

## Design Emotion Moves Pieter Desmet

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### Design Emotion Moves Pieter Desmet

Pieter Desmet is associate professor at the department of Industrial Design, Delft University of Technology. He is co-founder and board member of the International Design and Emotion Society. Desmet is best known for his research that focuses on the emotional impact of product design and his contribution to the measurement of 'product emotions'.

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Pieter Desmet is Professor of Design for Experience at the Faculty of Industrial Design of Delft University in The Netherlands. He chairs a research group that focuses on emotion- and well-being-driven design. Desmet is board member of the International Design for Emotion Society and program director of the Design for Interaction Master's ...

### **Pieter Desmet | Labmark of Pieter Desmet**

Pieter Desmet is professor of Design for Experience at the Faculty of Industrial Design Engineering. His main research interest is in understanding why and how design evokes emotion, and how design can contribute to the well-being and flourishing of individual users and communities.

### **Prof. dr. ir. Desmet, P.M.A.**

Pieter, it has been around four years since you promoted with your dissertation "Designing Emotions" about emotions that are elicited by products. In the book it is discussed what an emotion is, how products evoke emotions, and how these emotions can be measured and influenced.

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