

The Minds: Science on Imagination

Javier Echeverría (Institute of Philosophy, CSIC, Spain)

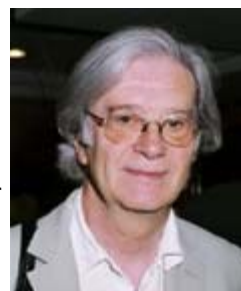


Javier Echeverría has a degree in Mathematics and a Doctorate in Philosophy and is a Research Professor of Science, Technology and Society at the CSIC Institute of Philosophy. He is the author of works such as *Telépolis* and *Los señores del aire*, in which he analyzes the social impact of telematic networks. He is currently studying the culture of technoscience. Dr. Echeverría will give the PS2006 opening-conference speech.

André Holley (Centre Européen des Sciences du Goût, France)

Dr. Holley is a former neuroscience professor and director of the Studies Laboratory on Smell at University Claude Bernard in Lyon. He has also been the head of the European Center for Taste in Dijon and the president of the European Chemoreception Research Organization. He is one of Europe's leading authorities on the biology of the senses. He is the author of the works *Eloge de l'odorat* and *Le cerveau gourmand*. Dr. Holley is an honorary member of the Spanish Society of Sensory Sciences (SECS). He will coordinate the Molecular Perception roundtable.

The Spanish edition of *Le cerveau gourmand* will be presented during the PS2006 symposium.



Jean Gascuel (Centre Européen des Sciences du Goût, France)



Researcher at INRA and the European Center for Taste Sciences (CESG) at Dijon, France. Gascuel has a PhD degree in Molecular Biology and is a specialist in development of the olfactory system. Among of his projects outstands the structural and functional study of sensory systems related to feeding, and the analysis of molecular mechanisms involved in olfactory system ontogenesis during embryonic life and postnatal reorganization, as well as functional implications in the odorant signal detection. Gascuel will participate in the Molecular Perception roundtable.

Rosa Planells (Prince Phillip Research Center, Spain)

Planells has a Pharmacy degree (Valencia University) and a PhD degree (University of California San Diego). She is Head of the Sensory Biology Laboratory at the Prince Phillip Research Center (Valencia). Planells' interests include identifying and characterizing the proteins involved in sensory transduction of mechanic, thermal and chemical signals. Pain sensation initiates after activation of nociceptors, a group of sensory neurons, by complex stimuli of different nature. Planells will participate in the Molecular Perception roundtable.



Carlos Domínguez (National Center for Microelectronics, CSIC, Spain)



Carlos Domínguez is researcher at the Spanish Research Council and Head of the Chemical Transducers Group at the National Center for Microelectronics, Barcelona. His group has developed electronic noses and tongues for the food industry. His research lines include chemical sensors and biosensors, conductivity and temperature sensors and technologies for integrated microelectronic and optical manufacture. He is member of the Spanish Society of Sensory Sciences (SES). Domínguez will coordinate the Sensoinformatics roundtable.

Krishna Persaud (Universidad de Manchester, Gran Bretaña)



Chemoreception professor of Chemical Engineering and Analytical Sciences at Manchester University. He is executive Secretary of the European Chemoreception Research Organization (ECRO) and belongs to the Gospel Network (*General Olfaction and Sensing Projects at an European Level*). Persaud is one of the most outstanding experts in the development of electronic noses for volatile chemical detection, and relates his developments with his research on biological olfaction systems. Persaud will participate in the Sensoinformatics roundtable.

Santiago Marco (University of Barcelona, Spain)

Marco has a PhD in Physics (University of Barcelona). Some of his outstanding achievements are the development of pressure sensors for biomedical uses and the development of instrumentation for the intelligent signal processing, at the Tor Vergata University, Rome. He is Associate Professor at the UB. His current interests include microsystems modelisation and intelligent instrumentation based in signal processing. Marco will participate in the Sensoinformatics roundtable.



Enrique Alcántara (Institute of Biomechanics, Spain)

Alcántara is industrial technical engineer and Phd in Engineering (Middlesex University, London). He is Head of Material and Equipment for Sport and Leisure at the Institute of Biomechanics of Valencia. His current research lines include user-driven product design, emotional engineering and biomechanical interaction between human beings and their environment, with studies on product morphology and impact absorption. He is one of the main exponents of emotional design at international level. Alcántara will participate in the Sensory Engineering roundtable.

Pieter Desmet (Delft University, The Netherlands)



Dr. Desmet is professor in industrial design, specializing in emotional design. His research work focuses on how and why consumer goods evoke emotions. He also develops tools and methods that facilitate an approach to emotional design. Dr. Desmet, one of the most outstanding international experts in emotional , works with various international firms that base their strategies on the importance of emotional responses on consumer behavior. He will participate at the Sensory Engineering roundtable.

Miguel A. Artacho (Polytechnics University of Valencia, Spain)



Professor at the Engineering Projects Department, Polytechnics University of Valencia and researcher of the Perceptual, Sensory and Evolutive Engineering Group. His specialization is conceptual design of products and, therefore, uses a global approach of conception, design and manufacture of a product. Author of *Diseño de producto*. His work reflects his concern for converting aesthetic approaches in concepts easily contrastable and assimilable by all personnel involved in design. Artacho will coordinate the sensory engineering roundtable.

Sophie Nicklaus (INRA Dijon, France)

Nicklaus is researcher at the Agronomic Research National Institute INRA in Dijon, France. He has participated in a number of research lines, among which outstand her works proving that adult feeding habits are acquired at young ages, o how visual an texture attributes of food affect taste perception. Nicklaus will participate in the Sensory Anthropology roundtable.

Joël Candau (Sophia Antipolis University, France)

Anthropology professor at the Sophia Antipolis University and author of works such as *Anthropologie de la Mémoire* and *Mémoire et expériences olfactives*, his main interests concern the languages that sensory experiences generate in different professional contexts. He is presently working with anthropologists, chemists, linguists and cognitive scientists to study the cooperation that follows a shared olfactive experience. Candau is one of the most distinguished sensory anthropologists in Europe. He will coordinate the Sensory Anthropology roundtable at PS2006.



David Howes (Concordia University, Montreal, Canada)



David Howes received a doctorate in anthropology from Montreal University (1992). He is a professor at the Department of Sociology and Anthropology at Concordia University in Montreal and director of the Sensory Research Group and the Culture and Consumption Group at the university. He is the editor of the collection *Sensory Formations* published by Berg Publishers (Oxford) and coeditor of the collection *Senses & Sensibilities*, also published by Berg. Howes will take part in the Sensory Anthropology roundtable.

Adolf Tobeña (Autonomous University of Barcelona, Spain)



Professor in Psychiatry and Medical Psychology and director of the Department of Psychiatry and Forensic Medicine at the Autonomous University of Barcelona. He is also a visiting professor at the universities of London, Gröningen, Venice and Tel Aviv. He works actively in science communications and produces a high output of scientific work. He has published different books including *Anatomía de la agresividad humana*, *Sorbets de Ciencia* and *El cervell eròtic*. Tobeña will participate, with de Haro, in a cognitive-sensorial colloquium.

Josep de Haro (Municipal Hospital of Badalona, Spain)

De Haro is medical doctor working at the Municipal Hospital of Badalona. Besides his regular medical activity in the ORL field, he outstands for his concern to unravel the complexity of gustative and olfactory systems. One of his outstanding projects is Olfacat, a study addressed to determine the state of olfaction in catalan population, and prove how external factors (viral infections, neurodegenerative and inflammatory diseases and smoking) affect individual taste and smell perception. De Haro will participate, with Tobeña, in a cognitive-sensorial colloquium.

