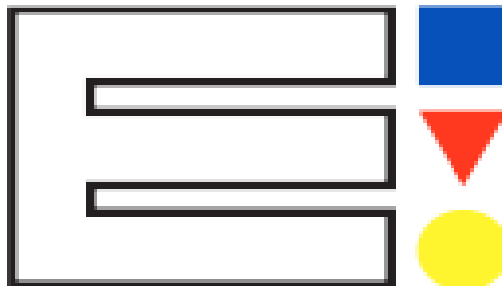


Design for All

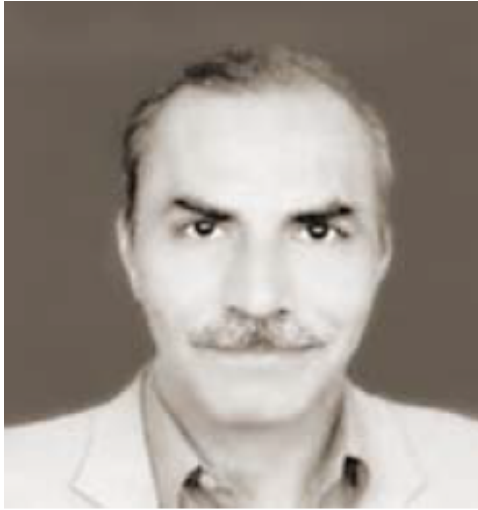


E I D D
DESIGN
FOR ALL
EUROPE



Guest Editor: President Ewa Golebiowska

Chairman's Desk:



Dr. Sunil Bhatia

Why did one section of civilized society think of preserving dead as mummies? Did they believe someday there would be resurrection for our king, queen and his personal staffs and would come to lives for ruling? Preservation was ancient practice and it is in use in various forms in present time and has been contributing a lot for progress of civilization. I believe concept of preservation was real foundation of design of formation of society and responsible of establishment of 'class differences' in society. 'The more food is possessed by someone considered that person as powerful. Physical strength was scaled with food quantity.' Rest who do not have food consider as powerless. 'Possessing food was sign of strength' was consequences of preservation and it was not real motive. What was the reason of preservation and how did they learn the art of it? It might be leaving behind dead as food prove to be reason of attracting enemies and there might be high possibilities that they found inviting troubles and were attacked by enemies those were carry

foods. To avoid attack they might have thought to either burry or destroy the left over with the fire (after the discovery of fire.). Later on we linked this practice with religion and devised cremation and burial of the corpse. Fire was associated with purity because it has capability to destroy every possible elements known to them and they made the theory that soul could not destroy and free itself and rise to reach the gods, by the other side of burial, appealed to the preservation of the body waiting that this one , of the end of the times, could join itself with soul. Real objective was not attracting the enemies for left over and avoid the possible danger of attack by wild animals.

It might be possible that preservation was our ancestor's compellation that hunted animal foods were easily decomposed and were no more edible after lapse of time when exposed to open environments or there was high level of uncertainty for hunted foods or once stomach was filled where to keep left over and it was forcing them to protect as well as preserve the foods. This practice began a new era of power. As long someone had quantity of foods that person enjoyed the power, the moment it was over again turned to an ordinary person. Sense of retaining power through food was established and it is in every animal's genes to prove superior to others. Hatred, anger, fighting, killing and other traits are outcome of this. It was visible more when shortage of food or starving to death .Other side we were also working for peaceful manner for longevity of life and through observation they found person's basic needs were responsible for such negative traits and avoiding such temptations or controlling the environment for preventing such ill wills could helped us to live longer. 'Preservation was effective tools for controlling our negative energy that was disturbing our

progress.' Preservation flared up other side of humans character s that prove reason for progress in peaceful manner and we still value those traits like kindness- when someone is in mental or physical troubles or starving , charity- one has acquired more share than others and food would damage, extending- helping hands to take out from troubles and sensitivity added new dimension in human personality. It brought new life and those could stored and preserve gradually turned to lethargy and losing physical strength made them to control others by any means for fulfilling their needs devised unfair tricks. He became selfish, manipulator and cunning. It is contrast to behavior of our ancestor. Attraction of food made the female to live close to those who were with good amount of food or vice versa. It proves reason of cementing the human relations.

Unknowingly they might have observed that corpse skin turned to hard skin when it was exposed to open and turned better if it was placed under sun and did not give that hardness when it was close to moisture content environment and noticed it was not useful as hard skin and gradually primitive people designed many applications with this concept of skin preservation for safety and protection for their longer lives by controlling vagaries of weather by covering exposed body parts that were vulnerable . Later stage of civilization they succeeded in designing shoes to counter the earth crest challenges that were hurting humans' body. Later on they used hard skin of animals for transporting water and other liquids. Natural container best suited to human and they found for carrying water best way was use cow or sheep or medium sized animal bladder that were natural in shape of container and simply tying one end was capable to hold the limited quantity of water. This designed had come to existence as man learnt the art of tying. Before tying primitive

person observed that lakes and ponds were natural and had capability to hold and preserve rainy water, it made them to think of terracotta containers designed in similar shapes. They further noticed that water could not last for longer time because it was exposed to sun. In modern time, person designed the water storage to prevent directly exposed to sunlight. They designed the container's neck narrow and later on covered with lid that was serving purpose of preservation. This practice is prevailing in desert where water is extremely in shortage and it should last. To preserve water they designed stepwell.

Plants are equipped with protection like peas are stored under skin. Dry seeds preserve the life and come to plant when get favorable & compatible environment for growth. It is inbuilt nature and ancient person just observed the techniques of preservation and they applied the same to make foods safer and stay longer for eating. Apples and other plants preserve lives in the form of seeds under protection of pulps and it also helps in preservation of seeds for dispersion. To preserve life some plants bloom flowers to attract the bees and butterflies those prove agents for pollinations or fruits change color to attract humans/animals to eat the pulp and throw the seeds at distance from plants. Man observed this entire process of preservation of life in the form of seeds for supporting dispersion for new life of plants was amazing and they concluded that entire system of fruit was preserving life in seeds and if we remove seeds then entire supporting tools will not worked for dispersion and life of pulp will be more compared to with seeds . They thought to design paste of pulp and removed seeds. Preservation was designed for spreading seeds otherwise too many seeds will not survive in cluster and there species will die or fade out in due time. Man learny the art

of segregation of seeds from fruits and pulps decaying was gradual and prolonging this slow process to retain the edible quality, person did many experiments by allowing adding products from nature like oil, salt, spices. Solar energy was the only source before the discovery of fire that was use for preservation that idea allowed to think to preserve the products by drying. Discovery of fire and its management by person added new dimension in preservation. As knowledge of chemical preservatives came in our lives it has changed the human life so changed the preservation face. Physical techniques were limited to covering the dead with stones not to attract the wild birds those could smell decayed body from good distance and that gave signals to other animals to rush to that spot where it was lying or later on water containers with lid for preservation that helped in not to stale. Similarly role of air in preservation was known to them. Modern man designed the air tight containers to preserve the contents to avoid the bacterial or microbe attacks. Refrigeration or cryogenic techniques is an extension of preservation by using the concept of ice . Where ice was available they used to cover the food under the ice and noticed it was not decay for days. Later on in modern time we devised the technique borrowed from ice and designed refrigerator, cryogenic, and pasteurizing . In this technique we first heat the edible to certain level and suddenly allow it to slide into minus temperature. Pasteurizing is to preserve the life of milk not to split easily and increase the shelf life. Writing from feather to ink pen was attempt to preserve the words of people and it has helped in progress of society tremendously. The efforts of generation can keep the questions that were relevant for progress of the society alive for search of solution for generation to generations.

Preservation is not conservation. When police officer collects the evidence from crime scene he is preserving but a forest officer protect the ridge his attempts is for conservation. Preservation is for culture but safety of instinct animals is attempt of conservation. Design of head gear is an attempt of protection and preservation of life from untoward incidences. When athlete runs, he wishes to preserve his energy for optimization of his efforts and similarly laborers do to his energy and to do so there are many tools are designed like plough, hammer, drill etc.. When woman marries the man of same clan and her attempt is to preserve the genes. Mutation of genes provide better capable off springs that can fight for survival in better ways in changing environments. All archives technique for preserving the documents to keep the history of progress of humans in continuity are nothing but preservation. When architect prevents rusting in iron used in buildings is an attempt of preservation. Other side he uses stone or ceramic tiles it is an attempt to prevent the building decay of life by environmental effects is considered as conservation. Conserve the electricity.

Man learnt the art of preservation for keeping life of the foods longer and side by side he also learnt that systematic method of not preserving is also benefited to mankind. Similarly role of air and solar energy in preservation were known to them. They dried fish under sun or learnt to design the pickles by using oil and other spices as preservatives for preservation. He designed systematically failure of preservation for making of salt where store sea water in open fields are allowed for evaporation and salt was left as residual. In modern time people are generating electricity by designing solar pond where failure of preservation gives benefits to society. Similarly systematically failing in preservation gave us the

preparation of manure or liquor where aggressive decomposition are allowed.

Ancient man where ice was unavailable used to preserve the food by keeping it in dark place. We still store the food grains in pit like room where sunlight is prevented. He might be unaware about its result and he attempted to keep the animal' food away from the eye's of enemies and in this attempt he learnt keeping in dark and not exposed to light helped in enhancing life of food. For preservation of water he designed stepwell to prevent sunlight for controlling evaporation. Later on discovery of fire added new dimension in preservation. In India, we prepared cooked food either by deep frying in edible oil and other where oil is supplementary for cooking by boiling or baking. They found deep fried has longer shelf life compared to boiling. To preserve the fruits like apple they coat/laminate with wax so that freshness should be maintain and to prevent environment for decaying the fruits .

We are thankful that tradition started by Mr. Pete Kercher to publish special issue with us and it was followed by past president. There was gap of few years and again Ms Ewa has taken the initiative and accepted our invitation for Guest Editor enthusiastically and performed her role extremely well. Her attempt was to provide each member countries of EIDD equal space and somehow she succeeded in her job. It is the contribution of EIDD what we are enjoying today by this publication.

"Preserve our memories"

With regards

Dr. Sunil Bhatia

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Other regular features

Forthcoming Issues

December 2015 Vol-10 No-12

Mara Kaplan is an educator, an advocate for inclusive play and a parent of a child with profound disabilities. She has more than 20 years' experience reviewing toys and designing playgrounds.



Mara's consulting business, **Let Kids Play!**, designs inclusive playgrounds, reviews and recommends toys and edits the website accessibleplayground.net, which includes a comprehensive listing of accessible playgrounds in North America.

Mara facilitated the creation and writing of the *Inclusive Play Design Guide* in conjunction with Playworld Systems. She has also worked with Playworld Systems to train their staff about inclusion and worked with their designers on new products.

Mara speaks around the country about her journey as parent of a child with disabilities as well as on topics such as universal design, inclusive playgrounds, and playgrounds for children with autism, and inclusion.

Special issue

Julie Irish is an interior designer with long experience in both the public and private sectors in the UK specializing in universal design. She has an M.Sc in Inclusive Environments from the University of Reading, England. She currently lives in the USA where she is studying for a PhD at the University of Minnesota. Julie's research interest considers how the design of the physical environment could support children with autism spectrum disorder (ASD) in the educational setting. She is a strong advocate for evidence-based design. This special issue will focus on current and innovative design for children with ASD from a variety of perspectives.



January 2016 Vol-11 No-1

Dr Peter graduated with a PhD in Sociology and since then he has researched as an honorary fellow at the University of Melbourne, writing over 50 articles. **Peter Gibilisco, B Bus (Acc) Ph.D. (Melb).**

Honorary Fellow University of Melbourne. His New Book: The Politics of Disability is out and available in market See my web-site <http://petergibilisco.com.au/> He will be Guest Editor for our inaugural issue of 2016



February 2016 Vol-11 No-2

Professor Jan Staël von Holstein

Visiting Professor at Hong Kong Polytechnic London, UK will be the Guest Editor



March 2016 Vol-11 No-3

Dr. Shatarupa Thakurta Roy is presently an Assistant Professor at the Indian Institute of Technology Kanpur. She is associated with the discipline of Fine Arts in the Department of Humanities and Social Sciences offering courses in Art Appreciation and Criticism and History of Art. She has been jointly associated with the Design Programme at IIT Kanpur teaching courses on Design Theory, Graphic Design, and several other courses on visual communication. She completed her art education in Kala Bhavana, Visva Bharati University, Shantiniketan followed by a PhD in Design from IIT Guwahati.



April 2016 Vol-11 No-4

Prof Beth Tauke is an associate professor in the Department of Architecture at the University at Buffalo-SUNY, and project director in the Center for Inclusive Design and Environmental Access (IDEA), the leading research center on universal design in the built environment in the U.S. Her research focuses on design education and inclusive design, especially the empowerment of minority groups through design. Tauke was principal investigator of the Universal Design Identity Program and Increasing Access to



Universal Design to Meet the Needs of African American Communities, both sponsored by the U.S and Prof Korydon Smith is an associate professor and associate dean in the School of Architecture and Planning at the University at Buffalo-SUNY, USA.

May 2016 Vol-11 No-5

Prof Pekka Harni Artist ,Professor; architect and designer at Harni - Takahashi Ltd will be the Guest Editor. He is an architect MSc. and industrial designer MA., who works widely on applied art, furniture design and architecture.



He has been teaching at the University of Art and Design (now Aalto University) in Helsinki since 1988. He has been a visiting lecturer in several European design universities and a leader of several design workshops in Europe and in Mexico.

His study about morphological “object categories”, delves into the possibility of dividing basic home objects into seven main categories, that correspond to different functional and morphological categories of objects, has already been applied in several European design schools. This study is published by Aalto University in his book “Object Categories” 2010.

In 1999, he received the Design Plus Award from the Ambiente Frankfurt Fair. In 2011 he was awarded as “the industrial designer of the year” by the Finnish Designers association. Since 2012, he is Artist Professor for 10 years, appointed by the Arts Council of Finland.

June 2016 Vol-11 No-6

GAATES(GLOBAL ALLIANCE ON ACCESSIBLE TECHNOLOGIES AND ENVIRONMENTS) Mukhtar Al Shibani

– President will be the Guest Editor for special issue



July 2016 Vol-11 No-7

Prof Cigdem Kaya Associate Professor at Istanbul Technical University, Turkey will be the Guest Editor.



