

PHILADELPHIA EXPERIENCE

PHILADELPHIA
DESIGN
UG153P

2013

DESIGN PHILAD ELPHIA

A Center for Architecture Event

Mission:

DesignPhiladelphia demonstrates, supports, and promotes the ability that design has to generate innovation, solve problems, enhance daily life, and influence both the perception and economics of the region.

Through programming, DesignPhiladelphia consolidates the city's design culture, bringing together innovative educators, established manufacturers, creative entrepreneurs, emerging practices, commercial businesses, and retailers, to brand Philadelphia as a 21st-century city shaped by design, technology, and business.

DESIGNPHILADELPHIA 2013

A lot has changed in a year! The DesignPhiladelphia Festival, a celebration of the ways we interact with our world, is now a signature program of the Center for Architecture. The Center is a non-profit dedicated to educating design professionals, public policy makers, and the public at large about how design and the built environment affects us daily. The Center offers an array of public lectures, tours, film series and special programs to further that cause, and DesignPhiladelphia makes a lively and natural addition to that effort.

As we move through our everyday lives, it's easy to take the things that surround us for granted. Every year, DesignPhiladelphia invites us to take a fresh look around. The 120 events presented for 2013 help us appreciate, once again everything we see, smell, hear, touch and even taste.

This year's theme **EXPERIENCEdesign!** expresses that engagement and excitement. The interactive presentations will spark emotions, evoke strong memories and create lasting connections.

What is it to experience design in all its facets? You have the nine days from October 10th to October 18th to find out, plus a lifetime to explore.

Enjoy!



Founding Director, DesignPhiladelphia
Director, Center for Architecture



Listings by Program Type	4-11
Wednesday, October 9	12-13
Thursday, October 10	14-21
Friday, October 11	22-33
Scent by Drew Becher	34 - 35
Saturday, October 12	36 - 45
Sunday, October 13	46 - 53
Sound by Joe Patitucci	54 -55
Monday, October 14	56 - 61
Tuesday, October 15	62 - 69
Sight by Alina Wheeler	70 - 71
Wednesday, October 16	72 - 81
Thursday, October 17	82 - 93
Taste by Jeffery Ziga	94 - 95
Friday, October 18	96 - 101
Ongoing	102 - 113
Touch by Natalie W. Nixon	114 - 115
Acknowledgements	116 - 117
Advertiser Index	118

TOUCH



To touch is human. We touch one another in greeting - a handshake, a kiss on the cheek- and we crave touch as a way to stay interconnected with other humans. Touch is a pure and wonderful mixture of physiology, physics, memory and intuition. It provokes lust, guides our way and heals what ails us emotionally and mentally. Consider that when we are born into this world, we feel the familiar touch of parents' skin before we see. At birth, touch is our guide to sense and see the world.

Haptic technology attempts to mechanically simulate touch through vibrations, forces and motion. For example, haptic technology is being developed to better simulate the hand and feel of fabrics - the potential cost savings in product development are huge. Haptic devices are also being explored by designers for modeling and prototyping other materials through the computer.

Touch is probably the most complex sense to simulate and design because while the sense of touch is very tangible between human beings, its subtleties make it difficult to replicate. The after-effects of touch reverberate out to our emotions and wellbeing, and science has now documented the healing effects of touch. How amazing would it be to design sensory cues into our lives for both personal growth and commercial ventures? Learn and experience how we can design touch into our lives.

Natalie W. Nixon

PhD, Director of The Strategic Design MBA, Philadelphia University