

LATVIJAS MĀKSLAS AKADĒMIJAS  
VII STARPTAUTISKĀ ZINĀTNISKĀ KONFERENCE  
2025. GADA 29.–30. MAIJS

**MĪTS – ARHETIPS – PROTOTIPS  
UN TĀ (RE)INTERPRETĀCIJA  
PROGRAMMA**



**MYTH – ARCHETYPE – PROTOTYPE  
AND THEIR (RE)INTERPRETATION  
PROGRAMME**



**MĪTS – ARHETIPS – PROTOTIPS  
UN TĀ (RE)INTERPETĀCIJA**



**MYTH – ARCHETYPE – PROTOTYPE  
AND THEIR (RE)INTERPRETATION**

## Konferenci organizē / Organized by

LMA Doktorantūras skola / Doctoral School of Art Academy of Latvia

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## 29. MAIJS / MAY 29

*Opening session*

Moderators / Moderator:

Dr.habil.art. Ojārs Spāritis

## Konferences atklāšana / Opening of the conference

10.00–10.15

Uzrunas / Speeches by

LMA rektors / Rector of AAL Art.D Kristaps Zariņš

LMA prorektore / Vice-Rector of AAL PhD Agita Gritāne

## Opening session (ENG)

10.15–11.00. **PhD Noel B.Salazar**

Archetypes, Prototypes, Myths, and the Alchemy of Arts-Based Praxis:  
Reimagining Our World

11.00–11.25. **PhD Kerttu Männiste, PhD Sophie Turner**

“When Two Myths Meet: Ovid and Body Politics at Kadriorg Palace”

11.25–11.50. **PhD Elnara Taidre**

Myth and Archetype in Artistic and Theoretical Practices of Tõnis Vint

11.50–12.15. **Mg. art. Helena Demakova**

Mythology as the source of new artistic expression in the time of the  
Awakening (Atmoda) in Latvia

12.15–12.40. **Dr.Paulius Petraitis**

AI (Re)imaginings: Frictionless Myths of Past and Future

Coffee Break 12.40 – 13.30.

*Session I*

**TRANSFORMATION OF MYTH IN FINE,  
PERFORMING AND DIGITAL ARTS**

Moderators / Moderator:

Dr. phil. Jānis Taurens

13.30–13.55. **Dr. Kristina Wuss**

Neparasti arhetipi operā un viņu atsauksmes dizainā

13.55–14.20. **Mg.art. Sanita Duka**

Bībeles sižetu (re)interpretācija starpkaru perioda Latvijas teātra praksē:  
Rīgas Strādnieku teātra izrādes “Melnā bībele” tuvlasījums

14.20–14.45. **Dr. philol. Aleksejs Taube (ENG)**

Reimagining the Archetype of the Female Figure in Sculpture in Barry Unsworth's  
Stone Virgin (1985)

14.45–15.10. **PhD Zane Ozola**

Mīts un tā vizuālās formas: attēls kā nozīmes radītājs

15.10–15.35. **Mg.art. Līga Vēliņa**

Mītu un mitoloģijas pārinterpretācija imersīvajā mākslā. Paplašinātās realitātes (XR)  
mākslas darbu agrīnie piemēri

Coffee Break 15.35–16.00.

*Session II*

**MYTH DECONSTRUCTED AND HISTORY – CONSTRUCTED**

Moderators / Moderator:

PhD Jānis Ozoliņš

16.00–16.25. **Dr. Laura Santamaria (ENG)**

Lilith Deconstructed: Erasure and the Decolonial Reimagining of Feminine Power

16.25–16.50. **Mg.art. Una Pūpola**

“Varas kostīma” aģences reinterpretācija modes dizaina komunikācijas kontekstā:  
pilnvarošanas apšaubīšana

16.50–17.15. **Bc.Sc. Baiba Cimoška**

Mītu un arhetipu atspoguļojums Latvijas feministiskās mākslas darbos

17.15–17.40. **Mg.art. Sanita Oše**

Mākslinieks vai skolotājs? Latvijas Mākslas akadēmija un zīmēšanas pedagogija  
20. gadsimta 20.–30. gados.

17.40–18.05. **Bc.art. Katrīna Šeikina**

Vēsture kā mīts un mīts kā vēsture. Latvijas tēlotājas mākslas vēstures programmu  
diskusiju ideoloģiskie aspekti 1950. gados

18.15–19.00.

