

*** C U L T U R A L
D I V E R S I T Y
& D E S I G N ***

13.00 - 17.00

Symposium
**CULTURAL DIVERSITY
& DESIGN**

15.00 - 15.45

Inaugural Lecture
DAAN VAN EIJK



8 december '06

 **TU Delft**

Delft University of Technology

Symposium*

Cultural Diversity & Design

There is a growing interest in the impact cultural aspects have on the interaction between people and products. Due to globalisation designers are increasingly involved in developing products that will be used in a cultural context that is not their own.

On Friday, December 8, the Faculty of Industrial Design Engineering (IDE) at the Delft University of Technology organises a symposium on the relation between Cultural Diversity and Design. Two distinguished speakers will share their vision on this topic. Prof.ir. Daan van Eijk will conclude the symposium by giving his *Inaugural Lecture*.

Location: Aula TU Delft, Mekelweg 5, Delft

Information: Faculty IDE (Tel: +31 15 278 3029)

Email: cdd@io.tudelft.nl

13.00 - 13.10

Opening of Symposium by Cees de Bont, Dean of IDE.

13.10 - 13.50*

PETRAN KOCKELKOREN is philosopher, anthropologist and professor 'Art and Technology' at the University of Twente. He will focus on the relation between culture and technology.

13.50 - 14.30*

MARIEKE DE MOOIJ is a consultant in cross cultural communications and visiting professor at several universities. She will speak about the influence of culture on consumer behaviour, marketing and advertising.

14.30 - 15.00

Break

15.00 - 15.45*

DAAN VAN EIJK is professor of Applied Ergonomics and Design at IDE. He will explore which cultural aspects are related to product design, in particular to product use and experience.

15.45 - 17.00

Reception

yes

→ **Yes, I will attend the Symposium (admission free)**
Please register at website www.io.tudelft.nl/cdd

no

→ **No, I will only attend the Inaugural Lecture**
There is no need to register