

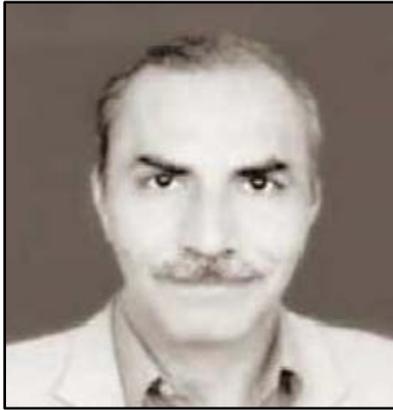
Design for All

11th year

Guest Editor : Prof Peter Gibilisco

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Letter from the Chairman's Desk

It gives immense pleasure in announcing that Design For All monthly publication has successfully completed its 10th year without missing even a single issue and has entered with the special inaugural issue with Guest Editor Prof Peter Gibbs of Melbourne University in 11th year, hoping the way you have showered your love, affection and faith in building our social movement, it would continue in future. Happiness is an inbuilt feature of human mind and its best part is momentary and does not stay for long, other side our sadness/sorrow lingers & persists longer in our minds and we perceive it has contributed a lot in progress of society. Happiness has not got that attention what it should since it has contributed much more to make our society worth living. I can say that foundation of all creation is happiness and if anything that does not fit in then it is not genuine creation and would evaporate from human mind and will be for short duration. The element of happiness makes the status classic. Role of happiness is great and no one can deny it and its best part is every human wish for retaining happiness but no one has ever succeeded so far. A few struggle hard in search of true happiness and that makes them altogether a different person. It has contributed a lot in progress of society and no one can escape from its influences and we are not exception. We are also relishing our happiness of achieving milestone of 10th year of publication but mired on many occasions and ups & downs were

experienced in this journey but we felt that some divine power was behind us and goading us to move forward for making social movement of Universal Design/ Design For All a successes story.

It is moderate success no doubt but with the help of your future contribution we will achieve many milestones for making our world a better place for us as well as gift for future generations. Thanks to those who have contributed their articles and expressed their faith in us and did not doubt our sincerity and dedication. I salute their faith with passion that has proved dynamo for publication.

Is happiness physical phenomenon? If someone touches it gives different level of happiness and sometime just flash of memory hallucinate our body and goose bumps of happiness experienced by us. I think it is more associated with mind but essentially we should be in physical form to sense the happiness. The dead is indifferent to happiness. What is happiness? Is it delight of the customers that modern marketers are trying to achieve through their products and working hard to move beyond the total quality management concept? Is it achieving our predefined goals? Sometime we do good deeds and that gives us real internal happiness. Is happiness internal or external as phenomenon? Why humans do experience happiness while performing or watching the fireworks? Is it just an external factor? If so why do we sometime cry out of happiness? Fireworks depict the scene of battle field and we enjoy knowing our real present capability in destroying our enemies gives us happiness. It is not necessary we experience happiness while creating but we experience similar feelings while destroying. Design of various size of painting brushes helps in creation provides happiness while imitating the objects. We need correction of our mistakes in copying for achieving perfection we design for destruction of wrongly

sketched part with eraser. That destruction with eraser again gives happiness. Knife is another tool that destruct in cutting the vegetables or other applications that makes job easy provide happiness but it saddens when someone uses to kill the fellowman out of revenge or kill the animals for food.

A company of opposite sex gives us different level of happiness that is nothing to do with physical touch. Primitive people were not social and were mostly ruled by animal instincts. As humans progressed and peace was taking central stage people realized the significance of human relations with living beings. They could distinct among love of mother, sister and wife. It gives birth to new form of happiness that was nowhere in human history and enjoyed platonic love. Platonic love gives one kind of happiness to that person who experiences and others declare him as insane. Other side too much physical closeness makes happiness vanish and develop sour relation. Social relation designed different level of happiness that were absent in our ancient people. What should we do to be in happiness? There is no grammar but it rests mostly on the nature of an individual. While observing rainbow person slips to different world and it creates happiness. The sound of waterfalls gives someone happiness and other side some experience fears.

Man has inbuilt character of imitating and it is the first feature gifted to us by nature and we try to gain happiness through it and results are unexpected. We learned language out of imitation. All musical instruments of the world have come in to existence because we have tried to imitate the various nature sounds and while listening we enjoy happiness. Variety of imitated natural sound were produced by our ancestors with the help of dead animal body parts or plants and designed various drums , flute and string instruments etc. but as their knowledge for metal

added they incorporated for producing better sound instruments like brass band , saxophone and many more. In modern times, we are mostly achieving perfection in imitating the nature sound by introducing electronic gadgets. Basic soul is same what we were in primitive time and our search is on with electronic instruments but man is still away from happiness.