August 2016 Vol-11 No-8

Asst. Professor Yasmeen Abid Maan In charge Architecture Program, LCWU, Lahore Pakistan. (Associate MIAP , MPCATP) will be the Guest Editor



September 2016 Vol-11 No-9

PROFESSOR YRJÖ SOTAMAA

PRESIDENT EMERITUS University of Art and Design Helsinki and Cumulus Association, ADVISORY DEAN AND PROFESSOR College of Design and Innovation, Tongji University and DEAN LOU Yongqi of Tongji University will be the guest Editor



October 2016 Vol-11 No-10

David Berman Accessible design thinker, expert speaker, author (Do Good Design), UN advisor on IT accessibility, GDC ethics chair .Communications strongly believes that we can design a better world that leaves no one behind. We've been leaders



in the online accessibility field for over 15 years, and we're eager to help you gain from the benefits of inclusive design. David is a senior strategic consultant to the Canadian government, as well as other governments on four continents

November 2016 Vol-11 No-11

Prof Niraja Tikku and Associate

**Prof Kritiy Geara of Industrial Design of
School of Planning and Architecture Delhi will
be the Guest Editor**



Guest Editor:



Ewa Golebiowska, Poland,

President of EIDD Design For All

co-initiator of creating and director of the Castle Cieszyn - a unique regional design center in Poland. This is the place where you manage to combine a culture, an innovative entrepreneurship and new technologies together with history and traditional craft. The Castle promotes design as the key to regional development and the best way to improve public services and space. Ewa Gołębiowska is an active design promoter, who underlines that design helps to create new possibilities both in business and social projects. In 2011 she joined the board of EIDD - Design for All Europe (European Institute for Design and Disability), an organization devoted to improving the quality of life by design for all. She became a Vice-President Administration and since 2013 she is the President of EIDD.

She appreciates family and friendship, she likes to travel, read and cook.

Introduction

EIDD Design for All Europe is a unique international platform for different organizations with a common goal: a more inclusive Europe for everyone.

Both visionary and realists, we build roads and bridges, programmes and politics, scientific tools and curricula, new products and services. Associations, academies, design centres, cities and regions work together in EIDD to change the quality of life in Europe through design. The history of EIDD started 20 years ago as advanced thinking on disability in modern society. In the meantime, our world has changed completely, but barriers don't disappear so easily: there are even more new challenges! We live longer and work longer, in big cities or rural areas, every day testing and improving accessibility in its physical, social and cultural meaning. EIDD Design for All Europe has now 31 member organizations from 20 countries. It is really good to work together, share visions and practical solutions and build the critical mass we need for real inclusion. As guest editor I've chosen best practices from our members experience. There are very different - created and implemented for good changes in all fields of life. Their authors - academics, activists, business people - belong to EIDD Design for All Europe family. Chosen project: inclusive architecture, design of everyday needs, new technology used to solve old problem and - last but not least - social economy prove, that more accessible world is possible. Not only in reach countries, but definitely, more conscious. Specially public space and services have to be developed with awareness and empathy for human diversity. In my opinion, it is now not matter of better comfort, but condition for survive.



Ewa Gołębiewska



Christian Caleari graduated in Economics in Venice and got master's degree in Local Economic Development . He work since 2001 for Confartigianato Vicenza .

It manages promotion and support projects for innovation in Micro and Small Enterprises , training courses and personal coaching .

From 2010 to 2014, with the collaboration of Italian and DFA sociologist / methodologist Diana De Tomaso , he developed and managed the project Libero Accesso aimed at promoting participatory planning for accessibility .

The Project Libero Accesso

Christian Caleri

LIBERO ACCESSO (L.A.) was a business promotion project aiming at stimulating the design of new products, protecting the created invention offering an opportunity to access the market. L.A. offered a Design for All experience, as key to innovation and competitiveness, to design a project/product to mass consumption thus contributing to improve the quality of life, with benefits for businesses, designers and policy makers

Confartigianato Vicenza promoted the process with the support of **Design for all Italy** in the belief that “Design for All aims to enable all people to have equal opportunities to participate in every aspect of the society. To achieve this, the built environment, everyday objects, services, culture and information – in short, everything that is designed and made by people to be used by people – must be accessible, convenient for everyone in society to use and responsive to evolving human diversity. The practice of Design for All makes conscious use of the analysis of human needs and aspirations and requires the involvement of end users at every stage in the design process” (The EIDD Stockholm Declaration, 2004)

L.A. was a **CONTEST NOTICE** addressing teams of designers and entrepreneurs with the active collaboration of representatives of Social Associations, with the aim of designing **Design for All** products through a participatory process in which consumers/end users of the product play an **ACTIVE ROLE**.

The team contest offered a real opportunity to work synergically involving Designers and Architects – as designers, Entrepreneurs – as manufacturers and Social Association Representatives (Panel Coach), as advising consumers/users.

L.A. was an experience of relationships, exchange and contamination finalized and summarized in the DfA project/product.

The winner projects have been awarded with:

- *Clearance search to check the patentability of the product;*
- *Filing of patent applications for invention or utility model and/or model registration in Italy;*
- *Request for the DfA "start" / "quality" mark, a Design for All - Italia brand*
- *Basic strategic consulting for the assessment of market opportunities*

A qualified jury , led by architect **Paolo Favaretto** , coordinated by **Diana De Tomaso** (sociologist and methodologist), evaluated the projects according to some basic principles: **Innovation/ Usability /Safety, Social Inclusion (Equal Opportunities), versatility and agreeableness, simple and Intuitive use.**

The L.A. methodology included four key points:
1 NETWORK / PARTNERSHIP,

- *Booster of cognitive and operational potential*
- *Dialog and collaboration between Institutions and Associations*

- ***Rationalization of the resources***
- ***Legitimation of the projects***
- ***Booster of results***

2 SYNERGY WORK

- ***Discussion and exchange of experiences, knowledge and know-how***
- ***Building outstanding and motivating relationships - emotional involvement***
- ***Generation and development of a positive and constructive attitude, a necessary condition for real and actual innovation***

3 COMMON LANGUAGE

- ***Design for All (DFA) is a design philosophy that expresses a vision of society and a key to understanding the world for which one should strive***
- ***DFA is therefore the language of LIBERO ACCESSO that allows the involved stakeholders to communicate on the basis of a common vision and code***

4 PATENT AND TRADEMARK

- ***The patent protects the invention; it was the tangible result of the project***
- ***LIBERO ACCESSO is now a registered trademark (label) to provide an identity to the product once on the market***
- ***The DFA "START" / "QUALITY" mark of DESIGN FOR ALL ITALIA certifies the quality of the project***

Libero Accesso had a 4 years duration, involving more than 200 companies and more than 50 designers, along with about 20 associations of consumers, among which several targeted to people with disabilities.

5 patents have been registered, two of them at European level. It has been a project able to stimulate the design of innovative “Design for all” products through a participatory approach, thus contributing to the dissemination of the accessibility culture.
Project official logo



PROMOTORI – Confartigianato Vicenza

Sostenitori: CCIAA Vicenza, CPV PatLib, Centro Sviluppo Brevetti
Patrocini

DFA Italia, EIDD DFA Europe, ADI delegazione Veneto Trentino Alto
Adige Comitato Economico e Sociale Europeo

PARTNER PROGETTISTI

ISAI (Istituto Superiore Architettura di Interni), VAGA, ALA Ass.
Liberi Architetti, ABACO Architettura, Tecnothon, Scuola Italiana di
Design / Parco Scientifico Galileo PD

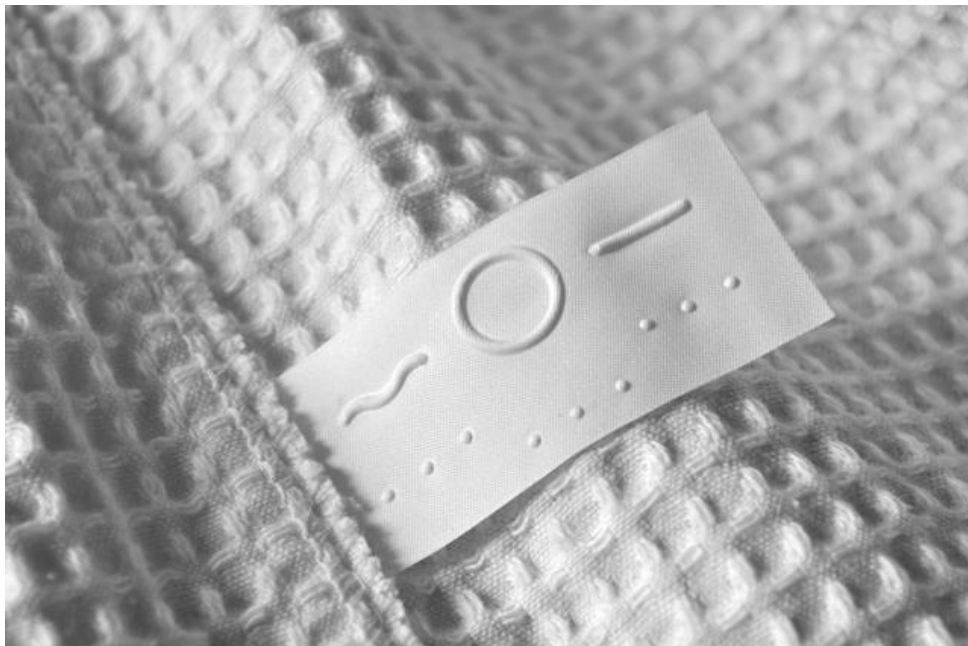
PARTNER ASSOCIAZIONI

H81 insieme Vicenza Onlus, UICI Unione Italiana Ciechi e Ipovedenti, Cooperativa Margherita di Sandrigo Cooperativa Primula di Valdagno, ANMIC, Fondazione Movimento Bambino

Picture: some projects awarded from 2010 to 2014.

LABEL EASY TO READ, LABELING SYSTEM FOR CLOTHES

Progettista / Designer Renato Toffon - graphic designer, Massimo Treu – Incisoria Vicentina (Vicenza), Nadia Bertoldi, Francesca Biasiotto, Andrea Cocco, Cladio Dal Santo, Damiano Zarantonello, Maurizio De Visini, Alessandro Maistrello, Alessandro Zagati



GiroSvita, system for the easy opening of bottles

Progettista: Filippo De Franceschi, designer

Matteo Frugani – Fonti di Posina SPA, imprenditore

Cinzia Conte, H81 Insieme Vicenza Onlus



Bookcase Coney Island – Bookcase for all

Progettista / Designer Federico Traverso di On_office architettura

(Vicenza)

Andrea Stella – Estel Thiene



Cento80 – Washbasin for all

Progettisti / Designer: Andrea Martinelli, Andrea Miazzo, Liliana Dal Toso (ISAI)

Imprenditore: Paolo Gioli - Falegnameria Gioli Paolo di Barabarano Vicentino (VI)

Coach / Consulente: Lucio Vicentini - H81insieme Vicenza Onlus



Christian Caleari



***Gail Ramster, Senior Research Associate in Helen Hamlyn Centre's
Work & City research lab Royal College of Art, London***



Jo-Anne is a design anthropologist whose research focuses on multi and inter-disciplinary collaboration, engaging users participation in the design process. As leader of the Work & City lab Jo-Anne is co-investigator of Family Rituals 2.0 a multi-disciplinary project exploring how mobile workers maintain family life when away from home and Mapping UK Conveniences (with Gail Ramster) incorporating open data into The Great British Public Toilet Map. She mentors the academic projects in the lab including Creative Citizens (Catherine Greene and Dan Lockton).

Jo-Anne was Principle Investigator of Robust Accessible Toilets (RATs) funded by the ESRC's Connected Communities programme; Co-Investigator of Tackling Ageing Continence through Theory Tools and Technology (TACT3) funded by the New Dynamics of Ageing programme and Co-investigator on Welcoming Workplace funded by the AHRC/ESRC Designing for the 21st Century Programme.

Jo-Anne has a BSc (Hons) in Social Anthropology from Goldsmiths College, and MSc in Science Communication from Imperial College. She is currently completing her PhD 'Extending Architectural

Affordance; the case of the Publicly Accessible Toilet' at UCL. Jo-Anne has conducted a number of ethnographic studies of working environments and public spaces including medical research labs, corporate offices and public sanitation environments. She lectures and co-ordinates workshops on design ethnography for a number of RCA post-graduate programmes.

Jo-Anne co-ordinated the HHCD's REF submission and is a RCA School Research Leader. She sits on the editorial board of Design Exchange magazine.

The Great British Public Toilet Maps

Gail Ramster and Jo-Anne

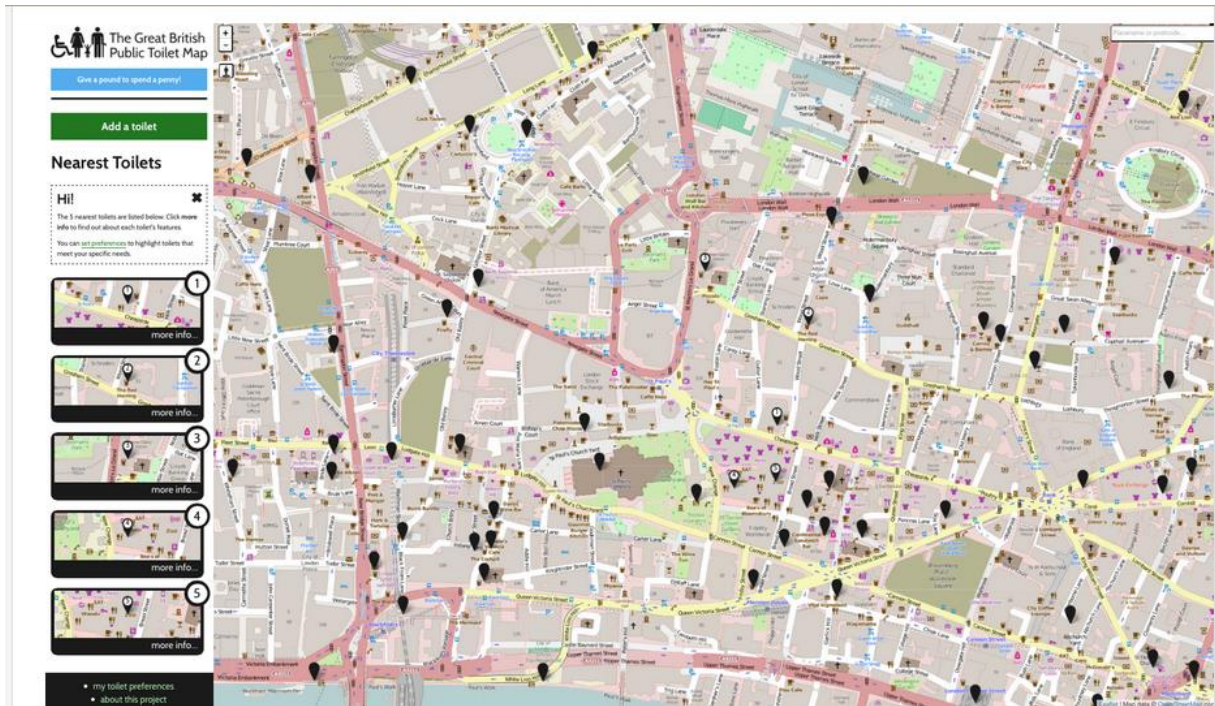


We all know how difficult it can be to find a toilet when away from home ,but for some such as older people , those with reduced continence due to a medical condition, or people with young children , this can be much more than an inconvenience.

