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Lara Allison received her PhD from Columbia University in the City of New York in 2009. Her major field of research is twentieth century art, architecture and design, and her minor field is Sub-Saharan African Art. Her specific research interests focus on the institutional absorption of European avant-garde art and design in the United States during the 1930s, 1940s, and 1950s in the context of advertising, corporate design, and museum practices. Lara is currently an adjunct professor at Columbia College Chicago.

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Tracy Bergstrom is a special collections librarian and the curator of graphic design collections at the University of Notre Dame Libraries. Her research examines how the physical manifestation of a text in print affects a reader's interpretation of its content. Her areas of interest include fine press printing, artists' books, and the print history of Dante's *Divine Comedy*.

Bahar Emgin studied Industrial Product Design at Istanbul Technical University and received her BSc degree in 2006. She completed her Master's Degree at Izmir University of Economics in Design Studies program in 2008 with her thesis entitled *ID-Entity in Question: Turkish Touch in Design in 'ilk' in Milano*. She is currently a PhD candidate at Bilkent University Department of Graphic Design where she continues research on her dissertation entitled "*Servant Princess' of the Modern Home: Domesticity in Turkey after Electrification*."

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Andrew Grantham is Senior Research Fellow at the Centre for Research in Innovation Management, Brighton Business School at the University of Brighton in the UK. His current research interest is in design theory, tools and innovation. This complements his recent work investigating the creative processes of firms in the videogames industry. More broadly, he has expertise in continuous improvement, intellectual property searching and management, social media, action research, and mobile commerce infrastructures and applications. His PhD was a study of the privatization process of the UK rail industry 1992-96. Additionally, he teaches Strategy at Brighton Business School.

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Sabine Junginger is Lecturer in Design at Lancaster University (UK) where she is part of the design research group ImaginationLancaster. Sabine has co-developed the MA in Design: Management and Policy at the Lancaster Institute of Contemporary Arts and is co-editor of *The Handbook of Design Management* (Berg Press, 2011). She is Fellow at the Hertie School of Governance in Berlin and currently a Visiting Associate Professor at the Kolding School of Design, Denmark.

Udo Kannengiesser is a design researcher with an interest in models of designing, design thinking, and situated design computing. He developed methodologies and systems to address issues in mechanical engineering, software engineering, and business process management. He carried out his research at the University of Technology, Sydney, at National ICT Australia, and at the University of Sydney.

Christine Taylor Klein has received an MA in Architectural History from the University of Texas at Austin and an MArch from Louisiana State University. Her research is on the common discourse of the two topics of informal housing and sustainability within architectural practice and discourse. It is an area of study that has led her to a faculty position in the School of Architecture at Lovely Professional University in India.

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Edmundo Morales is a native of the northeastern Andes of Peru. He holds a PhD from The Graduate Center of the City University of New York. He teaches anthropology at West Chester University of Pennsylvania. He is the author of *Cocaine: White Gold Rush in Peru*, and *The Guinea Pig: Food, Healing, Food, and Rituals in the Andes*, both published by the University of Arizona Press. Currently, he is completing a photo-ethnographic manuscript on hats and headdresses in the three Andean countries (Bolivia, Ecuador, and Peru).

Todd Nicewonger is a Postdoctoral Fellow in Fashion Studies at Parsons The New School for Design in New York City. He received his doctorate from the Applied Anthropology program at Columbia University. Dr. Nicewonger's research is focused generally on the anthropology of design, and specifically on how the institutional socialization of creativity, morality, and aesthetics shape the production of design forms.

Carolien Postma is product researcher at Philips Consumer Lifestyle, specializing in user studies in the early stages of new product development. She previously worked for ID-Studiolab, Delft University of Technology, where she conducted the study presented in this paper, and developed a user-centered design approach, *Creating Socionas*, as part of her PhD research in industrial design. Her interests include design for social experience and design research methods in new product development practice.

Pieter Jan Stappers is Professor of Design Techniques at Delft University of Technology. His research and teaching deal with the early phases of design projects, with a focus on understanding the context and needs of end-users, matching these needs with opportunities in new technology, and communicating needs, ideas, and product/service concepts. Besides this, his main interests are expressive visualization techniques, and the role of design skills in research projects.

Marc Steen works as a senior scientist at TNO, an independent research organization in the Netherlands. Marc studied Industrial Design Engineering at Delft University of Technology and worked at Philips and KPN. In 2008, he defended his PhD thesis "The Fragility of Human-Centred Design" at Delft University of Technology, which he wrote within the practitioners' PhD program in organization studies at the University for Humanistics (Utrecht, The Netherlands). His interests include human-centered design, co-design, open innovation and innovation management. He also engages in critical reflection on projects in which he works, drawing from science and technology studies and philosophy.