When happiness is so significant in our lives how come designers remain untouched with its influences. Happiness is changing its form with technologies and knowledge. A person is civilized because he is trained to behave in certain way what society demand for peace and people around him expect same from him. A person experienced pressure of urinating and his trained mind controlled for looking for appropriate place to relieve and as he finds his happiness at peak after reliving in respect what type of design of urinals. A normal person can look for place but differently abled people face many challenges and if we provide facility there is thin line of smile on their lips. A quiet neighbourhood is more important than a big house. Similarly we should work to make the world more accessible rather shrink the world for benefits of a few people. To make them happy is duty of every governments and tool is none but universal design/ Design for All.

Our happiness is experiences of both pleasure and purpose over time and it depends on what we actually pay attention to .Is happiness responsible of design of various products? The design of combs, mirrors are products out of happiness but design of nail art, make –up are distracted happiness. Application of fire for light was happiness design and limited use of heat of fire for benefits of human as we do in cooking or heating our homes was for happiness but design of fire weapons for destruction was perverted happiness. Use of dead animal skin for protection for

vagaries of weather was happiness design but killing the newly born animal for soft fur for warmth is cruel happiness. I say our ancestors designed many products that were out of happiness. Even every civilization foundation has element of happiness and it destroys when happiness is replaced with other aggression of negative forces.

When primitive person were hunting and succeeded in killing the animals for food that moment might have given tremendous happiness because it was victory of certainty of achieving food over uncertainty of availability of it and it turned out to be feast for them. That was survival era and our modern mind is still reeling under the influence of primitive people's experiences and enjoys happiness when we live in uncertainty and try to make it certain. Modern people are no more living in uncertainty as our ancestors and it may be reason that we do not encounter many occasions of enjoying happiness as our ancestors. Our ancestors were living with extreme uncertainty and any moment could invite death. Every step toward the safety for survival brought happiness and development of technologies of tools proved reason of better survival and chances to live in happiness. Modern people are no more facing those challenges for survival but happiness is required for psychological needs. They are out of extreme danger but create artificial environments to feel happiness through survival instincts. This is the reason modern people have designed many products to seek happiness. We have designed many games like playing cards, football, hockey and even kite flying is nothing to do with hunting and we cannot claim it was designed to train the people for hunting or war but it was an attempt to experience happiness. Where in all these games uncertainty has been created artificially and human efforts is to conquer those conditions and generate happiness. Gradually

hunting was eliminated and replaced with agriculture. That happiness moment of killing animals were replaced with yield of crops and we experience same happiness what our ancestors with killing animal for food. In India most of the festivals are associated with harvest and primitive people learnt that living in group is more useful than an individual and festivals colour changes to mass celebration. Festivals are only means for bursting their routine stress for modern people.

Chess was depicting battle field, martial arts are either for defence or attacking enemies are associated with war or required fitness to conquer enemies. Boxing is another game and in all these games tension is prime and happiness element is missing. It is representing cruel side of humans where happiness elements in humans reflect lighter, carefree and wanderer side. Modern civilizations are designed to make the permanent settlement and no more wander in nature but it should be self sufficient with the help of technologies. Modern civilizations are designed focusing around achieving peace where primitive people were wanderers and focusing on survival. As our ancestors acquired foods its side effects was happiness and they designed various tools to safeguard their survival and it proved reason of progress of humans. Happiness was moving like shadow with their development. Stability has inbuilt character of selfishness of building wealth where wandering invite element of charity and giving to those need more than you. Modern people are in search of happiness through products and our designers are blindly supporting the market driven forces definition of happiness. Ancient people had the habit of parting that was no more useful because they could not carry beyond their limited capability. Introduction of bullock cart for carrying load further enhanced our selfishness but it was confined to load of carrying capacity of

animal's capability. Modern people are pushed to be happy through advancement of technologies and that is the reason element of happiness is evaporating in their life style. Man has technologies to carry the load as much he wishes and he lives under the influence of greed. Do you think mobile phone designed to cater the emotion will provide happiness? Primitive design of festivals are still helping the modern humans to live in balance otherwise may die early under daily stress. Role of festivals is to take away us from our daily routine and allow us to live that moment in different world of happiness.

