

Technologies for objects, objects for uses...

STEAD newsletter 2

July 2003

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STEAD is a project based on educational action and supported by the European Commission. It aims at enhancing (young) people's awareness of science and technology impact on daily life. It is in-keeping with the European Science and Technology Week and will simultaneously take place in Germany, Belgium, France and the United - Kingdom from September to November 2003.



*European Science and
Technology Week
November 3rd-9th 2003.*

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Reminder/

The Newsletter is mainly aimed at a restricted distribution list including the project consortium members, as well as teachers, contributors and scientific and technical culture specialists.

Editorial /

A New Deal

The challenge of STEAD is to:

- Show science and technology impact upon daily life
- Try to make science and technology no longer difficult and harsh subjects, only reserved to specialists.

Changes in Science Teaching Methods

The United-Kingdom education authorities are to introduce a new science curriculum in their secondary schools putting the emphasis on “science for citizens”. The initiative will be introduced in 50 schools in the next school year and will focus on topical issues such as pollution, cloning and genes. The change follows criticism of current science education as too factual and for failing to include contemporary science. (Source : Cordis Focus - Issue 213).

In parallel, in its science and society action plan, the European Commission stated that “teaching methods in general and of scientific subjects in particular have a major impact on the attitude of young people to sciences”, and recommended the “development and testing of education methods designed to stimulate youngsters’ interest in science.”

Design as a Vehicle for Knowledge

Most of the objects and “things” we use in our everyday life were imagined and conceived out of material transformation, operation and manufacturing process, characterizing them as technical objects.

STEAD thus recommends to:

- Use design as a mediation tool between science and society
- Create educational situations where children are both confronted with the complexity of the technical field and their imagination to invent their own vision of the future.
- Choose objects as a starting point and go back to the origin of their creation, focusing on what makes them possible, usable and efficient.

The Editorial Committee

Insights /

The STEAD project is supported by the European Commission which regularly publishes information on the European Science and Technology Week as well as a series of recommendations to the partners. The European Commission lately invited all the project promoters to Brussels to discuss on the various opportunities to make the Science Week popular.

Live from the European Commission

- Current events of the Science and Society plan

<http://www.cordis.lu/scienceweek>

- 2003 Science Week - Schedule

The 2003 European Science Week will take place from 3rd to 9th of November in all the countries of the European Union. The climax of the STEAD project will be in-between these two dates with the opening of the final exhibition at ENSCI-Les Ateliers, 48, rue Saint Sabin F - 75011 Paris, on Monday, November 3rd at 5 p.m. and the final seminar of the project on Wednesday, November 5th (from 11 a.m to 6 p.m) - the location has not been determined yet. The seminar will be followed by a private viewing of the exhibition with the supervising personalities and authorities, many guests and the partners of the STEAD project from 7 to 9 p.m.

- Recommendations from the European Commission

The project promoters were given advices and recommendations as to the promotion of the activities to be launched during the 2003 European Science Week. More precisely, the European Commission insists on the need to find information tools among the media and the systematic use of the Science Week and EU-Fly logos as well as the available materials (flyers, pins, posters, leaflets).

- Partnerships

The European Commission strongly encourages cooperation between project promoters. This is why the STEAD project has taken contacts with the other holders :

PHYSICS ON STAGE - <http://www.physicsonstage.net>

I.WEAR - <http://www.i-wear.org>

SCIFI - <http://www.region-stuttgart.de>

KaS - <http://www.kidsandscience.com>

E-AWARE - <http://www.eaware.org>

EUSCE/X

PULSE

Practical Book /

To comply with the pre-defined objectives, the partners are developing several tools which are accessible to teachers and the large audience.

The project Tools

Website

The STEAD Website will be first open to a restricted audience in July then to everybody in November. It will include several items helping users to get information on the project, its stage of development and various linked aspects.

Database

Realised by the University of Bradford (UNIBRAD - UK), the database is a documentation reference tool on electronic domestic goods put at the disposal of teachers, contributors and classes.

Publications

Various kinds of publications are planned: the Newsletter, the final report and a catalogue book, as well as several articles available on the partners' websites or in the press.

