DRS2012: Bangkok

Research: Uncertainty, Contradiction and Value: a theme that aimed to highlight the significance and value of design research in terms of sustainable development.

DRS2012: Bangkok is a Design Research Society (DRS) biennial conference; a uniquely comprehensive event which showcases and furthers design theory and practice on an international scale.

The DRS and the Department of Industrial Design, Faculty of Architecture, Chulalongkorn University hosted DRS2012: Bangkok from 1-5 July 2012 at the Maha Chulalongkorn and Maha Chakrisirindhorn buildings in Chulalongkorn University, Bangkok, Thailand.

DRS2012: Bangkok brought together nearly 500 researchers, designers, social activists, industry partners, students and media partners to Chulalongkorn University.

Participants at the conference represented a record 32 countries, demonstrating how design communities can now be connected and visible globally. Over the five days of DRS2012: Bangkok, 5 keynote lectures, 148 papers, 24 posters, 11 academic workshops and 5 field trips were delivered.

There were 5 accompanying exhibitions at DRS2012: Bangkok: *A Sonata in Thai Silk*; *Gap the Mind*; *Chaos; Dis-figured;* and graduation exhibitions from Chulalongkorn University, Chiangmai University, Kasetsart University, Mahidol University, King Mongkut's University of Technology Lardkrabang, King Mongkut's University of Technology Thonburi and Silpakorn University.

A record 32 countries participated in DRS2012: Bangkok

1. Australia
2. Belgium
3. Brazil
4. Canada
5. China
6. Denmark
7. Finland
8. France
9. Germany
10. Greece
11. Hong Kong
12. India
13. Indonesia
14. Iran
15. Ireland
16. Italy
17. Japan
18. Korea
19. Malaysia
20. Netherlands
21. New Zealand
22. Norway
23. Qatar
24. Saudi Arabia
25. Singapore
26. Sweden
27. Switzerland
28. Taiwan
29. Thailand
30. Turkey
31. United Kingdom
32. United States

CONFERENCE PROGRAM

Sunday, 1 July 2012

09.30-12.30   Morning Workshops

14.00-17.00   Afternoon Workshops

17.30   Opening Ceremony

18.00   Keynote Lecture/Performance by Pichet Klunchun

     A world renowned Thai dancer/choreographer who synthesizes Thai classical dance with a contemporary language

19.00   Welcome Reception

19.30   Exhibitions Launch

Monday, 2 July 2012

09.00   Keynote Lecture by Mechai Viravaidya

     An Asian hero of sustainable community development

10.30-18.00   Parallel Sessions

20.00   Conference Dinner on a Chao Praya River cruise

Tuesday, 3 July 2012

09.00   Mini-workshops

10.30 -15.30   Parallel Sessions

16.00   Poster Session

17.00   Thailand's *Re:Search Design Showcase Forum*

     Wannasilpa Peerapun (Chulalongkorn University)

     Kasama Yamtree (Openspace)

     Wan Sophonpanich (Shelter Consultant)

     Saran Yen Panya (56thstudio)

     Ezio Manzini (Politecnico di Milano).

18.30   Keynote Lecture by Toshi Nakamura (Kopernik)

     An advocate of sustainability and a technology disseminator

Wednesday, 4 July 2012

09.00 -13.00   Parallel Sessions

14.30   *DRS+Holcim* Symposium

     Keynote lectures by winners of the *Holcim Award*

     Singh Intrachooto (Kasetsart University)

     Dirk Hebel (EiABC)

     Jurgen Mayer H (J. MAYER H Architects' studio)

18.30   Closing Ceremony

19.00   Closing Reception

Thursday, 5 July 2012

7.30-17.30   Thai Arts & Design Field Trips

DAY I

Workshops

Data Mining: Getting the most from Ethnographic Research

- Organized by Adisorn S. and Anne S. (Conifer Research)

- An ethnographic approach to design research without a rigorous data-retrieval system would have limited use. This workshop aims to provide the hands-on experience of mining stories with insights from existing data.

Exploring Design-led Problem Identification and Collaborative Innovation Using the Sandpit Method

- Organized by Dr. Louis V., Sarah C. and Prof. Georgina F. (University of Dundee, UK)

- Sandpit is a method for engaging people from different backgrounds with designs to resolve complex problems; it is sometimes called 'extreme innovation'. This workshop aims to provide an experience of using the Sandpit method to explore new ideas and discover new interpretations of issues and objects.

Drawing for Visual Communication

- Organized by Prof. Mario M. (The University of Newcastle, Australia)

- This workshop seeks to provide an experience of the role of drawing as both a language for visual communication and as a means of thinking in order to solve creative problems.

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Another Way besides Brainstorming to get New Design Ideas — Mass Workshop Events Combining a Plural Diverse Creativity Model

- Organized by Richard T.G. (Master of Design, De Tao Masters Academy, Beijing-Shanghai, Professor of Design Creativity and Innovation, Grad School of System Design and Management, Keio University, Hiyoshi, Japan)

- New forms of more participatory design are emerging from the crowd sourcing, global coordination, and cellular device apps of our ubiquitous web era. *Who* designs is expanding with fast, cheap and easy ways for hundreds to do the design work that elite professionals usually do; *what* gets designed is expanding as teams of designers can globally collaborate on immense projects and systems, far beyond the capabilities of past generations.