How come primitive person realized the importance of happiness in his life? I just said survival was the prime thing for them and concept of happiness came later. Earlier he struggled for foods and as he learnt the art of killing and realized living in group was compulsion to kill medium or large animals they accepted this gracefully. Water was essential elements for all living and humans were not exception and they started living close to water bed and that influenced to live accordingly with nature of water around them. Those living close to sea shore designed different life, river bank helped in designing civilization that was different from sea settlement. Similarly where water was in scarcity or limited availability had created a different civilization. Sea water could not give that happiness while bathing because of saline in nature that flowing water of river. Even lake or pond could not provide that happiness what river could do. Different happiness was the reason that allows the civilization developed close to river banks. That happiness further contributed in imitating the nature and that evolved art and performing arts. Sea civilization could not design of art or performing arts because they were constantly living under the threat of volatile nature of sea and it was so devastating that human was unable to think beyond survival.

Modern person is stable and has capability to establish cities anywhere and need not close to river or water bed so their exposure to nature is missing but designed artificial nature in the form of park , garden and it made limited exposure and could not think beyond art in human body as tattoos and do all sort of haphazard actions as they are happiest person .

We live in artificial world and do not struggle for survival and our degree of happiness is not that intense what our primitive people enjoyed. Our singers are intoxicating their minds with drugs while performing? Is it happiness? We have changed the perception of happiness to useless exercise that do not contribute for progress of society as well as happiness. Makeup artist, fashion or interior designers and those who are social exploiters are enjoying at helm of affairs and common people never experience real happiness in their lives. Mobile applications, video games are pushing to experiences in the happiness. Our inner happiness creates the basic for real growth. We are shadowed under the growth of technologies and our contribution is limited to create the happiness in physical manner and wild crowd is cheering in stadium when games of football or hockey or cricket etc. are played. Real humans face surfaced when their favourite team or player is not performing up to their expectation and crowd turns violent and do not hesitate in killing the fellow men. Is this true happiness of modern man? Our ancestors designed the football out of happiness not to get happiness out of product of football.

How does football as a game come into existence? A person performs to accomplish certain goals and in return enjoys happiness but his uncontrollable desires demand more and disturbs his thought process to achieve more for enjoying more happiness. An individual can play alone but uncertainty elements were missing. To create uncertainty they design group of many

person who have independent minds to perform certain task and it was difficult to anticipate other actions added uncertainty. A team can win the game by a goal but wishes to ruin by huge margins the opposite team give more happiness. Irony is that person has emotions which react accordingly with successes or failure and those same feelings prove hurdles in search of true happiness. Primitive person learnt a lot by observation and found the rolling of cotton fibres carrying seeds for desperation were rolling on ground were moving randomly with movement of wind. Were the cotton fibre carrying seeds with the wind rolls over ground and accidentally many cotton seeds came together and form the sphere? Observing the sun or moon struck the idea or rolling stones from mountain or in river bank with scattered round stones might have given idea of designing football. Hitting a stone can break our bones so they made with soft materials helps in kicking. Earlier football might be with rolling cotton clothes in the shape of sphere. Some people enjoyed by designing the condition do not touch the ball by hand and rest of the body parts are allowed to deflect it and it turned out to be game of football and other hand they restricted to holding by hand and rest body touching the ball is prohibited it is known as basketball or volleyball. These games give happiness. When we hit the ball by plank or racket it turned to be cricket and tennis. Hitting a shuttle cork is known as badminton. Real cause of happiness is we design the uncertainty and allowed player to strike for certainty. Why do modern person associate in such way that their favourite team expected performance make them violent?

A person who is poor gets the one meal a day to satisfy his hunger enjoys extreme happiness. A person who never board the bus, the moment he rides its gives happiness. Other side a person who was driving his own car and circumstances forced him to go by bus is

torture to him. Here the contributing factor or happiness is well beings and enjoyment of life. Commercial world pushes for creation of wealth and in this process allows flaring up our selfishness and greed. Where humans live with controlled manner and look for satisfaction of basic needs pushes for creativity and we say poverty or sorrow or sadness contributed a lot for society. It is not true both are struggling in search of happiness. Happiness shows the degree to which people's concerns are fulfilled. Our inner capability and what environment we are living is happiness. Person relish happiness by lifting certain weight and all exercise products are out of happiness. Some people create a new out of their given environments and that creativity gives happiness.