Partnerships /

Besides institutional partners, industrial groups share their expertise and contribute to the events.

Participation of industrials in the STEAD project

The Design Centre Rhone-Alps is responsible for the contact with companies manufacturing electric home appliances in order to get them to participate in the STEAD project in more ways.

The first big task is to make the companies accept to supply photos and information about their products for the database. For this purpose, a long list of products has been established including the products that will be studied in the workshops in Belgium, France, Germany and Great Britain. The list includes products such as mobile telephones, televisions, food machines, DVD / video player and many other products. For each product category, a certain number of companies manufacturing these products has been identified and the contact to them are right now in the starting phase.

Once the companies have accepted to participate as information supplier to STEAD other proposals will be submitted to them. It could be imagined that some of the companies would be involved in the workshops providing products which can be used during the working sessions with the pupils or giving presentations of their companies, products or the link between science and design in developing new products. The companies will also be asked to contribute to the final exhibitions in the different countries.

In the next newsletter, the list of the companies having accepted to participate in STEAD will be published.

Charlotte Nicolajsen, Centre Design Rhône-Alpes

Example : DYSON <http://www.dyson.fr>

Besides its participation to the various events of the project, DYSON is directly involved in the educational actions (workshops) by making pedagogical toolkits (technical material and written explanatory documents in French and English) available to the workshop leaders.

Events /

The unfolding of the project is punctuated with several events until its climax in November for the 2003 European Science Week - among which the "Tools and Methods" Seminar which took place on April 2nd 2003 in Paris, at ENSCI - Ecole Nationale Supérieure de Création Industrielle.

A Seminar to Understand and Take Action

The seminar aimed at taking stock of the leading features of the project, its tools and its methods. About sixty participants, coming from Germany, Belgium, France and the United Kingdom attended the seminar. The participants included most of the teachers who will later on contribute to the workshops as well as current and former student designers from ENSCI-Les Ateliers. The seminar was two-folded: the project and its context / presentation of the pedagogical scenarios. Such a seminar provided the actors of the project with a good opportunity to meet for the first time at European level and take fruitful contacts before the realisation stage in September and October 2003. The attendance of Mrs Kitty Ferhinger from the European Commission was noticed - at the end of the event, she recalled the objectives at stake in the programme launched by the European Commission.

The Project and its Context



Design and Industrial Creation, J.P. ROBERT, Head of ENSCI

The concept of design is historically linked with the universe of decorative arts. The word itself is subject to various semantic derivations. The history of design is nevertheless merged with the technical evolutions which took place in the second half of the 19th century and along the 20th. Nowadays, the phrase "Industrial Creation" seems to be more relevant to define a whole set of practices and methods leading the arising of a new artificial environment characterised by "functional areas".



From Domestic Science to Intelligent Home, P.EXCELL, Director of Research, School of Informatics / University of Bradford/

Housework mechanisation - initiated at the end of the 19th century - was illustrated by the birth of a great variety of household appliances. Nowadays, other types of networking equipment and complex systems endowed with "on-board intelligence" and/or "artificial intelligence" (robots, distributed systems) born out the latest development of science and technology, especially information and communication technology (ICT) are replacing former electro-mechanical appliances. Such a revolution goes along with a change in customs and behaviours toward home universe.



The Design Business, M.M. GABILLARD, Head of CDRA (Centre Design Rhône-Alpes)

If household appliance leading groups (Philips, Electrolux, Whirlpool...) appeal to design, many innovating SMIs and SMEs are also present on the market (ex. See DYSON example). But innovation does not only depend on research, science and technology, cleverness or the enterprise. It also relies on the knowledge of social and economic fields, in term of organisation and marketing. This is particularly true for house-

hold appliances.



Design, a tool for technology transfer ?, M. RADULOVIC, Project Manager, CREACTION

Through the example of technology transfer from spatial industry to traditional ones, the role of design - as a tool for transformation, an innovation vehicle and a creativity force - is becoming clear. The European Union, with ESINET - Incubator network for spatial technology-based industries - enhance the daily use of applications developed in the area. For household appliances, such technology transfer is full

of development promises.



