability" in design.

Theme of the Conference

The theme of the conference is “Sustainable Design Strategies in a Global Context”

Special Topics of the Parallel Sessions

The keynotes, invited guests and authors of research papers will discuss and exchange their ideas by focusing on the following topics:

- 1/ **Pedagogy in Sustainable Design Education:** including the position of the sustainable design education in the field of Design Education; the educational strategies, educational principles and methods.
- 2/ **The direction of the development of design and the Strategy of Design in a Global Context:** including the relationship between sustainable design and the social and economical role of the state; the role the sustainable design plays in the promotion of the quality of people.
- 3/ **Culture and Sustainable Design:** including cultural diversity and sustainable design; the protection of art heritage in the globalization process; the art of design against the background of rapid urbanization.
- 4/ **Social innovation and sustainable design:** Including systemic design methods and case studies based on new ideas in ways of living - from grassroots up and regarding communities.
- 5/ **Methodology of Sustainable Design:** including the concept of sustainable design; the design methods for sustainability; the relationship between sustainable design and other fields such as science, technology, etc.
- 6/ **Service design:** Including sustainable service ideas and methodology; cross-cultural service design research; social media and service design; study on the value-oriented service design with the philosophy of inclusive development; public service research; sustainable e-business innovation research, etc.
- 7/ **Business and design for sustainability:** including the exploration of sustainable business models, design strategy and management in the transition toward a service economy, sustainable consumption model, the business innovation with consumer participation, low carbon design and manufacture, etc.
- 8/ **Design of sustainable environment for human settlements:** including the study of human behavior; how to consider the human factor when designing living and working environment.

Conference Chairs

Professor Zhou Haoming, Director
Sustainable Design Research Institute
Art & Science Research Centre
Tsinghua University
China

Professor Pekka Korvenmaa, Vice Dean
School of Art and Design
Aalto University
Finland

Keynote Speeches of the Conference

China: Professor Zheng Shuyang, Academy of Arts and Design, Tsinghua University.

China: One official, Ministry of Housing and Urban-Rural Development of the People's Republic of China; or National Development and Reform Commission of the People's Republic of China; or Ministry of Environmental Protection of the People's Republic of China. (To be confirmed)

Finland: Professor Pekka Korvenmaa, School of Art and Design, Aalto University.

Finland: Professor Turkka Keinonen, School of Art and Design, Aalto University.

Italy: Professor Ezio Manzini, Politecnico Di Milano.

USA: Penny Bonda, Founding chair of the U.S. Green Building Council committee for LEED Commercial Interiors and the ASID Sustainable Design Council

Japan: Professor Kazuhiko Namba, Tokyo University

Italy: Professor Carlo Vezzoli, Politecnico Di Milano

Organizations of the Conference

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Co-Organizer:

The Arts Institute and School of Human Ecology, University of Wisconsin – Madison, USA

Organization Supporters:

Ministry of Environmental Protection of the People's Republic of China (To be confirmed)

China Institute of Interior Design

China National Interior Decoration Association

Embassy of Finland, Beijing, China

Cumulus, International Association of Universities and Colleges of Art, Design and Media

Design for Social Innovation and Sustainability (DESIS) –China

Learning Network on Sustainability (LeNS)

Sino-Finland Center of Tongji University, China

Paper Review Committee

The paper review committee of the conference will consist of the experts from Tsinghua University(China), Aalto University(Finland), Politecnico Di Milano(Italy), University of Wisconsin – Madison(USA),Iowa State University(USA), Delft University of Technology (Netherlands), the Hong Kong Polytechnic University(China), Central Academy of Fine Arts(China), Tongji University(China), Guangzhou Academy of Fine Arts(China),Hunan University(China), Jiangnan University(China), etc. All the abstracts and papers will be reviewed by committee members.

