



WDC2025

First International Design Science Congress

Shanghai, China
September 26-30, 2025

WDCC2025
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Congress

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Invitation

Dear Prof. Dr. Thomas Friedrich,

Greetings!

With the approval of the Ministry of Education of the People's Republic of China, the WDCC2025 First International Design Science Congress will be held in Shanghai from September 26 to 30, 2025. On behalf of the Organizing Committee, I sincerely invite you to attend this grand event!

Design, as a vital practice in the evolution of human civilization, not only shapes the form of the material world but also guides the direction of social development and humanity's pursuit of aesthetics in life. As an interdisciplinary field integrating the humanities, arts, natural sciences, and engineering, design science—with its unique innovative value—has become a driving force in global industrial upgrading, social prosperity, and sustainable development. Today, as countries around the world emphasize the strategic importance of design industries, it is imperative to strengthen international academic exchange, intellectual dialogue, and practical sharing to pool global wisdom and explore the frontier theories and future pathways of design science.

Since joining UNESCO's Creative Cities Network as a City of Design in 2010, Shanghai has been committed to empowering high-quality development, high-quality living, and efficient governance through design. In 2024, Shanghai Jiao Tong University and its partners successfully hosted the 10th Oriental Design Forum as part of the World Design Capital Conference, producing remarkable academic achievements. Furthermore, the Proceedings of the Oriental Design Forum and International Symposium on Oriental Design (6th Edition, 2020), hosted by Shanghai Jiao Tong University and the International Association for Design Science, was recognized as one of CNKI's Most Influential Academic Conference Proceedings of 2024 (Social Sciences category)—a testament to Shanghai's academic strength and international influence in design.

This Congress also serves as a professional design forum of the 2025 World Design Capital Conference, co-hosted by UNESCO, Shanghai Municipal Commission of Economy and Informatization, Jinshan District People's Government, Shanghai Jiao Tong University, Donghua University, the National Steering Committee for Graduate Education in Professional Art Degrees, and the International Association for Design Science. With the theme "Science and Art of Design for Future of Humanity," the event aims to build a high-

level global platform for academic exchange in the field of design, advance theoretical innovation and practical application in design science, and contribute design wisdom to the future development of human society.

We firmly believe your participation will bring valuable insights and vitality to this Congress, jointly driving development and innovation in design science. We look forward to meeting you in Shanghai, exploring the future of design, and contributing together to a better life and sustainable development for humanity!

Sincerely,

Organizing Committee of WDCC2025 First International Design Science Congress

周武忠

Chair: Prof. Zhou Wuzhong

Date: September 12, 2025



Congress Information

01. Name

WDCC2025 First International Design Science Congress (2025 International Design Congress)

02. Themes

- Science and Art of Design for Future of Humanity
- Life Aesthetics and Future Villages

03. Schedule

- Registration: September 26, 2025
- Main Congress: September 27, 2025
- Parallel Sessions: September 28–30, 2025

04. Venues

- Main Venue: Shuiku Village, Caojing Town, Jinshan District, Shanghai
- Parallel Venues: Fruit Park, Luxiang Town; participating universities; Shanghai Jiao Tong University (exclusive venue for the 11th Oriental Design Forum)

Core Agenda

September 26 – Registration

All-day registration open, with staff providing assistance for check-in, materials, and accommodation arrangements.

September 27 – Main Congress (Hosts: Li Ke, Feng Xinqun)

Theme: Life Aesthetics and Future Villages

1. Registration (8:00–9:00)

Continuous screening of videos on past International Design Education Achievement Awards, village features of Shuiku and Xiantan, “Planting Scenery” theme videos, and related archives of Prof. Zhang Daoyi.

2. Opening Speeches (9:00–9:20)

- Speech by Jinshan District leader (TBD)
- Speech by Prof. Zhou Wuzhong, President of the International Association for Design Science
- Speech by Shanghai Municipal leader (TBD)

3. Launch Ceremony (9:20–9:50)

- Announcement of the 4th batch of International Design Education Achievement Award winners
- Presentation of International Rural Designer Certificates
- Release of exemplary cases of rural aesthetic towns
- Release of Guidelines for Rural Aesthetics
- Launch of the 6th “Planting Scenery for Villages” Yangtze River Delta Youth Rural Revitalization Design Competition
- Launch of the 2026 National Joint Graduation Design Project in Caojing
- Group photo of all participants

4. Keynote Speeches (10:00–11:30)

- Prof. Liu Yuedi, Chinese Academy of Social Sciences: Life Aesthetics Towards Villages and Towns (20 min)
- Tokumura Shisei, Hangzhou Normal University: Design Infinity and Future Villages— Understanding Rural Development (20 min)
- KK, Chief Horticulturist of Butchart Gardens, Canada: Current Situation and Future Trends of Canadian Villages (20 min)
- Lv Ronghua, Founder of T9 Brand: T9 Brand Design and Business Model (20 min)
- Dr. Pu Chen, IU International University of Applied Sciences, Germany: Video presentation (10 min)

5. Working Lunch (11:30–13:20)

Networking opportunity for guests across disciplines and countries.

6. Award Winner Video Speeches (13:20–13:40)

- Prof. Katsushi Kunimoto, Nagoya City University, Japan
- Prof. Ling Ji'ao, Southeast University, China
- Prof. Dr. Thomas Friedrich, Technische Hochschule Mannheim, Germany

7. Roundtable Discussion (13:40–15:00)

Theme: Transnational Experience and Local Practice—Breaking New Ground for Future Rural Design

- Panel 1 (40 min): Moderator Prof. Liu Xiaodong (Donghua University). Guests: Shen Wen (Director, Jinshan Agriculture and Rural Affairs Committee), Lu Jian (Deputy Party Secretary & Mayor, Caojing Town), Shen Jiangrong (former village head, Xiantan, Moganshan, Huzhou), Zhang Yunmin (CEO, Suzhou Rural Operations).
- Panel 2 (40 min): Moderator Prof. Tang Yunbing (Fudan University). Guests: Prof. Cha Yingkun (Shandong University, Rural Studies), musician Chen Yue, Dr. Tokumura Shisei (World Tourism Cities expert), Prof. Wan Yinsheng (Providence University, USA).

8. Parallel Session (15:00–17:00)

Rural Aesthetics and Rural Design Symposium (15:30–17:00), Moderator: Shen Yuanqin (Former President, China Architecture & Building Press). Venue: Main Hall (roundtable format).

September 28 – Parallel Sessions

1. “Three Hundreds” Luxiang Practice Innovation and Design Symposium (Morning)
Field trip + seminar format with 20 international and domestic guests, exploring design innovation in Luxiang’s “Three Hundreds” development.
2. Other Sessions on rural design, aesthetic applications, etc. (agenda to be announced before the Congress).

September 29 – Parallel Sessions

1. 11th Oriental Design Forum – Theme: Science and Art of Design for Future of Humanity (Shanghai Jiao Tong University). Focus on cutting-edge developments in design science, interdisciplinary integration, and contributions to humanity’s future, with leading experts sharing research and practice.
2. Other Sessions continuing academic exchanges and discussions aligned with the Congress theme.

September 30 – Departure / Optional Field Visits

Participation Notes

1. Dress Code: Formal or business casual attire recommended.
2. Contacts: Dedicated staff will be available on site. For assistance, please contact:
 - Zhou Zhicheng: +86 13913995008
 - Niu Shenchao: +86 15901977217
3. Agenda Updates: Final agenda may be adjusted according to actual circumstances. Updates will be announced via official channels in advance.

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