



## Conference

21. -22.10.2009 Lahti, Finland

**Designing Slow Life -conference October 2009 in Lahti gathers together international experts of design, service design and wellness to talk and develop services with main theme of better, slower and more meaningful life.**

Conference is aiming to collect visions how design practices and methods can be more powerfully used when developing services and practices under the Slow Life theme. Service design is the newest and most interesting area of multidisciplinary product- and service design.

Although service design is becoming a standard development work procedure in companies and organizations, all related processes are not fully understood. The challenge is to develop multidisciplinary know-how, methods for service and service-product analyses and development.

Conference will gather latest know how on service design with international examples, experimentally combining research and practical activities from different areas. Conference will also give open-minded thoughts to the user's role in developing Slow Life -services.

Under the Slow Life theme conference will consider and analyse well balanced, peaceful life. "Slow" equals to individual experience in high quality, meaningful and well balanced life. Conference will discuss how our environment can be (re-)designed to create Slow Life phenomena.

Our life has become digitalized and it has changed the concept of time. More and more often family life is blurred with work life to form one unified time controlled by different media. New phenomena of giving up and slowing have born to counterweight the situation. The phenomenon is called "downshifting", which represents not only less work but also downsizing personal consumption by making more sustainable choices and simply buying less.

Slow Life conference will try to solve how in the future we can develop our surroundings to support slower life, what kind of multidisciplinary know-how is needed to do this and what kind of new business can be evolved to this area. Conference highlights current topics of Slow Life theme through examples from both academic research and end-user point of view. The aim is to combine know-how from design and wellness areas in order to share and create new information.

Slow Life -conference is part of the OLO.MUOTO-09 -design event and fair taking place in Lahti Hall 22.-24.10.2009.

Conference organized by Lahti University of Applied Sciences  
More information: Sami Makkula, sami.makkula@lamk.fi, + 358 44 708 0102

*slow*