The Great British Toilet Map uses open data provided by local councils to give information about public toilets in the UK. It currently displays more than 5000 toilets and also includes data on privately provided toilets that the public may use , such as those in train stations.

The project began in 2011 as an output from the TACT3 research Project and in response to information about publically accessible

toilets being incomplete, out of data and fragmented across hundred of websites. A pilot for the London area was very well received and now the project is expanding the Great British Toilet Map across the whole of the UK. The project demonstrates how valuable local open data can be to improving public service provision particularly in combination with other data sourcing and crowdsourcing.



Gail Ramster,



Jo-Anne

Innovative Architecture - St. Olavs Hospital in Trondheim

St. Olavs Hospital has received international acclaim for its innovative architecture that brings nature, the city, employees and patients together in an unconventional way by focusing on the patient's needs.

PROBLEM

As with many other public buildings, hospitals can come across as large and unfamiliar, with sterile décor and a complex layout of spaces and floors, and much attention has traditionally been given to the functionality and system. When developing the new hospital, one of the challenges was to keep sight of the human experience and to develop a hospital that is accessible to everyone.

We are at our most vulnerable when we are ill. Furthermore, we are mentally and physically affected by our surroundings. These are two facts that were taken seriously when planning both the inside of the buildings and the outside environment. The fundamental concept of the design of St. Olavs Hospital was therefore to create a hospital environment that emphasises the human scale. It was a desire to make the hospital area a pleasant and welcoming place, a delight for patients, relatives, employees, students, scientists and the general population.

"As soon as you are inside the building you see continuity, and contact with the outdoors. You know immediately where you are,

and can orient yourself using daylight and the natural views.” - Ragnhild Aslaksen, Chief Architect

APPROACH

When Helsebygg Midt-Norge announced an international competition for the design and construction of a new hospital in Trondheim in 1995, comprehensive plans for every aspect of the design were drawn up at an early stage alongside guidance for implementing inclusive design throughout the process. These principles were followed in the collaboration with various architects and designers who worked on the hospital. In addition, user involvement of patients, their families and different user organisations was emphasised from day one.

“Establishing the concept of inclusive design at the initial stages has been crucial.” - Ragnhild Aslaksen, Chief Architect

Patients as equals in the decision-making

Inclusive design at St. Olavs Hospital applies not only to the architecture, which aims to include all users, but also to the decision-making processes. Strict priorities were laid down, which were then followed throughout the process and at all levels. One way of achieving this was to see patient participation as important as employee participation. This is fairly unique. Only talking to employees can result in a perspective that considers work routines and functionality, and largely misses the human perspective. Patients typically place emphasis on emotional needs. The user surveys that were carried out with representatives of large patient groups revealed three main desires: privacy, visible and available

personnel, and accessibility. Each ward has therefore been given a centre with eight single rooms located off this. This concept combines architectural and organisational considerations, and gives increased security for both patients and personnel - the patients sleep better and employees have a better overview.

Design from patient perspective

The project has been innovative in the way universal design has been integrated into the landscape planning throughout the project. The landscape architects have been very thorough in gaining an understanding of the surroundings from the perspective of the patients themselves. In order to do that it was necessary for the designers to put themselves in the place of the patients, and through knowledge and experience gain a deeper understanding of how the physical surroundings best can be designed to enable treatment. They have shown understanding for a range of people and considered everyone. One example is the way that plants were selected in consultation with the Norwegian Asthma and Allergy Association. Another example is a training path for wheelchair users in one of the parks at the hospital.

RESULTS

The result is a high level of satisfaction for patients, relatives, students and employees and the hospital area has become an attractive gathering place for the citizens as well as the students. It is clear that implementation capacity and good collaboration and teamwork across disciplines, builder and other interest groups have been among the most important success criteria for this project.

"We wanted to design a medical district in which streets and spaces create interplay in the hospital, opening it up to the neighbourhood. In addition, it has to be a green area, since the nature and its vegetation stimulate the body and the senses." - Landscape architect Lisbet Haug, head of the Landscape Department at Asplan Viak

The new hospital opened in 2010 and has since then received international acclaim and won several awards for its innovative architecture that brings nature, the city, employees and patients together in an unconventional way. It is a great example of how universal design can benefit all.

Client: Helsebygg Midt-Norge

Architects: Team St. Olav (Nordic Office of Architecture, Ratio Arkitekter), Trondheimslaget (Studio 4 Arkitekter, KHR, Per Knudsen Arkitektkontor), Frisk Arkitekter (Nordic Office of Architecture, Niels Torp Arkitekter, Pål G. Kavli), Ratio Arkitekter and Asplan Viak
Background: Helsebygg Midt-Norge announced an international competition for the design and construction of a new hospital in Trondheim in 1995, and in 2010, it was opened. St. Olavs Hospital was the winner of both the category for Architecture and for Landscape, as well as the main winner of the Innovation Award for Universal Design in 2014.

EIDD – Design For All



***To achieve a feeling of nature, a great deal of emphasis was put on transparency.
Photo: Røe Kommunikasjon - Stein Risstad Larsen***



***Big windows allow natural daylight to enter from all directions and provide contact
with the outdoors. Photo: Helsebygg Midt-Norge - Erik Børseth***



A training path for wheelchair users gives the opportunity to practise for the challenges they will face outside the hospital, whilst in private and safe surroundings. Photo: Røe Kommunikasjon - Stein Ristad Larsen



A challenging difference in height between two of the buildings was solved with a combination of a staircase and a ramp which effectively preserves both form and function. Photo: Trond Heggem.



Javier Blázquez currently works as International Projects Coordinator at Fundación ONCE, within the Accessibility and Innovation Directorate. He has worked as account manager for almost 5 years in Ilunion ASP, the company of the ONCE's business Group specialised in accessibility to ICT.

He has participated in several projects throughout the 7th Framework Program of the European Commission (Cloud4all.info, Apsis4all.eu...) and he has been the Technical Coordinator of the FP7's Project ICARUS. He also has participated as speaker in several international conferences (Transed2015 (Lisbon), Zero Project (Vienna), DRT4all (Madrid) as well as rapporteur in others (Eurocities - Cities for Accessibility (Lisbon), University and Disabilities (Madrid)...).

The product: PASBLUE™

Javier Blázquez

Pasblue™ is an intelligent optical LED, which integrates light and acoustic functions, activating the latter to demand by the user, only when it requires it, and because of its performance it seamlessly integrates with the services of a Smart City.

For the first time, all acoustic and visual functions are integrated into an optical LED at the same time.



The PASBLUE™ system integrates perfectly with the traffic light

The advantages are:

Low maintenance due to the increased reliability of LEDs compared to the classic incandescent bulb.

Energy savings due to lower consumption of LEDs

PASBLUE™ is activated upon user demand, thus avoiding unnecessary sounds when acoustic function is not required by any user

Activation:

The Pasblue™ system is activated with the Bluetooth of the smartphone of the user.

The use of wireless technologies for activation provides significant benefits to the user with a visual impairment; on the one hand must not handle or touch elements that are installed on the pole, and on the other the user avoids having to locate the exact spot of them. Therefore, the use of wireless technology improves safety and user orientation compared to other solutions.

The acoustic information issued by Pasblue™, is based on different frequency tones and duration that enable users to:

Approach and move to the starting area by crossing tones orientation.

Start by crossing the passing tones.

Learn to cycle through green tones to cross roads

Sequence of Operation

Standby

In its normal stage, the PASBLUE™ system is in standby, awaiting activation by the user. In this stage no sound is emitted by the system.

Activation

The system can be activated by the bluetooth of the mobile phone.

The user just having properly configured and activated his Bluetooth in the smartphone, activates the nearest post by proximity, without requiring any further action.



Javier Blázquez



LAURA MAJBORODA-ANDRUKIEWICZ *Educationist, teacher, businesswoman and manager of social brand WellDone from Poland*

WellDone® – Good Things

Run by: The Foundation for the Development of Social Entrepreneurship "Być Razem", Academy of Fine Arts in Warsaw, the United Nations Development Programme, Castle Cieszyn and the Adam Mickiewicz Institute

Location: Cieszyn, Poland

Author: LAURA MAJBORODA-ANDRUKIEWICZ

What was the problem?

The Foundation for the Development of Social Entrepreneurship "Być Razem" ("Be Together") from Cieszyn in Poland is a non-governmental organisation dedicated to the integration of local communities around the effective resolution of their social problems. It promotes and supports social economy organisations like social cooperatives, social enterprises, and private companies with social focus or other NGOs. Apart from the training and support activities the foundation runs as well its own social enterprise operating in several different fields including carpentry workshop, ironworks, and laundry or catering services. This social enterprise is aimed at activation of the unemployed and the people at risk of social exclusion through work and education. By creating job places for people at risk of marginalisation and teaching them new skills they facilitate their return to the labour market and society.

In 2009 the foundation was looking for a new, innovative approach to their operations and that is how the cooperation with the Academy of Fine Arts in Warsaw, Holon Institute of Technology in

Israel, and the Castle Cieszyn began. They have jointly run a project „From idea to object, from object to product” carried out in cooperation with the Adam Mickiewicz Institute.

What did they do?

They came up with an idea of a WellDone® – Good Things brand under which the foundation protégés could produce and sell products. Young designers from Holon and Warsaw have prepared simple, useful and funny designs – like a Christmas tree – candleholder that can be used throughout the year, or a piggy bank, where two piggies are constantly competing for savings. All the projects



were suited for the technological capabilities of the foundation’s workshops and created in the spirit of sustainable development through the use of waste wood as the material and the use of recycled cardboard tubes as the packaging. The WellDone® products are much more than nice, smart gadgets. The profit made on them serves the attainment of the Foundation’s goals. In other words, it is a chance to solve the problems of the people who produce them.

What was the result/impact?

The project was very well received by the foundation protégés and the public as well. Its innovativeness was recognized and supported by the United Nations Development Programme Project Office in

Poland, which helped with the comprehensive branding of WellDone® and with designing new products. In 2012 the Foundation carried out a competition “Design a Good Thing” for a new product. A winning design “Sheepad” (a set of felt coasters) has increased the foundation’s sales thanks to its attractiveness and functionality. That in turn resulted in setting up six new social cooperatives that are now employing 50 previously long-term unemployed people. This year the second edition of the competition was held.

WellDone® initiative is at the same time great opportunity of promotion for young designers. The project was presented at exhibitions and fairs in Poland, Israel, France, Italy and Germany, Brasil, Turkey and won many awards.

The partners of WellDone® project are envisaging the creation of the Social Design Centre in Cieszyn in the long term, which will be intended to build relationships between designers, social enterprises, and businesses. The centre will be aimed at promotion of socially responsible design and support of the implementation of the design thinking approach in the strategies and operations of social enterprises.

Content summarized from and for more information visit:

<http://www.welldone.co/en/about-welldone.html>



LAURA MAJBORODA-ANDRUKIEWICZ



Terhi Tamminen is a accessibility and Design for All specialist in the company called Avaava, Helsinki, Finland. She has graduate as a Master of Science in Economics and Business Administration from the Helsinki School of Economics. Terhi Tamminen is a board member and vice-president of EIDD Design for All Europe. Since year 2009 Tamminen has worked in the field of accessibility and in various projects in Finland.

Signs for all senses – for equal experiences

KohoSign™ by Avaava

Terhi Tamminen

KohoSign™ offers continuously guided route for all users. Various types of signs support each other and help orientation within the space. The design process was implemented with multidisciplinary teams from healthcare, design, manufacturing, architecture and accessibility. The range was tested with various users in every stage of the design process: the elderly, children, people who are hard-of-hearing, the blind, and people who are physically challenged with regard to mobility. Kohosign™ can be attached to new multisensory wayfinding methods as navigation systems for blind and tactile 3 D maps. Marketing and sales Avaava. Design Hahmo Design Ltd. Manufacture Opastemestarit Ltd.

The main product is a tangible floor map and a new solution for a sound sign – a written map which may be listened to on the website. These provide help for blind and visually impaired people in particular.

More info:

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AVAAVA, Design for All – for ever

A business case where Design for All is core business idea

Avaava is a Finnish consultancy and marketing company specializing design for all methods in the field of construction and communication. Avaava provides accessibility solutions for designers, constructors, all construction professionals and communication professionals. Avaava accumulates, shares, produces, and markets information and products for accessible construction and accessible communication. Avaava organises accessibility training, conducts site assessments and consults in all stages of construction and communications design projects. Avaava database, methods and product range includes several different

accessibility solutions from products to structural insight. Design is an essential part of Avaava solutions, combining specialist knowledge from many fields. The freshest ideas and the most versatile knowledge is brought about in the close co-operation between designers, architects, officials, and disability and senior citizen organisations. Avaava specialists are trained accessibility reviewers. Avaava is the accessibility unit of the Karanttia Oy Perusturva. Avaava sits in the Design for All Europe EIDD Executive Board, and is a ProudAge Partner. Avaava coordinates Finnish Design for All network together with the Accessibility Centre ESKE. Avaava is a member of European Concept for Accessibility Network EuCAN:n and European Network for Accessible Tourism ENAT.



Terhi Tamminen



Jasmien Herssens is currently in a tenure track position at the Faculty of Architecture and arts of Hasselt University. She studied architecture at LUCA, school of arts in Ghent where she graduated in 2001. Afterwards Jasmien went to KULeuven to take a MAMA in architectural sciences. She worked as an architect for Antearchitecten in Saint-Nicolas and Wim Goes Architectuur in Ghent where she contributed to several award winning projects. She is interested in Design for All and more specifically, her work examines the representation of multisensory experiences in architecture. In conducting research she relies on the expertise of people born blind. She received several best paper awards for her work and in 2012 Jasmien received the CERA senior award for engineers with a heart. She is currently chairwoman of the research group at the Universal Design living lab in Hasselt. She teaches design methodology and coordinates a Master seminar in Designing for more. Besides she supports students in the architectural studio for their master proof and is supervising five phd students. She represents Belgium in EIDD-Design for All Europe and is a representative for EIDD in EDF. Jasmien dreams of a better world for all and tries to contribute her bit by means of her passion and work regarding Design for All.