Mediation through Design, E. CAILLET, Manager of the e-campus project CULTURA, CNED

The objective of the STEAD project is to make the impact of science and technology on daily life visible, perceptible, and understandable to various audiences. Such an objective implies resorting to cultural mediation practices to initiate the dialogue with the large audience, to develop it and to complete it with varied activities. As to the final exhibition presenting the outputs of the STEAD project, basic rules must be

taken into account.



Intelligent Comfort, Prof. G. TEODORESCU, Director of IIID (Integral Institute for Industrial Design)

There are clear developments pointing out toward an integrated home-comfort concept based on a system of networked sensor and actors. The multicultural influences, however, have resulted and will increase in changing features of human habits in a limited cultural environment, so the solution for contemporary and future should account for them as and open cultural space.

Scenarios to try out

Here follows a description of the methodology used by each partner to select schools for the workshops



“Behind Objects”

We put Fondation 93 partnership with Seine-Saint-Denis educational local authorities to good use to select the 6 schools and teachers who would take part to the workshops.

We first met the school inspector and presented him the main features of the STEAD project. Then, in February, we met the district pedagogical advisors and the national education inspector in charge with the development of cultural projects in the district.

The selection of the districts was based upon three criteria :

- A geographical criterion : to confer a good geographical representativeness on the experience, it was necessary to choose varied towns and distribute schools according to educational areas.
- A pedagogical criterion: we gave priority to districts where pedagogical advisors are interested in a project focused on design and where schools are keen on developing experimental cultural projects.
- A “political” criterion: we selected schools for their representativeness of the population in our district, thus excluding any kind of elitism.

Following the first work meeting, pedagogical advisors designed a draft pedagogical scenario for the workshop and defined the schools and teachers to take part to the project.

Thanks to the first seminar of the project (April 2nd 2003) at ENSCI the teachers were granted the opportunity to get an overall vision of the project and get in contact with the designers who will contribute to the workshops.

During a second meeting on May 14th at ENSCI, the work calendar was presented and the role of each person was clearly defined. The “teacher-designer” teams were determined and the further steps of the work will now start between the two partners (meeting in each school).

During a third meeting (on June 11th), the organisation of the workshops will be finalised.

Daniel Véron, Fondation 93



“Intelligent Home”

The University of Bradford’s aim for the workshop entitled ‘Intelligent Home’ is to promote an increased understanding and enthusiasm for science and technology within school children through a hands-on approach to exploring and examining the design and development of domestic electrical and electronic appliances, with an emphasis on mobile appliances, and their integration into our household environment and daily lives. This will emphasize not just scientific and technological aspects of these appliances but will also provide a sociological and ecological

approach, highlighting the needs of the consumer as well as cultural influences and economic considerations, and how these aspects interconnect within technological appliance design. The subsequent classroom lessons will promote these areas further, through the

pupils' research and design development. The number of ensuing classroom lessons will be negotiated with each individual school, according to curriculum and time constraints. Contributing schools have been chosen for their academic excellence, enthusiasm and dedication to the promotion of sciences, design and technology in an exciting and informative way. Each school brings to the project their own unique contribution, reflective of the nature of teaching methods within the school. The University of Bradford is working with co-ordinators to create individual workshop plans, tailor-made to benefit the schools' vision and curriculum constraints. This development of individual work programmes has been successful in allowing the teachers the flexibility they need regarding time, pupil numbers and objectives whilst maintaining each workshop in the framework that the University has developed. The University believes it would be beneficial for pupils between the ages of 11 and 14 to participate in these workshops as the ideas and approaches which we wish to explore will be more beneficial to this age group due to the methods of exploration of technological appliances that we wish to undertake. However, the pupils will be chosen by each individual school, according to the schools' own criteria, and two of the selected schools have junior sections, with children down to age 5, which may become involved.

Penny Scaffold, University of Bradford



"Domestic Automation"

The selection of the 4 classes and 12 teachers who will take part to the workshops in September and October clearly underlined their interest to take part to such an initiative. All the classes are indeed generally open to awakening activities (through theatre; thematic research in partnership with other schools - especially French ones, visits of exhibitions...).

