



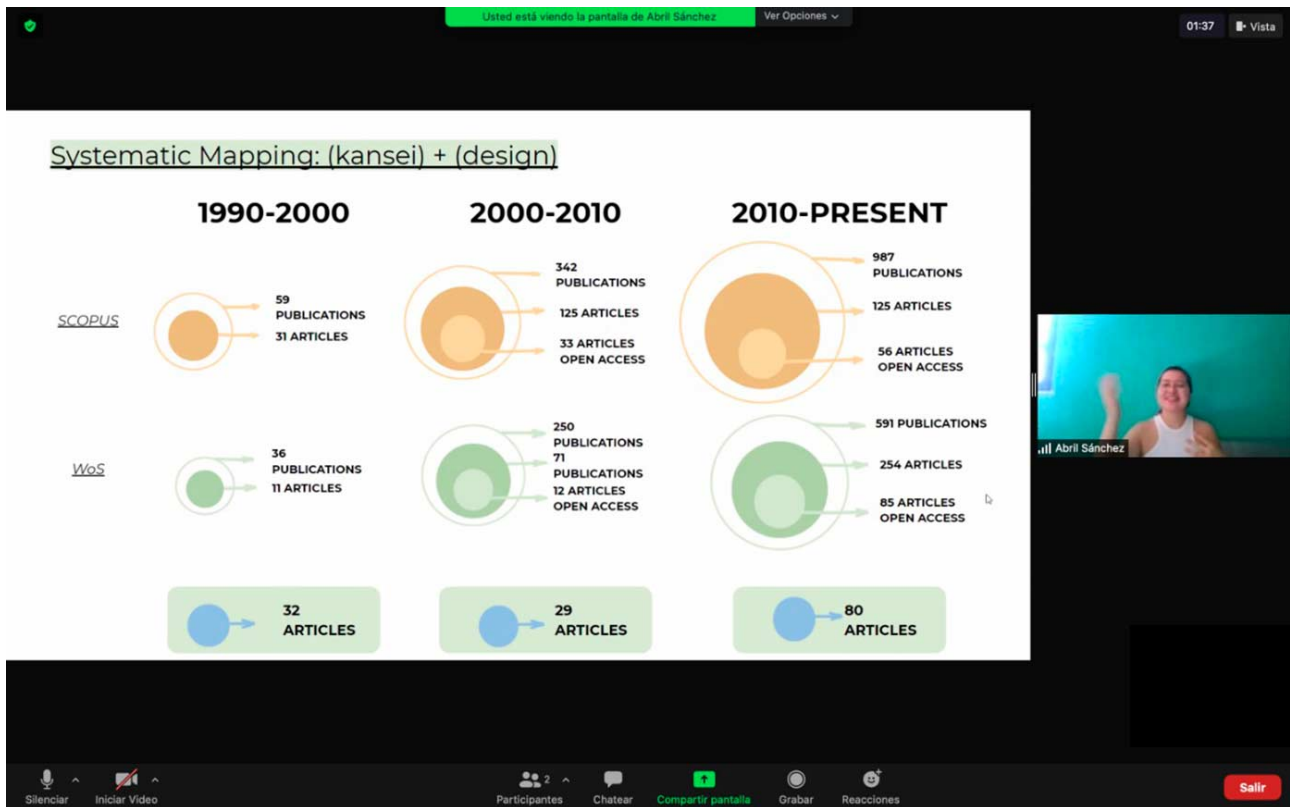
Student Abril Sánchez and Professor Jorge Sanabria from [Tec de Monterrey's Guadalajara campus](#) received the **Best Oral Presentation Award** at the **2021 International Conference on Emotions and Sensitivity (ICES)** held in **South Korea**.

The 2021 ICES award was the result of their research presentation "***Kansei and Design: A Systematic Mapping Review.***"

Their presentation highlighted and considered the influence that applying ***Kansei*** has had in the field of design in recent decades.

They received the award jointly with the academic **SeungHee Lee**, from the [University of Tsukuba](#) in Japan, with whom Abril conducted research in 2021.

"Our research allowed us to see ***the scope of Kansei over time***, to see which countries pay more attention to the concept and what types of applications it has, such as robotics or product design," said Abril.



What is Kansei design?

Kansei is a Japanese term used in design that explores how to achieve pleasure with a certain product through **sensory interaction**.

Kansei is important because it's an **opportunity to improve a product or an experience**, said Abril. It also aims to understand how the mind works and how good design heightens the senses.

According to Professor Lee, who has specialized in **Kansei** for more than a decade, no research until now has compiled its contributions and evolution over time.

*"The importance of this research is **to facilitate access to the history of Kansei** so that future designers or researchers can identify the areas they can **focus their designs in**,"* Abril said.

"It's to facilitate access to the history of Kansei so that future designers or researchers can identify the areas they can focus their designs in." - Abril Sánchez.

Kansei and design: cutting-edge research

*“I couldn’t believe it when they told us we’d won. I didn’t even think they’d accept the paper because it’s **my first piece of research**,”* recalls the student.

*“I still don’t believe it... I’m very happy because this achievement **motivates me to continue in the area of design research**,”* she said.

Abril Sánchez first heard about **Kansei** in the summer of 2021 when she did a **Research Stay** in Mexico for the [University of Tsukuba](#).

It was there that she met SeungHee Lee, research leader at the [Lee Lab](#) in Japan and supervisor of the first piece of research they carried out together: **“Mapping interactions between Kansei and design.”**

*“The paper we won the award for was a **follow-up** to that first piece of research I did with the University of Tsukuba last summer.”*



Collaboration and learning

*“We covered the basics in the first investigation. When we’d finished, we realized what we could accomplish, and **we continued the investigation** throughout the second half of 2021,”* said Abril.

So, upon learning about ICES, Lee contacted Abril to invite her to participate with the paper that they were already writing.

Abril is currently part of a research group led by Professor Sanabria and plans to continue working there until the end of her degree.

She intends to continue learning about the ***Kansei*** trend and Japanese culture and to apply to study for a master’s degree at the [University of Tsukuba](#).

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