A Taste of Inclusion: Sensitizing People with Cooking workshops at the UD Living Lab

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Abstract

In the context of reintegrating people with a disability in daily life, workshops and trainings are often given in a medical context with focus on the adaptation of the body and mind. In the UD living lab in Hasselt, the idea was initiated to give cooking workshops for everybody who is interested in cooking for independent living. This way focus is put on pleasure and fun for all. The architecture as well as all available tools are designed with a design for all strategy fitting in a cultural model approach that relies on the expertise of people with a disability to improve design processes. This paper reports on the first pilot cooking workshop in which people were invited to cook an Italian meal. The outcome proves that people appreciate the attention and empathy in which the environment as well as the tools are designed. The attention given to affective and behavioral aspects of tools and environments do contribute to the whole cooking experience. Moreover, the mental associations of the products with their exact origin even influences the experience of the cooks.

Introduction

Food tools and environments: keen examples for DfA

Food is one of the primary needs that gives living beings the energy for life. Besides a shelter it is the most important need to survive and to keep the energy level balanced. Since prehistory the preparation of food is an innovative process at several levels: clarifying the edibility of food, finding the right cooking method (cooking time, spices, technique, recipes,...), making a shelter and tools for the preparation and designing the right environment and tools for the eating process. This way evolution has made food part of human culture and social life. Preparing food is an act that contributes to the whole food experience. Based on the insights and experiences of the cooking methods, the tools and shelters are historically characterized by their evolution. In a way we could state that these cooking elements are the most keen examples for designing for people because they relate to so many of us. Moreover, food is a primary need and consequently its preparation has to be useful for as many people as possible. From spoon to cooking fire, history showed that design improved safety, hygiene, usability, adaptability, flexibility, comfort, cognition, tolerance for error, size, space, privacy, etc. All these needs are also the primary goals of Design for All. Designing for all is a design strategy resulting in an environment, product or service in which the user doesn't have to adapt him/herself but the strategy results in design that supports and serves the actions and experiences in a positive and elegant way. Related to primary needs it sounds like an evident way of designing. However, although the manufacturing opportunities have

never been so significantly diverse, this oversupply also makes some designers confused and makes them forget about the actual purpose of designing and the supportive needs. Consequently, many tools are still designed or formed based on historical recognition and knowledge. For example the form of a wooden spoon is literally copied in plastic whereas plastic is a different material and can be designed in a different way. So some designers may even forget about the impact of new materials. When giving attention to design for all, tools and environments do contribute to an innovative evolution. Each design decision has a reason. Consequently these examples support more the behavior and primary needs and give users a positive and good experience.

From a medical design approach towards an inclusive cultural approach

Environments and tools show that design expertise offers designers the possibility to make products and environments more usable and inclusive for all. Inclusion transcends accessibility and embraces elegance and positive experiences. In the context of disability, the human needs for food preparation are often limited. People rely on technical aids and requirements that may support the act of preparation and independence. These aids often focus on the support of behavior and elimination of the disability because these tools are designed from a medical perspective in order to let people adapt themselves to the environment and products. This approach fits in a medical model [1] because although these technical aids may serve food preparation, they do not aspire the positive

experiences of the task nor do they innovate. In contrast designing for all is a design strategy that fits in a cultural model [1,2] that considers disability as a form of expertise and diversity that can be involved into the design process. The act of considering a diversity of users and imaging this diversity when designing a cooking tool offers more flexible and innovative solutions than focus put on the artefact itself. This way the end result may give attention to the needs as performed or explained.

Designing with empathy

This aspect of empathy and affection is often neglected or forgotten in a design process as focus is mostly put on the practical physical needs. Nevertheless, if a design solution contributes to both physical accessibility as well as the affective part -more precisely the mental, social and cultural inclusion- the product will be experienced in a more positive way. What is often forgotten is that the affection with a product, service or environment already starts when associations are made. For example, in Belgium people with a disability are redirected to health insurance companies to buy their specific cooking products. Consequently, the relation with the product already starts with a more negative bias as the pleasure of buying a useful kitchen tool is linked with a medical stigma. These medical shops are often literally placed next to the insurance office. So the experience of shopping in a natural environment is not present.

This explains why both actual use and experience of the cooking tool as well as the associations of the product with its purchase or obtain will contribute to the whole cooking experience. Besides in the context of disability reintegration Belgians with a disability can

rely on support of occupational therapists for workshops and trainings in cooking. In these workshops people learn how they can cook their own dish when dealing with a handicap. The trainings are organized for people with a disability and try to help people in cooking a descend meal. These training sessions are mostly held in medical environments. Although these sessions are very useful and important to stimulate the reintegration of people in daily life, the environment does not associate positive experiences. A medical environment is not associated with pleasure or fun. On the contrary it refers to sickness. So for people with disabilities this association with the context of its purchase detracts from the cooking experience as a socio-cultural life experience. Based on these socio-cultural impact factors on the total cooking experience, we wanted to show people with disabilities that cooking can be fun and it can give you energy as long as you can use the right tools in a positive environment. By means of cooking workshops at the UD living lab in Hasselt we sensitized people with several disabilities in cooking an Italian meal by using cooking tools and a cooking environment that can be labelled as DfA.

Methodology

To show how to support people living more independently throughout the whole lifecycle and



Fig. 1 UD living lab Hasselt

to create inclusive environments for all we renovated an old porter's lodge in a typical Belgian townhouse typology dated 1931 in the city center of Hasselt. It was a collaboration between Hasselt University (Faculty of Architecture and arts), PXL University College (Department of Healthcare) and the Accessibility office TGB in Hasselt (Fig 1). Because it is often remarked that designers, clients, users, policy makers and constructors lack practical and applicable knowledge on creating inclusive environments and in order to raise the general awareness this DfA inclusive living lab was built. EFRO approved funding hence the project could start in real time. The lab serves as a place to conduct research, demonstrate and give advice to people on "Design for all". The main ambitions of the lab are: demonstration, conducting research and offering information on the added values of *Universal Designing* or *Design for All*. In addition to the daily advices and demonstration of the house the idea arose to organize cooking workshops for people with and without a disability. These workshops would give an alternative and more positive approach for cooking. Indeed when the act of cooking has serious limitations and restrictions for people, both physically as well as mentally, they often experience cooking as a disabling situation. But in a supportive context and with the right sphere and tools, the experience will be different. By means of cooking workshops we could show the possibilities of certain cooking tools as in a design for all context. The lab houses two dwelling units each with their own kitchen. Each kitchen is designed based on the expertise and participation of people with a disability during the design process. The kitchen at ground level has an adjustable kitchen dresser and adjustable cupboards. This way children, tall people, people in a wheelchair, little people, people who like to sit at the kitchen

dresser while cooking, etc. can easily use the cupboards and dresser without using a ladder or without the need to stand up or bend themselves in extreme uncomfortable positions. Attention is given to sufficient lighting above the cooking fire. Based on people's behaviour it is also more logical to put the plates on a par. However, most systems group these hot plates in a square of four plates. In this situation you can easily burn yourself while stirring in the rear bowl when the first pot is heating for boiling water. In both kitchens at the lab the cooking plates are placed on a par. For all the participants that contributed during the design process, this was a right way to do. It is remarkable that for many firms the main circulation is still a 4 square cooking plate. Looking at the evolution of a cooking fire we notice enormous steps in the preparation of food (Fig.2).



Fig. 2 Visual Representation of historic evolution in cooking fire



Fig. 3 Fridge with drawers

A wood fire was until the Victorian period the most common way to heat and prepare food. First people prepared food outside but as soon as the fireplace was the primary heating system it was used in the kitchen to cook. The use of new energy more precisely carbon made engineers make a real cooker. The use of gas as a heating system made the cooker more flexible and resulted in four burners that needed to be as close as possible to the gas main. When electric fire was a fact, the position of the plates stayed the same although the gas cylinder disappeared as well as the gas main and the danger for leaks. Redesigning this cooking fire for all with the help of people with a disability made us think about the positioning of the plates and questioned the need of its position. Similarly many choices and

decisions were made in the design of the kitchen based on a design for all attitude. The oven has a door that fits under and may disappear when open. Consequently it is more safe to pick out the food without burning yourself. One of the fridges is designed with drawers what makes an overview much more easy for seeing as well as non seeing people (Fig. 3). The kitchen is equipped with the latest products and tools screened on a Design for all value by user-experts and DfA-experts. Besides that huge attention is given to the affordability of products and the designed environment as this also contributes to an inclusive attitude for poor people. On March 25th 2015 we hosted the first cooking workshop together with two students in occupational therapy and the coordinator of the UD living lab (Fig.4). Five people with an impairment were invited for the cooking workshop. In advance we



Fig. 4 First Cooking Workshop in UD living lab



Fig. 6 anti-slip mat



Fig. 5 garnish tools

prepared a road map with the recipes and the exact steps for the entree, main plate and dessert. Each recipe had several techniques to be tested. For example, one person had difficulties to spoon her kiwi but with the help of a garnish tool it was possible thanks to the sharp edges (Fig. 5). Another participant normally cannot hold a pot while stirring but thanks to an anti slip mat it was possible and she could work independently (Fig. 6). Several aids for pots and pans make cooking much easier. For example a colander that fits a pot (Fig. 7). All participants appreciated the tools with anti slip and rubber to cut and peel vegetables. For one of the participants the apple peeler was a much easier way to peel the apple and it gave her a pleasant experience (Fig. 8).

Fresh pasta was knead with a pasta machine and even people with arm strength could easily do the job. To separate an egg (the yolk from the protein), a plastic bottle was used and to cut onions a very cheap cutter was used (Fig. 9). The salad spinner works with a very easy push button and is fun to use. Instead of a traditional measuring cup on which you have to read the amount of liquid at the side of the bottle, a measuring cup (Fig. 10) with a measuring tool

inside the cup is used that gives you the opportunity to leave it at the table while measuring the liquid. Finally to present the meal, several dishes with a large edge are used (**Fig.11**). This way people with one arm or hand can easily use the edge to eat but more important is that these dishes are very elegant. The remarkable aspect about this workshop was that people could work and cook in a very fluent way as if they have did it their whole life.



Fig. 7 colander



Fig.8 apple peeler



Fig. 9 onion cutter



Fig. 10 measuring cup

The environment proved its inclusive character and the tools were judged as very supportive. Moreover, people also liked the fact that these tools could be bought at ordinary shops in town or even at IKEA. While using



Fig.11 dishes with edge

the kitchen tools and kitchen, participants also gave feedback on the DfA-values. Ideas for future research and investigations are the creation of fixation techniques for pots on a cooking plate and a cooking fire that meets the needs of people who are visually impaired. This cooker has only a red digital display but the red colour is very hard to read. A green colour would perhaps be more suitable or maybe the whole idea of signalization can be redesigned? Another example related to cooking tools is the design of the wooden spoon. The handgrip of this spoon is considered to be too short and it would be better to have also an exemplar with a longer handgrip.

Discussion

The UD Living Lab shows that need for personal assistance can be reduced to a minimum when giving attention to a supportive environment and products. The cooking workshops showed that the DfA kitchen supports the cooks in an elegant and pleasant way. Besides that the products are usable for a diversity of people and it is appreciated that they can be bought at several points separated from a medical context. Moreover, it is affordable design. By means of Design for all the dream of Le Corbusier to bring design and architecture closer to the people is after one century becoming a reality. Design is no longer only affordable for few people but the potentials of design are more and more recognized by industry, users and designers. The attention given to the affective component in design is still an underestimated value. At the UD living lab we are still stretching the fit and currently new workshops are taking place. Each time a different focus is chosen. Indeed designing with empathy and attention for elegance in the food experience shows a designer's "taste".

Acknowledgements

The authors would like to thank all the participants of the workshop, the UD living lab coordinator and Erwin Vanroye for sharing their time and insights. The cooking workshops were supported by VZW Fokus op Emancipatie (an organisation that puts focus on the reintegration of people in daily life) and vzw Mané (organisation that supports professional care for adults).

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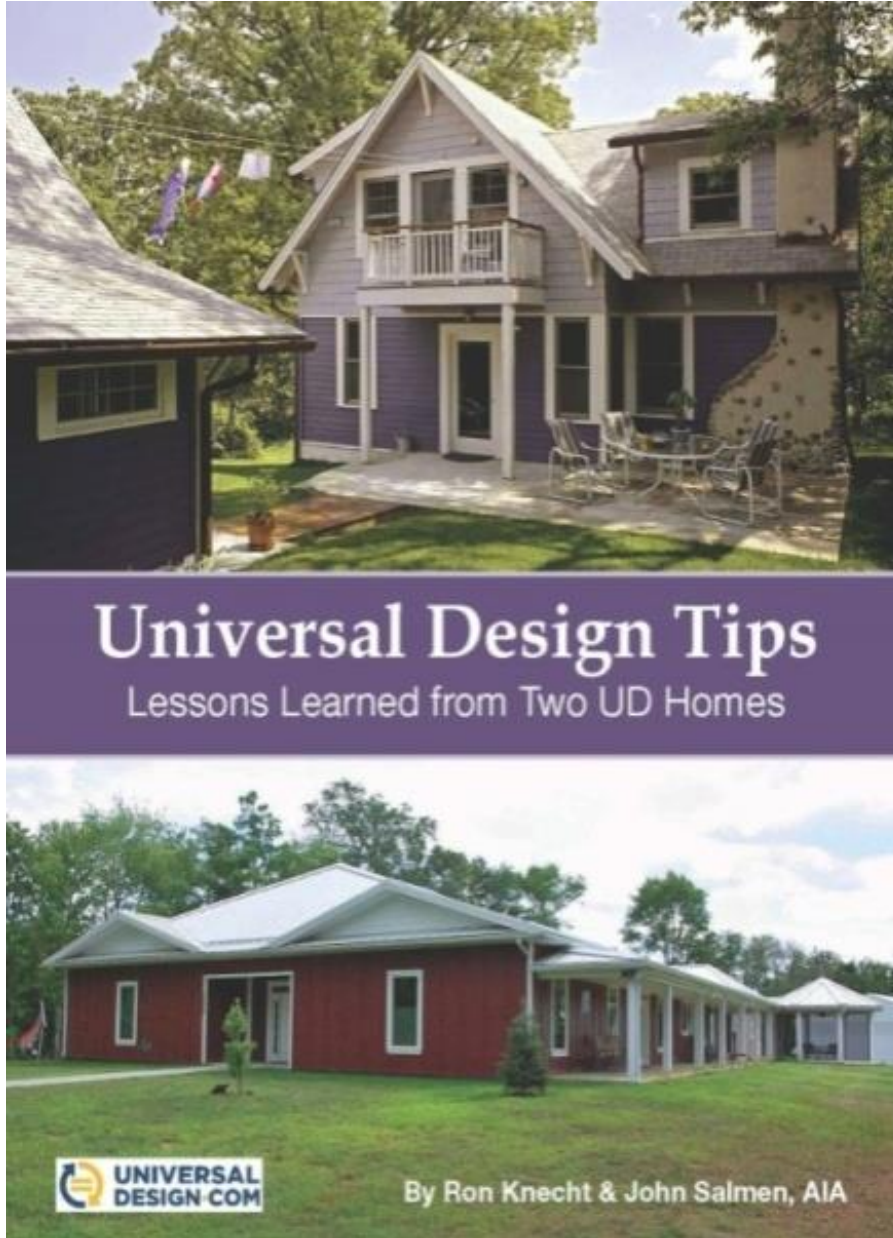
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Jasmien Herssens

New Books:

A New eBook from UniversalDesign.com



Universal Design Tips: Lessons Learned from Two UD homes

This new electronic book from UniversalDesign.com is filled with tips and ideas that will help guide anyone through the process of designing and

constructing their own Universally Designed home. The book was co-authored by John Salmen, AIA, the publisher of *Universal Design News* and founder of UniversalDesign.com, and Ron Knecht, whose durable, energy efficient Universally Designed house was featured in the [January 2012 issue of Universal Design News](#).

