

# Design Innovation and Philosophy of Technology: the Practical Turn

ACADEMY *for* DESIGN INNOVATION MANAGEMENT CONFERENCE SPECIAL TRACK  
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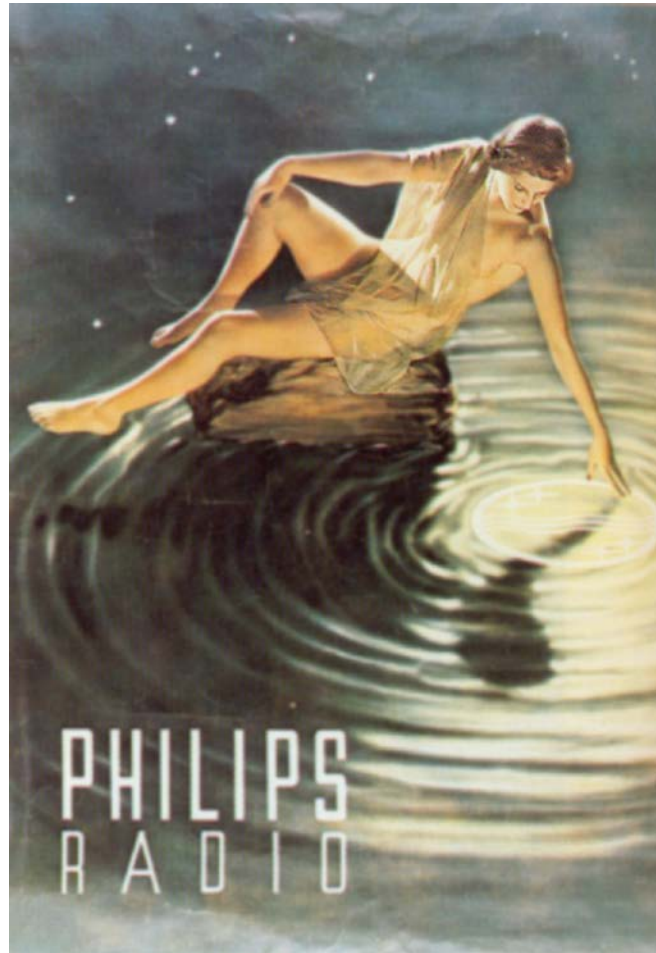
UNIVERSITY OF TWENTE.



Jean-Honoré Fragonard  
*The Philosopher*  
c.1764



Kapp, Marx,  
*Transhumanism*  
Perfection of human life  
utopian view



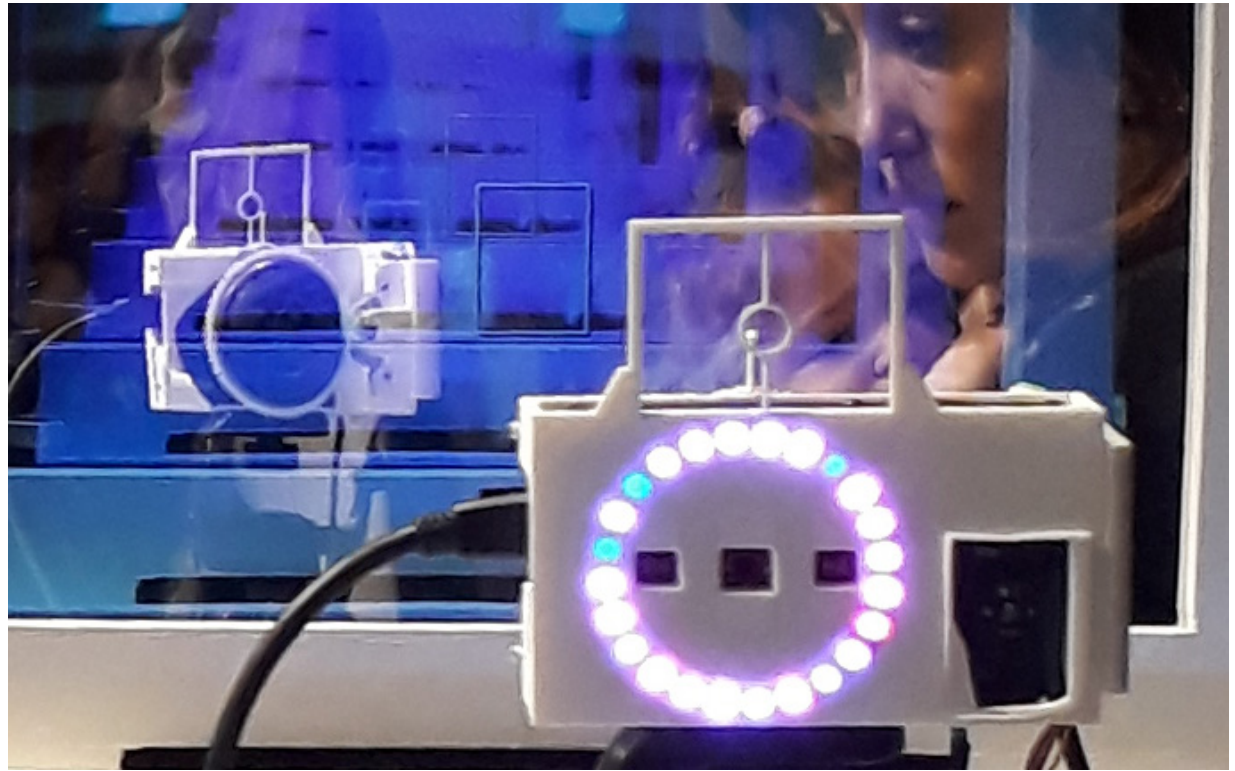
Heidegger, Ellul,  
*Ambient Intelligence threat*  
Technology takes control  
dystopian view







Ihde, Latour, Verbeek  
mediation approach  
*Empirical turn*



Dorrestijn & Eggink  
Product impact & innovation  
*Practical turn*

# Design Innovation and Philosophy of Technology: the Practical Turn

COLLABORATION BETWEEN DESIGN RESEARCH AND PHILOSOPHY OF TECHNOLOGY

Collaboration between Design and Philosophy of technology can generate new insights in the complex interplay between humans and technology. For us, these so-called human-technology relations are one of the key issues in design innovation and the shaping of our future.

# Design Innovation and Philosophy of Technology: Presenters

11:00 – 11:25	<b>Heather Wiltse</b>	<i>Changing Things: Innovation through Design Philosophy</i>
11:25 – 11:50	<b>Merlijn Smits</b>	<i>Values that Matter: Mediation Theory and Design for Values</i>
11:50 – 12:15	<b>Jonne van Belle</b>	<i>Towards a Tangible Philosophy through Design: Exploring the question of being-in-the-world in the digital age</i>
12:15 – 12:40	<b>Titta Jylkäs</b>	<i>From Hype to Practice: Revealing the Effects of AI in Service Design</i>



# Design Innovation and Philosophy of Technology: Presenters



Heather Wiltse  
*Change*



Merlijn Smits  
*Values*



Jonne van Belle  
*Tangibility*



Titta Jylkäs  
*Practice*