FIRST INTERNATIONAL CONGRESS
COGNITIVE DESIGN
SHAPING INTERACTIVE KNOWLEDGE FOR THE 21ST CENTURY
LÜBECK, GERMANY

InCognitive Design Roundtable
June 14th 2004
Media Docks - Lübeck
Germany

www.cognitive-design.org
In our information society full of electronic media we are constantly flooded by information in the form of fax, E-mail, TV- or radio news, short messages via mobile phone and others. Reading capability is by far no longer sufficient for selecting relevant information from not relevant. Knowledge or information actually needed can only be received if a person knows how to handle the electronic media and to filter this flood of information offered.

The merging process of knowledge and technology is with all its sociological and social consequences hardly researched, until now only comprehensible for experts and can be compared with an outdoor test of the high tech industry.

This is where Cognitive Design starts. It is the specific imparting of information with the help of all human senses. Development departments of technology companies as well as designers and philosophers try to integrate this knowledge in the development of new forms of communication in order to abolish the mistrust between communication partners. Furthermore they try to design forms of communication that can be understood by the user, are well-structured and easy to handle. Sound and images are more and more used for this purpose and complete the written and spoken word.

The financial sector wants e.g. to provide more confidence in services like e-banking for the clients and tries to transfer its image gained over decades to immaterial fields of work as e.g. the Internet. On the congress it will be discussed on an international level how it will be possible in future to create acceptance, confidence and reliability as well as proximity for the work on the Net by using Cognitive Design.

The participants in the congress will also discuss the basic preconditions which are needed to transfer virtual stored knowledge to all fields of work and life. This event in 2005 is a congress which can be experienced with all senses by the participants. Including lectures of media technologists and experts as well as philosophers and directors, it doesn’t claim to be a congress only for experts.

Cognitive Design involves the shaping of knowledge portals and grounds the possibility of other forms of experimental and applied knowledge.

As of the 1990s, with the Internet’s global embrace of the information worlds, another change took place from the passive to the active, resp. interactive perception of information, and thus to co-operative and distributed formations of knowledge.

Partial sectors in the field of design moved more and more from the design of objects to the design of immaterial communication processes.

Cognitive Design signifies a further step within this development towards bringing together different disciplines and forms of knowledge with a view to an “open” science, whose goal is knowledge processes for global action.

Given the omnipresence of “possible knowledge”, existing and future forms of communication will assume the major role of mediating between the Internet’s “archives of the present” and the work being done on the social conditions of the present.
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<td>Prof. Hubertus von Amelunxen</td>
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<td>Dinner at “Lachswehr”, Lachswehrallee 38 in Lübeck</td>
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Studied French literature and art history in Marburg and Paris. In 1989 curation (together with Timm Starl) of the first large European exhibition on W. H. Fox Talbot. From 1995 to 2000 professor of Cultural Studies and Founding Director of the Center for Interdisciplinary Research at the Muthesius Academy of Architecture, Design and Fine Arts Kiel, Germany. Visiting professor in Art History in Basel, in History of Consciousness at the University of California in Santa Cruz, USA and at the University of Düsseldorf, Germany. Author of various books and papers e.g. Les Lieux du Non-Lieu (1997), Une Histoire de la Photographie aujourd'hui pour les jeunes lecteurs (2002). Currently the Founding Director of the International School of New Media at the University of Lübeck, Germany and since 2000 Senior Consultant Curator at the Canadian Centre for Architecture in Montréal. He is a member of the Akademie der Künste Berlin.
Born in 1974, studied economics at the University of Kiel, in 1996 foundation of the company eConnex Kiel which changed in 1999 into a corporation. Since 1999 Head of the eConnex AG as well as spokesman of the Wirtschaftsjunioren Kiel, Germany and member of the Kieler Kaufmanns- und Wirtschaftsrat.
Master of science with a major in computer science at the University of Marburg. Ph.D. thesis about learning with multimedia and hypermedia systems at the University of Giessen, Germany. Further education at the schools of German booktraders in Frankfurt, Germany and Executive Education at the Goizueta Business School at Emory University Atlanta, USA. Project manager for electronic media and expert systems and different positions as head. Since 2004 full professor for e-learning and work design at the ISNM Lübeck.
Between 1985 and 1990 different grants e.g. New Art Programm, Kutztown, USA or Yellow Springs Institute, Chesterfield, USA. Works as an artist in Sineu, Spain. Various dance theatre exhibitions projects/ directing projects and exhibitions, e.g. at the Marktkirche Hannover, Germany named “Der Ozean” (1993) or European Festival of Culture in Rabat, Marokko (1993) or at the Yellow Springs Institute of Chesterfield, USA named “Temps” (1998) or Siegel de Wangenheim at Palma, Spain named “Canto del Sol” (2000).
Köhl, Markus

Special Adviser, Baltic Sea Forum e.V.
Hamburg, Germany

Born in 1970, studied economics with main emphasis on marketing at the University of Bonn and Trier. In 1997 head of the electronic commerce department of TellSellConsulting GmbH Frankfurt, Germany. From 1999 to 2000 Head of the New Media department of Köln-Messe GmbH, Germany. Founding director of artpilot and founding associate of AutoScout24 GmbH. Since 2001 Professor for e-business at the University of Kiel. Author of various books and articles on e-business, entrepreneurship and acceptance/marketing of new media in national and international newspapers. Member of the Deutscher Multimedia Verband and consultant for international journals in the field of e-business as well as CEO of eBusiness network group GmbH, Kiel, Germany.
Lives in Munich. Lecturer for Media theory at the Fachhochschule Augsburg, Germany and guest professor at the Hochschule der Künste Berlin for Scenic writing. Productions on the borders of music and theatre. Realisation of art projects in public space, festivals and projects on the themes of culture development and international culture exchange. Works on the theatrical aspects of the Internet and development of forms of interactive dramaturgy, teaching in this area. Founder of theatermaschine.net.
Participants

