DESIGN TALKS & DEGREE SHOW

PROGRAMME
Things do not always go according to plan. Indeed, one does not have to be an experienced designer to realise that design is largely about facing the unforeseen. While frameworks and formulas are fantastic tools to project oneself and others into unknown futures, what happens after take-off is to a significant degree a matter of learning by doing: All the time being attentive and through experience coming to understand what it takes to bring something outstanding out of something promising. To design is to nurture this ability, this sense and sensibility. It is about making the most of glitches, seeking out the new and the different, trying to imagine how things could be.

Still, there are many things that we do not know how to handle, complex challenges where our experience and intuition fails to provide a grasp of the situation. And as we struggle to find our way, we might even feel that the future is somehow out of control, be it by inevitable events, technological developments or something else. We might even be tempted to think that the future is somehow already determined, whether we like what it brings or not.

As designers we should know better, and at heart we do. We have learned, sometimes the hard way, what it takes to bring something from possibility to reality.

We understand the crucial importance of developing a deep understanding of what unfolds, and for structuring processes in order to bring about change. We also know that not all ideas should become reality. On the contrary, one of the first lessons we learn is to “kill our darlings”. And we do kill them. But looking at the world around us, it is also quite clear that we have work to do.

And so, let us rephrase what is actually at stake here: What kind of experience does it take for us to become truly sensitive to sustainability, in the way we a century ago formed industrial design as a response to the shift from craft to industrial production? What insights are required for us to actually embrace diversity, like we many decades ago began to realise what it means to design not only for, but with, others? What does it take to show that living with massively networked technologies is what we make it become, even if at the moment seems to be all but impossible to understand who is using what information and for what purpose? Indeed, what does it take to constantly push design to address these ever-increasing levels of complexity?

We are more than proud to share the work of the designers who will lead the way finding this out: Please welcome the 2018 graduates of Umeå Institute of Design.
Thursday 31 May

09.00  The Gendered Landscape (city tour); see the city through gender glasses
       *Gathering at UID reception desk*

10.00  Discover the +Project at Sliperiet, how to build a wooden house using additive manufacturing
       *Meet at UID*

11.00  Guided Tour at Bildmuseet
       *Meet at the museum reception*

11.30  Registration & light meal

13.00  Opening words

13.15  A conversation with Tim Brown (IDEO)

14.15  Coffee break

15.00  Design Talks (Part 1)

16.00  Break

16.45  Design Talks (Part 2)

18.00  Dinner

19.15  Exhibition opening & lounge party

Friday 1 June

10.00  Design Talks (Part 3)

11.00  Coffee break

11.30  Keynote from alumna Stina Nilimaa Wikström (VP Design at the Volvo Group)

12.20  Closing words and light meal

13.00  Parallel networking activities:
       Company presentations
       Discover the Umeå Arts Campus
       Pre-scheduled interviews

15.00  Design Talks Part 1
       Thursday 31 May

IXD  Lene Christin Rydningen
     Memo
     *Making medicine management in somatic hospitals safe, precise, and efficient.*

BFA  Mattias Borg
     Gomu
     *How can we decrease the environmental footprint in the skateboard industry?*

APD  Marc Saboya Feliu
     Vivi: Evolving CPR Training

TD  Anja Didrichsons
    BMW Motorrad – Spirit
    *What if motorcycles could feel alive?*

BFA  Felicia Hjelmqvist
     Fabric Tells
     *Making clothing consumption sustainable*