Mrs B. Bertin, deputy mayor of Virton in charge with education, youth and sport, gave schools the go-ahead to take part to the project. Mrs Bertin is also president of the organising power for school networking in the district. She will therefore share her expertise and the necessary means for the fulfilment of the educational and pedagogical mission of the project.

Three schools in the district of Virton (Ruelle/Chenois/Meix-Devant-Virton) are involved in the project as well as the primary school in Carnières (Morlanwelz). Why choosing Carnières? Household appliances being the main subject of the project, it seemed necessary to talk about the food mill and try to set the record straight. The food mill is often referred to as invented by Moulinex founder whereas it was actually created by a Belgian citizen. Mr Virton SIMON was born in Morlanwelz (B). On February, 4th 1928, he submitted a request for an invention patent for a "quick colander for vegetables and other foodstuffs". Then the story begins...and a museum has now been built to keep the memory alive to discover, feel, guess, dream...

The geographical criterion - except for Carnières - seemed obvious (proximity service). The pedagogical criterion turned out to be clear considering the dynamism of the school directors and the already existing experience in terms of awakening.

The teachers who attended the first seminar on April 2nd 2003 got an overall vision of the project. The internal work meeting on April 10th brought about practical information thus meeting their expectations. The meeting on May 12th was focused on the objects to be tack-

led by each school, a need analysis in terms of educational supports, the resource people and the organisation of the Science and Technology Week.

Our “design” expert, Mr G. Gueben has already discussed on the issue in several classes from varied points of view according to the chosen object. The next meeting is planned on July 3rd in Carnières and will be dedicated to the stage of development of the workshops and the organisation of the Science Week.

Once the main actors were identified, complementary partners were still to be found. One of the most important technical high schools (Institut Supérieur Industriel de Pierrard) joined in with Mr Marc Blaise, mechanics and electricity teacher for the technical dimension of the project. the scenographic dimension of the exhibition will be carried out by the Institut de la Sainte Famille. It has to be noticed that the Institute was first called “Household School”, which is a sure sign for an original and relevant exhibition. The Robert Schuman High School is our “pedagogical” partner. It trains teachers and includes an “initiation to new techniques” module in its curricula.

In parallel to the creation of the Belgian consortium, the Institut Supérieur Industriel de Pierrard will host the STEAD project on its own website. It will first introduce the partner schools and then describe the experiences carried out and the courses taught in each school as work progresses, thus providing a permanent exchange of information between the schools.

Maria Radulovic, Creaction



“Future Home”

As we are expecting pure imagination and idea development of children beyond existing solutions, 4 themes, basic concerns of home in human history are given: Lighting, Hygiene, Warming and Cooking. After the 4 workshops, a super team is gathered out selected students from 4 topic groups and conveys another workshop dealing comprehensive topics for future home.

Each Topic follows module structure, such as “topic moderation”, “idea generation”, “idea presentation” and “evaluation”

Step 1 - Topic moderation

To evoke the children and attract their attention each theme starts with questions with “why”, “what”, “how” are asked. Approaching to basic human situation and needs it is possible to lead children toward profound and original thinking. Visuals of illustration are presented in helping the process.

Step 2 - Idea generation

Grouping the class into 4-5, there are 5-6 students are in each group. Comments from home teacher to help students to be free from conventional ways of thinking in finding solutions. Each student gets a piece of paper and generates free ideas.

Step 3 - Idea Presentation

Visual attention: laying out all the sketches on the floor.

Authorship: keeping reminded that every single idea is valuable and authorized, so that students are more encouraged and engaged.

Oral Presentation: 2-5 min presentation by each student and workshop moderator is putting open questions to broad and deepen the original ideas and imagination

Recording the presentation: In addition to multimedia based recording, workshop moderator is writing down the topics of the ideas and making a list of class work eventually.

Step 4 - Evaluation

Workshop moderator(s) and home teachers including observing teachers are evaluating the students' works and selecting half of them for "super team" workshop. In doing so, there are criteria as follows: originality of ideas, depth of ideas, expression skills in oral and visual.

