

VID 25

**3-4 June
Programme**



Welcome

UID25 | Design Talks & Degree Show

This year's event is guided by a theme chosen by our graduating students. BLOOM stands as a testament to their emerging creativity and evolving design identities. It symbolises the complex journeys they have undertaken, with each design project representing a seed nurtured to flourish. The theme reflects both personal and professional growth, cultivated throughout their time at UID. At UID25, students present their final concepts through live on-stage talks, models, and prototypes. The event brings together graduates from all educational programmes, offering a vibrant showcase of creativity and innovation.

A warm welcome to two days filled with inspiration, meaningful dialogue, and valuable opportunities for connection. Enjoy the experience.

Demian Horst

Head of Department

Programme Overview

TUESDAY JUNE 3

- 9.00 Pre-scheduled interviews
- 11.00 Registration & light meal
- 13.00 Opening words
- 13.15 TALKS: PART 1
- 14.15 Coffee break**
- 15.00 TALKS: PART 2
- 16.00 Break**
- 16.45 TALKS: PART 3
- 18.00 Dinner**
- 19.00 Golden Seed Awards
- 19.15 EXHIBITION OPENING

WEDNESDAY JUNE 4

- 10.00 Opening words
- 10.10 KEYNOTE 1 – Jens Asserlind
- 10.30 KEYNOTE 2 – Dr Stella Clarke
- 10.50 Coffee break**
- 11.20 PANEL DISCUSSION
- 11.50 Closing words
- 12.00 Light lunch**
- 13.00 Design (as) Leadership
- 14.30 See you next year

TUESDAY JUNE 3

13.15 Design Talks Part 1

BFA ISABELLE KEMI

Rethink Textiles

Giving discarded textiles a new life with creative small-scale recycling practices.

IXD RACHEL CHUMAN ZHANG

Olfactory Oasis

A sensory artistic approach to sensory mindfulness, one breath at a time.

TD MARTON SZALAI

Unprocessed Luxury

The role of discomfort in elevated experiences of existence.

APD JINYING CHENG

Epiroc DUNN

Swarm-based mining tech for minimal environmental impact and maximal efficiency.

BFA KEVIN BIDNER

Meditative Astrobotany

Space-based food production for health and well-being of the astronauts of tomorrow.

TD ANNA FLETCHER

Carita

Bringing mobile healthcare to rural areas.

TUESDAY JUNE 3

Design Talks Part 1 (continued)

BFA JACOB PETRÉ

Encourage Energy Awareness

Engaging and intuitive energy monitoring in the home.

APD FRIDA NECKMAR

Cove - Beyond Surf

Rethinking access, experience and shareability of electric surfboards.

BFA EMILIE BRAND AHLSTRÖM

Hovvi - Adaptive E-Aviation

Revolutionizing commercial hydrofoiling e-aviation experience through adaptive and sustainable design.

APD ELLIS WALKER

Future Waves

Innovating dinghy motors for cleaner seas.

IXD TOM VAN WIJLAND

A million ways of musicking

re-imaging the social relations of music making, listening and organising with design after progress.

TUESDAY JUNE 3

Design Talks Part 1 (continued)

TD FARAH AL KHAMISSI

E.C.H.O.

A resilient First aid truck that brings relief to inaccessible communities during natural disasters.

BFA VIKTOR STRÖMBERG

Transition

Reimagining How DJs Learn to Perform for a live audience with Confidence and Joy.

APD SILVESTER KÖSSLER

Piece of Mind

Over 50% of people have issues taking their medication - To help cronically ill, who are especially affected, I created PoM.

14.15 Coffee break

15.00 Design Talks Part 2

TD ZIQI AN

VendPlay

How might we revive Mobile Vending for Prosperity and Joy?

BFA ALEXANDER BORISCH

Rural Mobility

Connecting rural communities—exploring autonomous mobility for a more accessible and sustainable future.

TUESDAY JUNE 3

Design Talks Part 2 (continued)

IXD XINGYU LIU

Co-resonate

How might we transform fleeting moments of resonance into sustained emotional support

BFA CLARA HÄGGSTRÖM GERMANN

Tomorrow's ECG Monitoring

Reshaping the user experience of today's long-term ECG monitoring devices for home use.

APD NIKLAS ANDREASEN

Logitech MX Surgical

Rethinking input systems in XR surgical training for enhanced immersion and greater accessibility.