Prof. Otten, Jacqueline

Designer, Professor for fashion design
Hochschule für Angewandte Wissenschaften Hamburg / Design Department
Hamburg, Germany

Studied art and fashion design at the Hochschule der Bildenden Künste Noordbrabant, Netherlands. From 1992 to 1998 Professor for fashion design at the Fachhochschule Hamburg, department of design. From 1998 on Professor at the Bauhaus-Universität Weimar, Germany for fashion and public appearances. Since October 2003 Professor at the Hochschule für Angewandte Wissenschaften in Hamburg, Germany in the faculty of new media/design department. Different lectures on conferences and symposia, e.g. Action – Interaction. The Role of a fashion designer at the 3rd Asian Textile Conference in Hong Kong.
Various positions as Managing Director between 1989 and 2002, e.g. for Arabian Services Ltd., Espoo Arena and the Helsinki Hall of Culture. Since 2001 Managing Director of Art and Design City Helsinki Ltd., Helsinki, Finland.
Dr. Rantala, Eero

Former State Minister of Trade and Industry Finland / CEO Entendu Oy
Vice Chairman of the Board of the Baltic Sea Forum e.V.
Helsinki, Finland

Former State Minister of Trade and Industry of Finland and Chairman of the Board in various corporations as e.g. Baltic Sea Forum e.V. (Vice Chairman), Institute for European Affairs e.V. (member of the Board). Honorary Chairman of the Savonlinna Opera Festival and member (former chairman) of Helsinki Pop 6 Jazz Conservatory Foundation.
Reimer, Axel

Chief Executive Officer, Multimedia Campus Kiel – International Graduate School of Digital Media and Management, Kiel, Germany

Born in 1963, married, two children. Insurance salesman, economist and lecturer for economic science, economic pedagogics and sport science as well as free lecturer for accounting and taxes. From 1994 on various positions as a consultant and project manager e.g. in the field of insurances. Since 2002 Chief Executive Officer of the Campus Kiel – International Graduate School of Digital Media and Management, Kiel, Germany.
Doctoral degree in computer science. Lecturer for Systems research at the WZB (Science Center Berlin). Consultant with the Boston Consulting Group in Munich, Germany. Member of the Board of Executive Directors at Deutsche BP AG and CFO of the following companies: Bertelsmann International Publishing group, Munich, Germany; Bertelsmann electronic Media Group, Hamburg, Germany; Edding AG. Advisor in the New Media and Life Science Market.
Born in 1949 in Zofingen, Switzerland. Lives in Munich. Studied psychology, art history and philosophy at the University of Zürich. Then lecturer for dancing and cognition in various universities and academies. Since 1986 own art projects and performances e.g. (1987) Die Stadttänzer, (1989) HeimwegFragmente or (1991) Die Kabelseele. Lecturer at the HGK in Zürich, Switzerland. Received various awards as e.g. Förderpreis of Munich or Philip Morris Kunstpreis für “Echo Tope”. 
Founder of the company baltic consult wirtschaftsnachrichtendienste (1984) and former Member of the Board and Managing Director of Baltic Sea Forum e.V. Since 2003 member of the Country Group “Baltic State” Rotary International. In 2004 set up of “THINK Baltic”.
Born in 1954 in Teheran, Iran. Studied architecture at the Technical University of Brunswick, Germany. Lecturer at the Technical University Aachen, Germany and free architect. In 1991 foundation of the BRT Architekten in Hamburg. Since 1996 lecturer for architecture at the Muthesius Hochschule Kiel and the Fachhochschule Hamburg. Member of the Freie Akademie der Künste Hamburg, Germany.
Baake, Frank
Press spokesman, Music- and Congress Hall
Lübeck, Germany

Studied art history, literary science and philosophy
at the University of Bonn.
Head of the music and concerts department and the
press spokesman of the Music and congress hall
Lübeck, Germany.

Scur, Fernanda
M.Sc. ISNM, Lübeck, Germany

Student of the ISNM Lübeck. Webdesigner for
“Cognitive Design project”, CEO of Purnima
WebProjects in Brazil and Software Consultant and
Webdesigner for Oikodomo and GoDigital, Brazil.

Hildebrandt, Gert
Head of the Board Office of the
Baltic Sea Forum e.V., Hamburg, Germany

From 1993 to 2003 Corporate Communication
department of Norddeutsche Landesbank NORD/
LB, Hanover, Germany.
Since 2003 Head of the Board Office of the Baltic
Sea Forum e.V.
Schmidt, Ullrich
M.Sc. ISNM, Lübeck, Germany

Greg Judelman
M.Sc ISNM, Lübeck, Germany

Korupp, Ricarda
Project co-ordinator Cognitive Design
Baltic Sea Forum e.V., Hamburg, Germany

Studied International Communication in English and French and technical editing at the University of Hildesheim and trained as a referee for public relations and press communication at Schwabe GmbH and Norddeutsche Landesbank/NORD/LB Hanover, Germany. Since 2004 referee and project co-ordinator Cognitive Design at the Baltic Sea Forum e.V.