Opportunities for Change: How Lifecycle Thinking can Shift Design towards Sustainability

- Organized by Ley A. (RMIT University, Australia)

- Lifecycle thinking is a theoretical approach to design and decision-making that employs the learning and results of lifecycle assessment along more traditional eco-design strategies and whole-system thinking. It allows for the development and evolution of a more robust environmental decision-making in design based on scientific investigation as opposed to 'good guesses'. This workshop will delve into LCA and the application in design decision-making through the use of life-cycle thinking methodologies in

achieving more sustainable outcomes for product design and development.

Sight, Sound + Movement Accessibility Simulations

- Organized by Dr. Andrew P.P. and Lee R.D. (Savannah College of Art and Design/Western Kentucky University)

- This workshop offers participants the opportunity to simulate various abilities and disabilities. The exercises conducted during this workshop aim to build up the environment and how routine design decisions impact the user's ability to experience and navigate space. Simulations include reduced/loss of vision, mobility impairments and difficult tasks.

Learning from the Eye: Developing a Visual Epistemology

- Organized by Dr. Gaia S. (Commde, Chulalongkorn University)

- As visualizations are interfaces between knowledge and experience, they can be studied and used to generate new data; they are tools. Maps, for example, are visualizations used to orient oneself within an unknown space; scatter plot diagrams are devices used to understand the degree of correlation between two variables; instruction manuals are visualizations designed to perform a specific process of actions etc., etc. Designing visualizations that work as tools should take to account this final objective of the visualization. Furthermore, they require a distinctive comprehension of how we generate and justify knowledge through the

interrogation of visualizations; or, in other words, a visual epistemology.

Relationships of Humans with Technology

- Organized by Dr. Sylvia T.Y. and Alise P. (Nottingham Trent University/University of Wales Newport, UK)

- This workshop invites paper presentations discussing the relationship between humans and technology; and how this relationship informs design.

OPENING CEREMONY AND KEYNOTE LECTURE

The opening ceremony and keynote lecture was held at the theatre hall of the Mahachakree Sirithorn building. It was an honor that the Rector of the Faculty of Architecture of Chulalongkorn University presented the conference report. This was followed by our faculty's Dean declaring the official opening of DRS2012: Bangkok and the Chairperson of the DRS also gave a short speech to all the delegates.

Our first keynote lecture was both performed and presented by Pichet Klunchen, a world renowned Thai dancer. His lecture explained his interpretation of Thai classical dance with a theory of the triangle, circle and quadrilateral created for the purpose of clarity and tangibility.

The welcome reception was held in the main hall of the Mahachulalongkorn building, built in 1914 in Sukhothai style. Our 5 exhibitions were also launched at this time.

DAY II

The second day of the conference began with our keynote lecture by Mechai Viravaidya, who is considered an Asian hero of sustainable community development. His lecture was about the success of the Mechai Pattana school which functions as a lifelong learning center and platform for economic and social advancement, for rural communities. The school was created in 2009 in northeastern Thailand to craft a new generation of honest, caring, resourceful, and philanthropic citizens.

Individual presentations were all held in the Mahachulalongkorn building.

The dinner cruise was held that night and

a shuttle service was provided from the venue to the pier. The cruise took about 2 hours, and our delegates appreciated the stunning views along the Chaopya River. The cruise was also an opportunity for networking.

Exhibitions for 1-4 July

A Sonata in Thai Silk by Wichai Lailawitmongkhol (Rm. 213)

Gap the Mind: Peace by Takerng Pattanopas et al, outdoors

Chaos by Gaia Scagnetti (Main Hall)

Dis-figured by Saran Yenpanya (Rm. 212)

Graduation Exhibitions (Rm. 212)

DAY III

The morning began with mini-workshops, and poster and paper presentations.

Workshops

Sustainable Colour Design by TOA Paint

- Organized by Assoc. Prof. Piyanan Praarnrachakit (Colour Design Consultant, TOA Paint Thailand Co. Ltd.)

- This workshop aims to reveal esoteric knowledge about the advanced use of colour, tone and shade to enhance spaces and moods. A sustainable color process is one that is infinitely repeatable and exhibits positive influence on people and the planet and is profitable.

Design as Culture Work — The Culture of Design, Designs, Designers, Design Clients, Design Society Academics

- Organized by Richard TG. (Master of Design, De Tao Masters Academy, Beijing-Shanghai, Professor of Design Creativity and Innovation, Grad School of System Design and Management, Keio University, Hiyoshi, Japan)

- Design as a profession is a culture, along with engineering as a different culture, and management as another different culture. Concrete steps to building and installing in generations of designers this more powerful culture of design-designers-designing is one goal of this workshop. Two things are needed—not just spotting and mapping all the interactions between design and cultures but, also, using the most powerful tools for understanding and handling cultures found in such interactions. This workshop introduces ten such tools.