BFA EMELIE ANDERSSON

Future Cultivation

Reimagining hotels where guests engage in sustainability through local food cultivation.

IXD LEZHI LIANG

From Query to Quest

Reframing Prompting for Deep Thinking.

TD ANTONIN GIRARD

Jusant

How will mobility evolve in the context of climate change?

TUESDAY JUNE 3

Design Talks Part 2 (continued)

APD ADRIAN HEYMANN

LSUX

Rethinking airway suction in emergency care.

BFA ALMA BÜLOW BENGTSSON

Nomadic Furniture

Exploring sustainable furniture solutions for individuals living a flexible, unsettled lifestyle.

TD DEMI DRIESSEN

New Rhythms

What if people have to adapt to more nocturnal lifestyles?

APD GERARDO SOLER ARZOLA

gema

A journey into conscious intimacy.

BFA WILLIAM ROSKÆR

Solid Care

Internalizing hospital footwear procurement to improve cost, care, and environmental impact.

16.00 Break

TUESDAY JUNE 3

16.45 Design Talks Part 3

PHD ANJA NEIDHARDT-MOKOENA

Feminist Design Strategies for Transforming Design Museums Towards More Just Futures

Which feminist design strategies could support initiating transformational processes in design museums aiming towards more just futures?

APD LUISA EBELING

Sona

Making early diagnostic tools more accessible to enable proactive heart care and prevent deadly heart failures.

TD IVER ALEXEY ZAITZOW MIKAELSEN

Candela Freyr

Reimagining coastal accessibility: A flexible, sustainable boat service designed to improve access to coastal areas and encourage local travel.

APD NINA NORDING

EIRA

Movement analysis in orthopedic rehabilitation for elderly.

BFA HAMAYON JAFARI

Handy Picking System

To ensure customers get their goods correctly, reduce employee complaints, and make work easier for them.

TUESDAY JUNE 3

Design Talks Part 3 (continued)

TD JUEAN CHEN

WERTHER

How can a moving work space re-ignite the sparkles for Chinese writers of Internet literature?

APD MATTIAS NORDIN

Future Presentation Tools

A holistic approach to presentation tools for improved performance and well-being.

BFA ANNA LUCCA HVIID

Kids On The Move

Fun is a serious business!

APD CORINNA DIESTEL

Aveo

Beyond Limits: Unlocking the full potential of wellbeing by bridging modern science with ancient wisdom.

BFA MARK VEDBERG

New Paths to Music-Making

Rethinking how beginners access music-making - creating open, intuitive, and inclusive entryways.

APD JOEL SJÖDIN

ROKOKO Atoms

Democratizing motion capture for indie creators through plug and play solutions.

TUESDAY JUNE 3

Design Talks Part 3 (continued)

BFA JOHANNA NILSSON

Rural Pregnancy

Supporting people facing long distance travel to maternity care.

IXD ANJULI ACHARYA

Uncommon Senses

A sensorial interface for outdoor play.

18.00 Dinner

19.00 Golden Seed Award

19.15 Exhibition Opening

WEDNESDAY JUNE 4

10.00 Opening words

10.10 KEYNOTE 1 **Jens Asserlind**,
Design Director of Fjaryl

10.30 KEYNOTE 2 **Dr Stella Clarke**,
Research engineer at BMW Group

Coffee break

10.50 PANEL DISCUSSION

11.20 **With Jens Asserlind, Dr Stella Clarke,
Anja Neidhardt-Mokoena hosted by
Prof. Johan Redström.**

