NOTICE! Early bird prices expire in 10 days, October 29. Register at http://www.servdes.org/participate/registration today!
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ServDes.2010 ExChanging Knowledge
1-3 December, Linköping, Sweden
http://www.servdes.org/

The Nordic Conference on Service Design and Service Innovation, ServDes, is the premier research conference within service design and service innovation. The conference starts with an UnConference day December 1st, and continues with 2 days of research presentations, case presentations and workshops. All confirmed presentations of contributions can be found at http://www.servdes.org/conference/papers.

Call for Participation
Service design as a field has established itself as a strong discipline, through efforts in practice and academia. However, publications have mainly focused on establishing service design as a field. There is a growing need for original and basic research on service design. The ServDes conference is an answer to this call. The first Nordic Service Design and Service Innovation Conference offered a venue for investigating the legacy from other design disciplines as well as opening up towards other fields.

The topic for this year’s conference is ExChanging Knowledge. ServDes invited contributions from researchers and practitioners that wish to contribute to the development of a knowledge base on service design, and openly discuss challenges of the field. Changing Knowledge is about investigating the fundamentals in service design and challenging the knowledge inherited from the disciplines which service design has grown out of. Exchanging Knowledge refers both to integrating knowledge from other fields and the ongoing conversation between conference participants with their various roles; consultants, students, in-house, clients and academics. The scientific programme is composed of contributions that have been peer-reviewed in a double-blind review process, and will be published in proceedings.

Within overall trends of research, challenges such as the prototyping of services, identifying sound theoretical foundations for service design research and developing methods and tools all aim at changing the knowledge we teach new students and our understanding of service design. Exchanging knowledge with other relevant areas such as service management, anthropology, computer-mediated communication, activity theory and cognitive science, aims at improving the everyday practice of service designers.

On behalf of the ServDes.2010 committe

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