



# SEMIOFEST

A CELEBRATION OF SEMIOTIC THINKING

Semiofest 2014 Program, April 2014

**Date:** May 23<sup>rd</sup> to 24<sup>th</sup>, 2014

**Venue:** V Art Center, M50 Creative Industries Park, Shanghai, China

**Theme:** Global Meets Local: A Cross-cultural Celebration of Semiotic Thinking

## DAY 1 (May 23<sup>rd</sup>)

<b>9:00 – 13:00</b>	9:00 – 10:00	[Activity] Ice-breaker
<b>TRENDS IN CULTURE: EXPLORING THE HORIZONS OF CHANGE</b>	10:00 – 11:00	[Keynote] TBD
	<i>Tea Break</i>	
	11:15 – 11:50	Netnography & Structural Semiotics for FB Campaign Evaluation By Anne-Flore Maman Lauraffie, Ph.D, SémioConsult
	11:50 – 12:25	Semiotics & Understanding Iconic Triggers in the Brain By Chris Arning, Creative Semiotics & Heather Andrews, Neuro Insights
	12:25 – 13:00	Fake is the New Real By Ashley Mauritzen, Let Them Eat Cake
<i>Lunch</i>		
<b>15:00 – 18:10</b>	15:00 – 15:35	Case Study of Bank – Application of Brand Curation Methodology By Martina Olbertova, Brand Curator
<b>SUCCESSFUL APPLICATIONS: CLIENT CASE STUDIES</b>	15:35 – 16:10	Case Study of Gaming to Share the Findings of Semiotic Analysis By Samuel Grange, The Semiotics Factory
	16:10 – 16:45	Case Study of Decoding the Urban By Magali Menant & Katja Hellkoetter, Constellations
	<i>Tea Break</i>	
	17:00 – 18:10	[Video] Selling Semiotics as a Research Method in the US By Charles Leech, ABM Research & Sarah Johnson, Athena Brand Wisdom [Activity] Selling Semiotics Better – presenting the relevance and value of the semiotic method vs. other research methods
<i>Networking Dinner</i>		

## DAY 2 (May 24<sup>th</sup>)

<b>9:00 – 13:00</b>	9:00 – 10:00	[Keynote] Dialogue with Prof. Kumiko Tanaka-Ishii on Semiotics of Programming / Semiotics of the Void (TBD)
<b>LOCAL FLAVOR, SEMIOTIC THINKING AND ASIAN IDENTITY</b>	10:00 – 10:35	Connecting with Contemporary Chinese Women By Jo Yi, Added Value
	10:35 – 11:10	Meaning and Cultural Role of Technology, Science Fiction and Star Wars in China By Panos Dimitropoulos, Added Value



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## Tea Break

- 11:25 – 12:00 Cultural Markedness: Proposal of a Semiosis Model  
By Jia Peng, Southwest University for Nationalities
- 12:00 – 13:00 [Panel] Diversity and How Semiotics Should Approach It  
By Malcolm Evans

## Lunch

**14:30 – 18:30**

**METHODOLOGICAL  
INNOVATIONS:  
MOVING THE  
DISCIPLINE  
FORWARD**

- 14:30 – 15:30 [Keynote] or [Panel] TBD
- 15:30 – 16:05 Semiotics of Colour  
By Kishore Budha, University of Leeds
- 16:05 – 16:40 Triangulation of Design Semiotics  
By Andris Teikmanis, Art Academy of Latvia
- 16:40 – 17:15 From Matter to Culture to Brand: Objects that tell us what  
consumers desire and need  
By Maria Salamanques & Rosie Picton, Space Doctors

## Tea Break

- 17:30 – 18:30 Semiotics and Design Thinking: a Foresight Approach for Building  
Cohesive, Resilient Brand Ecosystems  
By Goran Matic, Mary Myers, OCAD University & Christine  
Chastain, Platforme

## DAY 3 (May 25<sup>th</sup>) – Optional

- Option 1 10:00 – 13:00 Shanghai Flaneur Walks
- Option 2 10:00 – 17:00 Training – TBD

## Contact details:

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