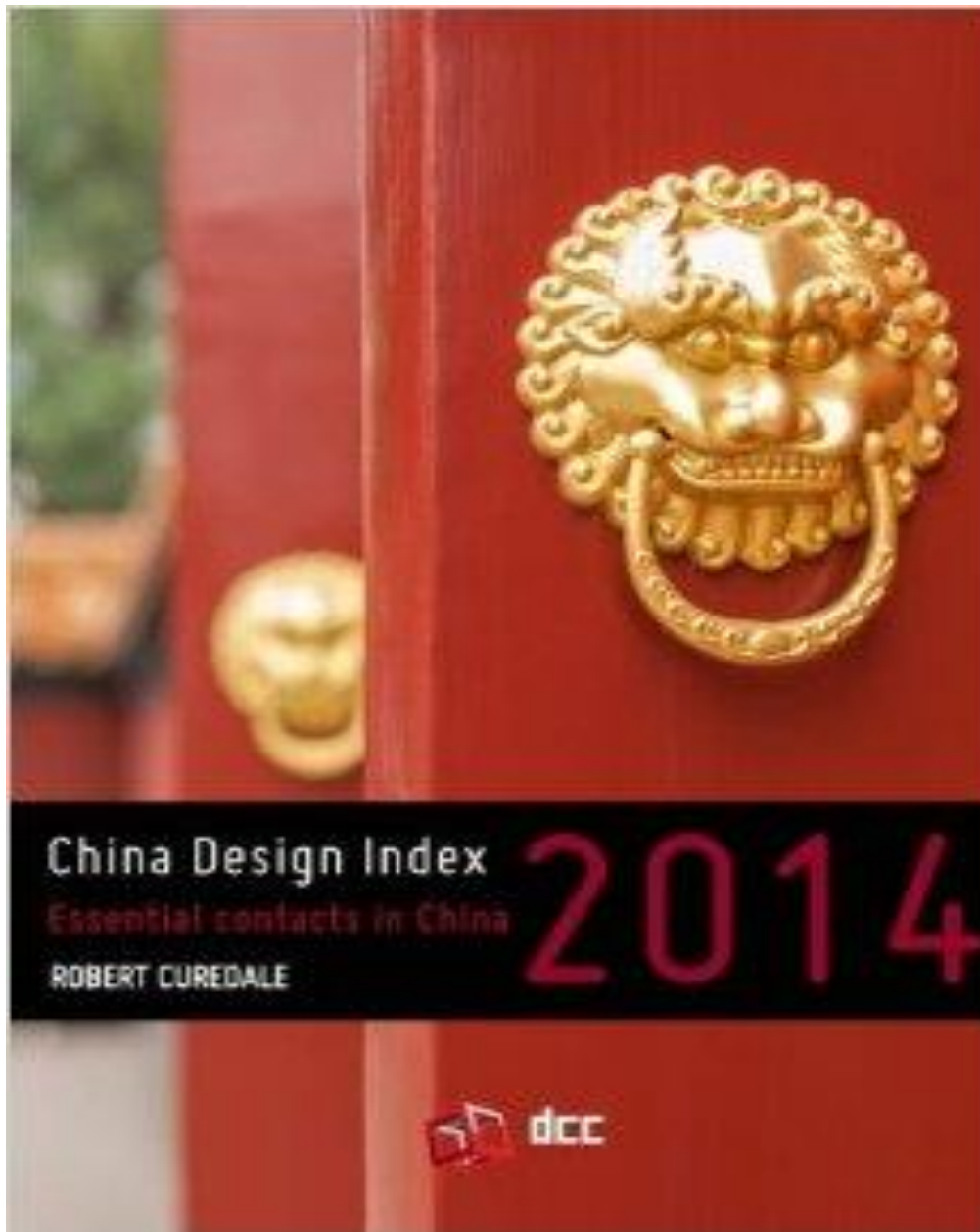
The first section of the book deals with the planning process, providing insight on how to choose a location for the house, consider activities of daily living during planning, best use various types of design professionals, finalize a floor plan and develop a building schedule.

The rest of the book is organized according to different areas or elements of the home (i.e. exterior doors, bathing, and kitchen counters, just to name a few.) Whether designing a whole house or simply remodeling one area, *Universal Design Tips* makes it easy to quickly refer to the relevant section and find valuable tips that ensure success. Each of these sections includes design tips, photos and important lessons that the two authors learned through their personal projects.

John Salmen has been working in the field of accessible architecture and Universal Design for over 30 years, and he put this expertise to good use when remodeling a historic property to create the Universally Designed house he and his wife hope to live in for many years. Salmen's "Home for the Next 50 Years" has been featured in various media outlets: including *The Washington Post*, *Fine Homebuilding*, AARP's television show *Inside E Street* and the book *The Accessible Home: Designing for All Ages and Abilities*. Now, readers will be able to explore Salmen's home in even greater detail and apply his experience to their own Universally Designed home projects.

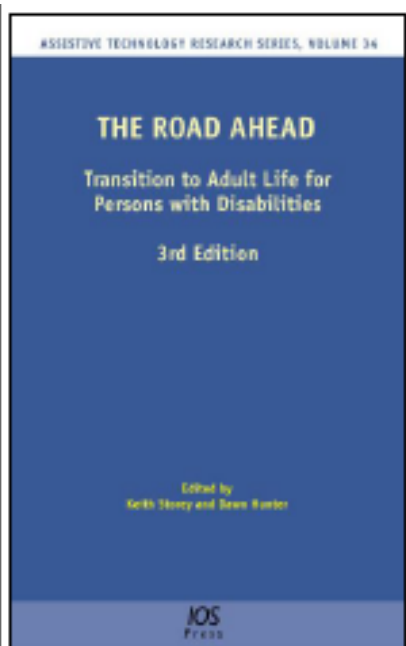
Ron Knecht's experience with Universal Design started after his wife of 46 years became ill with cancer. As her health worsened, Knecht learned first-hand the importance of accessibility for maintaining independence, safety and one's quality of life. Before Knecht's wife passed away, she extracted a promise from him that he would move to a Universally Designed house located closer to their daughter. Knecht was underwhelmed by both the houses that he saw on the market and the UD house plans that he found online; he realized that he would have to plan and build a custom house in order to fulfill his promise.

China Design Index 2014



China Design Index 2014: The essential directory of contacts for designers
Paperback – February 1, 2014 by Robert A. Curedale (Author)

The Road Ahead, Transition to Adult Life for Persons with Disabilities



The Road Ahead

Transition to Adult Life for Persons with Disabilities

Volume 34 Assistive Technology Research Series
Editors: Storey, K., Hunter, D.

December 2013, 318 pp., hardcover (revised 3rd edition)

ISBN 978-1-61499-312-4 (print)

ISBN 978-1-61499-313-1 (online)

Price: €69 / US\$100 / £59

Successful transition from school to adult life has always been difficult for people with disabilities, especially in the area of employment. The vast majority of people with disabilities are either unemployed or underemployed with low wages and few benefits, and many governments are struggling to find a way of providing employment and benefits to people with disabilities without creating disincentives to work.

This book provides strategies and ideas for improving the lives of people with disabilities, exploring new ways of enabling a successful transition to an integrated adult working life by providing effective instruction and support. Following an introduction which outlines the importance of transition services and meaningful outcomes, topics covered in the remaining chapters include: person centered transition planning; enhancing competence and independence; employment assessment and career development; collaboration between agencies for a seamless transition; independent living and supported living; and community functioning skills.

The book will be of interest to all those who work with transition age students as well as those who work with adults with disabilities and want to enable them to have the best life possible. To paraphrase Helen Keller: "People with disabilities not only need to be given lives, they need to be given lives worth living."

Design for ALL, Aree DI Ristoro

Luigi Bandini Buti

 **DESIGN FOR ALL**
AREE DI RISTORO | Il caso Autoqrill |

Luigi Bandini Buti

DESIGN FOR ALL | AREE DI RISTORO | il caso Autoqrill |

Maggioli Editore, 2013

<http://shop.wki.it/risultatoricerca.aspx?indizioricerca=luigi+bandini+buti>

This book has been born following the collaboration with Autoqrill that, for its new facilities "Villoresi Est", has developed an innovative, Design for All oriented project. We then realized that the cares foreseen for "all" would not be noted by "the majority".

If you are not on a wheel-chair, or blind, or you are not travelling with a large family or you don't have to look after your old grand-father, you will not be able to appreciate many of the attentions included into the project. It was therefore necessary to make more visible the virtuosity of the planning process and its results, which may not appear obvious to many people.

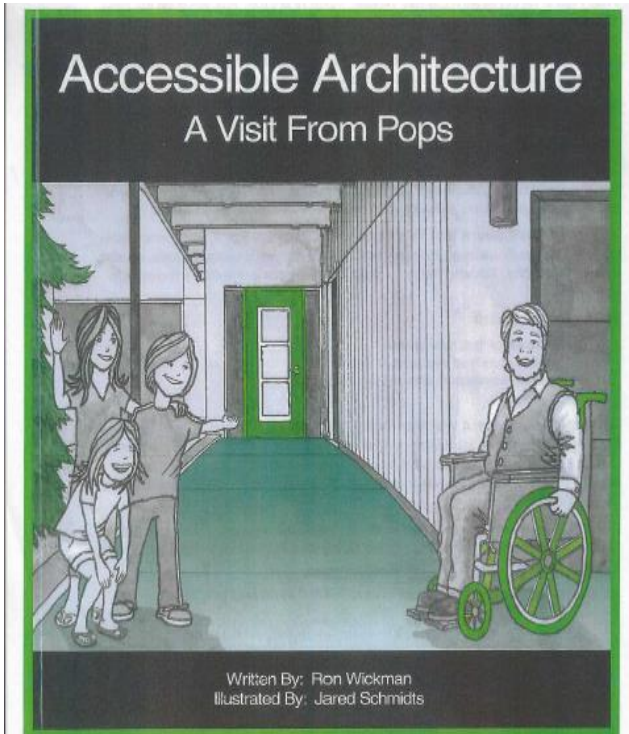
This publication is not meant to be a mere description, it is rather a critical analysis of the Villoresi Est rest area, included in a context that wants to examine in depth the methods and the means of Design for All.

Its main objective is therefore to use the "Autoqrill case" to investigate the necessary steps to develop projects Design for all oriented, hopefully in an authoritative way.

politecnica



Accessible Architecture



Edmonton Architect publishes - Adult Children's Book—Accessible Architecture: A Visit From Pops.

Edmonton Architect Ron Wickman launches his first book titled: **Accessible Architecture: A Visit From Pops** at the City Room in City Hall, Tuesday, March 18 at 6 p.m. Ron, son of the late Percy Wickman, MLA Edmonton-Rutherford 1989-2001, is a story written on the focus of Percy and his 3 grandchildren. Ron is best known for his accessible design. His most recent endeavor published by Gemma B. Publishing draws on this knowledge. Edmonton draughtsman Jared Schmidts illustrates with wit and precision the need for a house to be visitable by everyone.

As a child, Ron Wickman learned firsthand about the need for accessibility. His father became paraplegic after being injured by an industrial accident. Ron wheeled his father into many inaccessible places. A longtime Edmonton City Councillor Percy Wickman advocated for people with disabilities throughout his life.

Ron Wickman studied architecture in Edmonton and in Halifax, Nova Scotia, specializing in barrier-free design, designing houses and public spaces that were both beautiful and accessible.

Accessible Architecture: A Visit From Pops—is an adult children's book, which demonstrates the three principles for ensuring a house can be visited and enjoyed by everyone equally, including those with a disability. Following Wickman's design and renovation also enables homeowners to age in place.

Visitability principles include

- the front entrance must have no steps;
- all main floor doors must be at least 36" wide
- an accessible washroom must be on the entrance floor.

Accessible Architecture: A Visit From Pops, by Ron Wickman, illustrated by Jared Schmidts and edited by Sarah Yates, is published by Gemma B. Publishing, a Winnipeg-based publisher. Gemma B. Publishing creates heroes and heroines living with a disability, in both fiction and non-fiction. The book will be launched at Edmonton City Hall, March 18 at 6 p.m. and available later at Audrey's Books in Edmonton.

Ron Wickman will be available for interviews after the press conference at City Hall. His lecture at the Buildex Conference, Edmonton Expo Centre, Northlands will be held Wednesday, March 19 at 2:30 p.m.

