



SEMIOFEST

A CELEBRATION OF SEMIOTIC THINKING

Date: May 23rd to 24th, 2014

Venue: V Art Center, M50 Creative Industries Park, Shanghai, China

Theme: Global Meets Local: A Cross-cultural Celebration of Semiotic Thinking

DAY 1 (May 23rd)

9:00 – 12:40	9:00	Registration
TRENDS IN CULTURE: EXPLORING THE HORIZONS OF CHANGE	9:30 – 10:15	Opening Remarks from Program Chair Vladimir Djurovic, Labbrand [Activity] Ice-breaker: Mahjong Who Hú?
	10:15 – 11:15	[Keynote] Cynics, Netizens and Safe Rebels – the changing values of young Chinese consumers By Duncan Hewitt , Newsweek Correspondent
	<i>Tea Break</i>	
	11:30 – 12:05	Netnography & Structural Semiotics for FB Campaign Evaluation By Dr. Anne-Flore Maman Larraufie, Ph.D, SémioConsult
	12:05 – 12:40	Fake is the New Real By Ashley Mauritzen, Let Them Eat Cake
	<i>Lunch (organized)</i>	
15:00 – 18:25	15:00 – 15:35	Application of Brand Curation Methodology By Martina Olbertova, Brand Curator
SUCCESSFUL APPLICATIONS: CLIENT CASE STUDIES	15:35 – 16:10	Case Study of Gaming to Share the Findings of Semiotic Analysis By Samuel Grange, The Semiotics Factory
	16:10 – 17:10	Decoding the Urban By Magali Menant & Katja Hellkoetter, Constellations End of Lines By Liz Hingley
	<i>Tea Break</i>	
	17:25 – 18:25	[Video] Selling Semiotics as a Research Method in the US By Charles Leech, ABM Research & Sarah Johnson, Athena Brand Wisdom [Activity] Selling Semiotics Better – presenting the relevance and value of the semiotic method vs. other research methods
	<i>Networking Dinner (organized)</i>	



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DAY 2 (May 24th)

9:00 – 12:50	9:00	Registration
LOCAL FLAVOR, SEMIOTIC THINKING AND ASIAN IDENTITY	9:15– 9:50	Connecting with Contemporary Chinese Women By Jo Yi, Added Value
	9:50 – 10:25	Meaning and Cultural Role of Technology, Science Fiction and Star Wars in China By Panos Dimitropoulos, Added Value
	<i>Tea Break</i>	
	10:40 – 11:15	Cultural Markedness: Proposal of a Semiosis Model By Jia Peng, Southwest University for Nationalities
	11:15 – 11:50	The Connotations of the Blank Signs in Traditional Japanese Culture By Lucy Lee, Sichuan University
	11:50 – 12:50	[Panel] Diversity and How Semiotics Should Approach It By Malcolm Evans
	<i>Lunch</i>	
15:00 – 18:00	15:00 – 15:35	Semiotics & Understanding Iconic Triggers in the Brain By Chris Arning, Creative Semiotics
METHODOLOGICAL INNOVATIONS: MOVING THE DISCIPLINE FORWARD	15:35 – 16:10	Semiotics of Colour By Kishore Budha, University of Leeds
	<i>Tea Break</i>	
	16:25 – 17:00	Triangulation of Design Semiotics By Andris Teikmanis, Art Academy of Latvia
	17:00 – 18:00	China Design Trends By Xiaojing Huang, YANG Design



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DAY 3 (May 25th) – Optional

**A) SHANGHAI
FLANEUR WALKS** 10:00 – 13:00 READING SHANGHAI CULTURALLY:
A Walk with Philosopher Dr. Shen Qilan

OR

**B) TRAINING:
Understanding and
Applying Semiotics** 10:00 – 11:00 SESSION 1: Delving into consumers' habits thanks to Semiotics

- Content analysis – Metaphors (Lakoff) – Discourse analysis – Consumption values (Greimas's semiotic square)
- Focus on identifying consumers' symbolic consumption and product/brand attachment. (Barthes' mythology)
- Exercise of identification of consumers symbolic attachment to some specific products, using consumers' verbatims
- Debrief

Tea Break

16:05 – 16:40 SESSION 2: Cracking an ad meaning thanks to semiotics

- The iconic story (Ruberi's analysis of the representation of time) - gestalt theory – intertextuality
- Focus on connotation & advertising iconography or rhetoric, depending on the audience interest.
- Exercise to apply either visual rhetoric or iconography
- Debrief

Networking and Lunch Break

13:30 – 14:30 SESSION 3: Semiotics of design & packaging

- Plastic analysis – Semi-symbolic systems – Identifying semiotic codes (Peirce) in a packaging sector of activity
- Focus on Jakobson's functions of language combined with Floch's values of consumption to enable packaging/product design positioning.
- Practice exercise: sort-out packaging exemplars and map them according to what has been presented in (2)
- Debrief

Tea Break

14:45 – 15:45 SESSION 4: Semiotics & Brand Issues

- Greimas's generative trajectory of meaning – Canonic Narrative Scheme – Brand attributes & characteristics (iconography)
- Focus on the ethics and aesthetics of brands to anticipate brand moves (e.g. brand extensions, brand communication future etc.)
- Practice exercise with a brand chosen by participants
- Debrief