

Dean, Robert Probst  
DAAP  
University of Cincinnati  
Nov. 20, 2017

Dear Dean Robert Probst and Organizing Committee

On behalf of IASDR (International Association of Societies of Design Research) I would like to express my deepest gratitude to you and the organizing committee for hosting the 2017 IASDR congress at DAAP, University of Cincinnati. Thanks to all your dedication and well-orchestrated management of the five days-long conference, the 2017 IASDR was so successful in many respects.

The achievements of the 2017 IASDR at DAAP are very significant in many ways. First, the conference was the first design research conference on a worldwide level held in the United States where traditionally design for business and practice are very strong. It was at DAAP where knowledge-focused and practice-oriented design research got together to connect academia and business. It was a long dream to converge research and practice in the discipline of design, and it was fairly well achieved at DAAP.

Secondly, the DAAP team made a creative disruption in the format of a research conference that usually has oral presentations, poster presentation, and colloquia. The 2017 IASDR, however, adopted a TED style keynote speech, various special sessions with intensive follow-up discussions with the speakers, journal editors' sessions, design organization leaders' session, and others. IASDR in DAAP demonstrated very well how design can creatively contextualize the conference to fit a new environment. Who else would have thought of a gala dinner in a football stadium, with a full marching band and a huge display? These new tryouts made a great contribution to imagining future IASDR conference.

Last but not least, all the DAAP faculty members, staffs, and students showed their heart-felt, warm hospitality and active engagement for all the participants from around the world. I am sure that all the participants have left deeply impressed by DAAP. Congratulations on DAAP's strong initiative of design research in America. I am looking forward to DAAP's continuous support and leadership for design research and for IASDR. Thank you again for your great contribution to IASDR.

Sincerely Yours



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