Reception by Rector of Art Academy of Latvia professor Kristaps Zariņš

Thematic Track

**UNDERSTANDING DESIGN IMPACT:  
THEORY AND PRACTICE**

*Session III (ENG)*

**METHODS OF AND APPROACHES TO IMPACT ASSESSMENT**

Moderator: Prof. Dr. Özlem Er

11:10–11:30 **Dr. eoc. Ieva Zemite, Dr. art. Baiba Tjarve**

The Economic Value of Design: Navigating Impact Measurement Complexities

11:30–11:50 **Beatriz Bonilla Berrocal, PhD. Annalinda De Rosa,  
PhD. Valentina Auricchio**

Design possibilities within social impact measurement in SMEs:  
Bridging evaluation and creative practice

11:50–12:10 **Shivam Vats, Dr. Sugandh Malhotra, Prof. Lalit Kumar Das**

Exploring Design Impact Factors on the 5Ps of Sustainability

12:10–12:40 Discussion

Coffee Break 12.40 – 13.30

*Session IV (ENG)*

**COLLABORATION FOR DESIGN IMPACT ASSESSMENT**

Moderator: PhD Liene Jākobsone

13:30–13:50 **Prof. Dr. Özlem Er**

Challenges in Design Education's Engagement with Real-World Problems:

The Final-Year Experience at Istanbul Bilgi University's Department of Industrial Design

13:50–14:10 **Dr. Joana Meroz, Dr. Flavia Piancazzo, Dr. Cyril T'jahja,  
Dr. Ines Tolic, Dr. Harun Kaygan, Dr. Annamari Vänskä, Olivér Horváth**

Pluralising Evaluations of Design Impact: A Research and Educational Agenda for  
Design Culture Studies

14:10–14:30 **Dr. Saniye Fişgın Korkmaz**

A Proposed Model for Evaluating Design Impact in Design and Innovation  
Capabilities in Public Institutions

14:30–15:00 Discussion

Coffee Break 15.35 – 16.00.

*Session V (ENG)*

**CASE STUDIES**

Moderator: Dr. Joana Meroz

16:00–16:20 **Aniela Fidler-Wieruszewska**

Designing for Climate Emotions & Youth Futures: An Adolescent-Led  
Participatory Approach to Understanding the Impact of Fashion on Well-Being

16:20–16:40 **Shasha Mi**

Challenges and Opportunities for Understanding Design Impact in an Arts-Based  
Co-Creation Project with Domestic Violence Survivors

16:40–17:00 **Sushrut Vartak, Gaurav Somwanshi**

Designing for Equity: Blockchain, Agriculture, and the Indian Farmer's Voice

17:00–17:30 Discussion

18.15–19.00. Reception by Rector of Art Academy of Latvia professor Kristaps Zariņš

## 30. MAIJS / MAY 30

*Session VI*

### COLLISION OF NATURAL AND SOCIAL SCIENCES IN MATERIAL WORLD AND APPLIED ART

Moderators / Moderator:

Dr.art. Inese Sirica

10.00–10.25. **Mg.art. Neringa Akcijonaityte (ENG)**

Uncontrollability in the creation of art

10.25–10.50. **Dr.art. Inguna Audere**

Spogulis Latvijas mūsdienu stikla mākslā

10.50–11.15. **Dr.art. Kristīne Ogle**

Paraugi un interpretācijas. Latvijas Etnogrāfiskā brīvdabas muzeja kolekcijas lāžu atslēgas un to dekoratīvā apdare

11.15–11.40. **Mg.art. Agnese Tambaka**

Metlahas tipa grīdas flīzes – nostalgija jaunā materiālā – Rīgas piemēri

11.40–12.05. **Mg.art. Una Valtere**

Izšūto jostu izgatavošanas tehnoloģiskās izpētes rezultātu analīze un interpretācija

Coffee Break 12.05–12.30.

*Session VII*

### PROTOTYPES AND INTERPRETATION IN ENVIRONMENTAL AND SPATIAL ARTS

Moderators / Moderator:

Dr.art. Andris Teikmanis

12.30–12.55. **Dr.habil.art. Ojārs Spārītis (ENG)**

Mythologizing the “Muscovite” Theme in the Latvian Cultural Heritage of the Livonian Period

12.55–13.20. **Bc.art. Sanita Bitko**

Ikonogrāfijas un tēlniecības prototipi, to interpretācija un māksliniecisko ietekmju kartēšana

13.20–13.45. **Mg. philol. Valda Jēkabsone-Valtere**

Mihaela Jana fon der Borha sacerējuma “Varakļānu pils sentimentālais dārzs” četri avoti

13.45–14.10. **Mg. arch. Artis Zvirgzdiņš**

“Starp zemi un debesīm” – Vidzemes kapsētu kapliču izcelšanās un tipoloģiskā attīstība līdz 1914. gadam

14.10–14.35. Conclusion. Discussion. Resumee.

