



Dipl.-Des. (FH) Tom Bieling (January 2009)

Biography:

Dipl.-Des. (FH) Tom Bieling, born in 1979, studied Design at the University of Applied Sciences, Cologne (Germany) and Universidade Federal do Paraná, Curitiba (Brasil). In his work he focuses on cultural practices especially by means of (body-) language, signs, social dynamics, as well as perception of image and behaviour of reading. Furthermore he has been researching about the impact and relevance of demographic and socio-cultural categories on form and practice of design (process), as well as its effects on usage and practical use of design within these categories. In October 2008 his book *gender puppets* has been published.

Research Field:

- Design
- Gender and Design
- Usability
- Information Design
- Participatory Design
- Ideation
- Design Methods

Research Topics:

- Design theory and research
- Design methods, process and strategy
- Design-/User-driven Innovation
- Cultural Practice
- Democratization of knowledge and information
- Design and Didactics
- Non-intentional Design
- Social Innovation
- Process-related analogies of design-referred and social dynamics
- Dialogue and (verbal/nonverbal) communication
- Transfer of analogue to digital communication

Publications:

Bieling, Tom: Gender Puppets – Geschlechterinszenierung anhand der nonverbalen Kommunikation von Schaufensterpuppen; Lit Verlag, Juli 2008; ISBN 3825812456

“Yesterday, today and tomorrow: Plurality of sights in a common path”. Article: Integrative Competences, interacting cultures, design and social innovation; ISBN 978-85-7229-045-6

Stimulating integrative Competences; ICERI 2008; ISBN 978-86-612-5367-8

Design Research driven Integration/Innovation; ICERI 2008; ISBN 978-84-612-5091-2

Human versus Image; ECREA 2008; ISBN 978-84-490-2570-6

Constructing Gender in public space by means of the bilateral influence of human and manikin; ECREA 2008; ISBN 978-84-490-2569-3

Alle rücken zusammen – Konvergenz im Design; Joost, Gesche/Bieling, Tom
in: design report, 6/08 zum Titelthema „Konvergenz“; ISBN 4-191229-911003

Monitor Schaufenster – Der Spiegel zur sozialen Gesellschaft
In: ROGER, Nr. 5, 2008. Titelthema: Hidden & Sought

Lectures & Teaching:

2009 (March): Image and Ecology – Social Impact of Design; Lecture at Pacific Northwest College of Art; Portland (Oregon), USA

2008 (Dezember): Product-Service Systems Research; Lecture at Politecnico di Milano; Milano, Italy

2008 (Oktober): Design Forschung – Anwendungen und Anwendbarkeiten: Methoden, Prozesse, Strategien; HTWG, Konstanz

2008 (September): “Design and interacting cultures”; Lecture at UFPR (Universidade Federal do Paraná; Design Department); UFPR, Curitiba, Brasil.

2008 (September): “Design Didactics and Cultural Behaviour”; Lecture at SENAC (Design Centro Univeritário), master class: Communication and socio cognitive dynamics; Senac, Sao Paulo, Brasil.

2008 (September): “Design Research – with and for the customer”; Lecture at the Technisch-Wissenschaftliches Forum at the IFA (Internationale Funkausstellung), Berlin.

2007 (November): Guest-Lecture at the University of Applied Sciences and Art (HAWK), Hildesheim (Germany); “Human vs. Image – Gender and Design”.

2007 (October): Two Guest-Lectures at the University of Applied Sciences and Art (HAWK), Hildesheim (Germany); “Gender Construction in public space” and “Shop-Windows – Monitors of social Society and Behaviour”. (Master and Bachelor)

Conference Lectures:

2009 (June): Anticipating Future; The Future of global product design - conference, Barcelona.

2009 (April): Pedestrian's Monitor – The display window as a mirror of a gendered society: Indications of gender construction in public space; Gender at the crossroads - International Conference, Famagusta, North Cyprus.

2009 (March): Intercultural Action for Cultural Interaction – Design als Werkzeug für Kommunikation und interkulturelles Lernen; LAC – Languages and Cultures, International Conference; Częstochowa (Poland)

2009 (February): Design driven Integration – Stimulating integrative Competences; Principles and Practices; International Design Conference, UdK University of Arts, Berlin.

2009 (February): Design and social innovation – communication in intercultural context; Subjectivity, Creativity & the Institution, international Conference, Perth, Australia.

2009 (January): Design Research for social Integration;
5th Annual Design Research Conference; Interdisciplinary Design Institute at Washington State University
Spokane, USA

2008 (December): Competition of Cities: Contributions of location-specific Design of Street Furniture;
together with Dr. Marc Bieling at Marketing Cities – Place Brandings in Perspective, International Conference
(panel: urban design), Berlin.

2008 (December): Integrative Innovation – Design and social Dynamics;
14th ANZSYS 2008; Perth, Australia

2008 (November): Design Research driven integration/innovation;
ICERI, International Conference of Education, Research and Innovation, Madrid.

2008 (November): Human versus Image ; Communication Policies and Culture in Europe.
ECREA, European communication research and education conference, Barcelona.

