

 **Design Talks & Degree Show**
June 4-5 Umeå, Sweden

UID 19

PROGRAMME

WELCOME

UID19 | Design Talks & Degree Show is a celebration of the rich talent and knowledge being developed here at the Umeå Institute of Design. The event has also become a demonstration of the strong values we hold based around people and collaboration.

This year we are hosting more than 200 external guests, signalling that the event has become a hotspot in the global design community. We are happy to see major international, national and regional participants, design professionals and representatives from the media gathering here in search of trends in the field. The guest list once again shows a wonderful combination of old and new friends, along with the ever-supportive members from our vast alumni community.

40 graduating students from product-, interaction- and transportation design along with two recent doctors in industrial design have prepared to express their journeys leading up to the show. Welcome to two days of presentations, relevant discussions and a myriad of networking opportunities. Enjoy!

Thomas Olofsson
Head of Department

PROGRAMME OVERVIEW

Tuesday June 4

- 9.00 Pre-scheduled interviews
- 11.00 Guided Tour at Bildmuseet
Meet at the museum reception
- 11.30 Registration & light meal
- 13.00 Opening words
- 13.15 Keynote from Alberto Villarreal
- 13.45 Keynote from Yasaman Sheri
- 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

Wednesday June 5

- 9.30 Keynote from Alexandra Deschamps-Sonsino
- 10.00 Panel Discussion
- 10.30 Coffee break
- 11.00 Design Talks Part 3
- 12.00 Closing words and light meal
- 13.00 Pre-scheduled interviews
- 13.15 Company presentations

TALKS

15.00

Design Talks Part 1

Tuesday June 4

PHD

Christoffel Kuenen

The Aesthetics of Being Together

A new logic of expression for interaction design practice

BFA

Lisa Thudén

WelCome - Safety in public spaces

Increase safety in public spaces by improving the experience of public restrooms

TD

Max Troicher

Exterior Interactions

How can a car enhance human senses in a new & emotional way?

IXD

Nicole Waniowska

New way of interacting with medical data

How interacting with medical data can empower people in their contact with healthcare?

APD

Alejandro Mandrión

ALO

Creating learning opportunities for all kids

BFA

Viggo Blomqvist

Pilot - Streaming for beginners

How can we make it easier for people to start live streaming?

- TD Markus Anderer
Peking to Paris
The evolution of rally motor sports
-
- IXD Ben Lee
From Curb to Launch
Explore the pre-launch, ground experience for space tourism in 2040
-
- BFA Julia Håkansson
Ättling
Improving safety when transporting children by bike
-
- APD Anton Ingvaldson
Nokia LIT
What if we could improve our daylight habits?
-
- TD Oliver Walderhaug
SNEKKJA
What if amphibious mobility wasn't just a curiosity but the norm?
-
- IXD Frida Stenlund
Empowering immigrant future-seekers
What if there was a way to empower immigrants based on their unique background stories?
-
- BFA Mattias Granlund Nilsson
Artisan
Professional urban mobility

APD

Pontus Edman

CRSQ

What if we could streamline mass rescue operations at sea?

16.45

Design Talks Part 2

Tuesday June 4

PHD

Sören Rosenbak

The Science of Imagining Solutions

Design becoming conscious of itself through design

BFA

Simon Jonasson

Phoenix

Improving the safety for firefighters during forest fires

TD

Lingxi Yuan

VOLVO PROJECT MIRROR

Facilitating the future ownership experience

IXD

Borut Kerzic

Experiencing the moment

Enhancing surrounding awareness when walking

APD

Ruben Eriksson

First Aid Kicks

Beginner creation tools specific to footwear design

BFA Fanny Jonsson
[frē]
How can we reduce the stress caused during horse transport?

TD Victor Andrean
Rolls-Royce Hyperborea
What if people would travel for enlightenment?

IXD Klio Rapakoulia
Unlocking your digital legacy
A perspective on immortality through our digital traces

APD Kristjan Juks
Waveband
Hearing through haptics

BFA Martin Westfalt
CURO
The future of pre-commercial thinning

IXD Zhi Wang
Background Music Curation with Machine Learning
How Might We Augment Human Intelligence with Machine Learning?

APD Alexander Abele
Acculan
The next generation of a surgical power tool

TD Andreas Vang Nielsen
Future Active Mobility
*Exercise the mind & body through mixed
reality transport*

BFA Felicia Evaldsson
Blip
*Facilitating sustainable choices when grocery
shopping*

11.00 Design Talks Part 3

Wednesday June 5

BFA Christian Svärd
Aegir
Finding people lost at sea

TD Haoyue Jia
2030 Volvo Compact Concept
Urban mobility freedom comes in a small size

BFA Berzah Can
TOUR.
Autonomous sightseeing for urban tourists

APD Simon Linge
Robots in hospitals
Caption

IXD

Mehek Sharma

Home, away from home

How would global nomads feel at home in a foreign culture?

