

## Organizing Committee

Prof. Dr. Hubertus von Amelunxen  
Prof. Dr. Joachim P. Hasebrook  
Prof. Dr. Hans von Sichart  
ISNM International School of New Media  
at the University of Luebeck

## Program Committee

to be announced

## Sponsors

to be announced

## Conference Organization & Marketing

EcoNos, Jens Steinfeld

## Design & Layout

noesis, Uli Schmidts

## Contact

Send all contributions and requests for information  
to [info@cognitive-design.de](mailto:info@cognitive-design.de)

## Office hours

9:00 am to 5:00 pm  
phone +49.451.280330, fax +49.451.28033190

## Address

Cognitive Design Congress  
clo ISNM International School of New Media  
Willy-Brandt-Allee 31c, D-23554 Lübeck

FIRST INTERNATIONAL CONGRESS

**COGNITIVE DESIGN**

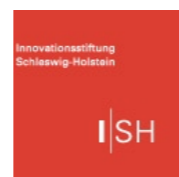
SHAPING INTERACTIVE KNOWLEDGE  
FOR THE 21ST CENTURY

SEPT. 21-23, LÜBECK, GERMANY

**CALL FOR INTERACTION  
& PRELIMINARY PROGRAM**



Ministerium für Wirtschaft,  
Technologie und Verkehr  
des Landes Schleswig-Holstein



ISNM INTERNATIONAL SCHOOL OF NEW MEDIA  
MEDIA DOCKS - EUROPEAN CAMPUS FOR DIGITAL MEDIA

Cognitive Design involves the shaping of knowledge portals and grounds the possibility of other forms of experimental and applied knowledge. Since the 19th century, design has developed from being a discipline which initially shaped the object and the relationship between user and object, to being one which today comprehensively analyses and shapes the relationship between material and immaterial world. Design is poised to establish itself as one of the most important meta-disciplines. According to the French

“The role of the designer involves not so much producing ‘new’

What cultural preconditions will be required in the future for us to be able to regard every act of communication in the global community as an act of communication with the global community?

## Invited Speakers

**Gerd Doeben-Henisch** is professor for Computer Science at the University of Applied Sciences Frankfurt/Main with special interests in representation and dynamic modeling of knowledge. He also founded the multidisciplinary master course on Intelligent Systems and Autonomous Life and the Institut for Applied Computer Science in Health Care in Frankfurt. Before becoming a professor, Gerd founded and led Knowbotic Systems Ltd., a company for intelligent agent software which earned the Innovative Founders' Award of the city of Frankfurt. Gerd is member of the Institute of New Media (INM) in Frankfurt where he conducted several research projects including the Knowbotic Interface Project. Having been a member of the Jesuit order, Gerd studied theology and was lecturer at the Catholic University St. Georgen. He also studied philosophy, psychology, linguistics, and scientific methods at the Center for Information and Language Processing (CIP) at the University of Munich.



**Hermann Maurer** is full professor at the Graz University of Technology since 1978, since October 2000 also Dean of Studies for Telematics. In addition, director of the Research Institute for Applied Information Processing of the Austrian Computer Society 1983-1998; chairman of Institute for Information Processing and Computer Supported New Media since 1988, director of the Institute for Hypermedia Systems of JOANNEUM RESEARCH since 1990, director of the AWAC (Austrian Web Application Center) of the ARCS (Austrian Research Centers) 1997-2000, member of the board of OCG (Österreichische Computergesellschaft) 1979-2003 and since 2001 chief scientist of the KNOW Center (K+ Center), the first research center on Knowledge Management in Austria. Author of many scientific books and science fiction novels, visiting professor at the Universities of Calgary, Karlsruhe, Dallas, Brasilia, Denver, and Auckland.



**Matthias Rauterberg** is fulltime professor for “Human Communication Technology” at the Department of Industrial Design at the Technical University Eindhoven, and since 2004 appointed as visiting professor at the Kwansai Gakuin University in Japan. He has held teaching and research positions at the Universities of Hamburg-Harburg, Oldenburg, and Swiss Federal Institute of Technology (ETH). He was the head of the Man-Machine Interaction research group (MMI) at the Department of Industrial Engineering (ETH). He holds a M.Sc. in Computer Science, a M.Sc. in Psychology and a B.A. in Philosophy. He finished his PhD in Mathematics/Computer Science at the University of Zurich. His current interests include design of interfaces “beyond the desktop”: active forms, adaptive systems, awareness, emotional design, entertainment computing, ergonomics, interaction design, ubiquitous computing.



