

## WONDER seminar

**Theme:** Gender and Design education

**Place:** Design Centre, Lund university

**Date:** 10-11 September 2015

This year's seminar will focus on academia in general and in particular, on the university as a working place. On the one hand, female university employees are to higher degrees assigned to teaching, whereas male colleagues are assigned to do research. On the other hand, the academic promotion system focuses on and mainly rewards research production. To what extent does the academic working climate affect our performance from a gender point of view? How do stereotypical mind-sets regarding gender and other norms, affect our roles as design educators and researchers? Furthermore, how is the design profession influenced in general, when current students and future design practitioners, enter 'real life' and create products, services and systems reflecting their own norms and values and the ones passed on by us?

**Call for presentations (11/9 WONDER Network Day):** We look forward to discuss experiences on the topic. Female PhD-students and researchers in the field of design from the Nordic countries are invited to share your experiences. Please send a synopsis of your presentation by **24<sup>th</sup> of August** at the latest to:

[Despina.Christoforidou@design.lth.se](mailto:Despina.Christoforidou@design.lth.se)

## PRELIMINARY PROGRAMME

**Thursday 10<sup>th</sup> September Inspiration Day**

**Place: Small Lecture Hall, Design Centre**

12:00-13:00 Light lunch and registration

13:00- 13:40 **Christer Eldh**, Department for Service Management and Service Studies, Lund University

*"Gender and Academia- University as work place"*

13:50-14:30 **Nina Bjørnstad**, Institute of design, The Oslo School of Architecture and design, AHO

*"Challenge, gender, prejudices - Experiences from the course: Identity in products, services and interactions" for Industrial design students*

14:30-15:00 Coffee break

15:00-15:40 **Kerstin Sylwan**, The Swedish association of designers, [www.OMFORMA.se](http://www.OMFORMA.se)

*"Gender and design profession – experiences of inclusion and exclusion in the design profession"*

15:50- 16:30 Panel discussion. Moderator: **Inger Lövkrona**, Department of Arts and Cultural Sciences, Lund University

*"How are we doing?"*

16.30-17:00 Round-up discussion and mingle

19:00 Dinner at restaurant Italia in Lund, (at own expense)

## **Friday 11<sup>th</sup> September WONDER Network Day**

**Place: room 467**

9:00-9:30 Good morning and sum-up of the Inspiration Day

9:30-12:00 Presentations (to be announced)

12:00-13:00 Light lunch

13:00-14:30 Discussion on future activities. **Martina Keitsch**, Department of Industrial Design, Norwegian University of Science and Technology, Trondheim.

### **Practical Information:**

The event is hosted by **Industrial Design**, Department of Design Sciences, Lund University.

**Address:** Design Centre, Sölvegatan 26, SE-222 40 Lund, Sweden.

The seminar is free of charge and is open for female design researchers from the Nordic countries.

Last day to apply for participation is **28<sup>th</sup> of August**. You register by sending an e-mail to:

[Despina.Christoforidou@design.lth.se](mailto:Despina.Christoforidou@design.lth.se)

You may find more information about the WONDER network following the below link:

<http://www.ntnu.edu/womenindesignresearch/home>

If you are looking for accommodation in Lund we can recommend:

[Elite Hotel Ideon, Lund](#) which are on waking distance from IKDC

[Hotel Lundia](#) close to the railway station

[Hotel Ahlström](#) in the city centre

[Winstrup Hostel](#) close to the railway station

[Hotel Concordia](#) in the city centre

**Welcome to Lund and two exciting days!**

Best regards,

Despina Christoforidou and Elin Olander,  
Division of Industrial Design, Lund University