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The *IDR 2025 Conference Proceedings, Volume 04* comprise double-blind peer-reviewed submissions presented under three categories: Full Papers, Short Papers, and Executive Summaries of Projects.

From these submissions, selected articles are published in the *IDR Journal*, Volume 02 (Issue 02), in December 2025. The electronic edition of *Volume 04* includes the remaining accepted works, while the printed edition contains only the accepted research abstracts, published as the *Book of Abstracts*.

All articles published in this volume, excluding those appearing in *IDR Journal Volume 02 (Issue 02)*, represent the scholarly works presented at the IDR 2025 Conference.

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About IDR

Integrated Design Research (IDR) is the research platform of the Department of Integrated Design, Faculty of Architecture, University of Moratuwa, Sri Lanka. It serves as a collaborative space for advancing design knowledge through research, education, practice, and industry partnerships.

IDR fosters critical inquiry, innovation, and dialogue on design as both a global and culturally situated practice. While it highlights design in Asia, vernacular knowledge, and regional subcultures, IDR also welcomes scholarship from diverse disciplinary and geographical contexts. Both the IDR Journal and IDR Conference encourage submissions that position design as a catalyst for creative economies, social transformation, and technological advancement.

With an emphasis on theory, methods, and practice-based inquiry, IDR seeks to expand discourse in design science, design thinking, and interdisciplinary knowledge creation. Its mission is to bridge academic research and professional practice, contributing to both local and global conversations in design.

Aim & Scope

Integrated Design Research (IDR) advances design knowledge and critical discourse by fostering dialogue between research, education, practice, and industry. It explores the cultural, social, and technological dimensions of design while embracing global and cross-cultural perspectives.

IDR particularly values research that investigates vernacular practices, regional design cultures, and emerging design subcultures, while remaining open to broader international and interdisciplinary studies. It welcomes original theoretical, empirical, and practice-based work that addresses contemporary challenges and opportunities in design.

Publish with IDR

IDR offers two primary publication avenues:

- **IDR Conference** – An annual double-blind peer-reviewed event held since 2022. Proceedings are published with ISSN 3021-694X and eISSN 3021-6958.
- **IDR Journal** – A biannual double-blind peer-reviewed journal established in 2024, published with ISSN 3030-7139 and eISSN 3030-7147.

Issue 01: Accepts submissions from *January to March* and publishes in *June*.

Issue 02: Accepts submissions via the *Annual IDR Conference (November)* and publishes in *December*. Selected conference papers are featured in Issue 02, while—with author consent—some are scheduled for publication in the following year's Issue 01.



All publications, including conference proceedings and journal issues, are accessible via the IDR website. Visit the **Submit** page for author guidelines and upcoming calls.

About IDR 2025 International Conference



The Integrated Design Research (IDR) Conference 2025 explores the theme

“Creative Intelligence: Intuition, Insight, and Innovation in Design Theory and Practice.”

This year’s conference delves into the evolving relationship between imaginative thinking and informed decision-making within the design discipline. It invites designers, educators, researchers, and industry professionals to examine how creative intelligence emerges at the intersection of intuition and analysis, tradition and innovation, emotion and logic.

The conference aims to investigate how this synthesis shapes contemporary design practices, tools, and pedagogies, while addressing the social, technological, and ecological challenges of our time.

“Creative Intelligence” positions design as a multidimensional mode of inquiry—where creativity is purposeful, intelligence is expansive, and both operate in dialogue with context and culture. The conference encourages a rethinking of how designers generate insight, synthesize knowledge, and create meaningful transformation across diverse disciplines and geographies.

Conference Sub-Themes

- **Society and Culture** – How design, infused with creative intelligence, responds to shifting cultural narratives, social complexities, and collective aspirations.
- **Vernacular Knowledge and Practice** – The role of indigenous, local, and traditional knowledge systems as vital sources of creative insight and adaptive intelligence in design.
- **Economy and Industries** – How creative intelligence drives innovation, value creation, and transformation within economic systems and industrial practices.
- **Design Pedagogy and Thinking** – How design education cultivates creative intelligence through emerging methodologies, interdisciplinary thinking, and reflective practice.
- **Design Across Technologies** – Exploring the relationship between creative intelligence and technological advancement, particularly in the age of AI, digital fabrication, and interactive systems.
- **Circularity and Sustainability** – Understanding how creative intelligence informs regenerative design practices that prioritize environmental responsibility, circular economies, and systemic change.