We are happy that Prof Peter Gibbs accepted our invitation for our 11th year inaugural special issue and did complete justice with it

With regards

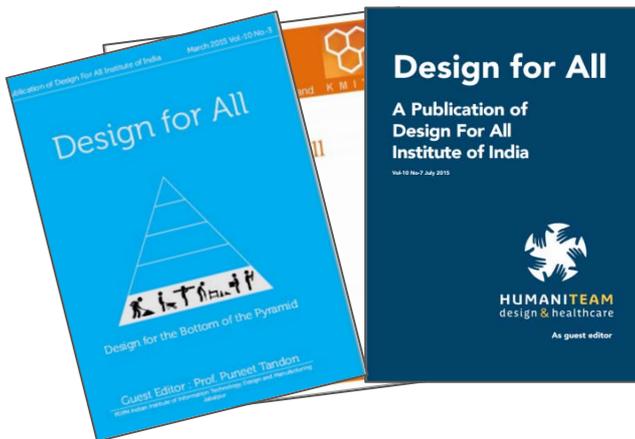
Dr. Sunil Bhatia

Design for All Institute of India

www.designforall.in

dr_subha@yahoo.com

Tel: 91-11-27853470®



Forthcoming Issues

February 2016 Vol-11 No-2

Professor Jan Staël von Holstein
Visiting Professor at Hong Kong
Polytechnics 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.



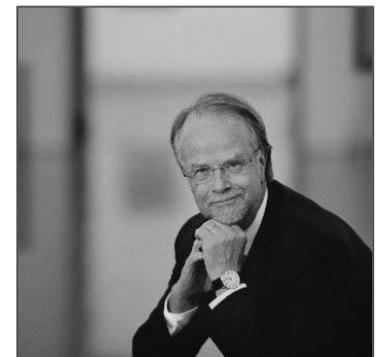
August 2016 Vol-11 No-8

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 SOTAMA 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
Krity Geara of Industrial Design of School of
Planning and Architecture Delhi will be the Guest
Editor**



Guest Editor



Peter Gibilisco was diagnosed with the progressive neurological condition called Friedreich's Ataxia, at age 14. The disability has made his life painful and challenging. He rocks the boat substantially in the formation of needed attributes to succeed in life. For example, he successfully completed a PhD at the University of Melbourne, this was achieved late into the disability's progression. However, he still performs research with the university, as an honorary fellow. Please read about his new book, *The Politics of Disability*.



Letter from the Guest Editor

By Prof *Peter Gibilisco*

I am so proud of and pleased to be the guest editor of Design for All Institute of India. Being proud and pleased today is such a feat because of my disability but as you may see from the authors of this edition, there is great wealth in their knowledge. My friends and colleagues, namely, Bruce Wearne, Adam Vogel, Mark Brown, and Margret Cooper. I have also included an article by myself and co-written by Bruce Wearne.

Bruce Wearne's article is an exceptional piece. He stipulates how sociology is designed for all, making many childhood judgements to back his stance. "In the disciplines which embraced this sort of positivism... students were taught that their values and their moralities were almost literally childish... They must leave all their soft, childish subjective values outside the classroom. If they don't they can't hope to see facts clearly, or to think for themselves as adults and scientists" (Hugh Stretton, 1987).

Adam Vogel touched on a subject that is very dear to me. He explains "(My) condition ... leads to severely slurred speech, which, by the time I was 40 years old, meant my communication was also seriously impaired. When I finished my PhD, there was a demand for speaking at conferences, but I never could. I used to have someone else read out my papers. It was hard for me to socialise and make connections within academia because of my slurred speech. This also resulted in people thinking that I had a cognitive disability, and hence treating me in that way. Therefore,

I have to rely heavily on typing, but this is difficult due to my typing speed of 1-2 words per minute” (Gibilisco & Vogel, 2013).

Mark Brown, this is an outstanding piece that allows us to focus on the path to betterment for disability. “Indeed, I feel more comfortable hearing the former myself. However, language is powerful. Talking about “needs” exclusively may block our minds from discovering innovations” (Mark Brown, 2016).

Margaret Cooper, is a person with a wealth of knowledge. She has personally formulated many innovations to help her disability. “Inventors outside the professional market driven framework of disability equipment and supply, have been able to think flexibly and work on ideas rather than econometrics of design” (Margaret Cooper, 2016).

My article co-written by Bruce Wearne, I cover many of the effective controls stipulated by service providers as service providers today are a not for profit bureaucracy that feeds its profits to top management.