TD

Tejas Purohit

NIO Project Horizon

How can we enhance social acceptance for autonomous flying vehicles in the future?

BFA

Anton Nilsson

Act

Optimising healthcare equipment during city events

IXD

Maximilian Herr

Augmented Exploration

Travelling through unknown realities

APD

Zheng Lu

TOTO iota

What if the experience of sharing bathroom can be personalised in a effortless way?

BFA

Malin Lenkeit Gesser

Carrie- Greener grocery shopping

Ease the transport from grocery store without the use of fossil fuels

TD

Edwin Senger

Land Rover BackPacker

How can reductionism add experience and appeal?

- IXD Victor Woronowicz
Creating Collaborative Business Cultures
How can we support business collaboration in rural tourist destinations?
-
- BFA Jonathan Svahn
Tolk
Ease the communication between deaf and hearing people
-
- APD Melissa Mahmutovic
Designing for Happiness
What if Happiness was something private & personal vs. social & shared?

13.15 Company Presentations

Wednesday June 5

- 13.15 forpeople Ltd
13.20 AIRBUS
13.25 Ericsson
13.30 North Kingdom
13.35 Mindforce Game Lab
13.40 DECATHLON
13.45 EGGS Design
13.50 Coloplast
13.55 VELUX
14.00 Ideenion Design AG
14.05 Above
14.10 Pierce AB

CONTINUES

14.15	Daresay
14.20	The Techno Creatives
14.25	CCM Hockey
14.30	Designit
14.35	IKEA

Guest List

Adam Sjöberg	Flir systems
Adele Treschow	Stiftelsen Etoile
Ahmed Ali	Ericsson
Alberto Villarreal	Google
Alex Jarvis	Arrival
Alex Liebert	Usify
Alexander Lundqvist	Pierce AB
Alexandra Deschamps-Sonsino	Designswarm
Alexei Altmann	Volkswagen
Alice Baggio	Aller Media OY
Anastasia Szmulik	Atlas Copco
Anders Nordlund	Cliff Design
Anders Tånger	Mindforce Game Lab
Andre Kennedy	Making Waves
Andrea Staebner	AUDI AG
Andreas Säström	Ericsson
Anette Mångsén	Umeå Energi
Anette Norén	Semcon
Anna Parry	Proto Proto
Anna Tedebring Thysell	Designmäklarna
Anna-Karin Gray	Electrolux
Annelie Pull	Umeå Energi
Anton Löf	FLIR
Antonio Aguilar	Ericsson

Apurba Pawar	Atlas Copco
Barbro Renkel	eXpression Umeå
Ben Curwood	Arrival
Bengt Palmgren	UID Alumnus
Bianca Byring	Region Västerbotten
Bilgi Karan	IKEA of Sweden
Björn Eriksen	Microsoft
Carl Berge	Berge Consulting AB
Carolin Moll	BCG DV GmbH
Caroline Ogez	Rubika
Casper Asmussen	Above
Cecilia Stööp	AJ Produkter
Charlotte Lundkvist	Umeå kommun
Christian Habermann	Scania
Christian Högstedt	FLIR
Christoph Proessler	Forpeople
Christoph Zobl	Mimi Hearing Tech
Cyrille Rouffiat	DECATHLON
Daan Hekking	The Techno Creatives
Daniel Cayard	Berge Consulting AB
Daniel Forsgren	Volvo Cars
Daniel Peterson	McKinsey Design
David Eriksson	North Kingdom
David Hooker	Pierce AB
Denise Rauchberger	Rettet das Kind
Didier Chincholle	Ericsson
Dominik Krug	Volkswagen
Elinn Bolonassos	UID Alumna
Ellacarin Blind	Samernas riksförbund
Ellen Skånberg	LINK Arkitektur
Emelie Hedén Edlund	McKinsey Design
Emily Keller	Element AI
Emma Nilsson	Struktur Design
Emmie Knoester	RISE Interactive
Engin Güzel	Struktur Design

Enock Johansson	AJ Produkter
Eric Gallina	Form Trends
Erik Evers	BRP
Erik Jansson	Avalon
Fabiola Rodriguez	VOI
Fèlix Ferrer	Reload Design AB
Felix Meijer	Shift
Francisco Lindoro	Atlas Copco
Fredrik Lindegren	Umeå Kommun
Fredrik Ausinsch	Volvo Cars
Fredrik Forsman	SVID
Fredrik Johansson	Daresay
Fredrik Pehrsson	Scania CV AB
Gabriel Åberg	Electrolux
George Cave	KISKA
George Watson	forpeople Ltd
Georges Beaujean	KISKA
Gunilla Stendahl	Umeå University
Hanako Arambula Hayasaka	Atlas Copco
Hector Mejia	Laerdal Medical
Helene Högberg	Avalon Innovation AB
Herman Van Beveren	DECATHLON
Hugo Borjesson	Dizparc
Ingemar Larsson	Plokk kommunikation
Isao Okayama	TOTO LTD.
Jakob Nørregaard	VELUX
Jan Von Loeper	UID Alumnus
Jan Östvold	Svensk Form
Jeffrey Corrado	Designit
Jeroen Peeters	RISE Interactive
Joakim Bergbom	Innovationskontoret
Joakim Bonilla	UID Alumnus
Joakim Flodman	BCG DV GmbH
Joel Boman	ITS/Umeå Universitet
Johan Granström	ABB AB