Date, Venue and Agenda of the Conference

Date: 27th-29th of October, 2011

Venue: Academy of Arts & Design, Tsinghua University, Beijing, China

Agenda: Please find the agenda of the conference on the website: www.conference.lens-china.org

Abstract and Paper Submission Procedure

A call for papers worldwide has been launched. The submissions have to meet the theme and special topics of the conference. All abstracts and papers will be blind peer-reviewed by Paper Review Committee. The papers that are accepted by the conference will be presented in the Parallel Sessions discussion or Poster Session.

Single page abstracts addressing the conference themes are invited from all interested participants. Abstracts should be no more than 500 words in length and should summarize the intended content of the paper and the substantive issues it would raise.

1/ Important Dates:

Deadline of submission of abstracts: 6th of May, 2011

Notification of acceptance of abstracts with referee comments: 20th of May, 2011
Submission of exhibition initiative deadline: 29th of April, 2011
Deadline of submission of preliminary papers: 5th of July, 2011
Notification of acceptance of papers with referee comments: 30th of July, 2011
Deadline of submission of revised paper: 10th of August, 2011

2/ Methods of Submission of Abstracts and Papers

The conference hope authors to submit their abstracts and papers via email, with “paper title (name of the first author) as the file name (the requirements of paper format will be announced through email or on the website before 20th of April, 2011). Please don’t use the following ways as the file name of the submitted papers such as “XXX paper submission”, “International conference paper submission”, and “paper submission”, etc.

Please email your abstracts and papers in the form of attachment to: sustainability@126.com

3/ Format Requirements for Abstract

1. Document format: MS word
2. Document name: title of the paper (the name of the first author), e.g. **A Research on Design for Sustainability (John Smith). doc**
3. Paper size: A4
4. Paper margin: 2.54cm from top, bottom, left, and right. Gutter: 0cm;
5. Columns: one column (single column);
6. Alignment: justified alignment
7. Font: Arial
8. Row space: 1.5 spaced
9. Title: font-size 14, Arial Black, bold (centered)
10. Author and working organization: font-size 11, Arial (centered)
11. Abstract: font-size 11, Arial, within 500 words
12. Key words: font-size 11, Arial, bold

Please provide your contact below the abstract, including your email address, mailing address, working organization, post code, mobile number, phone number and fax number.

Publication of the Proceedings of the Conference

Accepted papers will be included in an ISBN conference proceeding which will be published formally by a Chinese press and distributed to attendees during the conference.

Poster Session

The conference includes a poster session/exhibition. The organizers invite institutions of design education and research, design consultancies and companies involved in design and sustainability to present a poster with related information. The exhibition will be placed in the main conference building hall. The fee is the same as individual registration fee. The format and size of the poster will be confirmed.

Submission of poster initiative deadline: 29th of April, 2011

Expense and benefit

1/ Expense

This conference will charge registration fee in accordance with international conferences of similar kind. University students can enjoy preferential policy with related certification documents.

Fees Charged for International Attendees

Registration Date	Attendee type	Registration fee
Pre-registration (Before September 30, 2011)	Regular attendee	330 Euro
	Student attendee	250 Euro
Normal registration (October1-25, 2011)	Regular attendee	350 Euro
	Student attendee	270 Euro

Note: Detailed payment method will be notified separately or announced on the website of the conference.

2/ Invoice:

All attendees of full payment can obtain corresponding invoices from the organizing committee when presenting the payment proof of banks or post offices.

3/ Treatment:

Attendees paying "registration fee" are eligible for paper publication, a three-day attendance at the conference, and one copy of the proceedings book.

Rights of the organizer

- 1/ The organizer has the right to designate a keynote speaker;
- 2/ The organizer has the right of applying, rejecting and publishing the thesis submitted;
- 3/ The organizer reserves the right of final explanation.

Contacts

Secretariat of the Organizing Committee of the International Conference on Sustainable Design Strategies in a Globalization Context

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Email: sustainability@126.com

Website: www.conference.lens-china.org

Secretariat of the Organizing Committee

May, 2011