11.50 Closing words

12.00 **Light meal**

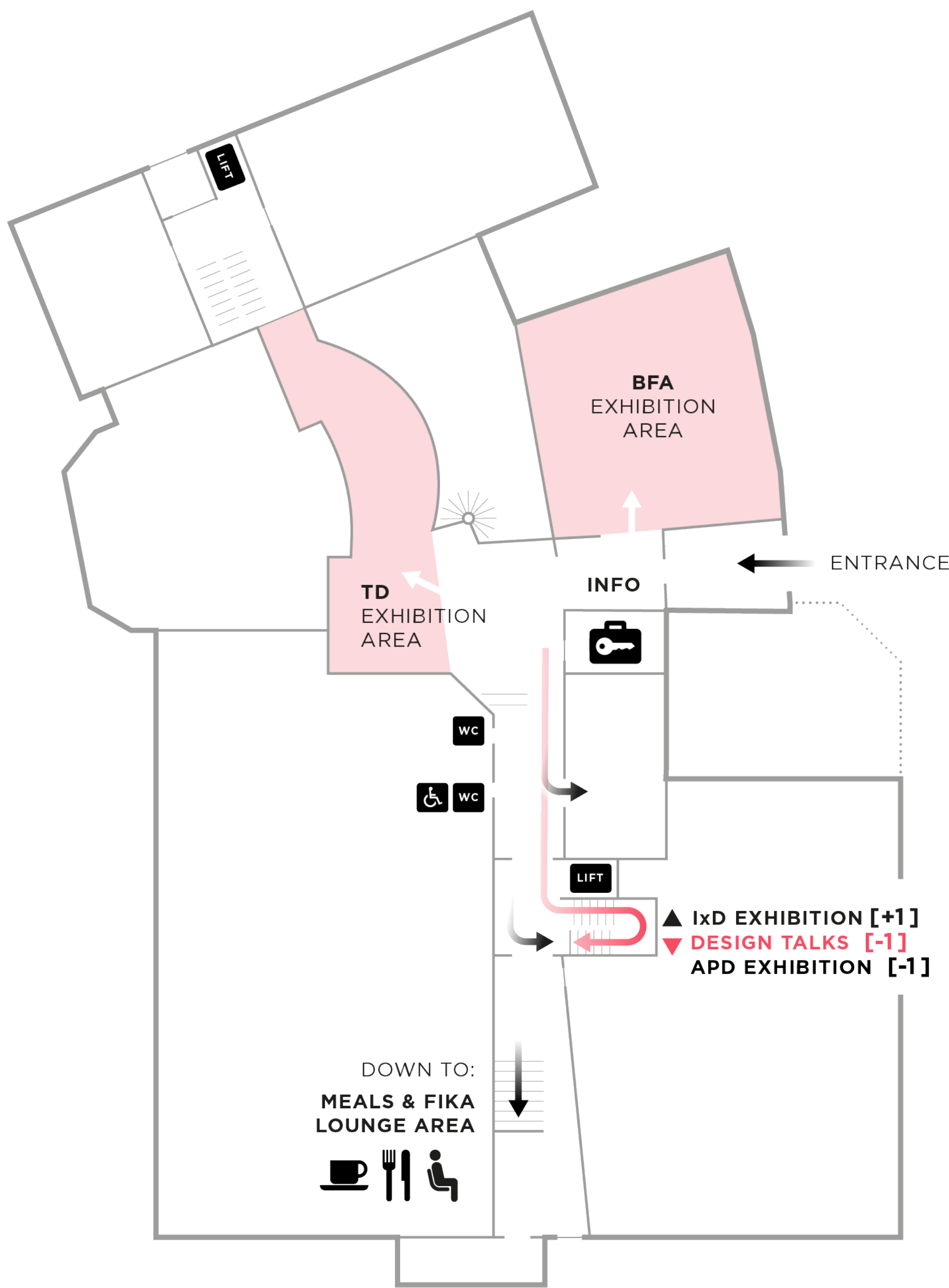
13.00 Design as Leadership (sign-up only)

A collaborative forum aimed at fostering meaningful dialogue around the evolving landscape of design practice. It serves as a shared space for participants to connect, reflect on current developments in the field, and collectively explore new possibilities for creating supportive environments at UID that nurture responsive and responsible design work. This closed session's goal is to cultivate a common understanding of the challenges and opportunities facing contemporary design, and to chart a roadmap toward excellence by identifying actionable pathways that strengthen both individual and collective design leadership.