IXD  Yi-Ting Chien
     Bringing the Past to Life
     *An immersive tour at Umeå’s Prison Hotel*
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<thead>
<tr>
<th>Time</th>
<th>APD</th>
<th>TD</th>
<th>BFA</th>
<th>IXD</th>
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<td>10.00</td>
<td>Thomas Helmer</td>
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<td></td>
<td>COOE</td>
<td>Karl Marteliusson</td>
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<td></td>
<td><em>Empowering small scale assembly lines</em></td>
<td><em>Lynk &amp; Co Circ</em></td>
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<td><em>A circular mindset for the automotive industry</em></td>
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<td>11.00</td>
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<td>Carolina Weigl</td>
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<td>Soilhood</td>
<td><em>Helping urban citizens contribute to their local natural environment</em></td>
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<td>11.30</td>
<td>IXD</td>
<td>Andre Kennedy</td>
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<td>Olive: Inclusive Financial Systems</td>
<td><em>How might distributed technologies help us realise inclusive financial systems?</em></td>
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<td>APD</td>
<td>Jenny Holmsten</td>
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<td><em>Under 12 &amp; Epileptic</em></td>
<td><em>Confidence and freedom in the daily life of epileptic children and their families</em></td>
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<td>Joakim Bonilla</td>
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<td><em>Reducing the time we dedicate to cleaning</em></td>
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<td>Piotr Kuklo</td>
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<td>The future of podcasting</td>
<td><em>An audio story community platform</em></td>
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<td>Moritz Seifert</td>
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<td>Volvo Volem</td>
<td><em>More comfortable, breath-taking and responsible journeys around the globe</em></td>
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<td>Anders Sandström</td>
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<td>Mining in zero gravity</td>
<td><em>Looking to the stars for the future of mining</em></td>
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<td>18.00</td>
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16.00 Break
Design Talks (Part 2)
Thursday 31 May

BFA  Anton Andersson  
**Simplifying Skin Self-Monitoring at Home**  
*Skin self-monitoring for early skin lesion identification*

IXD  Akansha Aggarwal  
**Donor Space**  
*Supporting donors with blood stem cell donation*

APD  Jon Sommarström  
**MUNI**  
*AI Assisted pain coping strategies*

TD  Tyler Macdonald  
**The Aurora**  
*What does space tourism look like in 2040?*

BFA  Sofia Bjurman  
**Home Preparedness**  
*Surviving a societal crisis without electricity in the city*

APD  Daan Hekking  
**Pling**  
*Improving health literacy for newly diagnosed children with chronic disease*

BFA  Andreas Zetterberg  
**Ahead of the Curve**  
*More convenient snowboarding*

APD  Franziska Heuck  
**Mama C: Safe Surgery at Birth**  
*Training health care personnel to provide safe caesarean section in low resource settings*

BFA  Carl Hernek  
**Sensor – Smart Office Activity Tracking**  
*Reducing sedentariness in desk jobs*

IXD  Joanna Pruchnicka  
**VEA**  
*A better way to live with Endometriosis*
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<th>Talk</th>
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<tr>
<td>18.00</td>
<td>Dinner</td>
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<td>19.15</td>
<td>Exhibition opening &amp; lounge party</td>
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| APD   | Aileen Kassing  
Dräger Viive  
Empowering rescue divers |
| TD    | Ludwig Östman  
Luxe Nomade  
Enabling new experiences and privacy in luxury mobility |
| BFA   | Ebba Gallon  
Future Green Spaces in Urban Environments  
An opportunity for urban gardening |
| APD   | James Skeggs  
Relief  
Supporting noise sensitive patients with concussion through rehabilitation |
| TD    | Antti Laukkanen  
Volkswagen V-Trek  
2040: The Rise of Mental Transportation |
| IXD   | Shigeo Katsura-Gordon  
Democratizing Data  
Finding balance in a world of data-driven everything |
10.00  Design Talks (Part 3)  
Friday 1 June

**APD**
- Ahsen Gülsen  
  **Next Generation Mobile Circulatory Support**  
  *Freedom for people living with mobile circulatory assist devices*

**IXD**
- Melissa Hellmund  
  **Cella**  
  *Bringing distributed families together*

**BFA**
- Jenny Johansson  
  **Loop**  
  *Improving food waste management in Swedish apartment households*

**TD**
- Kishen Patel  
  **Mercedes-Benz Euro-Trans 5.0**  
  *High-speed intercity travel in 2035*

**BFA**
- Rebecca Jäger  
  **Dental Fear**  
  *A less frightening dental experience*

**APD**
- Jakob Dawod  
  **FLIR Vision**  
  *Helping welders achieve high quality welds*

**BFA**
- Pontus Ljungvall  
  **0001BEACON**  
  *Safe work around forklifts in warehouse settings*

**IXD**
- Yue Yuan  
  **Artventure**  
  *A platform for engaging in visual art learning*

**BFA**
- Rowena Lee  
  **Noisy Kitchen**  
  *Minimizing stress and injuries among professional chefs*

**APD**
- Rik Oudenhoven  
  **Ara**  
  *Empowering ACL patients to be in control of their own rehabilitation*
TD
Sami Laiho
*Lexus – Project Heliotrope*
*Exploring the future of vehicle ownership*

