



# ISAE2013

**First International Symposium on Affective Engineering 2013**  
Kitakyushu International Conference Center, Kitakyushu, Japan  
March 6 (Wed.) - March 8 (Fri.), 2013

Organized by  
Japan Society of Kansei Engineering



Japan Society of Kansei Engineering  
日本感性工学会

It is our great pleasure to welcome you to attend ISAE 2013 – the First International Symposium on Affective Engineering during March 6 (Wed.) - 8 (Fri.), 2013. The main objective of the conference is to bring together academics, engineers, manufacturers, and government officials to present and exchange knowledge, experience, results, and information related to the broad aspects of methodologies employed in management engineering. Affective engineering is a new propelling technology that can enable us to bridge gaps between humans and systems. The scope of the conference also covers all fields of advanced technology, manufacturing, production as well as design.

## Venue

The conference will be held at Kitakyushu, Japan. Today, Kitakyushu is one of leading technology manufacturing cities providing robotics of Yasukawa, automobile of Toyota and Nissan, as well as in the past iron steal industry of Nippon Steal and coal mining, once known as one of cultural cities in Kyushu (one of the four biggest islands in Japan, the beautiful island). The city continues its reputation as the prominent power propelling manufacturing innovations and techniques.



## Theme and Scope

Affective Engineering and Design research has been expected to assist progress of societies with various research fields such as engineering, economics, and psychology. The Workshop on Affective Engineering and Design aims at exploring ongoing efforts in the theory, design and application on a wide variety of research fields related to Affective Engineering. The workshop provides an opportunity for academic/industry researchers and professionals to share, exchange, and review recent advances on Affective Engineering research. Original contribution describing recent modeling, analysis, and experiment on Affective Engineering and Design with particular, but not exclusive, regard to:

- Affective Theory
- Affective Information
- Affective Robotics
- Affective Education
- Affective Computing
- Affective Measurement
- Affective Design
- Emotional Design
- Experience Design
- Fashion Design
- Interface Design
- Interaction Design
- Business and Management
- Information Science
- Brand Identity
- Designing Pleasure
- Culture and Design
- Psychology of Cognition

## Important Dates

**Paper submission Deadline:** ~~October 15, 2012~~ ~~extended to Dec. 1, 2012~~ **extended to Dec. 26, 2012**  
**Acceptance Notification:** ~~December 7, 2012~~ ~~extended to Jan. 1, 2013~~ **extended to Dec. 31, 2012**  
**Early Bird Registration:** **January 15, 2013** **extended to Jan. 15, 2012**  
**Each paper should be paid at least one conference fee of its authors till Feburary 15, 2013**  
**Camera-Ready Submission:** ~~December 31, 2012~~ **extended to Feb. 1, 2013**

## Submission Procedure

Papers must be submitted via the conference web site is required. Submitted papers should be in the Springer's format, and should contain up to 5 keywords. Papers will be evaluated for originality, significance, clarity, and soundness, and will be reviewed by at least two independent reviewers.

## Contact

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