Dr. Muireann McMahon / Issue Editor

Welcome to Issue five of Iterations, Ireland's Design Research and Practice Review

Editing Issue 05 of Iterations has been a pleasure, from the first submission, right after we posted the call, to the enthusiasm of the authors in reacting to the double blind peer reviews. The response to the call was the highest to date and what is perhaps the more exciting is that over half the submissions were from international parties. This means our reach is widening and Irish design is gaining traction within global conversations. We can take confidence in this. It is also exciting for us to share our design stories within the Irish community and beyond

Issue 05 explores how Design is changing… for the better I hope. The impact of design is being accepted and acknowledged more broadly in industry and society. But this exposure and acceptance brings its own challenges. In this issue we attempt to understand and digest the new directions for design. Exciting times are upon us but how we move to, across and between the edges of these new directions is important.

In Education Tracey Dalton explores the theories underpinning how student interior designers learn and the roles occupied by the tutors and students in these learning activities. Jesvin Puay-Hwa Yeo's research is based in visual communication education. She presents research as a social process to explore new ground and new design directions. Dennis Cheatham in his article identifies one such new direction for design: Experience design. This emerging area of design is not just a discipline, but also a mind-set, he argues. By gathering design stories from practising designers who have found themselves (not always by design) to be working in this space, Cheatham explains that understanding contexts and people's meaning-making can lead to better experiences.

John O'Shea's article on conceptual design criticises, provokes, challenges and questions current design and contemporary practices. Whilst Marie-Lena Heidingsfelder's paper, which has also given us our cover image, proposes a design fiction methodology, through their Shaping Future project, to encourage public reflection on potential ramifications and desirable outcomes of

technological advances. As technology moves in directions not yet known how, through design, can we involve the public and the experts in the ethical and technical discussions that must take place? In his paper Alan Grincell, applies a similar co-creation process and demonstrates how we could design technology driven experiences (particularly banking) for our aging population.

In the Conversations section Sander Bogers interviews Paul Gardien from Philips. They discuss how they have moved from a lighting company into a health tech company and from branding to product design to experience design. This brings challenges to the development of product service ecosystems in the healthcare domain. Richard Hudson-Miles holds an engaging conversation with the Dutch Graphic Design collective Experimental Jet Set. They discuss the blurring, and even elimination of the disciplinary boundaries for artists and designers as a method for encouraging radical social change.

In our final article Hilary Dempsey offers advice for design graduates and employers of designers on how to start well and build a positive, productive working relationship from the outset

These articles offer different, often contrasting, views on the shifting shapes of designers now and into the future. They move from general, larger conversations to specific company reflections and perspectives on how these changes can play out in reality.

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I hope these articles start conversations, cultivate dissent and agreement and provoke reactions of all types. As we move swiftly towards ITERATIONS Issue 6 let's keep the discussions going.

Thank you, most sincerely to the editorial board, the reviewers, the graphic designer and the authors for making the process so seamless and enjoyable.