BFA
Hanna Rönntoft
*Pebbles*
*Supporting the relationship between people suffering from dementia and their relatives*

APD
Engin Güzel
*Asbestos Abatement in the Demolition Industry*
*Towards an asbestos-free future*

BFA
Denis Vilenica
*Pickan*
*Improving work equipment for car wrappers*

IXD
Siddharth Hirwani
*Augmenting Assembly Line Operations*
*Augmenting assembly line operations through multimodal interaction*

TD
Raul Salas
*Human Crafted*
*Can a vehicle celebrate humanity?*

11.00
Coffee break

11.30
Keynote from alumna Stina Nilimaa Wikström (VP Design at the Volvo Group)

12.20
Closing words and light meal

13.00
Parallel networking activities:
> Company presentations
> Explore the Umeå Arts Campus
> Pre-scheduled interviews
13.00 Company presentations

Friday 1 June

13.00 Opening words

13.05 Koji Yamaguchi (Toyota)

13.10 Ericsson

13.15 The Techno Creatives

13.20 Making Waves

13.25 Harman

13.30 Decathlon

13.35 Swedbank

13.40 Iconmobile

13.45 Daimler Fleetboard

13.50 Designit

13.55 Elisa

14.00 Huawei

Break

14.20 ÅF/InUse

14.25 Coloplast

14.30 North Kingdom

14.35 Swift Creatives

14.40 Airbus

14.45 Lynk&Co

14.50 Daresay

14.55 B&O

14.50 Giuliano Garonzi

15.00 Zound Industries

15.05 RISE

15.10 Schweizer Design Consulting GmbH

15.15 Bombardier Recreational Products

15.20 Closing Words
**Contact details**
The main point of contact is the registration desk. Stop by if you need help with any issues that arise.

Umeå Institute of Design, Umeå University, 901 87 Umeå, Sweden, +46 90 786 69 96
www.uid.umu.se

**Emergency**
Call 112 for any kind of urgent emergency. Call 1177 both for healthcare advice and for information about the clinics to contact about your particular needs (free and open 24/7).

**Taxi**
Eco Taxi: +46 90 911 911
Umeå Taxi: +46 90 77 00 00
Taxi Kurir Umeå: +46 90 18 18 18
Sverige Taxi: +46 90 100 100
Pick up address: Umeå Institute of Design, Östra Strandgatan 30, Umeå Arts Campus

**Social media**
Official hashtag: #uid18
Wifi: UmU wlan, browse to umu.se and login using:
User: Guest49981
Password: d4deq2Xf

**Cash**
The pub accepts cash or swish only. The nearest ATM is in Umeå city centre
10 minutes walk from UID

**Out and about in Umeå**
Bildmuseet — Centre for contemporary art at Umeå Arts Campus
www.bildmuseet.umu.se
1 minute walk from UID

