

Gender, design & market

09.00 – 09.30 Coffee/tea. Mapping and visual presentation of participants by Nina Lysbakken.



09.30-09.45 Welcome.

Gunnar H. Gundersen, Head, Department of Product Design, Oslo and Akershus University College of Applied Sciences



09.45-10.00 Practical information.

Astrid Skjerven, Oslo and Akershus University College of Applied Sciences



10.00–10.30 Why does it make sense to integrate a gender perspective in research?

Ella Ghosh, Senior Adviser, The Committee for Gender Balance and Diversity in Research (KIF, Norwegian Association of Higher Education Institutions (UHR))



10.30–11.00 Swadeshi vs. Multinational: The Product Semantics of Feminine Beauty Products in India

Saurab Tewari, Assistant Professor, School of Planning and Architecture Bhopal, India



11.00–11.30 The Benefits of Gender Equality and Diversity in Design: Growing a Culture of Diversity to Cross-pollinate Design Educations

Nina Bjørnstad, The Oslo School of Architecture and Design

11.30–12.00 Coffee break



12.00–12.30 50% Design

Leslie Arthur and Phillipa Marsh, Senior Lecturers, Nottingham Trent University



12.30–13.00 Gender and Movement Matters for Digital Interaction

Lise Amy Hansen, The Oslo School of Architecture and Design

13.00–14.00 Lunch



14.00–14.30 Beauty or Brains, Cautious or Courageous? Gender and Power in Online Visual Designs

Nina Lysbakken, The Oslo School of Architecture and Design



14.30–15.00 What are you waiting for?

Anniken Fjelberg, co-founder at 657 Oslo/Superblaise/UT: studentbyrå

15.00–15.30 Panel discussions and conclusions

Astrid Skjerven leads the discussion

15.30–16.00 Next year's conference: Time, place, theme.

Nina Bjørnstad leads the discussion on "WonderWider"

18.00 – > EPDE Pre Conference Reception

Address

Oslo and Akershus University
College of Applied Sciences
(HIOA), 3rd Floor at Pilestredet
46, Oslo.

Sign up

Registration should be made
within August 22 to
Wenche.Lyche@hioa.no.
Please inform about eventual
food intolerances.

Questions

If you have questions, please
do not hesitate to contact any
of us: Wenche.Lyche@hioa.no,
Astrid.Skjerven@hioa.no,
Nina.Lysbakken@aho.no and
Nina.Bjornstad@aho.no

Other design events

E&PDE, the 19th International
Conference on Engineering and
product Design Education will
also be hosted by HiOA in Oslo
the 7th–8th of September:
epde.info/epde2017

The three-day event Designers
Saturday is hosted in Oslo the
8th–10th of September:
www.designerssaturday.no