## Topics

**Ubiquitous proximity** die Lehre der Nähe (On Proximity)

**Dislocation** die Lehre des Ortes (On the Location)

**Trust** die Lehre des Vertrauens (On Trust)

**Collective Intelligence** the Lehre des Verstehens (On Understanding)

**Translation** die Lehre des Anderen (On the Other)

**Shaping Senses** die Lehre der Musik (On Music)

**Here/There** die Lehre der Geschwindigkeit (On Speed)

## Contributions

We call for interaction, not for talks or papers. We want to create excellent collaboration which leads us to results and proofs to be efficient. Therefore, we adapted open space and workshop formats from the industry.

We call for interactive project and poster presentations which help to elicit a vivid discussion process in small teams: All conference participants should be active working in parallel teams which are not bigger than four to six persons enabling optimal use of expertise and gifts. All ideas and contributions are documented immediately on flip charts provided by the conference organizers. Everybody uses pens and post-its, and, if possible, pictures should be drawn instead of writing text.

New ideas are absorbed and developed, at once, new and improved versions of the documentation are created all the time. If new persons (from other teams or workshops) are coming in, they are integrated immediately. All participants may move around between teams all the time. New people get a brief presentation of the flip charts created so far. All workshop participants activate people by asking them questions. Documentation and flip charts should be self-explanatory.

Are you ready to work with this challenging workshop format? Do you have exciting new ideas, projects, or research results? If yes, we would appreciate your application for a workshop (one hour minimum, two hours maximum):

**Deadline:** 31st of May 2005

(authors notified 15th of June)

**Format:** 2 to 4 pages (DIN A4 or Letter) in writing including pictures and references; PDF and Word files are preferred.

**Contact:** Send all contributions and requests for information to [info@cognitive-design.de](mailto:info@cognitive-design.de)

**Office hours:** 9:00 am to 5:00 pm  
phone +49.451.280330, fax +49.451.28033190

**Conference Fees:** Tutorial 350 Euro, Conference 240 Euro (early registration 200 Euro, students 120 Euro); VAT included

**Location:** Media Docks – European Campus for Digital Media, Willy-Brandt-Allee 31c, D-23554 Lübeck



## Preliminary Program

21/09/2005  
Pre-Conference Day

### Tutorial I:

Designing Learning Processes, building competence  
Prof. Dr. Joachim Hasebrook, ISNM & efiport AG  
Prof. Dr. Michael Herczeg, IMIS / University of Lübeck

### Tutorial II:

Les is mor – shaping the user experience  
Prof. Dr. Hans von Sichart, ISNM  
Jan-Erik Baar, Global Account Manager Philips Inc.

### Tutorial III:

eCulture – Cultural Heritage and the Archives of the Present  
Prof. Dr. Hubertus von Amelnunx, ISNM  
Prof. Dr. Andreas Schrader, ISNM

Opening Reception at the historic City Hall of Luebeck with an opening speech from Pierre Lévy about the philosophy of the cyberspace and collective intelligence entitled Trees of Knowledge.

Dining and wining.

22/09/2005  
Conference Day I

### 9:00 Keynote

John Thackara, symposiarch and director of Doors of Perception design conference:

10:00 Coffee Break

10:15 Invited Talk

NN

10:15 Interactive Workshop Session

11:15 Invited Talk

Technological Dreams & Nightmares – An Outlook To The (Near) Future  
Hermann Maurer, Professor at the Technical University of Graz, Director IICM & Chairman Hyperwave Inc.

11:15 Interactive Workshop Session (ctd.)

12:00-13:00 Lunch Break

13:15 Keynote

Brain Interface Design

Gerald Maguire, Professor at the Royal Institute of Technology in Stockholm

14:15 Invited Talk

NN

14:15 Interactive Workshop Session

15:00-15:15 Coffee Break

15:15 Invited Talk

Jan-Erik Baars, Global Account Manager Philips Inc.

15:15 Interactive Workshop Session (ctd.)

16:15 Invited Talk

How to simulate the planet Earth in real-time  
Gerd Doeben-Henisch, Professor University of Applied Science and Institute of New Media in Frankfurt/Main

16:15 Interactive Workshop Session (ctd.)

17:00-18:00 Break

18:00 Reception and Social Event

23/09/2005  
Conference Day II

9:00 Keynote

The future of the PC, the Windows platform, and all its implications  
August de los Reyes, User Experience Manager, Microsoft Inc.

10:00 Coffee Break

10:15 Invited Talk

Anti-Dogmatic Design

Mathias Rauterberg, Professor Technical University Eindhoven (NL):

10:15 Interactive Workshop Session

11:15 Invited Talk

NN

11:15 Interactive Workshop Session (ctd.)