2008 (October): Design and Dialog – Fostering the stimulation of integrative competences;
Questions & Hypotheses, Design Research Network Conference, Berlin

2008 (October): Mobile Integration – Designing collaboration development for social inclusion – Stimulating
integrative competences for design and social innovation; CREAD 08; International congress of distance
education: “Distance education and citizenship: A Pathway to social justice.” Rio de Janeiro (Brasil).

2008 (September): Design and Dialog – Stimulating integrative Competences on interacting cultures for design
and social innovation; CIANTEC 08; “Yesterday, today and tomorrow: Plurality of sights in a common path.”
International Conference, USP Sao Paulo University (Brasil).

2008 (June): The Body Conference, Cardiff, Wales/UK.
Body Identities – Body, Language and Performance
The shop window as a mirror of social society

2008 (May): Human vs. Image – Mother and Child; ARM Conference, New York City, USA

2008 (April): Flexible Genders – Transgressive Bodies; Panel: Gender and Space;
International Conference at Humboldt University, Berlin

Panel Discussions:

2008 (September): Roundtable with Ezio Manzini, Roberto Barholo and Beany Monteiro; UFRJ, Rio de Janeiro, Brasil

2008 (May): IDSA Design Research Conference – Research in Focus; Boston, USA

2004: reLounge Designgespräch (Mod.) mit Christopher Dell

2004: reLounge Designgespräch (Mod.) mit Stefan Sagmeister

Workshops:

2008 (April): Die Macht des Design – Design als Strategie für Innovation und Markenerfolg; Design driven innovation – method workshop together with Dr. Gesche Joost at Management Forum Starnberg, Berlin

2007 (December): Two Workshops on Mobile communication together with Dr. Sascha Spors at the “Studienstiftung des Deutschen Volkes”, Bonn

Design Research Works:

2007: Design und Dialog – Design als Fördermodul zur Stimulierung von integrativer Kompetenz vor dem Hintergrund des interkulturellen Dialogs in Deutschland (diploma key issue)

2007: Paparazzi 2.0 – Bild-Perzeption und Demokratisierung von Information im Zeitalter von Foto-Handys (diploma)

2007: Gender Puppets – Geschlechterinszenierung anhand der nonverbalen Kommunikation von Schaufensterpuppen (diploma)

2005: Die schrumpfende Stadt – Infografische Auseinandersetzung mit Ursachen und Auswirkungen urbaner Schrumpfungsprozesse am Standort Deutschland in Bezug auf scheinbare und tatsächliche Objektivität von Wissen und Information (pre-degree key issue)

2005: Lesen mit Spannung – Elektronisches Papier und die Transformation von Leseverhalten bei veränderten Medien und Displays (pre-degree)

2005: Hip Hop Cover Art – Inhaltliche und formalästhetische Analyse eines kulturellen Mediums als Zeichensystem (pre-degree)

2004: Mediale Möbel – Reflektion utopischer, faktischer und phänomenaler Szenarien in Hinsicht auf die Kombination und Kombinierbarkeit von Medien, Medientechnologien und Möbeln.

2003: Populäre Bilderwelt Fankurve – Bildidentitäten in den kommerzialisierten und nichtkommerziellen Sektoren im und um den Profi-Fußball.

Exhibitions (co-curation)

- 2008: 100 days – 100 ideas (Creation Center, Berlin)
- 2005: Got the Look – Graphik der Popmusik; Museum für angewandte Kunst, Köln
- 2004: Sagmeister non.stereo; Exhibition on the work of Stefan Sagmeister; kisd.gallery, Köln
- 2003: Quotidien visual; Exhibition on the work of ruedi baur + integral; kisd.gallery, Köln
- 2003: Fly design; Exhibition on design from cologne at köln-bonn-airport
- 2002: Kiss design; “design concepts for all” contribution on design process

Exhibitions (presenting his work amongst others)

- 2008: New Talents – Design Biennale Cologne (Project-Coop with O.Heydekamp, T.Zelmer, T.Klotsche)
- 2007: From KISD with love
- 2005: Got the Look – Graphik der Popmusik; Museum für angewandte Kunst, Köln

Talks

2003 - 2004: (co-) organising the “reLounge Designgespräche” at kisd.gallery, Köln (u.a. Ruedi Baur, Stefan Sagmeister, Achim Heine, Markus Weissbeck, Peter Zizka, Laurent Lacour, Isabelle Naegele, Christopher Dell, Michael Erlhoff, Michael Gais, Agnes Laube)

Awards and Grants:

- 2008: Nominated for the Lucky Strike Junior Design Award
- 2008: New Talents – Design Biennale Cologne
- 2005: Grant for design studies in Brasil (DAAD)
- 2004: Commerzbank Designpreis, acknowledgment award

Links

<http://www.design-research-lab.org>

<http://www.designresearchnetwork.org>

<http://www.genderpuppets.com>

<http://www.telekom.de/laboratories>

<http://talkingtowers.wordpress.com/>

<http://www.genderdesign.org>

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