## Pluralising Evaluations of Design Impact: A Research and Educational Agenda for Design Culture Studies

Joana Meroz, Flavia Piancazzo, Cyril Tjahja, Ines Tolic, Harun Kaygan,  
Annamari Vänskä, Olivér Horváth

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Olivér Horváth, Moholy-Nagy University of Art and Design, Budapest – disegno@mome.hu  
Dr Barbara Predan, University of Ljubljana – Barbara.Predan@aluo.uni-lj.si

This paper proposes a research and educational agenda for Design Culture Studies (DCS) aimed at pluralising the evaluation of design impact. Existing methods predominantly focus on economic and quantitative metrics (Moultrie and Livesey 2009; Moultrie et al. 2008; Design Council 2013; Gibbon and Dey 2013), often tied to a single discipline (Nguyen and Mougnot 2022), which fail to capture the diverse ways in which people consider how design can – and should – affect the world. Addressing this gap requires qualitative frameworks capable of embracing multiple perspectives, integrating evaluative languages, and fostering social sustainability and cultural inclusivity.

As a humanities field employing interdisciplinary qualitative methods, DCS is uniquely positioned to respond to this challenge. It analyses and teaches how design functions in diverse socio-cultural contexts, with emphasis on networks and relationships between design practice, production processes, and everyday life (Julier and Munch 2019). However, DCS expertise is fragmented, limiting its potential to contribute to pluralising design impact evaluations. To overcome this, our project brings together academics from different universities, consolidating expertise to create an innovative approach that pluralises the assessment of design impact. This is crucial for ensuring evaluations move beyond narrow indicators to reflect social, cultural, and ethical dimensions, and make design more responsive to diverse societal needs.

To develop an appropriate intervention, we conducted a needs analysis using literature review and empirical research with 278 participants across Denmark, Italy, the Netherlands, and Slovenia (see also Kavaš, Predan, and Murovec 2022; Murovec and Kavaš 2023; Murovec, Kavaš, and Uršič 2023; Murovec, Kavaš, and Bertolj 2022). Data collection methods included focus group interviews with students and graduates of humanities-based design programmes, and digital questionnaires with educators, design organisations, cultural institutions, and industry stakeholders. The analysis identified five critical needs for evaluating design impact:

1. Inclusivity and diversity: A flexible, context-sensitive framework that accommodates multiple perspectives.
2. Rigour: A systematic, theoretically grounded qualitative evaluation framework beyond promotional language.
3. Practical guidelines: Clear methodologies for applying socio-cultural impact evaluations in real-world contexts.

4. Educational tools: Resources for training students, educators, and design professionals in qualitative evaluation methods.
5. Integration of digital tools: Enhancing decision-making, multi-stakeholder collaboration, and improving employability in a digital economy.

To address these needs, we introduce SCOPE-D (Socio-Cultural, Open, and Pluralistic Evaluations of Design): an innovative, qualitative, and interdisciplinary framework designed to pluralise the assessment of design impact. SCOPE-D will be developed as a robust theoretical framework and practical (digital) tools to be integrated into diverse higher education design programmes. Furthermore, we will test their scalability and applicability in professional, industry, and policymaking contexts. Ultimately, SCOPE-D contributes to a growing research and educational agenda that redefines how we understand, teach, and evaluate design impact.

Keywords: Design impact; pluralising evaluations; qualitative evaluations; Design Culture Studies; higher education design programmes

Dr Joana Meroz is Assistant Professor of Design Culture Studies at the Vrije Universiteit Amsterdam. Her research investigates how the intersection of materials, mundane practices and environments enables specific ideas and artefacts to be produced, collected, displayed and circulated as ‘design’, while ruling out others.

Dr Flavia Piancazzo is Adjunct Professor of Media Communication and Fashion Analysis at the University of Bologna. Her research delves into cultural sensitivity and Eurocentrism in fashion, with a particular focus on their interplay within societal structures and media representations.

Dr Cyril Tjahja is Assistant Professor of Design Culture Studies at the Vrije Universiteit Amsterdam. His research interests are design and social innovation, (co)design and the energy transition, the role of design(ers), and decolonising design.