Finding your way around UID

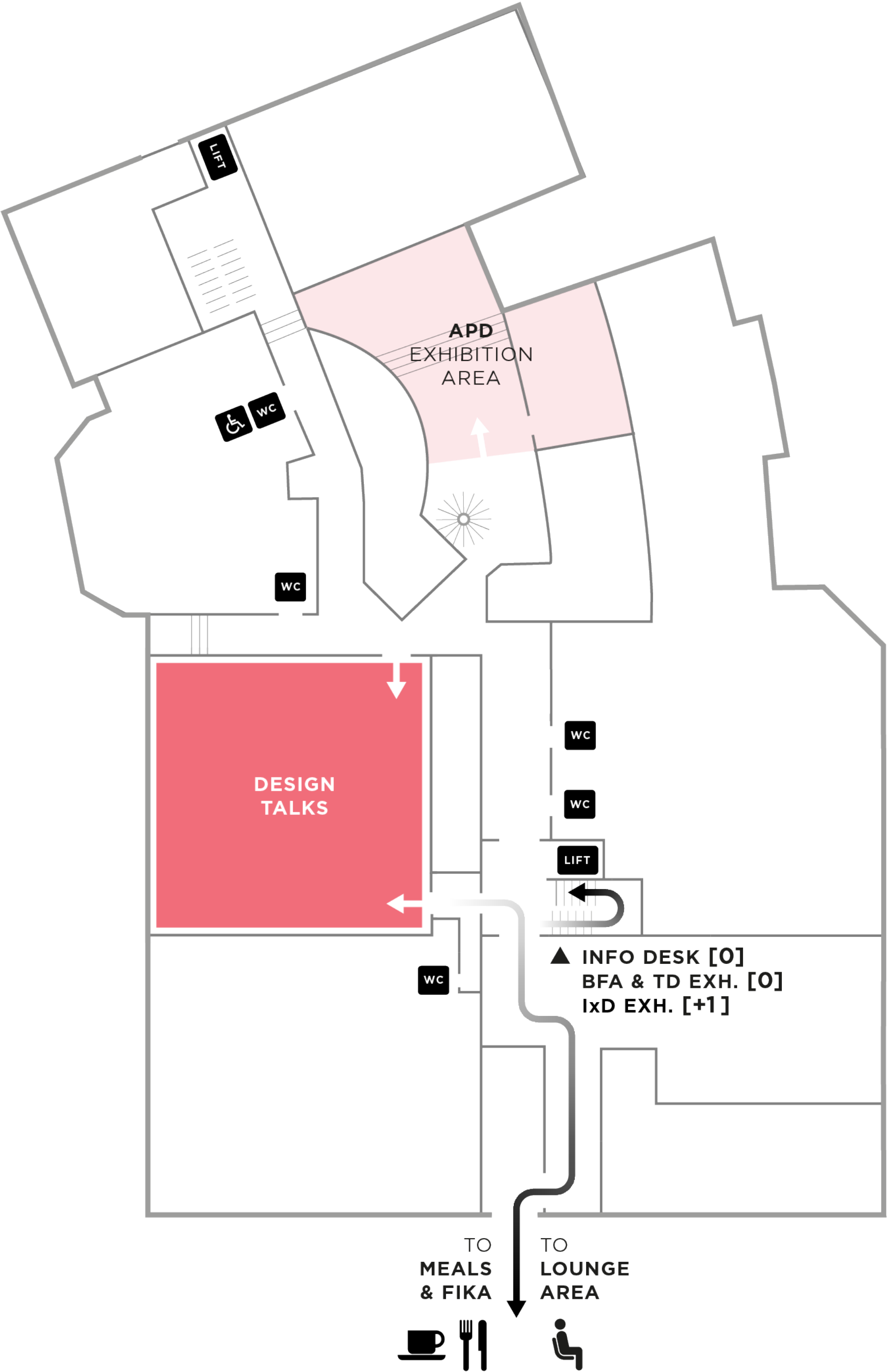
Ground Floor

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Finding your way around UID

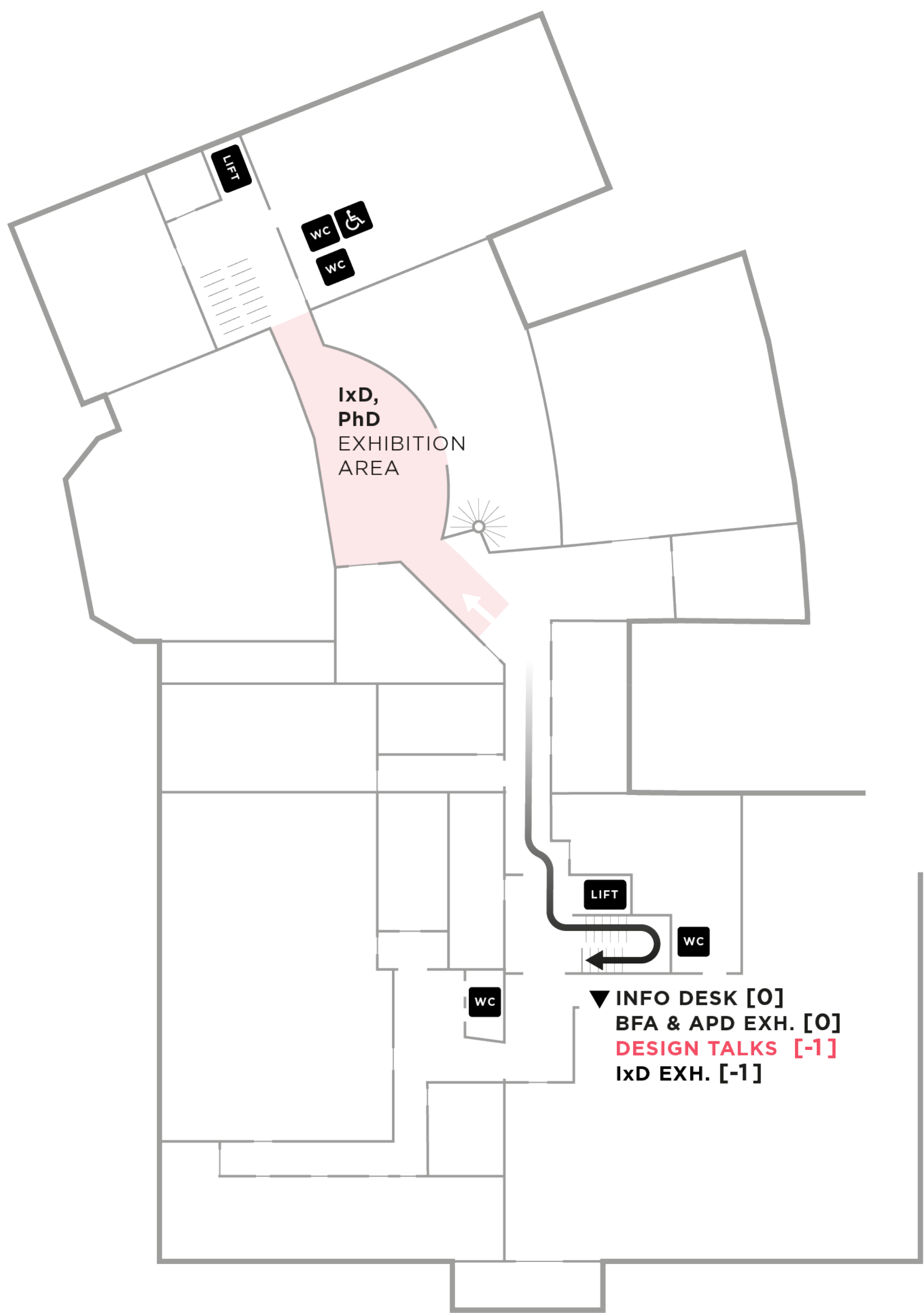
Basement Floor [-1]



Finding your way around UID

First Floor

[+1]



Practical Information

Contact details

The main point of contact is the **Welcome /registration desk**. Stop by if you need help with any issues that arise.

Umeå Institute of Design, Umeå University,
901 87 Umeå, Sweden, +46 90 786 69 96
www.uid.umu.se

Emergency

Call 112 for any kind of urgent emergency.
Call 1177 both for healthcare advice and for information about the clinics to contact about your particular needs.

Taxi

Eco Taxi: +46 90 911 911
Sverige Taxi Umeå: +46 90 100 100
Taxi 1A: +46 73 838 34 94
Taxi Björkstaden: +46 90 360 00
Taxi Kurir Umeå: +46 90 18 18 18
Umeå City Taxi: +46 90 10 01 10
Umeå MiljöTaxi: +46 90 12 12 12
Umeå Taxi: +46 90 77 00 00

Pick up address

Umeå Institute of Design
Östra Strandgatan 30
Umeå Arts Campus

Practical Information (continued)

Airport Bus (route 80)

The bus trip from Umeå city centre to Umeå Airport takes 8 minutes. During peak traffic periods, buses depart every 15 minutes.

Ticket price

Advance purchase SEK 60, purchase on board SEK 80.

Nearest airport bus stop

Vasaplan (Umeå city) which is a 12 minutes walk from UID.



Practical Information (continued)

UID25 website

www.umu.se/en/umea-institute-of-design/uid25/

Umeå Institute of Design website

uid.umu.se

Social media

Official hashtag: **#uid25**

Wifi

1. Choose ‘UmU wlan’

2. Browse to **umu.se**

3. Login using:

User name: **Guest116642**

Key: **rWcy6Bimwf5bpSAc**

NOTE: Abuse of the wireless network is not permitted.
All incidents will be reported and followed up.

