1

Editorial

Ameziane Aoussat, Carole Bouchard and Patrice Dubois

Laboratory CPI-ENSAM,
151 Bd de l'Hopital, 75013 Paris, France
E-mail: carole.bouchard@paris.ensam.fr

Biographical notes: Ameziane Aoussat is head manager of the New Product Design Laboratory at ENSAM. He obtained his PhD in Design and Innovation in 1990. He is now Professor since 2001 at the same place. His research topics are innovation, design and project management.

Carole Bouchard is an Associate Professor at the Ecole Nationale Supérieure des Arts et Métiers, France. Her research activities are centred on design watch methods, engineering emotional design and applied creativity and innovation.

Patrice Dubois obtained his PHD in 1998 and is assistant professor since 1999. His research areas are engineering design, rapid prototyping and the creation and management of start-ups.

Nowadays consumer's satisfaction is mainly based on the emotional performance of products and services. The affective dimension is become crucial in the man-product interaction. More and more researchers are aware about the importance of emotions in design. Many research fields from design science, psychology and computer science have progressively been turned towards this topic, with various points of view contributing to common research advances.

This evolution can be illustrated by specific domains being currently highly disseminated like Kansei Engineering, Emotional Design or Engineering Emotional Design and also Affective computing for Intelligent systems. The increasing significance of the topics related to design and emotions shows that this research axis corresponds to a long-term concern.

Kansei Engineering is a method for translating semantics, feelings, impressions, emotions into product parameters. It was invented by Mitsuo Nagamashi in the 1970s. *Kansei Engineering* can measure semantic evaluation and shows the correlation with certain object properties. The objects are usually taken in the context of product design. Recent studies focus more on the measure of emotions felt in front of specific semantic stimuli.

In Europe the subject of Kansei Engineering is also known under the term of *emotional design*. *Emotional design* is a more emergent area initially formulated by Donald Norman, and directly applicable into design science. Semantically and aesthetically appealing objects generate an affinity which has a positive impact on the human-product interaction. In the future it will be essential to improve this affinity when generating new design solutions.

Other areas of Kansei Engineering are also developing in computer science, like some applications for information retrieval for instance. In this way, *Affective computing* is a newly fast growing interdisciplinary field dealing with subjective data like semantics in design. The objective here is to give computers the ability to recognise and model semantics in giving more knowledge to computing systems and to the ability to build physically instantiated learning systems.

In fact new advances come in part from the inter-connexion of Kansei Engineering and Computer Engineering. This trend can be illustrated by the first Conference on Kansei Engineering and Intelligent systems organised in Aizu (Japan) in September 2006.

This special issue encompasses various points of view from different continents representing the fields of Kansei Engineering and Emotional design applied into design science. It does not pretend to be exhaustive, but it proposes a vision that can be informative. We are grateful to all authors and reviewers of selected papers and to Dr. Mohammed Dorgham and Liz Harris for their support regarding this special issue.