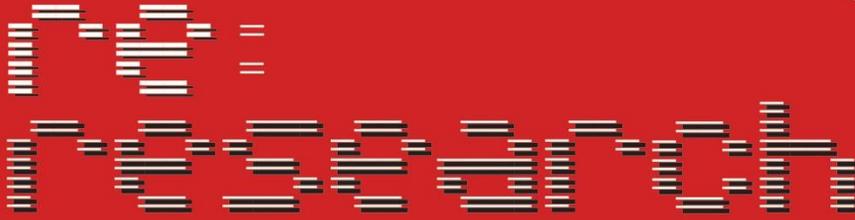


October 31- November 3

2017  
IASDR  
Conference

College of  
Design,  
Architecture,  
Art & Planning

University  
of  
Cincinnati



## IASDR 2017: President's Welcome

It is a great joy for me to welcome all the participants on behalf of all members of the 7th International Congress of the International Association of Societies of Design Research (IASDR). I am particularly pleased because, for the first time, the conference will be held in the continent of America. I would like to express my sincere appreciation of and congratulations to the College of Design, Architecture, Art, and Planning (DAAP) at the University of Cincinnati for their historical dedication to the development of design research.

IASDR is the only international design research organization of its kind worldwide. Its seeds were sown when representatives from design research societies in Japan (JSSD), Taiwan (Chinese Institute of Design (CID)), and South Korea (Korea Society of Science of Design (KSDS)), and the Design Research Society (DRS) gathered in Seoul in 2004 and agreed on the need for a world-level association of design research societies. At that very time and place, those present signed a memorandum of understanding (MOU) for the foundation of IASDR, which was the starting point of what has been achieved since then. The following year saw the historical establishment of the association in Taiwan as well as the hosting of the first IASDR Congress. With the subsequent participation of the Design Society (DS) the association grew to consist of five design research organizations representing regions and fields around the world and to become a truly global organization representing international academic design research. The IASDR conference has continued to develop both qualitatively and quantitatively since its first event in 2005: This year's congress boasts a variety of programs including presentations, a graduate colloquium, writing workshop, exhibits, panel discussions, special sessions, and keynote speeches by renowned scholars and design professionals.



The theme of the IASDR 2017 conference is "Re:Research." With the ongoing, dramatic transformation of the design paradigm, the role and significance of design research today requires us to reframe and rethink. Accordingly, research on the new roles, significance, methods, processes, and identity of design must be intensified and expanded more than ever.

The IASDR 2017 could not have been prepared so successfully without the efforts of countless people. Particularly, I would like to thank Professor Craig Vogel, the chairperson of the organizing committee and Associate Dean of DAAP, for hosting the congress and making thorough preparations, and the University of Cincinnati for offering a wonderful venue and vital human resources. I also would like to convey my sincere gratitude to the advisory board members, reviewers, chairs of the

committees, volunteers, researchers who will submit their best works, and participants who will come from all over the world.

I sincerely hope that this congress can become an invaluable platform on which all the design researchers, designers, and students share common findings and debate differences for reframing the meaning of design research. I have no doubt that the precious collection of academic papers will contribute considerably to the development of design research and the establishment of a body of knowledge for design. However, the role of the congress is more than solely for the exchange of academic research. In my view, engagement in the active exchange with participants from diverse fields around the globe, leading to the discovery of mutual interests and the building of close mutual networks is just as important as research. I truly hope that all of you come to enjoy the innovative spirit of the city of Cincinnati that bore the Wright brothers and Neil Armstrong.

Thank you very much.

*Kun-Pyo LEE*

Kun-Pyo LEE  
President, International Association of Societies of Design Research

*iasdr*

342 Clifton Court, Cincinnati, Ohio 45221 USA

UNIVERSITY OF   
Cincinnati

D | A | A | P

iasdr2017@iasdr2017.com