



EV3.0: Envisioning EV Mobility, Reshaping the Experience

---2016 Jiangnan University International Design Summer School (JUIDSS)

June 26th- July 10th, 2016

Wuxi, China

What if EV recharging is convenient like refueling?

What makes it different if EV mobility enters mass market?

How to perceive scenarios, experiences and lifestyles for future EV mobility?

Welcome to join 2016 JUIDSS! Let's work together to envision EV mobility, reshape the experiences!

Background

As a research-based leading design school in China, School of Design at Jiangnan University has been engaged in renovating and redefining design in discipline, professionals and education programs as the change of society and industry calls for the dynamic response of design and design education. The international summer school provides an intercultural and inter-disciplinary platform to explore concrete global challenges and local problems with an international vision, employing the new design principles and approaches. In 2016, we will focus on EV mobility.

In the last two decades EV industry drew large attention and resources; although technologies and EV-related services have been investigated and developed, neither traditional car manufacturers, nor new energy companies have produced a pure EV vehicle that is accessible from a large consumer audience, or that would be easily integrated in everyday life behaviors and existing trends. EV 3.0, a breakthrough innovation as collaboration between Duke New Energy Vehicle and the DESIS Lab at JU have been announced. The jointed R&D team has created a prototype of the next generation of electric vehicle with radical progress in key performances: the time of a full charge is reduced to 15 minutes, and it allows 430 km range of use, which may break the bottleneck of EV industry. 2016 JUIDSS aims to investigate the disruptive innovation around EV 3.0, envision the future of EV mobility and reshaping the driving experiences. The summer school is supported by DESIS Digital Social Innovation cluster (DESI-DSI).



Length*width*height (mm)	4190 * 1650 * 1445
Wight (kg): 16000	Seating capacity: 4
Top speed (km/h): 120	Max <u>gradeability</u> (%): 25
Full charge (min): 15	Range (km): 450
Battery type: Ternary Li-ion Battery	Battery capacity (kwh): 70
Efficiency, kwh/100km (kwh): 15	Acceleration, 0-100km/h (s): 10

Facts and Figures of the EV 3.0

The summer school is composed of two modules, Module I- Cultural Experience Workshop, and Module II- Thematic Design Workshop.

Module I Cultural Experience Workshop

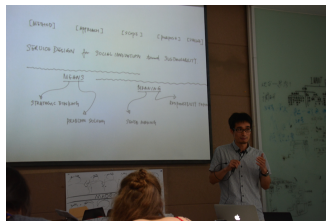
Chinese enjoys a long history of ceramic making. The workshop will take place in one of China's oldest ceramics factory in Gaochun, a city 200 km away from Wuxi. During the workshop, students will get to know the history and art as well as the production process of ceramics at the field and also enjoy the design and hand-making: drawing, glazing and sintering of the pottery, getting a real taste of the traditional Chinese art and ceramic crafts.



Ceramics Making and Glazing

Module II Thematic Design Workshop

EV 3.0 means a new age when electric vehicle is widely used in everyday life. With the breakthrough innovation in electric vehicle above, we think it's time to envision the future of mobility in the EV age. EV3.0 is not only a real discontinuation in vehicle, but also in infrastructure, system and services, which provides a big design space to explore different possibilities of sustainable solutions and user experiences. It means the change of behavior and lifestyles of people in mobility and related fields. Therefore, the aim of the workshop is to investigate the context, trends of mobility in next EV age and to build viable scenarios where sustainable solutions and lifestyles are created by radical innovations in multiple dimensions. Under those concerns, several design challenges are proposed including: 1) Recharging service and system; 2) Alternative mobility services; 3) HMI of EV lifestyle.



Lecturing



Brainstorming



Knowing Friends



Factory Visits

Brief Schedule

Jun. 26-30, Cultural Experience Workshop, Gaocun and Wuxi

Activities: Cultural trip, field visit, lectures of Chinese art and ceramic, training class, design exercise, dialog with ceramic masters, hand-making studio.

Jul.1-10, Thematic Design Workshop, Wuxi, Nantong

Activities: warm up and team building, cultural trips, companies visits, EV 3.0 project visit and experience. Lectures and seminars, field research and user research, issue mapping, scenario building, service design, prototyping, stage presentation and tutorials, final presentation and exhibition.

*Detailed schedule will be defined afterwards.

Design Approaches

It's a project-based course and deploys service design approach. With strong research intention, it aims to build the concerns in problem discovering and opportunity identification, analysis and definition and developing solutions, in particular, it enables students to learn the know-how, design principles, methods and tools of projects towards complex problem and multiple approaches of innovation, in particular, design-driven innovation and digital social innovation will be introduced and support to subjects. In addition, some perspectives of approach might be highlighted:

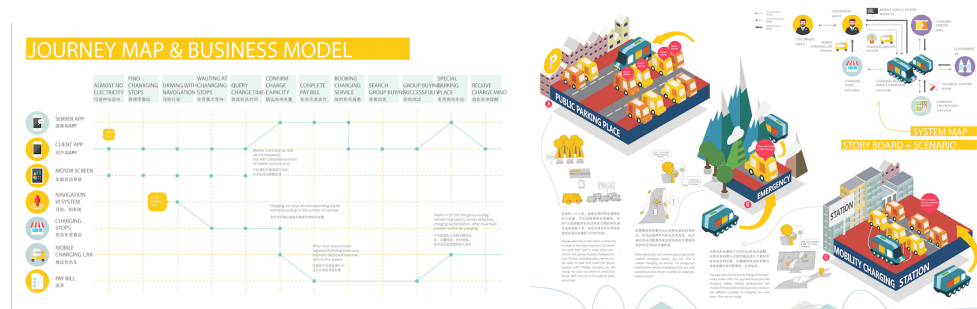
-Intercultural approach: the participants will investigate local cultures and context with reference of own cultural experiences in mix-team work;

-Interdisciplinary approach: the stage of workshop regards all participants as certain experts in certain field to contribute to the project instead of novel designers.