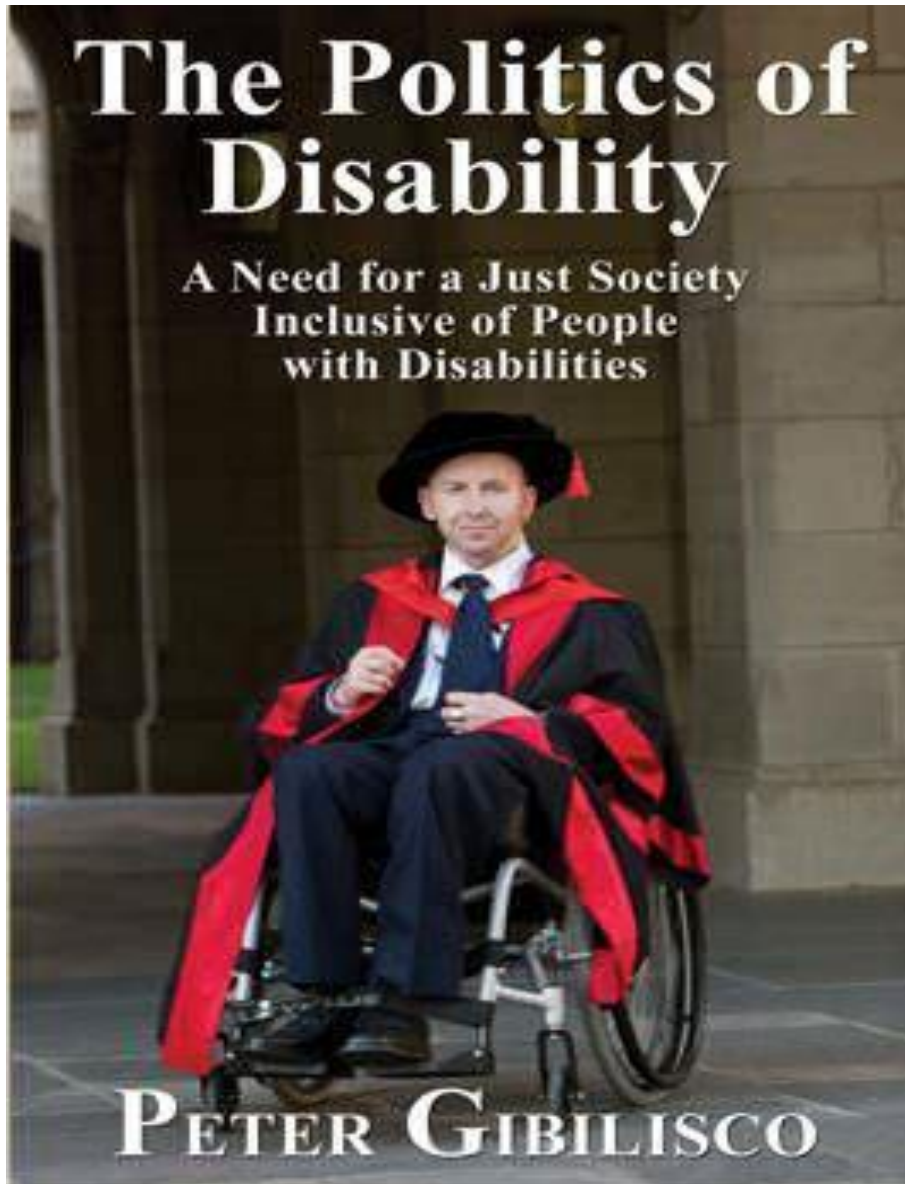
Accessible Architecture: A Visit From Pops ISBN978-0-991697-0-8 sells for \$20.

- 30 -

For additional information, contact:

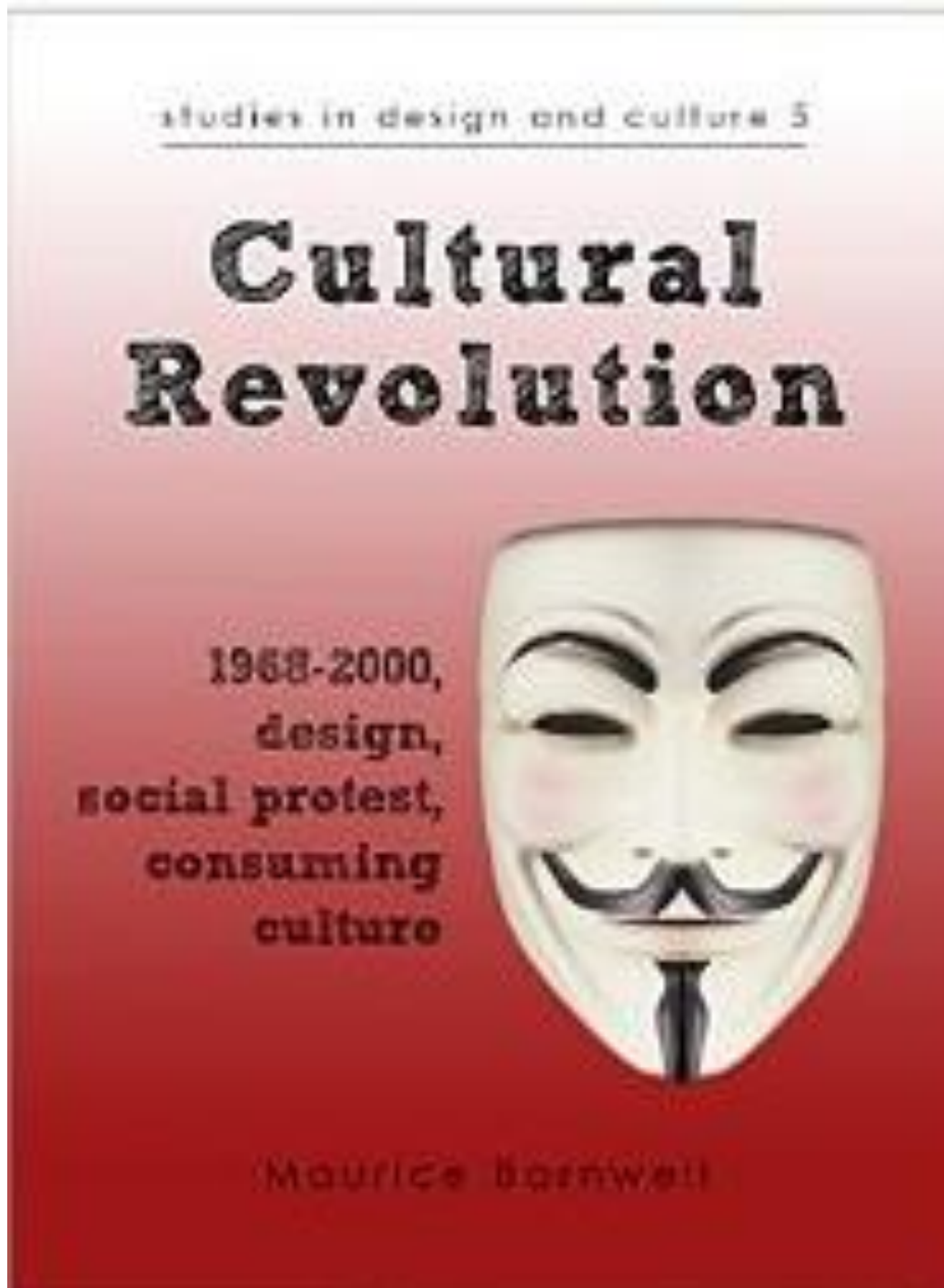
Ron Wickman
Architect
780-430-9935
E-mail: wickman@shaw.ca

The Politics of Disabilities, Peter Gibilisco



This book will retail for a recommended price of \$19.95 USD ISBN 978-1-77143-155-2, with an ebook version also available at a recommended price of \$7.95 USD ISBN 978-1-77143-156-9. You'll be able to buy it from all the usual places - Angus & Robertson, Bookworld, Fishpond, Amazon, Kobo, iBookStore, and Google's Play Store, amongst others.

Cultural Revolution by [Maurice Barnwell](#) (Author)



**Design For All – the project for everyone.
Methods, tools, applications Volume 1 – 2 (Steffan, 2012)**

EIDD – Design For All

Design for All – the project for everyone. Methods, tools, applications.
Volume 1- 2 (Steffan, 2012)

The publication highlights the multidisciplinary and cross-disciplinary of the Design for All approach, both in terms of issues addressed and of field of application. The accessibility of places and objects is nowadays a minimum requirement: it is only the starting point to allow their use by the widest range of people possible. Through professional experience and research, the paper tackles problems, methodologies and working tools, benchmarks.

The first volume covers the main areas of research and presents some examples at urban scale; the second volume illustrates examples of architectural design, products, services, university education.

The lack of compliance of the built environment and of the products, with needs that can be very different, causes a state of handicap. The lack of ability is a handicap only if the project has not taken it into account.

With these books we intend to stimulate debate, in-depth research, specialized studies, so that Design for All can be increasingly known and applied in more and more research and professional areas.



Published in Italian in December 2012 by Maggioli Editore (Santarcangelo di Romagna RN, Italy).

http://ordini.maggioli.it/clienti/product_info.php?products_id=8832 Volume 1

http://ordini.maggioli.it/clienti/product_info.php?products_id=8833 Volume 2

The on-line English version is also available since October 2014:

<http://www.maggiolieditore.it/ebook/tecnica/design-for-all-the-project-for-everyone-first-part.html>

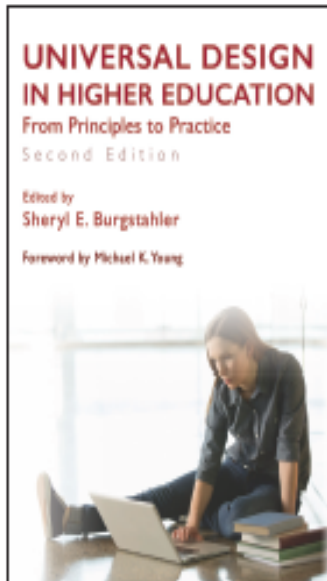
<http://www.maggiolieditore.it/ebook/tecnica/design-for-all-the-project-for-everyone-second-part.html>

"Ideas, even good ideas, flourish only when practitioners commit to sharing their experiences, perspectives and aspirations. By organizing this publication and convening a distinguished international group of contributors, Editor Isabella Tiziana Steffan helps to establish the current state-of-the-art and affirms the significant potential of Design-for-All. She also delivers fresh inspiration to an expanded audience critically important to engage if Design-for-All/Universal Design is to realize its promise in the coming years.(...)We salute Editor Steffan for her passion, focus and hard work to bring this valuable contribution to fruition." (Valerie Fletcher)

“Fresh, comprehensive, and engaging, *Universal Design in Higher Education* is expertly written, thoughtfully crafted, and a ‘must-add’ to your resource collection.”

—STEPHAN J. SMITH, EXECUTIVE DIRECTOR, ASSOCIATION ON HIGHER EDUCATION AND DISABILITY

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UNIVERSAL DESIGN IN HIGHER EDUCATION

From Principles to Practice, Second Edition

EDITED BY SHERYL E. BURGSTAHLER • FOREWORD BY MICHAEL K. YOUNG

This second edition of the classic *Universal Design in Higher Education* is a comprehensive, up-to-the-minute guide for creating fully accessible college and university programs. The second edition has been thoroughly revised and expanded, and it addresses major recent changes in universities and colleges, the law, and technology.

As larger numbers of people with disabilities attend postsecondary educational institutions, there have been increased efforts to make the full array of classes, services, and programs accessible to all students. This revised edition provides both a full survey of those measures and practical guidance for schools as they work to turn the goal of universal accessibility into a reality. As such, it makes an indispensable contribution to the growing body of literature on special education and universal design. This book will be of particular value to university and college administrators, and to special education researchers, teachers, and activists.

SHERYL E. BURGSTAHLER is an affiliate professor in the College of Education at the University of Washington in Seattle, and founder and director of the university's Disabilities, Opportunities, Internetworking, and Technology (DO-IT) and Access Technology Centers.

“Sheryl Burgstahler has assembled a great set of chapters and authors on universal design in higher education. It’s a must-have book for all universities, as it covers universal design of instruction, physical spaces, student services, technology, and provides examples of best practices.”

—JONATHAN LAZAR, PROFESSOR OF COMPUTER AND INFORMATION SCIENCES, TOWSON UNIVERSITY, AND COAUTHOR OF ENSURING DIGITAL ACCESSIBILITY THROUGH PROCESS AND POLICY

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UNIVERSAL DESIGN



Press release

“From universal design award to universal design favor

During the leading industry event, Munich Creative Business Week 2016, iF UNIVERSAL DESIGN is presenting the favorites for 2016 to the UNIVERSAL DESIGN experts and a 100% award. The universal design expert favorite 2016 and universal design consumer favorite 2016 are awarded.

iF UNIVERSAL DESIGN, a member of the iF Industrie Forum Design e.V. family since 2015, is honoring the international UNIVERSAL DESIGN favorite for the fifth time as a partner of the Munich Creative Business Week 2016. Subsidization from the Bavarian Ministry of Economic Affairs, Energy and Technology underlines the economic importance of the awards.

The competition is open to all designers, companies, universities, students and startups who would like to present themselves and their concepts, scenarios and products online. The competition covers the fields of Design, Architecture, Technology and Service Design on iF UNIVERSAL DESIGN's website. In addition, the entries will also be unveiled to a specialist audience and visitors to the Munich Creative Business Week alike in a jury exhibition as part of the Oskar von Miller Forum.

The eight-day jury exhibition is accompanied by a comprehensive "UNIVERSAL DESIGN 2016" which opens up further opportunities for UNIVERSAL DESIGN favorite 2016 participants to present and network. Alongside the option to conduct a live presentation of the products for the UNIVERSAL DESIGN favorite Session 2016 committees, areas of UNIVERSAL DESIGN will also be discussed in workshops, presentations and speed information events.

Active international cooperation will also play an important role in 2016 (designaust Association of Universal Design, Japan; School of Architecture Aarhus, Denmark; JAMK University of Applied Sciences, Finland; University of Applied Sciences, Munich; Department of Industrial Design at the Technische Universität München).

UNIVERSAL DESIGN sees itself increasingly as a fundamental vector and strategy for the development of products, architectures and services which, in terms of their form, operation, and the needs of as many consumers and users as possible, reduce complexity to a minimum and enable secure, fault-tolerant and sustainable innovations.

For iF UNIVERSAL DESIGN, positioning UNIVERSAL DESIGN as a pioneering social concept and reinforcing its position as an economic factor for industry and design is both a goal and a challenge.

Entries are open until December 31, 2015 at www.if-universaldesign.eu.

