

Contributors

Sulfikar Amir is a lecturer in the department of industrial design, Institute of Technology Bandung, Indonesia where he earned his bachelor degree. He holds a master of science degree in design from Arizona State University as well as, a masters degree in development studies from the Institute of Technology Bandung where he wrote a thesis about the institutionalization of technological innovation. He has been active in promoting industrial design to Indonesian industry and has presented some papers about the importance of industrial design to enhance the competitiveness of Indonesian industry.

Carl Francis DiSalvo is currently a Ph.D candidate at Carnegie Mellon University, he previously was an inter-action designer at MetaDesign in San Francisco. He has also served as a consultant to the Walker Art Center's New Media Initiatives where he worked with the museum staff in the design and development of interactive cultural and educational programming. While a consultant there he co-directed "The Shock of the View: Art, Audiences and the Digital Age," a year-long online program that brought together artists, designers, architects, writers, and critics in an unprecedented manner to examine the relationship of the museum to cultural production and new media. He has published previously in *Emigre* and *Leonardo*.

Hanno Ehse is professor and head of communication design at the Nova Scotia College of Art and Design, Halifax/Canada. The heart collection arose out of a general interest in the rhetoric of well-known visual symbols to manage social affairs and more specifically, a fascination with the seemingly inexhaustible ways to manipulate and exploit the heart symbol in the process of meaning making. He has taught in Europe, Asia and Australia and is currently a faculty member of the Masters Program in Information Design at The Universidad de las Americas, Puebla/Mexico. Publications include "Representing Macbeth", "Design and Rhetoric: Analyses of Theatre Posters" and "Old ideas, Strange Figures, and New Perspectives."

Bruce Hanington is an assistant professor of industrial design in The School of Design at Carnegie Mellon University, where he teaches human factors, design research methods, and design studios, and researches personal, social, and cultural factors in human-centered design. He holds a B.A. in Psychology, and a Master of Environmental Design in Industrial Design, both from the University of Calgary, Canada.

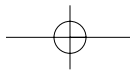
Rebecca Houze is a visiting lecturer in the Department of Art History and Archeology at Washington University in St. Louis, where she teaches courses on the history and theory of modern art and design. Her interests include the relationship of fashion, commerce, and the decorative arts to the development of modernism in the late nineteenth and early twentieth centuries. She recently published an article entitled, "Fashionable Reform Dress and the Invention of 'Style' in Fin-de-Siècle Vienna," *Fashion Theory: The Journal of Dress, Body, & Culture* 5/1 (March 2001).

Jerry Kathman, president and chief executive officer, is recognized as a leading authority on branding within the industry. As a key proponent for strategic identify as an effective marketing tool, his vision has provided sustained advantage for category leading brands around the world and has helped to propel Libby Perszyk Kathman, Inc. (LPK) into the forefront of full leveraged brand identity.

His global experience has provided clients insights into both the opportunities and pitfalls of taking a brand beyond national boundaries.

Mr. Kathman is a member of the Brand Design Associations and the Design Management Institute. He has appeared on CNN and CNBC and has often been quoted or published in *The Wall Street Journal*; *BrandWeek*; *The Design Management Journal*; *Brand Marketing* and in many other trade journals discussing topical issues in brand identity development and management.

Tomás Maldonado (born in Buenos Aires, Argentina 1922) is Emeritus professor at Poltecnico of Milan (Italy). from 1955 to 1967: professor at the Hochschule fur Gestaltung in Ulm (Germany). 1976-1984: full professor (Environmental design) at the University of Bologna (Italy). and from 1984 full professor at Poltecnico of Milan.



Cal Swann is adjunct professor of Design at Curtin University of Technology, Perth, Australia, where he was Professor of Design from 1996–2001. He migrated from the UK to South Australia in 1989, when he was appointed head of the School of Design. He has held similar positions in the UK as professor and dean of the Faculty of Art & Design at Liverpool Polytechnic and also as head of Graphic Design at Saint Martin's School of Art in London during the 1980s. Cal Swann is a graphic designer with a special interest in typography and the communication of language in both its spoken and printed forms. He has published two student books on typography, and has contributed numerous articles to international conferences and journals. He is a Fellow of the Design Institute of Australia and a Fellow of the Chartered Society of Designers (UK). Cal Swann has been a designer and educator in England and Australia throughout the last five decades.

Stuart Walker is associate dean (Academic) in the Faculty of Environmental Design at the University of Calgary, Canada.

