



# PerceptionLab

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## Members



### **Speaker:**

Prof. eng. Ulrich Nether

Teaching field: Product design and ergonomics

Main foci:

- The interface between people, objects, space and the environment
- Product perception in the spatial environment
- User orientation
- Knowledge transfer to industry and the design business
- Analysis and concepts for product processes and developments.

### **Participating professors and labs (in alphabetical order):**

Prof. Dr. rer. nat. Guido Falkemeier,

Teaching field: Media production

Main foci:

- Conception and construction of interactive applications
- Digital image processing
- Digital video processing

- Conception and design of animations in 2-D and 3-D

Prof. eng. Eva Filter

Teaching field: Design and construction of flats and residential facilities

Main foci:

- Human-spatial relations, perception and appropriation
- Structured atmospheres
- Emotional places in structural architecture
- Learning spaces and convalescence spaces
- The spatial lab as a transfer instrument .

Prof. Design Harald W. Gräßer

Teaching field: Light design, light architecture, spacelightcolour

Main foci:

- Knowledge transfer to light design
- Materials and surfaces for workstations
- Light and health
- Light and spatial perception
- Spatial phenomena.

Prof. Marco Hemmerling, M.S. eng.?Teaching field: Computer-aided design (CAD)

Main foci:

- Digital design and display methodology
- Visualisation and simulation
- Virtual reality (e.g. stereoscopic real time visualisation at the powerwall)
- Augmented reality (expansion/overlapping of reality and VR)
- Interaction and immersion
- Parametric design and parametric building models.

Prof. Martin Ludwig Hofmann, PhD

Teaching field: Humanities

Main foci:

- Human-spatial relations, sociological, psychological and philosophical aspects
- User-oriented design
- Brand communications and POS strategies
- Methods of social research

Prof. Dr. eng. Uta Pottgiesser

Teaching field: Building design and building materials

Main foci:

- Transfer of technology to the construction industry
- Façade technology
- Innovative materials
- Perception, research and development of materials
- Building and design strategies
- Building evaluation.

Heiso Schulze, Prof. of Dip..

Teaching field: Audio-visual media design

Main foci:

- Audio-visual media design
- Interactive film
- Linear and non-linear dramaturgies
- Music videos

Verena Wriedt, Prof.

Teaching field: Furniture and product development

Main foci:

- Working in a standing position
- Sustainability and ecology
- Solid wood

**Staff:**

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[Pütz Lisa](#)

Student assistant

Through the participation of various different fields of study from the areas of shaping, planning and visualisation, and through the additional integration of external experts from the areas of psychology and scenography, the complex of issues is examined from a holistic perspective. This cooperative effort especially serves to develop scientific and empirically ascertained knowledge about perception, in connection with experience from planning practice, to an application-oriented tool-kit for planning and design in the academic and practical realms.