Press contact:
Thomas Bade (General Manager)
Phone: +49 (0) 511.54224 209
tb@if-universaldesign.eu

Obituary:

OB: Joan Seirlis fought for accessibility for everyone

Joan was posthumously honoured by the KwaZulu-Natal Institute for Architecture with their Scroll of Honour in recognition of her service to architecture.



Joan Seirlis.

JOAN Seirlis, a well-known South African architect and tireless advocate for universal design (which produces accessibility to everyone), passed away in Hillcrest on 4 November following a long illness.

Joan was one of the founding columnists of Rolling Inspiration, a lifestyle magazine producing original comment and astute insights into accessibility issues for its readers for more than a decade.

Joan was mother to Ari Seirlis (CEO of QASA and managing editor of Rolling Inspiration) and Angela Bax, and had a twin sister, Lilith Seals, and brother, Robin Emslie (former publisher of Rolling Inspiration).

She was an inveterate global traveller, seeking out famous buildings and innovative accessibility solutions, many of which she wrote about in the magazine. She was also a regular speaker at conferences and seminars on the subject of accessibility and a consultant to various projects in this regard.

In 1999, she opened a practice in her own name under the banner of universal design, which she said recognised the changes that everyone experiences during a lifetime, taking all people – young, old, tall, short, and people with various disabilities – into consideration.

From 2001 to 2009, Joan commuted to Britain to complete a number of semesters at the Faculty of Urban and Regional Studies, University of Reading in Berkshire and achieved a post-graduate diploma with a thesis titled Developing Inclusive Environments.

Joan was posthumously honoured by the KwaZulu-Natal Institute for Architecture with their Scroll of Honour in recognition of her service to architecture.

The citation on the KZN Institute for Architecture Scroll of Honour reads: “Until recently buildings, by-laws and regulations catered exclusively for able persons. Resolute in her belief in an inclusive approach, a lone architect has steadfastly fought the battle for a universally-accessible constructed environment. This Scroll of Honour is presented to Joan Seirlis by the membership of the KwaZulu-Natal Institute for Architecture with admiration and affection.”

(Courtesy: Kerry Ibbetson of Highway mail News)

NEWS:

1.

International film festival for person with disabilities

NEW DELHI, INDIA: The first three-day International Film Festival for Persons with Disability (IFFFD) will be organised by Social Justice and Empowerment Ministry on December 1 in which 40 films will be screened based on different categories of disabilities.

The festival has been conceptualised by the department of Empowerment of Persons with Disabilities (DEPwD) in collaboration with National Film Development Corporation to honour the contributions of differently-abled people on the occasion of International Day of Persons with Disabilities (December 3).

In total 40 films including 10 feature films, 16 short films and 14 documentaries in different languages will be screened during the three-day festival. "These films have been selected out of 541 entries

received from India and abroad. The film festival will conclude on December 3, which is commemorated worldwide every year as International day of Persons with Disabilities, hence it will also honour the contributions of the persons with disabilities," Lov Verma, Secretary, DEPwD said.

"We are trying to touch upon the problems faced by persons with disabilities, their never-say-die spirit and also how they overcome challenges that are thrown at them on daily basis. Cinema is not only watched by a great number of people but there is retention power of the themes which are created in such films. There will also be discussions on the similar issues and it is our firm belief that it will bring awareness and changes in mindset," Verma said.

The call for entries initiated by NFDC saw a total of 541 national and international movies being submitted before the deadline of September 30. The entries were called for three main categories—feature film, documentaries and short films.

IFFPD will felicitate the Best Director and Best Film in each of the three categories including feature, documentary and short film with cash awards while the first and second runner-up will receive trophies and citations from the Department.

The condition for the festival entries specified that all films should be by and about people with disabilities, that explore their lives and encourages discussion on the diversity of human experiences. The list of entries was then further pruned to a shortlist of 110 movies including 19 feature, 64 short and 27 documentaries.

(Source: Newindianexpress)

2

COE Conference on “Promoting Human Rights of Person with Disabilities Ambitious, Impact and Challenges Ahead.

The Committee of Experts on the rights of people with disabilities of the Council of Europe is organizing, in partnership with the Ministry of Justice and Equality of Ireland, a Conference on “Promoting Human Rights of Persons with Disabilities: Ambitions, Impact and Challenges Ahead” on 5-6 November 2015, Dublin, Ireland.

The aims of the conference are to:

- Take stock of the implementation of the Council of Europe Disability Action Plan including impact on policy and legislative developments;**
- Present good practices identified in the framework of the implementation of the Council of Europe Action Plan;**
- Present challenges faced with its implementation;**
- Set out the priorities and main lines of action for the future Council of Europe Disability Strategy (post-2015 four-year disability framework), focusing at enhancing/assisting in the implementation of the UN CRPD;**
- Facilitate partnerships and networks among stakeholders including government officials, specialised agencies and institutions, persons with disabilities, civil society, regional and international organisations.**

For more information, visit

http://www.coe.int/t/dg3/disability/DisabilityDublinConference2015_en.asp

3.

Colleen Kelly Starkloff Honored With Disability Awareness Award from the Missouri Commission on Human Rights

NOVEMBER 6, 2015, St. Louis, Missouri...Colleen Kelly Starkloff, co-founder and co-director of the Starkloff Disability Institute, is being honored with the Disability Awareness Award from the Missouri Commission on Human Rights, a division of the Missouri Department of Labor and Industrial Relations.

“The Disability Awareness Award is presented in recognition of Colleen's extraordinary efforts as co-founder and co-director of The Starkloff Disability Institute, which is dedicated to helping people with disabilities participate fully and equally in all aspects of society,” said Gina Montgomery of the Missouri Commission on Human Rights. “The Starkloff Disability Institute, through its programs and Universal Design Summit, is educating the public on how to help people with disabilities overcome the institutional obstacles that exist in our workplaces,” Montgomery said.

“I am very honored and proud to receive the Disability Awareness Award, particularly because it helps generate more exposure for the key issues, challenges and opportunities for welcoming people with disabilities into the professional workforce,” Ms. Starkloff said.

The award was presented at the 4th Annual Human Rights Conference Celebrating International Human Rights Day on November 6 2015, at Saint Louis University School of Law. For conference information call 314-340-4797.

In 2003, Ms. Starkloff co-founded the Starkloff Disability Institute with her late husband Max J. Starkloff and David Newburger, who is a co-director. The purpose of the Institute is to prepare qualified job seekers with disabilities to compete for mainstream jobs through the Next Big Step initiative; consult with corporations on how to welcome employees with disabilities into their workforce; develop and teach Disability Studies at the university level; and provide education that promotes the use and benefits of universal design in home and community design.

Ms. Starkloff is an expert speaker on Disability Rights issues. In the 1970's, she co-founded Paraquad, Inc. in St. Louis with her husband. As Vice President, she was responsible for educating and

training disabled and non-disabled communities on issues related to independent living; developing new program initiatives; coordinating activities that helped in the successful implementation of the Americans with Disabilities Act (ADA); overseeing orientation programs on Independent Living for international visitors; and designing internships for local and international students. She has authored several articles for local, national and international professional journals and newsletters on a disabled person's right to live independently in the community and to have a family.

Ms. Starkloff has served two terms as the United States Organizer of the Japan/USA Conference of Persons with Disabilities, and has served as a member of the Global Summit on Independent Living, working with Asian, Latin and European nations to establish independent living disability rights policies and programs in their countries.

As a Disability Rights advocate, Ms. Starkloff helped establish the Affordable Housing Trust Fund in the City of St. Louis. Money from this Fund, \$5,000,000 per year, helps ensure universally designed, affordable housing in St. Louis City. Ms. Starkloff devotes much of her time advocating for the increase of housing opportunities for people with disabilities, the adoption of the Universal Design concept in new housing developments, and total integration of people with disabilities into the community.

In 2005 Ms. Starkloff introduced Disability Studies into the curriculum at Maryville University in St. Louis. She is responsible for developing seven courses on disability rights subjects, including disability history, advocacy, independent living and universal design. She has recruited and has trained teachers with disabilities for course instruction. Maryville University now offers a Rehabilitation Services Certificate Program for graduates of this new curriculum.

Ms. Starkloff is a 1993 graduate of Coro's Women in Leadership Program. She was appointed Commissioner for the St. Louis Affordable Housing Commission in 2001 and served as its founding Chairperson.

The Missouri Commission on Human Rights develops, recommends, and implements ways to prevent and eliminate discrimination and to provide fair and timely resolutions of discrimination claims through enforcement of the Missouri Human Rights Act. The Commission

investigates complaints of discrimination in housing, employment, and places of public accommodations based on race, color, religion, national origin, ancestry, sex, disability, age (in employment only), and familial status (in housing only). Call 573 751 3325 for information or see the website <http://labor.mo.gov/mohumanrights>.

Starkloff Disability Institute (SDI) is a 501(c)(3) non-profit organization founded in 2003 by Max & Colleen Starkloff and David Newburger. The Starkloff Disability Institute works to change societal attitudes and perceptions about people with disabilities through activities that send a positive message about living with disability in order to create a world that welcomes people with disabilities.

Call 314-588-7090 for information about the Starkloff Disability Institute or see the website <http://www.starkloff.org>

4.

Student creates mouse for persons with disabilities

COIMBATORE, INDIA: A 16-year-old student in Coimbatore city, of Tamil Nadu has developed a hands-free mouse for the people with mobility disabilities.

Nisanth Kumar, a resident of Coimbatore said he developed the idea when during a recent visit to a home for people with a disability he saw people with the talent and skill to use computers being unable to do so due to physical limitations.

Kumar says through this mouse he wants to enable people with mobility disabilities to find a job. The mouse has been uniquely designed as the mouse is worn as a headgear and has an air sensitive microphone. The movement of the head gear moves the mouse on screen. The mouse clicks on the computer screen every time the operator blows on the microphone.

(Source: ANI)

PROGRAM & EVENTS:



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Welcome to CII Design Excellence Awards 2015

In an ongoing pursuit to establish design as a tool for national competitiveness, CII initiated the 'CII Design Excellence Awards' in 2011. In its fifth year, we are pleased to announce that applications are now open for the CII Design Excellence Awards 2015.

Endorsed by The India Design Council, CII Design Excellence Award is a celebration of Indian Design which will present the emerging face of design in India and its newer manifestations. The award seeks to demonstrate the value of design to the Indian Industry and will be a true acknowledgement of the prowess of Indian design, innovation and originality.

This Design Award is a perfect opportunity for your company to hog the limelight and gain increased appreciation for being a design-led organization.

32 AWARDS

4 CATEGORY WINNERS

28 SUB CATEGORY WINNERS

Eligibility

Design

- ▶ The entry submitted for the CII Design Excellence Award has to be designed for / designed in India and manufactured and or marketed in India
- ▶ Submitted by a company registered in India

Period

- ▶ Design must be fully commissioned and in market or usage at the time of entry
- ▶ The design must have been realized in the calendar year of 2014 or 2015
- ▶ Prototypes cannot apply
- ▶ The entries must comply with the mandatory applicable standards for the given entry

TypographyDay 2016 **Focus on 'Typography and Education'**

25 - 27 February 2016 at [Srishti Institute of Art, Design and Technology](#), Bangalore

Call for Logo (deadline 31 July 2015)

Call for Papers (deadline 30 September 2015)

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Transportation connects us all.

Whether it's simply getting from home to work or using products shipped over distances near and far, in every region of the world transportation impacts our daily lives.

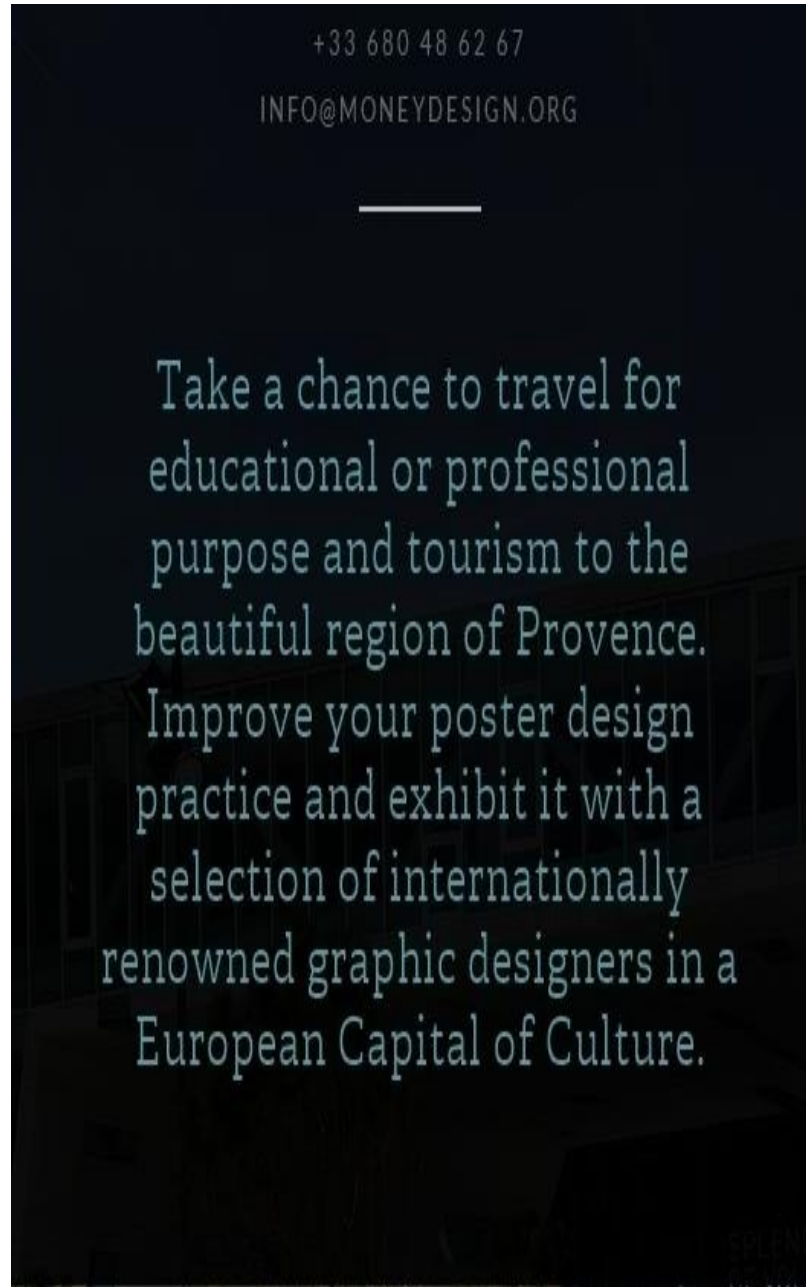
At first glance, transportation may simply appear to be about the movement of people and goods. But looking deeper, it's also closely linked to equality, access to healthy food and good schools, and wildlife impacts, for example.