Thailand's *Re:Search Design Showcase Forum*

Wannasilpa Peerapun gave the first presentation titled *Participatory Planning in Urban Conservation and the Regeneration of the Amphawa Community.* The paper focused on a small municipality which previously was a water-based commercial center in Samut Songkhram. Now, with the advent of land transportation, the community' economic importance has faded and people are migrating out of the area. A community conservation and planning model began in 2000 and has since been refined in strategy and policy. The project has become an exemplary case study.

Kasama Yamtree then presented *Architecture of Min, Yours and Ours.* She talked about ideas of how architecture has changed over time. Many positive and negative experiences cannot be explained because they are often carried within people. It can be said that architecture is a space where people come to learn and pass on their knowledge and community culture.

Wan Sophonpanich's *Disastrous Design for Disaster* discussed how designs for disasters that lack grounded research, clear understanding and a sense of humility might merely provide good intentions.

Saran Yen Panya is a designer who possesses a unique and distinctive way of borrowing from traditions, customs and beliefs. *Design Thinking and Sustainable Culture* reflected his viewpoint on 'low income, high taste' consumer culture through critical design.

DESIS Network is a network of design labs based in design schools and design-oriented universities that promotes social innovation and sustainability. DESIS began in 2009 with a support from UNEP and now there are 25 DESIS Labs in Europe, North America, Africa, Asia and Australia. There are 3 major DESIS projects: *Public & Collaborative*, *Philosophy Talks*, and *Showcase*. This network was introduced by Prof. Ezio Marzini.

At the conclusion of the forum, a panel discussion with Prof. Ezio Marzini debated the topic *Using Design Thinking and Design Knowledge to Trigger, Enable and Scale-up Sustainable/Social Innovation in Thailand*. The panelists were Lorrain Gamman, Adam Thorpe and Gaia Scagnetti.

The keynote lecture was presented by Toshi Nakamura and titled *Innovation with Impact*. Toshi is interested in innovation for developing countries. His lecture discussed the impact of his design brand *Kopernik* on the lives of lower income communities.

Finally, the stage was given to the host of DRS CUMULUS: Oslo 2013, Prof. Liv Merete Nielsen. Prof.Makoto Watanabe also announced the coming event in Tokyo: 5th IASDR2013 Tokyo.

DAY IV

The morning session was of parallel presentations. The afternoon session was a *DRS+Holcim* Symposium.

Singh Intrachooto - Holcim Awards Silver 2011 awardee - presented *Urban Farm Urban Barn*. The idea is to integrate 'agricultural platforms' into all aspects of architecture in the urban environment. Green and productive land with fresh produce does not only shorten the food product but also provides heat sink for a densely populated capital city. This can help revitalize deteriorating urban conditions.

The Holcim Keynote Lecture 2 - *Which kind of More?* - showed the impact of urban population growth in terms of the demand for materials and resources. The study shows that requirements for basic needs such as water, food, safety and shelter occur, especially in developing countries, alongside a demand for building materials and technology. The aim of Dirk Hebel's study is to re-invent indigenous building methods, construction technologies, and materials to come to understanding of appropriateness and sustainable thinking.

The Holcim Keynote Lecture 3 was presented by Jurgen Mayer H., who received the Holcim Award Bronze 2005 Europe (MetropolParasol,

Seville, Spain) and was concerned with activators.

Afterwards a panel discussion about DRS's and Holcim's vision of the future of design research and sustainable design was held. The panelists were Seymour Roworth-Stokes, Tom Fisher, Lorraine Gamman and Adam Thorpe, Singh Intrachooto, Dirk Hebel and Jurgen Mayer H.

The closing ceremony began with a speech from Dr. Priama Isarasena, the Chair of DRS 2012: Bangkok, and Prof. Seymour Roworth Stokes. Then a gift of rice from the K. Mechai project functioned to symbolically hand over the DRS conference to Anna Valtonen (Sweden) for DRS 2014.

A closing reception took place at Sala Prakeaw with full entertainment, cocktails, a Thai puppet show and live music.

DAY V

5 Trips

Ceramic Crafts in Amphawa and Ratchaburi and a Domnern Saduak Floating Market Tour

- Organized by the Department of Industrial Design, Faculty of Architecture, Chulalongkorn University

Wickerwork Crafts in Angthong and Nonthaburi and the Historical Sites of Ayutthaya

- Organized by the School of Architecture and Design, King Mongkut's University of Technology Thonburi (KMUTT)
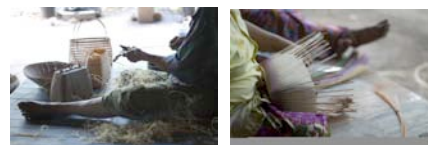
Up & Coming Design Studios in Bangkok

- Organized by the Department of Industrial Design, Faculty of Architecture, Chulalongkorn University

Arts & Designs in the Royal Palace + Thai traditional cooking experience

- Organized by the Communication Design International Program, the Department of Industrial Design, Faculty of Architecture, Chulalongkorn University

Visit C.G.S. (Thailand): 'Total Solution for Packaging' Training

- Organized by C.G.S. (Thailand) Co., Ltd and the Department of Industrial Design, Faculty of Architecture, Chulalongkorn University

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