-Local context-based approach: the project will be based on local realities and problems that participants would recognize by field research and well involve into local context.



-Scenario building approach: as a dense workshop, the results of workshop stand on scenarios more than solutions. the formats of proposals are highly free to present their insights, ideas, visions and new possibilities.



System Design-Examples of Previous Works

Program Details:

A. General

1. Language: English
2. The schedule is subject to objective conditions, for instance, weather.

B. Credit hours

100 credit hours, students will get a certificate after the completion of the workshop.

C. Participants

- International students (undergraduate or postgraduates) who have interests in design;
- International students in the field of design;
- Selected students in the hosting design school;

C. Tutor Team

Xiangyang Xin, professor, Dean, School of Design, Jiangnan University

Miaosen Gong, PhD, Associate Professor, Associate Dean, Coordinator of DESIS Lab, School of Design, Jiangnan University

Francesca Valsecchi, PhD, assistant professor, Tongji University; visiting fellow, School of Design, Jiangnan University

Jie Shen, associate professor, School of Design, Jiangnan University

Cao Ming, associate professor, School of Design, Jiangnan University

Sun Jihong, Director of National Industrial Design Park

Nicola Butti, visiting fellow, School of Design, Jiangnan University

More experts from academy and industry will be invited to involve in the summer school.

D. Introduction to the city of Wuxi and Jiangnan University

Wuxi is a city on the Yangtse River between Suzhou and Nanjing, and is located in the south of Jiangsu Province, half way between the cities of Shanghai and Nanjing. To its south is Lake Taihu and to its north is Yangtse River. It has a rich history of over 3,000 years and is the birthplace of the Wu culture. Nowadays, the city is under direct jurisdiction of the province and governs two county-level cities and seven districts. As one of the birthplaces of China's national industry and commerce, Wuxi



is one of the fifteen economic centers in China. For its recent rapid development, Wuxi has been dubbed the "little Shanghai".

Jiangnan University, situated in the beautiful city of Wuxi, Jiangsu Province, is one of China's national key "211 Project" universities, one of "985" platform universities, and functions directly under China's Ministry of Education. Reputed as the "Pearl of China's Light Industry Higher Education", Jiangnan University's roots stretch back to 1902 when its predecessor, San Jiang Normal School, began its first term. It consists of 17 schools and 51 undergraduate programs and has about 20,000 full-time undergraduates and over 9,000 part-time students receiving continuing education. Currently there are 5,700 doctoral and master candidates studying on campus. Jiangnan University boasts 15 national and provincial key disciplines. Among them, Food Science and Engineering, and Light Industry Technology and Engineering at Jiangnan University ranked first, and Textile Science and Engineering ranked second according to the 2009 National Firstlevel Discipline Assessment carried out by the China Academic Degrees and Graduate Education Development Centre in the Ministry of Education; and Design discipline ranks the 4th according to the 2012 National discipline ranking by Ministry of Education.

E. Finance

Module I 1500rmb per person(optional); Module II 5150rmb per person; **in total 6650rmb per person.** Fees including accommodation (standard hotel room), lunch, airport transportation, express mail fee, local travel, lecture fees, workshop materials, etc.

Due to reconstruction of International Students' Building, summer school students will live in a hotel very close to campus, about 5 minutes by walking.

F. Contact Information

Please email application forms and a copy of students passport to the following email address by March 30, 2016: sara.xjchen@jiangnan.edu.cn.

Students will be informed whether they are accepted or not by April 15, 2016.

G. Visa

Once your application is confirmed, we will email you the invitation letter and accommodation offer letter for your visa application.

H. Payment

Account with Bank: Bank of China, Wuxi Branch

Bank Address: No.258 Zhongshan Road, Wuxi
214002, Jiangsu, P. R. China

Swift code: BKCHCNBJ95C

Beneficiary: Name: Jiangnan University

Account No. : 474158228044

Address: No.1800 Lihu Road, Wuxi
214122, Jiangsu, P. R. China

City/Province: Wuxi/Jiangsu

Tel: 0510-85913145



江南大学设计学院
School of Design
Jiangnan University



EXPERIENCE!

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Application Table for 2016 Summer School

Home institution			
Name		Date of birth	
Passport No.		Nationality	
Gender		Religion	
Phone number		Email	
Mailing address			
Emergency contact(name and contact)			
Level of study		Major	
Contact information from home institution			
Briefly describe your professional skills or interest in design.			
Do you have any toboos or any specific food choice?			
More information you would like to provide?			
<p><i>Please note that students needs to buy the insurance on their own before come to China.</i></p> <p><i>Fees for the summer school are to be transferred to the following account before arrival.</i></p> <p>1) <i>Bank Name and Address:</i> <i>Bank of China, Wuxi Branch</i> <i>No.58 Zhongshan Road, Wuxi</i> <i>214002, Jiangsu, PR. China</i></p> <p>2) <i>Swift Code: BKCHCNBJ95C</i></p> <p>3) <i>Beneficiary Name: Jiangnan University</i></p> <p>4) <i>Address:</i> <i>No. 1800 Lihu Avenue, Wuxi, 214122, Jiangsu, PR. China</i></p> <p>5) <i>Telephone: 86-510-8591-3145</i></p> <p>6) <i>Account No: 820102346018094014</i></p>			