"Team" workshop

Theme : Future home

Selected students from 4 themes are participating to super team workshop. At this stage, students are already informed about workshop methodology and thus ready for that. Therefore workshop moderator is running the class with comprehensive topics :

Wearable solution

Home system

Hyeon-Jeong Suk, International Institute for Integral Design

Full texts will be available on the STEAD Website by July 15th 2003.

Short News /

News, quotations

Kids' words

To the question "what will you do when you are older ?"

The child answered : "I will draw beautiful things ..."

And added "...and I will do funny things"

(Télérama n°2779 - April 16th 2003)

Pre information Notice

For a call for tender related to information society, the European Commission published a notice related to projects of the sixth framework programme - among which a call about the use of ICT and Internet in schools.

A European Summer University on Innovation and Business Intelligence

The Cherbourg School of Engineering, with support from the French Ministry of Education, ADIT and CORDIS, is hosting the second European Summer University, on the theme of innovation and business intelligence, from 28 June to 18 July. (Cordis Focus - 219)

European Programme IST

The CELEBRATE ("context eLearning with broadband Technologies") user group gathers 22 partners from nine member states. The initiative allows 500 schools from six countries to have access to on-line digital teaching.

http://eun.org/eun.org32/eun/en/About_eschoolnet/sub_area.cfm?sa=95

Multimedia and Design in Metz

On May 5th, 6th and 7th, Metz welcomed the International Festival of Multimedia and Design dealing with "Space, Object and Multimedia". Nicknamed NORAPOLIS, the initiative gathered many enterprises and contributors of multimedia, new technologies, arts and design, digital cultural heritage.

A radio for the undertwelve

The CSA (Conseil Supérieur de l'Audiovisuel - High Council for Television and Radio) has granted SUPERLOUSTIC with a multimedia platform for the undertwelve to broadcast on medium waves.

<http://superloustic.net/concept/plateforme.htm>

LEONARDO on-line (<http://mitpress.mit.edu/leonardo/>)

LEONARDO, international organisation for arts, sciences and technologies is studying the feasibility of an art center and research lab called " Arts Lab " to draw connections within the designers' community and to explore new technologies.

Info@artslab.net

Communication /

Dissemination

The dissemination stage is a major goal. It aims at popularizing the project in educational spheres, getting people out of the partnership to know the experience, diffusing information on the stage of development of the project, initiating contacts and partnerships with other sectors, managing the project marketing.

Various types of partners are to be considered :

Supporting Partners

Industrials in the household appliances sector (manufacturers)

Vocational organisations of the sector (distributors)

Institutional partners (concerned ministries: education, culture, industry, research, youth and sports)

Associations (Youth Clubs, network of cultural, technical and industrial culture centres; especially during Science Festivals)

Press releases

Daily, weekly and monthly generic press

Specialised press (Research, Science, Scientific and Technical culture)

Targeted press

Young people

Educational

Other media (TV, radio)

Internal and external publications of the partners

Specialised Websites

Publishing

Contacts with publishers (Young people, Science and Technique, Education...)

Multimedia

Others

French network of Design Centres
Other organisations for the promotion of industrial creation
European network of design Centres
International organisations (ICSID, BEDA...)
Other project promoters (2003 European Science Week)

This implies a series of tasks to be carried out by all the involved partners:

Definition of the general communication strategy in-keeping with D431 (Dissemination Plan) and validation during DMG (Reminder: May 27th 2003 DMG)
Realisation of press releases (to be e-mailed)
Organisation of press conferences
Direct contacts with journalists
Information mailing via a targeted distribution list (ex. Newsletter)
Preparation of information supports for the final exhibition
Organisation of school visits
Preparation of satisfaction checklists for the exhibition
Suggestion, writing and development of notes aimed at schools, teachers, parents, actors of scientific culture
Relations with decision-makers (local authorities...)
Negotiations with industrial partners
Etc.