12:00-13:00 Lunch Break

13:15 Closing Remarks & Final Discussion

14:15 ISNM Tour

Open invitation to visit International School of New Media (ISNM) University of Luebeck, explore students' interactive project installations and discuss current research projects.

16:00 Final Reception

## Speakers

Pierre Lévy is a philosopher who devoted his professional life to the understanding of the cultural and cognitive impacts of the digital technologies, to promote their best social uses and to understand the phenomenon of human collective intelligence. He has written a dozen of books on this subject that have been translated in more than 12 languages and are studied in many universities all over the world. He currently holds a Canada Research Chair in Collective Intelligence at the University of Ottawa (Canada).



## Keynotes

August de los Reyes is user experience manager for MSN search at Microsoft. He attended chef school when he was 14, then majored in New Media Design and Creative Writing at Bennington College in Vermont, and was the youngest ever contributing associate at the Harvard Review. In 1995, August and six other seniors from Bennington presented a CD-ROM multimedia enrollment tool that at Mac World Expo '95 and the exposure brought many job offers. He worked on a series of technologies, from organizing a system for launching Eastman Kodak's website in 35 countries to researching ambient intelligence at Philips in Holland. Today, August is the liaison between product design and marketing for MSN branding, provides creative direction for MSN branding collateral, and owns the look of My MSN and MSN Homepage portals.



Gerald Q. Maguire Jr. Ph. D. (1983) and M.S. (1981) in Computer Science, University of Utah and B.A. magna cum laude, Physics, Indiana University of Pennsylvania (1975). Professor, Royal Institute of Technology (KTH) in Stockholm (Sweden) since July 1994. He was on the faculty of the Columbia University between 1983 and 1993. He has also been a Gastprofessor at Technische Universität Graz and Program Director for Experimental Systems, U.S. National Science Foundation. He was also received funding from Hewlett Packard Inc. and Ericsson Radio Systems for the development of mobile internetworking systems. His research interests include: Mobile computing and communication systems, internetworking, picture Archiving and Communication.



John Thackara is a symposiarch who designs events, projects, and organizations. He is also the Director of Doors of Perception (Doors), a design futures network with offices in Amsterdam and Bangalore. Founded as a conference in 1993, Doors now connects together a worldwide network of visionary designers, thinkers, and grassroots innovators. Current clients include Schiphol Airport, Europe's High Speed Train Network, the administration of Hong Kong, the University of Amsterdam, a regional development agency in the UK, and a national childrens hospital. A former journalist and publisher, John was the first Director (1993-1999) of the Netherlands Design Institute. He edited Design magazine for five years, was later Modern Culture Editor of Harpers & Queen, and was design correspondent of The Guardian. From 1989-1992 John was Director of Research at the Royal College of Art, and was twice chairman of the European Design Summit. He is a member of the Virtual Platform, a club of research institutes which advises the Dutch government; he also sits on expert groups advising the European Commission.



The science of the future will analyse and evaluate its own discipline in terms of the inclusion or exclusion of other disciplines; a separation between natural sciences and the humanities will be eliminated through the formation of an understanding for one another and through the development of common knowledge portals; it will be indispensable for all social realms to design communication. In order to be able to build up and effectively design regional, national and international networks, new languages are emerging which combine sound, image, text and direct perception and which are no less revolutionary than the invention of telegraphy almost two centuries ago.

Whereas until the mid-20th century language had the main role in the process of explaining and communicating, with the "Iconic Turn" in the 1980s there was a shift in favour of pictorial representation turning "spaces" of conversation into presentations and textures of images.

As of the 1990s, with the Internet's global embrace of the information worlds, another change took place from the passive to the (inter)active perception of information, and thus to cooperative and distributed formations of knowledge.

semiotician Abraham A. Moles,

objects ... as demanding an absolutely stable environment."

This period also saw the emergence of the "meta-design" movement, a first attempt to create a generally valid basis of trust for all communication processes by linking science, social systems and design. The objective was, and is, to create understanding, reliability and trust for the global work. Cognitive Design signifies a further step within this development towards bringing together different disciplines and forms of knowledge with a view to an "open" science, whose goal is knowledge aiming at global action.

"Because in the past transmitter and storage media were in short supply, for a long time we lived outside knowledge. Today, by contrast, we move in the space of knowledge, in the permanent virtual present of knowledge-satiated

spaces, yes, we are inundated with knowledge."

Michel Serres,  
Literature and the Exact Sciences