Keynote Speaker

for IDR 2025 International Conference



Prof. Rikke Hansen

Teaching Associate Professor, Kolding School of Design, Denmark

Award-Winning Graphic Designer and Teaching Associate Professor,

Rikke Hansen is an award-winning Graphic Designer and Educator whose work bridges research, education, and professional practice. She leads and contributes to design development projects at the Kolding School of Design and runs her own studio, specializing in print and digital design, product development, branding, and consulting for global clients.

Her contributions to design have been recognized with numerous awards, including the COFOD Excellence Award, multiple Graphis Silver, Gold, and Platinum Awards, and distinctions at international poster biennials such as Mut zur Wut and the China Poster Biennial. As a juror for international competitions, Rikke brings a global perspective to design excellence. She has exhibited, lectured, and conducted workshops across Europe, the Middle East, Asia, and America, contributing to an ongoing dialogue on creativity and innovation in visual communication.

Vision Speaker

for IDR 2025 International Conference



Dr. Jo A. J. De Baerdemaeker

LUCA School of Arts, Belgium

Award-Winning Typeface Designer, Font Technologist, and Scholar

Dr. Jo “Typojo” De Baerdemaeker is a globally recognized typeface designer, font technologist, and design scholar. Holding an MA in Typeface Design and a PhD from the University of Reading, his work centers on multilingual type design, world scripts, and the intersection of culture, technology, and visual identity. His typographic practice spans scripts such as Tibetan, Lantsa (Rañjanā), Mongolian, and Javanese, contributing to the global dialogue on writing systems and cross-cultural communication.

In 2012, Jo founded Studio Type in Antwerp, collaborating with international design agencies and type foundries. He is a frequent speaker at major design and typography conferences and has curated exhibitions at the intersection of type, culture, and design research.

A recipient of the Henry van de Velde Award (2017) as a New Flemish Master in Fine Arts, Jo continues to expand the field of design through scholarship and practice. He is also the author of *Tibetan Typeforms*, the first in-depth study on Tibetan typography.

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Editorial

Creative Intelligence: Intuition, Insight, Innovation—the theme of the IDR 2025 International Conference—marks a pivotal reflection on how design thinking evolves through the fusion of imagination, experimentation, and informed practice. As the design discipline matures within a rapidly shifting global context, the conference explores how creative intelligence operates as a dynamic process that connects the intuitive with the analytical, the individual with the collective, and the local with the global.

This year's proceedings, IDR 2025 Conference Proceedings Vol.04 – Book of Abstracts, present a diverse collection of research papers and project submissions that embody this convergence. The works span investigations into human cognition and spatial emotion, adaptive educational systems, speculative futures, vernacular intelligence, and postcolonial visual culture—demonstrating design's growing capacity to question, reveal, and transform. From exploring how posture influences attention and creativity, to reinterpreting Sri Lankan tea culture through visual analysis, to rethinking the role of AI and digital infrastructures in design education and typography, these studies highlight the discipline's intellectual and practical depth.

Equally significant are the project submissions, which position design as applied research in motion—bridging academic, industrial, and community domains. These range from design-based heritage preservation, such as the morphometric study of *Kolam* masks, to systems thinking for conservation education and community-centered innovation in local industries. Together, these contributions reaffirm that design research is not confined to theory but thrives in making, reflection, and impact.

Through the integration of full papers, short papers, and practice-led projects, this volume underscores IDR's commitment to advancing design as both a scientific inquiry and a cultural practice. Each contribution offers a lens into how creative intelligence can drive social transformation, industry innovation, and educational evolution.

We extend our heartfelt appreciation to all authors, reviewers, and contributors whose dedication and scholarship have shaped this year's conference. May this collection inspire continued exploration, critical dialogue, and cross-disciplinary collaboration that strengthen the role of design as a catalyst for insight and innovation.

Dr. Sumanthri Samarawickrama

Conference Chair & Editor-in-Chief
IDR 2025 International Conference Proceedings Vol.04