Streaming

The UID25 live stream offers a unique opportunity to get a glimpse into each students individual design journey as they strive to make positive change through design. The show also includes interviews with our specially invited guests, followed by their individual keynote addresses.

Watch the live stream

Day 1: <https://live.mediaflow.com/19NE3H2W6I>

Day 2: <https://live.mediaflow.com/50NEYHCCUE>

UID25 Guests

Above

Simon Fredriksson

Accenture Song

Luca Bottoni

AFRY

Saif A. Al Khamissi

Laurenz Simonis

Ruben Eriksson

Agile Robots

Heinrich Zaunschirm

Apple

Alejandra Delgado

Alex Widua

Arctic Design Center, Region Västerbotten

Carola Fallgren

BMW Group

Stella Clarke

Daniela Bohlinger

Changeworks

Alex Liebert

City of Umeå

Agneta Filén

Anna Olofsson

Cliff Design

Thibaud Porcherot

Coloplast

Nils Achenbach

Ignacio D'Avola

Consat Design

Ismail Ovacik

Delft University of Technology/Leiden University

Anne Nijdam

Epiroc Rock Drills AB

Bengt Parkedal

Anders Sandström

Johan Hägg

Fjaryl

Jens Asserlind

Geely Group

Thomas Ingenlath

Getinge Critical Care

Lina Trulsson

Viktor Sandqvist

Granstudio

Ale Argenio

Hochschule Pforzheim

Carolin Droessler

Honda R&D Europe

John Nagamine-Jones

Ryota Nakajima

Huawei

Jakob Dawod

Hugo Martinsson

Hultafors Group

Anna Olsson

Richard Parent

Marian Dembkiewicz

Ulrika Lindgren

Hyundai Motor Europe

Technical Center

Nico Munkler

Industridesign

Håkon Augensen

KISKA

Kim Habersatter

Timur Burbaev

Knightec Group

Simon Brandt

Jens Nybacka

Lotta Quist

Fredrik Johansson

Mikael Thelin

Matthias Stütz

Laerdal Medical

Shuai Li

LINK Design and

Development

Paavo Mäkelä

Microsoft

Shibashankar Sahoo

Lund University

Pernilla Schuber

Jasjit Singh

**Muthesius Academy of
Fine Art and Design**

William Hoier
Hannes Latour
Jette Sterling

Myra

J-P Hagström
Adam Landström

Nokia

Jon Sommarström
David Graham
Indalecio Gaytan

Onegeneration

Ceren Bagatar

Oslomet

Koray Canlar

PHOENIX Design

Carolin Schmitt

Prevas

Rebecca Jäger
Lina Olsson

Professor Emeritus

Pete Avondoglio

Propeller Design

Olle Gyllang

Region Västerbotten

Virginia Zazo
Emina Kovacevic
Jonas Arrefalk
Martin Jägerbert
Camilla Nilsson

**Robotic Assistance
Devices**

Artur Tchoukanov

Scania CV

Allan Macdonald
Michael Bedell
Mårten Bergström
Christian Högstedt

Smart Media Solutions

Joel Grundström

**Smartrend Manufacturing
Group (SMG)**

Alex Eilberg

**Statens väg- och transport-
forskningsinstitut**

Pia Kristiansson

Studio with Sweden

Håkan Gustafson

Svensk Form

Björn Nordin

Swedbank

Ru Zarin

Swift Creatives

Yuchen Lan

Teledyne Flir

Lennart Andersson

The LEGO Foundation

Laura Ospina

Thule Sweden AB

Johan Larsson

Sinan Altun

Lydia Bäckström

Arvid Riemayer

Toyota Europe Design Development

Marin Dalmas

Trafikverket

Axel Törnell

UID Alumni

Zhehui (Skylar) Wan

Felix Wildberger

Umeå Universitet

Samuel Isaksson

Christopher Frisk

Johan Nordlund

Ellacarin Blind

Malin Karlsson

Karolina Broman

Uminova Expression

Barbro Renkel

Fanny Lindén

Uminova Innovation

Linus Stark

Volvo Cars

Oscar Nélio

Daniel Forsgren

Lizete Druka

Volvo Group

Nina Augustsson

Jonathan Disley

Rohit Dongre

Zeekr

Robert Knutsson

Jiayi Huang