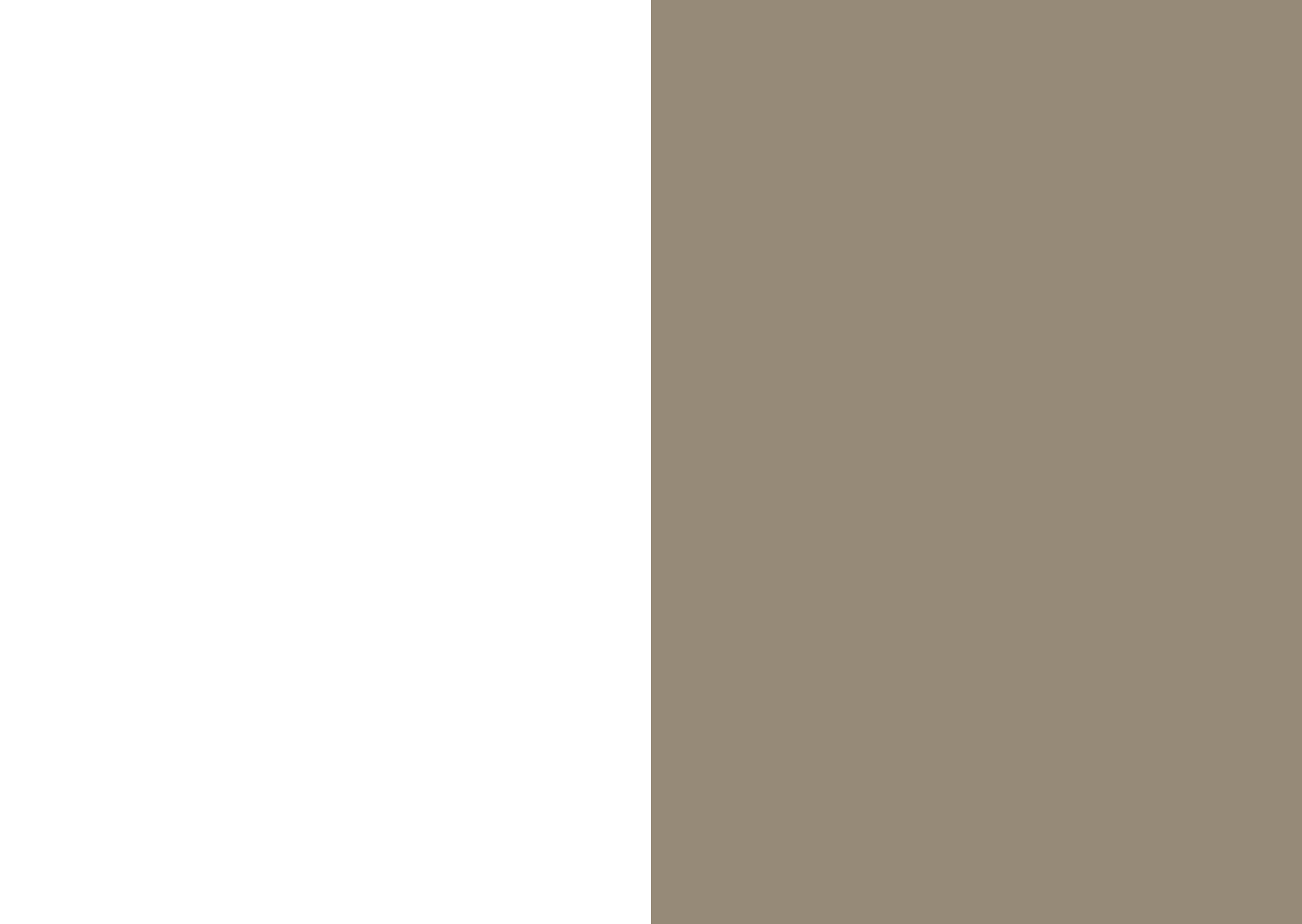
Dr Ines Tolic is Associate Professor of History of Architecture and Director of the Fashion Studies Master’s Programme at the University of Bologna. Adopting a historical perspective, her research focuses on the critical relationship between different scales of design, from everyday objects to cities.

Dr Harun Kaygan is Associate Professor at the Department of Design and Communication, University of Southern Denmark. His teaching and research interests lie in the social and cultural aspects and political implications of diverse design practices and objects, including issues related to gender, bodies, and repair.

Dr Annamari Vänskä is Senior University Lecturer of Design Cultures at the Department of Design at Aalto University. Her research develops qualitative methods in fashion and design studies with a particular focus on critical gender studies and digitalization of fashion/design/culture.

Olivér Horváth is a PhD student at Eötvös Loránd University and is editor and project leader of *Disegno: Journal of Design Culture* at the Moholy-Nagy University of Art and Design, Budapest. He is Assistant Lecturer at the University of Pécs and Lecturer at the Budapest Metropolitan University.

Dr Barbara Predan is an Associate Professor of Design History, Theory, and Research at the Academy of Fine Arts and Design, University of Ljubljana. Her research focuses on the history of Slovenian industrial design, women designers, and self-governance in a post-socialist context.



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