Johan Grönskog	Daresay
Johan Turdell	Umeå University ITS
John Berglind	Pierce E-commerce
John Nagamine-Jones	Honda R&D Europe
Jonas Lindberg	The Techno Creatives
Jonna Mårtensson	Catino
Jost Siebert	Coloplast
Justyna Fryczak	Mindforce Game Lab
Karin Persson	ABB Corp Research
Karson Shadley	Above
Kathrin Gasteiger	KISKA
Katrin Holmqvist Sten	Academy of Fine Arts
Keplinger Roland	Silhouette Int.
Kevin Gaunt	UID Alumnus
Kristian Ørnsvig	VELUX
Lars Isaksson	Curiosum
Lena Forsgren	ImpHRove
Lina Jonsson	Norrmejerier
Linda Gustafsson	City of Umeå
Linus Bastman	Morakniv AB
Linus Stark	Uminova Innovation
Lisa Lundgren	Mindforce Game Lab
Lise Tinmannsvik	EGGS Design
Lorenz Loew	Ideenion Design AG
Lukas Flynn	Veryday
Magali Lecavalier-Barsoum	Jewish General
	Hospital Montreal
Maja Hedlund	NOKIA
Malachy Spollen	Logitech
Malin Müller	LKAB
Manuel Gattinger	Star
Marco Guadarrama	IKEA of Sweden
Maria Rönnholm	ImpHRove AB
Maria Westin	Smart Framforande

Markus Degerman	Michael Treschow
	Stipendium
Marlene Johansson	eXpression Umeå
Martin Hanberger	Umeå Energi
Martin Lundquist	Cliff Design
Martin Schopka	Ideenion Design AG
Mats Widbom	Svensk Form
Matthias Schmiedbauer	Star
Matts Björklund	Umeå University
Mikael Marklund	Mid Sweden
	University
Mikael Nensén	AIT AB
Minoru Hirota	TOTO LTD
Nick Hull	Car Design News
Nicki Kwee	Geely Design Europe
Nicklas Fransson	IKEA of Sweden AB
Nicola Danza	Hyundai Motors
Nigel Papworth	RISE AB
Nils-Erik Gustafsson	Ericsson
Nina Augustsson	Volvo Construction Eq
Osamu Mihashi	Honda R&D Europe
Patric Svensson	Semcon Sweden AB
Paul Wolfson	Logitech
Pernilla Pantze	UID Alumna
Pete Avondoglio	UID Alumnus
Peter Juneblad	City of Umeå
Peter Reuterberg	Volvo Construction Eq
Philip Gillman	NIO GmbH
Pål Ekbeck	Monen Invest AB
Raj Nahal	Scania
Rebecca Jäger	Daresay
Rebecka Rosenlind	UID Alumna
Ronald Helger	RISE Interactive
Rosa Van Der Veen	RISE Interactive
Rosa Van Krogh	Making Waves

Ru Zarin	Umeå Energi
Rui Martins	EGGS Design
Russell Lack	Making Waves
Sabina Lindgren	SLU
Samuel Isaksson	eXpression Umeå
Sebastian Goraczkowski	Geelydesign
Sebastian Miura	Logitech
Simon Fredriksson	Above Agency
Sjoerd Hoyinck	VanBerlo
Stefan Djerkić	CCM Hockey
Stephan Ott	form Design Magazine
Stephanie Fellner	KISKA
Stephanie Knödler	Coloplast
Susanna Löfgren	Umeå Energi AB
Takuji Ikemoto	TOTO
Thomas Fröberg	Avalon Innovation AB
Thomas Herrström	Berge Consulting
Thomas Johansson	Morakniv
Tobias Mayer	AIRBUS
Tony Catignani	UID Alumnus
Tord Berggren	Link Arkitektur AB
Vera Fuest	BCG DV GmbH
Ville Lintamo	Umeå Energi
Wayne Euston-Moore	Black Dot
Yasaman Sheri	Freelancer
Åsa Boily	Umeå University

PRACTICAL INFORMATION

Contact details

The main point of contact is the registration desk. Stop by if you need help with any issues that arise.

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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.

Taxi

The UID Climate Group will help to organise shared transfers to the airport in the most sustainable way possible. Please inform your departure time at the registration desk.

Just in case:

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: #uid19

Wifi

Choose 'UmU wlan', browse to umu.se and login using:

User: Guest60239

Password: g5FciZ5N