

Dearest Friends,

Let us celebrate Design and its worldwide opportunities regarding **Social Innovation and Sustainability!**, let us meet at the Cumulus Conference in China 2010.

See you there!

New abstract deadline: March 1st, 2010



Cumulus
International Association of Universities and
Colleges of Art, Design and Media



Call for papers:

Cumulus Shanghai Conference 2010: Young Creators for Better City and Better Life.

> Themes

CUMULUS Shanghai Conference 2010 will be held by College of Design & Innovation of Tongji University from Sep. 7th to Sep.10th during World EXPO 2010. The theme for CUMULUS Shanghai Conference 2010 is **Young Creators for Better City and Better Life**. The conference aims to explore how the young generation of designers can improve our environment and life in creative ways. The emerging missions and visions of future design education, research and practice, together with its economic, political and social impacts of the era, will also be discussed during the conference.

Design educators, practitioners, and researchers are invited to join our cross-disciplinary conversation. Submitted work should relate to one or more of the sub-themes below:

- Sustainability & social innovation
- Local wisdom & globalization
- Socio-economics & design
- Old & young

> Sustainability & social innovation

By Ezio Manzini *

The transition towards sustainability asks for the most careful use of all the available resources. On a small, densely populated, highly connected Planet, *social resources* are the most abundant ones. Their valorization is therefore the most effective strategy towards sustainability.

Today, looking at the complexity of contemporary society, we can observe that people's creativity, entrepreneurship, knowledge and skills are generating new and sustainable ways of living and producing. This represents a large *social innovation* process where solutions are conceived and developed by actors directly involved in the problems to be solved.

Facing social innovation, the *design community* must use its specific design knowledge to support it. That is: to trigger new ideas, to orient the resulting innovations and to conceive enabling solutions. In this framework, a particularly important role can be played by the *design schools*. In fact, in the knowledge society, schools should be the living laboratories where diffuse creativity can be catalyzed and social innovation enhanced.

* Academic Coordinator of Sub-theme *Sustainability & social innovation*, Professor of DIS-INDACO, Politecnico di Milano, Italy

> Submission

All submissions will be peer reviewed. Authors will be notified about acceptance of their abstract by the beginning of March 2010. Those whose abstracts are accepted will be invited to submit the full paper by May 10, 2010. Notification of full paper acceptance will be given on July 1, 2010 and the final version is due on August 1, 2010.

Deadlines:

Abstract deadline:	March 1, 2010
Notification of abstract acceptance:	April 5, 2010
Full paper deadline:	June 1, 2010
Notification of full paper acceptance:	July 5, 2010
Full paper submission deadline:	August 5, 2010

To submit abstracts and papers:

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