Guitars The Museum
www.guitarsthemuseum.com
15 minutes walk from UID

Umedalen Sculpture Park
www.umedalenorskulptur.se
20 minutes car ride from UID

Västerbottens museum
www.vbm.se
20 minutes walk from UID

Visit Umeå Tourist Centre
www.visitumea.se
15 minutes walk from UID
Adam Henriksson  Zound Industries  Barbro Renkel  Uminova eXpression  
Adam Sjöberg  FLIR Systems AB  Benjamin Lopez  Philips Design  
Agneta Dahlgren  RENATA  Bianca Byring  Region Västerbotten  
Agneta Filén  Umeå Energi AB  Brice Benoit  Decathlon  
Albert Edman  City of Umeå  Camille Moussette  Apple Inc  
Alejandra Delgado  Apple Inc  Carl Berge  Berge Consulting AB  
Alejandro Sanguinetti  Nokia  Carol Tang  LEGO System A/S  
Alex Liebert  Usify  Caroline Larsson  Reload Design  
Ambra Trotto  RISE Interactive  Cecilia Talopp  Strate School of Design  
Amelie Caudron  Nokia  Charlotte Lundkvist  Umeå kommun  
Anastasia Szmulik  Atlas Copco  Christian Högstedt  Flir Systems AB  
Anderas Friedreich  Geely Design Europe  Christian Krug  Magna Steyr  
Anders Nordlund  Cliff Design  Christian Thams  Bang & Olufsen  
Andreas Nilsson  Geely Design Europe  Christofer Blom  iZettle  
Andreas Wegner  iconmobile  Dagne Vaa  Making Waves  
Anette Mångsén  Umeå Energi AB  Daniel Forsgren  Volvo Cars  
Ann Granberg  ÅF Consult AB  Daniel Jansson  Switch  
Anna Hellsting  White Arkitekter  Daniel Palmlöf  ÅF Consult AB  
Anna Nyberg  Stora Enso  Daniel Peterson  Daresses AB  
Anna Olofsson  City of Umeå  David Eriksson  North Kingdom  
Anna Parry  Hamna Shida Social Club  Didier Chimcholle  Electrolux AB  
Anna Sjöberg  duodji  Dominik Krug  Ericsson  
Anton Fahlgren  Nokia  Dominique Sciamma  Volkswagen Commercial  
Anton Hoffman  FLIR Systems AB  Edith Marie  Strate School of Design  
Apurba Pawar  Atlas Copco  Elin Jonsson  Artist  
August Edwards  White Arkitekter  Elin Öqvist  Umeå Energi AB  

Elisabeth Lind Umeå kommun
Emin Kovacevic Skellefteå Science City
Emma Korsar Sweco Architects
Emma Rozada Techno Creatives
Eric Gallina Form Trends
Erik Borg Atlas Copco
Erik Evers Bombardier Recreational Products
Eva Lindgren ÅF (InUse)
Fabian Grote Covestro Deutschland AG
Fabio Filippini Fabio Filippini Consulting
Felix Meijer Shift Design & Strategy
Francisco Lindoro Epiroc RockDrills AB
Frederik Hansen Laerdal Medical AS
Fredrik Johansson Daresay AB
Fredrik Lindegren Umeå kommun
Fredrik Pehrsson Scania
Gaynor Brown IDEO
George Cave KISKA
Giuliano Garonzi Humbly
Gosha Galitsky Epiroc RockDrills AB
Gunilla Stendahl Umeå University
Gøril Julin Making Waves
Hansol Kim Muthesius Kunsthochschule
Harald Marx Daimler Fleetboard Innovation Hub
Helene Versteegh BCG Digital Ventures

Henrik Johansson Umeå Energi AB
Herman van Beveren Decathlon
Ignacio D'Avola Nokia
Ikemoto Takuji TOTO Ltd.
Ilteris Ilbaskan Laerdal Medical AS
Jakob Annermalm Geely Design Europe
Jakub Sulikowski CNH Industrial Italia S.p.A.
Jan Johansson ÅF Consult AB
Jennie Forsberg Museum of Womens History
Jens Arvad Bang & Olufsen
Jens Kallin Huawei
Jens Näslund Globe Group
Jeroen Peeters RISE Interactive
Jiaojiao Xu Techno Creatives
Joakim Bergbom Struktur design
Joel Alexandersson Geely Design Europe
Joel Rozada Techno Creatives
Johan Grönskog Daresay AB
Johan Hägg Epiroc RockDrills AB
Jonas Bourhardt Brand Thinking AB
Jonas Hasselgren Tactel
Jonas Lindberg Techno Creatives
Jost Siebert Coloplast A/S
Kallirroi Pouliadou KISKA
Katharina Horst North Kingdom
Kenshirou Otsu BCG Digital Ventures
Toyama University
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<td>Otso Koski</td>
<td>Nokia</td>
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<td>Paavo Mäkelä</td>
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<td>Peter Stens</td>
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<td>Philipp Seeger</td>
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