

Proceedings of the 2nd Asia Design and Innovation Conference (ADIC)

**Hosted by
College of Design and Innovation, Tongji University**

**Endorsed By
the Design Society**

**November 20 – 21, 2025
Shanghai, China**

Editors

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The Design Society

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Foreword

Asia Design and Innovation Conference 2025

The 2nd Asia Design and Innovation Conference (ADIC) was held on November 20 and 21, 2025, in Shanghai, China, as an endorsed event of the Design Society. The host is the College of Design and Innovation, Tongji University. ADIC conferences are held to foster collaboration in design research, education and practices in Asia while connecting to the other active communities of design research and education.

ADIC is an expanded continuation of the Asia Design Engineering Workshops (A-DEWS), held in 2014, 2015, 2016 and 2017 as the events of the Asia Chapter of the Design Society (DS). The first ADIC was held on December 5 – 6, 2024 successfully with 53 full papers selected through peer reviews from more than 90 submissions.

The theme of ADIC 2025 is Designing for Smart and Sustainable World addressing both basic and fundamental design and innovation research and education issues and new breakthrough research and education topics including design for smart and sustainable human experiences. ADIC 2025 program includes 4 keynote speeches, 2 invited talks, 50 paper presentations, 1 post-conference workshop and networking with the conference dinner, farewell reception, lunch and coffee breaks. ADIC 2025 venue is the College of Design and Innovation, Tongji University, Shanghai.

After peer review process of the full papers, 44 regular papers and 6 presentation-only papers by authors from various countries including China, Korea, Japan, Singapore, Vietnam, Australia, and UK were selected from more than 70 submissions. ADIC 2025 papers encompass the following areas:

- Design and Emotion
- Design Education and Learning
- Design and Culture
- Sustainable Design
- Innovation and Creativity
- Service Design
- Experience and Space Design
- AI in Design
- Product and Fashion Design

In addition to contributed paper presentations, the conference program included excellent keynote speeches by Professor Nan Cao, Vice Dean of Design and Innovation at Tongji University, Professor Yong Zeng of Concordia University, Professor Ji-Hyun Lee of KAIST, and Professor Philip Cash of Northumbria University. Invited talks by Professor Avril Accolla of Tongji University and Professor Mari Suoheimo of the Oslo School of Architecture and Design also provided wonderful opportunities for discussion. The post-conference workshop given by Professor Philip Cash, Northumbria University, made the diversity of the conference program even deeper.

Acknowledgements

I would like to thank Dean Fei Hu of the College of Design and Innovation (D&I) at Tongji University for fullest support at the college-level to host ADIC 2025. The local organizing committee composed of D&I faculty and staff colleagues as well as a few Shanghai local colleagues made this conference possible with excellent organization and operation with effort to improve conference experience values of participants and other stakeholders.

The conference co-chairs of ADIC 2025, Yutaka Nomaguchi of Osaka University, Cees de Bont, of National Univ. of Singapore, and Jianxi Luo of City University of Hong Kong, made wonderful collaboration with timely suggestions and enthusiastic encouragements. I am sure they will lead the Design Society activities in Asia in the coming years. Big thanks to co-chairs of ADIC 2025. I also would like to thank the member of the Program Committee composed of design research and education leaders in Asia and in Europe in promoting the call for papers with excellent recommendations on the program of the conference. International reviewers made great contribution in keeping the quality of the conference very high with their invaluable contributions in thorough and fast reviews with remarkable comments. I am proud that our review process was really superb matching the qualities of journal reviews. Foremost, the biggest thanks go to the authors and speakers of the conference as well as active participants. A critical value of academic conferences like ADIC is active discussions among participants sparked by presentations of contributed papers and keynote and invited speeches.

Finally I would like to thank the Organizing Committee led by Xiaofang Yuan, Linna Hu, Meng Wang and Le Yi, as it made continued contributions, from the very initial stage all the way to final publication, in both organizing part and technical program part.

Professor Yong Se KIM
College of Design and Innovation
Tongji University
November 2025



The Design Society is an international non-governmental, non-profit making organization whose members share a common interest in design. It strives to contribute to a broad and established understanding of all aspects of design and to promote the use of results and knowledge for the good of humanity.

The Design Society was founded in 2000, taking on the previous activities and responsibilities of the Workshop Design Konstruktion (WDK) Society, especially the organization of the International Conference on Engineering Design (ICED) series of conferences, which had been running since 1981. Since 2000 the Society has organized ICED conferences in Stockholm in 2003, Melbourne in 2005, Paris in 2007, Stanford in 2009, Copenhagen in 2011, and Seoul in 2013 with its continuation in Milan, Vancouver, Delft, Gothenburg, Bordeaux, and Dallas.

The Society has members from over forty countries and it organizes diverse events including conference with regional chapters and special interest groups. The Society is very active in publishing papers and proceedings on design topics.

The objectives of the Society are to promote the development and promulgation of understanding of all aspects of design across all disciplines by:

- Creating and evolving a formal body of knowledge about design
- Actively supporting and improving design research, practice, management and education
- Promoting co-operation between those in research, practice, management and education
- Promoting publications and their dissemination
- Organising international and national conferences and workshops
- Establishing Special Interest Groups and other specialist activities
- Co-operating with other bodies with complementary areas of interest

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