



Design & Emotion Moves

By Pieter M.A. Desmet, Jeroen van Erp and MariAnne Karlsson

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Design & Emotion Moves is an edited collection of papers presented at the 5th international Design and Emotion Conference in Gothenburg, Sweden. In spite of the wide variety of angles and approaches, all authors share the basic proposition that in order to understand users (or consumers) and their behaviour, one must understand the affective responses that are involved in the processes of buying, using, and owning products. The book should appeal to anyone interested in understanding emotions involved in human-product relationships, and in techniques that can help utilising these insights in design practice.

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Editorial Review

About the Author

Pieter Desmet is associate professor at the department of Industrial Design, Delft University of Technology. He is co-founder and board member of the International Design and Emotion Society. Desmet is best known for his research that focuses on the emotional impact of product design and his contribution to the measurement of product emotions. MariAnne Karlsson is professor in Human Factors Engineering and head of the Division Design at Chalmers University of Technology. Her research concerns the relation between people and technical artefacts, addressing physical, cognitive as well as affective aspects. Jeroen van Erp is one of the founders, partner and chief creative director of Fabrique, a design consultancy in Delft, The Netherlands. In addition, he is co-founder and board member of the International Design and Emotion Society. By introducing innovative cross-disciplinary design approaches, the work of van Erp has been nominated for, and awarded with over 100 international design prizes.

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