As the mobility demands of people and freight have grown, so too has the need for products, systems, and services that will make the transportation sector more life-friendly, for both people and the planet.

Registration is now open

Learn biomimicry and how to apply it while competing for cash [prizes](#) with students from around the world.

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Transcend 2015



Interaction Awards 2015

A screenshot of the Interaction Awards 2015 website. The top left features the "INTERACTION AWARDS" logo. The top right shows the year "2015/" followed by navigation links: "About", "Enter", "Jury", "Help", "Blog", and "Past Years". A green horizontal bar spans the width of the page. Below this, a central navigation area includes a left arrow, a right arrow, the text "ENTER NOW! CLOSING AUGUST 31st", a calendar icon, a group of people icon, a trophy icon, and the "15" logo. An arrow points from the text "Enter right here" to the "Enter" link. Below this, another arrow points from the text "or by following this link down here" to a green box. The box contains the date "Jul 1, 2014", the text "Submissions open", and "Entries close at 11:59PM EST August 31st! Enter now!". To the right of the box, it says "59 days until Submissions close".

EBU, The Vision for Equality Award



**The voice of blind and
partially sighted people in Europe**

The Vision for Equality Award

The EBU Vision for Equality Award is given to European organisations, institutions, policy makers, enterprises or individuals in recognition of their commitment to protect and promote the rights of blind and partially sighted people and to improve their living conditions. The Award, which consists of a certificate and a piece of art by a visually impaired artist, is presented every four years on the occasion of EBU general assemblies.

Nominations may be put forward by EBU national members and are processed by the EBU Awards Working Group.

CALL FOR NOMINATIONS FOR THE 2015 EBU "VISION FOR EQUALITY" AWARD

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ARRÁBIDA FILM COMISSÃO

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DISABILITY INCLUSIVE PHOTO CONTEST

Sponsored by **NEW MOBILITY MAGAZINE**
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We are looking to break the mold and discover the best inclusive photos that will change the way the public, advertisers, magazine editors and business owners see disability. Your images can help eliminate social, structural and professional barriers!

Images should depict real people with disabilities of all ages in the following categories:

1. Lifestyle activities (dinner with friends, gardening, working, parenting, or enjoying a hobby)
2. Travel
3. Creative (unusual places, stylized, creative use of wheelchair parts, reflections, shadows, etc.)
4. Sports
5. Business/education
6. Portraits

The contest will run for 4 months, from September 1 to December 31, 2015. We'll announce monthly winners online and award the Grand Prize in the February 2016 issue of *New Mobility*.

- Monthly winners will each receive a \$100 cash prize
- Finalists and winners will be published on PhotoAbility.net (you'll receive royalties for images sold)
- Finalists and winners will be featured in a special gallery on PhotoAbility.net
- Winning images will be published in *New Mobility*
- Grand Prize winner will receive a \$500 cash prize and a write-up in *New Mobility* that includes the Grand Prize image

Photos must be taken with a camera that is at least 8 megapixels and may include iPhones and other mobile. All people featured in the images must be willing participants in the competition and sign a model release. You may enter as many photos as you wish. See all terms and conditions and register for contest and upload images at photoability.net/disability-inclusive-photo-contest.html



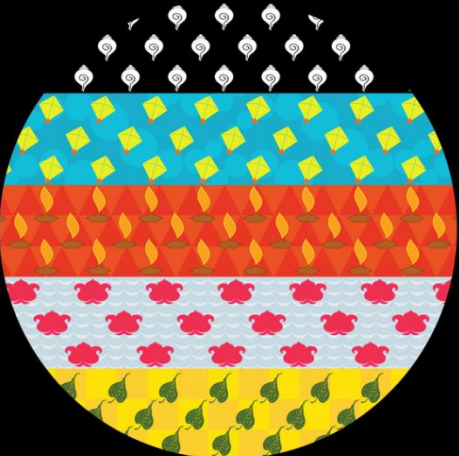


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- An exhibition of projects on sustainability from Art, Design and Media Schools

3-5 December 2015 at IDC, IIT Bombay India

www.cumulumumbai2015.org/exhibition.html

CII DESIGN
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Transforming
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CII Design Excellence Award is a celebration of Indian Design, which will present the emerging face of design in India and its newer manifestations. The award seeks to demonstrate the value of design to the Indian industry and will be a true acknowledgement of the prowess of Indian design, innovation and originality.

AP Awards 2015

Architecture Podium Awards 2015. Registrations Open.





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DESIGN EXPERIENCE

DESIGN EXPERIENCE is an initiative conceived by designers, made possible through designers and directed to designers.

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We organize visits and round trips in the most important factories, showrooms, retails, places and sites in the area of Barcelona.

We discuss in a design environment about the most advanced topic about the design process



Pacific Rim International Conference on Disability and Diversity

The Pacific Rim International Conference, considered one of the most ‘diverse gatherings’ in the world, encourages and respects voices from “diverse” perspective across numerous areas, including: voices from persons representing all disability areas; experiences of family members and supporters across all disability and diversity areas; responsiveness to diverse cultural and language differences; evidence of researchers and academics studying diversity and disability; stories of persons providing powerful lessons; examples of program providers, and; action plans to meet human and social needs in a globalized world.

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Joseph Binder Award 2016

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Job Openings:

1.

TI Cycles of India (TICI) is looking forward to expand its design team by adding skills in the area of Product Graphics/Branding and CFM (Color, Finish & Material).

Details of the open positions are mentioned in the mail below. In order to apply for the position please send an email with your resume and portfolio ONLY to the email address mentioned below. Please do mention the post being applied for in the subject box of the email.

Contact person: Vinodh

Email: Careerticycles@tii.murugappa.com

1. Graphic Designer - Candidate Profile:

- We are looking for creative young professionals who dream to transform the brand experience through creative solution in the Graphic and Branding space. The candidate should have Bachelor or Master's degree in Graphic, Product, Transportation, Design, LAD, Fashion Design with 2-6 years' experience in Sports, FMCG, consumer durable or automobile industry.**
- Should have a good understanding of brand positioning and brand led design thinking**
- Experience in creation and delivery of Brand and Graphic designs for products and collateral.**
- Should have experience in creating a graphics language and design guidelines based on brand positioning and consumer segmentation.**

2. CFM (Color, Finish & Material) Designer - Candidate Profile:

- We invite application from candidate with a Bachelor or Master's degree in Graphic, Product, Transportation, Design, LAD, Fashion Design with 2-6 years' experience in Sports, FMCG, consumer durable or automobile industry.**
- Should have a good understanding of brand positioning and brand led design thinking**
- Should have experience in leading CFM strategy linked to brand positioning and differentiation.**
- Should be able to understand the cultural nuances of color, shape & form**

and correlate them to Brand personalities.

- Should have good design visualization and simulation capabilities in the field of Surface finishes.

- Should demonstrate sensibility to sensorial aspects of Design.

2.

Olin College is hiring faculty. Seeking candidates who can contribute to building bridges between engineering and other areas, and there is a special interest in the areas of design and entrepreneurship. Come join our community and help create the future of engineering education. See [Join Olin as a Faculty Member](#) . I'd be happy to be in touch with people with questions.

3.

[24]7 is a pre-IPO company backed by Sequoia Capital. We design, build and manage a suite of SaaS applications, all running on our Predictive Experience Platform – to drive customer service and sales outcomes across the web, social, mobile, and voice channels. We use design, predictive analytics and big data to improve customer service and increase sales for our customers.

The [24]7 Design Studio is a global cross-disciplinary team. Our mission is to advance state of the art customer experience through exceptional design. Know more about the team at <http://the.designstudio247.com>

Who Are We Looking For

- We are looking for a Senior Visual Designer to envision and create the next generation of user interfaces for customer service
- As a design pioneer, will be inventing consumer and enterprise solutions that combine speech, touch and other modalities to drive intuitive interactions on smartphones, tablets, and other connected consumer devices
- You will collaborate with sales, product managers, architects, engineers, data scientists and other senior managers, to bring your creations to life for the largest customer-focused enterprises in the world
- You have an enviable portfolio of visual designs for web and mobile applications for enterprise and consumer businesses
- Visually, you have a point of view and can distinguish between "good" and "great" work
- You have deep and specialist knowledge of design and can stretch beyond the letter of guidelines to develop unique brand identities and set new and original visual design directions if necessary

- **The position is based in Bangalore**

Leadership Capability

- **Your leadership in design is respected and sought outside [24]7. Your design decisions significantly affect the user experience design of products and product families**
- **You contribute toward building a better understanding of the value of visual design within [24]7 and share your expertise through documenting and discussing best practices and case studies among your peers and the product teams**
- **You have the leadership ability and influence to positively impact heuristics in brand, corporate, business and design goals**
- **You share your expertise through documenting and discussing best practices and case studies among your peers and the product teams you work with**
- **You build strong relationships within and across different parts of the company and demonstrate an ability to effectively work cross functionally with senior management and company leaders to effectively propagate your ideas and direction**

Key Responsibilities

- **You are an expert in visual design and can develop, present and document detailed visual specifications**
- **You can review the design of competing products and are capable of discussing how [24]7 uses visual design to differentiate itself**
- **You are responsible for translating conceptual user interaction models into application interfaces that are easy to use and emotionally engaging**
- **You develop a products aesthetic in accordance with the [24]7 brand promise while ensuring a consistent and cohesive user experience**
- **Excellence in design communication is a given. You can discuss with authority the implications of design and are accountable for thinking through complex design challenges based on input you have proactively gathered from peers and research within the product teams you work with**

Accountability

- **You are accountable for actively identifying areas for improvement in existing product designs and demos at [24]7**

EIDD – Design For All

- **Your design deliverables might include sketches, comps (flat mockups), conceptual diagrams, creative brief writing, grid design, color palette definition, competitive design audit, design presentations, mood boards, low and high fidelity visual prototypes and style guides**
- **You are accountable for the accuracy of your work and ensure its successful and accurate adoption when it is used as a blue print for product design and testing.**
- **You explore various alternatives, select appropriate solutions and actively resolve issues in a timely and harmonious manner**
- **You make firm recommendations to advance these areas and secure sponsorship to ensure action is taken based on your recommendations**

Skills, Knowledge and Abilities

- **You have experience working with Fortune 100 brands and can quickly and accurately translate business requirements into elegant, brand consistent solutions**
- **You have a bachelor's or master's degree in a design-related field, preferably in user interface design, graphic design or communication design**
- **You will have been the lead designer for significant web and mobile products in one or more vertical markets such as consumer, enterprise, b2b, research and development**
- **You have a strong understanding of brand identity and know how to build systems to support brand values**
- **You have comprehensive technical design knowledge beyond the core visual design discipline**
- **You have advanced specialized knowledge in one or more design domains such as user centered design, information architecture, information design, rich media design and market and/or usability research**
- **Experience 8+ years**

Interested?

Send your resume and a link to portfolio to Pankaj Sridhar, Pankaja.s@247-inc.com

Alternatively, you can apply online at <http://bit.ly/1iYMPwy>

4.

About US : CronJ is a full service Information Technology services company. We provide an array of technology, consulting and outsourcing services. In a short

span of time we have successfully delivered our high quality services to a global clientele. We holistically combine your present state-of-the-art architecture with our world class services to take your business to the next level of excellence.

Job Profile : Creative Designer

Job Description :

- **Assist with managing the organisation’s websites and social media avenues, using each as appropriate to convey relevant information in a timely manner.**
- **Develop communications tools including presentations, newsletters and email/social media campaigns, under the direction of the Sales & Marketing team.**
- **Monitor and update websites, marketing activities for continuous improvement.**
- **Collaborate with developers, project managers, sales professionals, and external influencers and industry experts to produce relevant content/image that meets the needs of both key stakeholders and our audience.**
- **Proficiency with Adobe Creative Suite (particularly Photoshop and InDesign).**
- **Manage various template designs, calls-to-action, and content used in our email sends.**
- **Assist with event planning, including working with vendors, event coordinators, and design teams for on-site collateral.**
- **Other duties as assigned.**

Please send your resume and work on monu@cronj.com

5.

The resume is dead, long live your career. Shortlist is a funded technology startup that is looking to transform the way scaling startups, social enterprises, and small businesses in emerging markets recruit talent. We are building a web platform that will provide an end-to-end sourcing and screening solution for the recruitment of experienced mid-career professionals.

Shortlist is looking for a Head of Design and User Experience to work under the Country Head in Mumbai, India, able to start as soon as possible. This will be a role with broad responsibility to build and manage the end to end experience of job seekers and employers on our online recruitment portal. This includes all aspects of visual design, verbal communication (copy), and user behavior online (psychology). Though this is not a coding/technical role, we expect you to be able to easily communicate with our technical team and understand technical limitations. Given that we’ve just gotten started, there is tremendous opportunity to build a company together – the product, the team, the culture – and leave your mark on the next big thing.

For more detail on Shortlist and the role, click here to download the full job description: <http://bit.ly/1Pu3IO7>

6.

Sulekha.com is one of the leading leading listings and local services business in India. They are looking for the following roles in their design teams:

Lead Graphic Designer

- Will lead visual design for Sulekha's website (responsive as well as adaptive), mobile app and cross channel media.
- 5+ years of experience in visual design for interactive products
- Excellent portfolio and design work is a must

- Educational background (NID, IDC, Srishti, JJ or other respected institutes) in design is an advantage

- Excellent knowledge in web typography, CSS, information design and good taste in visual aesthetics is a must

- Should know the software tools necessary for the job (Photoshop, Illustrator, Dreamweaver, etc)

- Experience of working in a UX team is an advantage

- Experience of working under a respected design mentor is an advantage
- Position is in Chennai

Graphic Designer

- Will work on visual design for Sulekha's website (responsive as well as adaptive), mobile app and cross channel media.
- 2+ years of experience in visual design for interactive products
- Excellent portfolio and design work is a must

- Educational background (NID, IDC, Srishti, JJ or other respected institutes) in design is an advantage

- Excellent knowledge in web typography, CSS, information design and good taste in visual aesthetics is a must

- Should know the software tools necessary for the job (Photoshop, Illustrator, Dreamweaver, etc)

- Experience of working in a UX team is an advantage

- Experience of working under a respected design mentor is an advantage

EIDD – Design For All

- Position is in Chennai

**Interested persons can send their profiles and portfolio links to us at
AtulNJ(at)sulekha.net**



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