Exhibitions /

When, what, where, how

The objects issue; principles and methods

The showing of objects during the final exhibition will not be the sole juxtaposition of appliances, tools and artefacts based upon richness and aesthetics criteria. The underlying feature will be the social acknowledgement brought about by the objects, their weight in terms of knowledge and culture. Each object may vary, open up new horizons, and be opposite to other closely related objects by its shape or symbolic power. The exhibition will provide its own language, its own analytical vision leading to a large number of variations of the signifying position of the displayed objects and their corresponding contexts. The exhibition will be pedagogically-oriented and organised so as to link the container and the content, the objects and the means

It may be encyclopaedic, in other words may lead to transfigure its own content from a set of information and data to operational and decisive statements. Encyclopaedism means in addition to the means already alluded to, mass, quantity, interpretation from several points of view - from material obviousness to the most imaginative conceptions (this is also true for the database). This also means the opportunity to establish varied orders and relations.

The philosophy of the exhibition will be represented through each displayed object and will be an experimental tool to understand various situations: to analyse doctrines and theories, to be able to tear them into parts and to recombine them.

Most of the constituent parts of the exhibition will be directly made by children in varied plastic forms. The difficulty to be overcome will be the issue of coherence - from a professional point of view but also for efficiency and plastic quality criteria. One of the solutions is to define terms of reference (for example, to use a unique format - poster ; to ask for the works to be edited and digitally printed in large size ; to define basic graphic rules, etc.) The mediators (designers) will be responsible for presenting the works and taking part to the final layout.

Another problem: how to account for the diversity of works if the exhibitions are split in the various places where the workshops were organised ? The digitized poster solution may be an answer, for it allows transferring files with Internet and then copying. Each partner would be therefore provided with the whole set of works developed by the other partners. ENSCI and FONDATION 93 also suggested making a short video film to display in each exhibition.

Finally, the exhibition may go along with the participation of other operators in specific stands presented as industrial partners, technical museums, publicity museum, publishers, etc.

Education / Culture /

Selection - Read / See / Listen

Books

Elisabeth Caillet, *A l'approche du musée, la médiation culturelle*, Coll. Muséologies, PUL, 1995 Presses Universitaires de Lyon

Jean Davallon, *L'exposition à l'œuvre, stratégies de communication et médiation symbolique*, L'Harmattan Communication, 1999

Jean-Claude Beaune, *Philosophie des milieux techniques, la matière, l'instrument, l'automate*, Collection milieux, Champ Vallon, 1998

Pierre Jouin, *Une liberté toute neuve... Culture de masse et esthétique nouvelle dans la France des années 50*, Klincksieck, 1995

Pierre Doze, *Starck*, Taschen, Edition augmentée, 2003

Pierrette Grondin, *Cyberculture et objets de design industriel*, Les presses de l'université de Laval & L'Harmattan, 2001

Reviews

Consommations et sociétés N°1, Cahiers pluridisciplinaires sur la consommation et l'inter-culturel, L'Harmattan, 2001

Histoire de l'art, pratiques et méthodes, Cahiers d'Histoire, N° 82, 2001

Exhibitions

Exposciences in France

Exposciences is a series of meetings and exhibitions aiming at promoting cultural, technical and scientific activities. Info : <http://www.cirasti.org> or 01 40 05 79 14

Television (Channels)

France 5/Arte, *Question maison*, Saturday at 10 :05

Planète Future

France 3, *Côté maison*, Saturday at 15 :20

M6, *E=M6*, Sunday at 20 :05

France 3, *Mon kanar*, from Monday to Friday at 17 :30 ; *C'est pas sorcier*, from Tuesday to Friday at 17 :45 and Saturday at 10.10

Websites

A portal for design addicts (in English) / <http://www.designaddict.com>

A web design specialised portal / <http://www.praktica.net>

To get informed on exhibitions and events / <http://www.agenda-design.com> and <http://www.dizajn.net>

Promoting design / <http://www.alliance-française-des-designers.org>

For professionals / <http://www.creabook.com>

Calendar /

Events

Workshops : between September 1st and October 30th 2003

Exhibition : from November 3rd to 9th 2003

Seminar : on Wednesday, November 5th 2003

DMG Meetings

DMG 3 : daily management group 3, May 27th 2003

DMG 4 : daily management group 4, 1st week of October

DMG 5 : daily management group 5, December 2003

Tools

STEAD website : July 2003 - v1 / August 2003 - v2 / November 2003 - v3

STEAD database : July 2003

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