

[ps2006]

3RD PERCEPNET INTERNATIONAL SYMPOSIUM [PS2006]

Sensory Sciences and Perception

“Perceiving the Future: Science and Industry Facing the Sensory Challenge”

6 and 7 July 2006, CosmoCaixa, Barcelona

www.percepnet.com/ps2006.htm

The Principle: Now is the Time to Perceive the Future

We are **sensations and emotions**. Many people have already realized it and are beginning to prioritize the two concepts on their agenda, awarding them the category of unavoidable tools from which humans cannot distance themselves. It is feelings and, increasingly, emotions that sell cars, gastronomy, furniture and household goods. It is the territory, in space and time, of **techno-emotion** applied to each and every one of our interests.



However, there is a risk we should be careful to avoid, and that is acting without knowledge, speculating without knowing, applying without having stopped to think ... It is the time to **investigate**, to talk about sensory sciences at the crossroads between popularization and promotion, and their impregnation in all activities and markets. The communicational space that **Percepnet** has opened up, and which the **PS symposia** have made visible, offers this new and unavoidable viewpoint, awarding the sensory message the importance it is due with regard to the intellectualization of the senses.

«This is the space and time when science and industry are facing the sensory challenge of perceiving their future»

Sensory messages are no longer spontaneous: industry has seized upon them to design new aspects in the value chain. An integration exercise to leverage the participation of all factors involved is urgently required if we want to know more about how we perceive, integrate and evoke, explore how and in which processes technology can intervene, and discover the extent to which our decisions depend on it. This is the space and time when **science** and **industry** face the sensory challenge of perceiving their future.

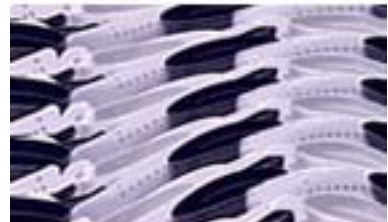


The Event: PS2006

The PS symposia's **ability** to intellectually challenge and surprise will be given a new opportunity from **6 to 7 July 2006**. The site for this year's event, the Barcelona science museum **CosmoCaixa**, will provide the ideal space for this purpose.



The new **Perceptnet [PS2006]** Symposium is a continuation of the work begun in 2002 and consolidated in 2004 at the previous editions of this **international event**, studying sensory sciences from a cross-disciplinary approach and defining their needs, limits and possibilities.



This time, the event is entitled «**Perception of Future**». Looking at the possibilities offered by knowing how humans perceive, the cognitive aspects associated with perception and how we can intervene in the environment by modifying and changing it to meet different expectations, is a relatively recent perspective that promises innumerable and stimulating options to be realized in an immediate future.



«**PS2006** will once again offer a **cross-disciplinary** formula aimed at **exploring** the enormous **future** possibilities of **sensory sciences**»



This formula is supported by four powerful legs: the discussion **tables** that involve the participation of a small number of speakers whose presentations initiate an open debate among all the participants; a stimulating **colloquium** where the limits of the interface between sensoriality and cognition are discussed; sensory **workshops**, in which a story is established covering three major moments in the life of a consumer good; and, finally, sensory **experiences**, a chance to share stimuli selected for their power of touching the senses and to reflect on them.

The **Spanish Society of Sensory Sciences** (SECS) has organized the **Perceptnet** international symposium for the first time, in the conviction that the best way to move forward is by sharing knowledge and offering the chance to reflect on one's own experience and that of people from further afield.