



Call for Participants

The First International Conference on Design Creativity

November 29 (Mon) - December 1 (Wed), 2010
Kobe International Conference Center, Kobe, Japan
www.org.kobe-u.ac.jp/icdc2010

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► Scope

Design Creativity is an important and interesting topic of study in design. Since it involves the profound and essential **nature of design**, design creativity is expected to be a key in not only addressing the social problems that we are facing, but also producing an innate appreciation for beauty and happiness in our minds. In order to elucidate the nature of design creativity, the following issues are being studied: **cognitive processes underlying design creativity, computational models of design creativity, and practical processes to incorporate the human and social dimensions.**

ICDC is an official conference promoted by the Design Creativity Special Interest Group (SIG) of the Design Society. The SIG was established in 2007; since then, its ambit has expanded to include **engineering design, industrial design, artificial intelligence, linguistics, and cognitive science.** The 1st ICDC will provide a forum to discuss the nature and potential of design creativity from both theoretical and methodological viewpoints. The 1st ICDC will include panel discussions on the 'directions for design creativity research'; these discussions will conclude a series of three panel discussions that are held at ICED'09 in USA, DESIGN 2010 in Croatia and the ICDC in Kobe. The aim of these discussions is to develop directions for future research on design creativity.

► The podium presentations, panel discussions and posters of the conference include - but are not limited to - the following topics:

- Bio-inspired design creativity
- Creative processes in design
- Cognition in creative design
- Social dimensions of creative design
- Collaborative creative design methods
- Design creativity support tools
- Formal education in creative design

Keynote Speaker

Hiroyuki Yoshikawa Dr. Eng. (Japan)

Panel Discussions on Theme "Directions for Design Creativity Research"

Panelists:

Dr. John Gero (United States)

Dr. Mary Lou Maher (United States)

Dr. Steven Smith (United States)

Dr. Amaresh Chakrabarti (India)

Dr. Yong Se Kim (Korea)

Dr. Gabriela Goldschmidt (Israel)

► Papers

The full papers presented for the podium session will be edited into a book titled '**Design Creativity 2010**' and published by Springer-Verlag, London, while the short papers presented in the poster session will be included in the conference proceedings.

Registration Fee

Advance Registration (on or before Sept 1, 2010) : JPY 50,000 (Regular) / JPY 30,000 (Student)

Standart/On-site Registration (on or after Sept 2, 2010): JPY 60,000 (Regular) / JPY 40,000 (Stud.)

Location

The 1st ICDC will be held at the Kobe Convention Center at Kobe City, Japan. Kobe is located in the midwestern region of Japan and is conveniently accessible from all major cities of Japan. Located less than an hour from the ancient cities of Kyoto, Nara, and Himeji, Kobe is at the heart of Japan's premier tourist destinations.



SIG Design Creativity website: www.jaist.ac.jp/ks/labs/nagai/DesignCreativity

SIG on Design Society website: www.designsociety.org/creativity-sig

Email: icdc2010@org.kobe-u.ac.jp