Peter Gibilisco



Margaret worked full-time as a social worker for 27 years, until an injury forced her to retire early. Margaret was involved in a national disability advocacy organisation controlled by people with disabilities and was the Founding Chair of Women With Disabilities Australia. She was appointed to the 4th National Women's Consultative Council and to the National Disability Advisory Council. Margaret is now Vice-President of Post Polio Victoria. She attained a Master of Social Work with her thesis 'The Australian Disability Rights Movement: freeing the power of advocacy'. Margaret's thesis for her PhD was 'the experience of ageing for people with long-term physical impairment'.

CHRYSALIS

Margaret Cooper OAM, PhD

Technology is my chrysalis, shielding my peculiar skeleton, enhancing my muscle strength and enabling mobility. The array of equipment enabled me to move out of congregate care into the community, work full-time for 27 years, travel and retire to study, write and volunteer in various disability advocacy groups.

Inventors outside the professional market driven framework of disability equipment and supply have been able to think flexibly and work on ideas rather than econometrics of design.

There are two invaluable devices, invented and built by ingenious people for little cost, a wooden seating system and a flip lever multi-socket power board. These unique pieces of technology have given me freedom to make life choices.

Other commercially available costly technology such as power chairs, spinal braces, ceiling hoists, hi-lo bed,



laptop, mobile phones, housing modifications and wheelchair accessible taxis remain immensely useful. I do appreciate all the

technology I have bought but two items are integral to addressing the core of my impairments.

Inventors outside the professional framework, have been able to think flexibly and work on ideas rather than design according to cost and market value.

The wooden seating system was conceptualised after a surgical misadventure. My body was substantially paralysed by polio in 1947, unable to stand or walk and my spine developed severe curvatures. Spinal twisting caused a lot of aching and threatened my breathing. After three spinal fusions in 1963 which meant 11 months in a plaster cast from both ankles to the top of my head and out to my right elbow, the back ache had gone but my left hip had calcified and my left hand was weakened.

Despite months of physio, traction, painkillers, anti-inflammatories, icing, hot water soaking and an exceedingly painful cortisone injection into the joint, I still couldn't flex my hip to sit up more than 20 degrees, so in 1964 I agreed to a Girdlestone's arthroplasty, i.e removal of the top of my femur. I had no muscles to support the damaged joint. That meant I had to live with awful ripping fracture like pain, if lifted manually or moved carelessly. I could now sit upright but had no balance.

How was I going to go to university or have any community life? My polio specialist Dr Peter Colville and engineers at General Motors' Holden collaborated. They invented a hinged wooden seat which would hold me in a comfortable upright position within a manual or power chair and enable me to be slid onto a car seat. It remains a simple, elegant and low cost solution.



The seat is 33 cm high and supports my back. The seat and leg support area is jointed at equivalent points to my knees and ankles. The first and second jointed pieces are each 38 cm wide and 33cm long. When the leg support is extended the whole length is 75.5 cm long.

The seat sits on a hinged wooden base board so that when the chair is reversed into a car, the base board becomes a ramp to the car seat. An assistant then lifts the leg support straight out and locks it via 2 levers.



Behind the seat there is a handle which an assistant uses to pull me and the seat up the base board into a car. Underneath the wood seat are Teflon runners to assist the sliding process over

the base board, up the ramp and over other surfaces. The seat and I weigh 50 kgs altogether.

QANTAS added straps and attachment points so their Eagle lifter could be used to lift me in and out of their aircraft seats.



I have used this system throughout a succession of manual and power chairs. A pelvic belt holds me in position and a chair mounted seat belt ensures my safety. For comfort I use a Roho cushion and a sheepskin to pad the seat.

Recently a therapist tried to persuade me to use conventional powerchair seating, which demonstrated complete misunderstanding of the ergonomics involved.

The power board is the second invention which is life saving. The intrusion of two threats, post polio syndrome and ageing, meant I had several episodes of apnoea every night. A respiratory physician prescribed a Continuous Positive Airway Pressure(CPAP) machine. I couldn't find a power board that I could manage with my very weak hands. It is probable that a minor stroke I had was caused by apnoea before I got a power board.

www.solve.org.au is a not-for-profit organisation which investigates possible technical solutions for people needing aids unable to be commercially available. Solve contracted the task of building a power board with 6 light finger levers to www.planetinnovation.com.au so I can turn on and off a heater, fan, light, hi-lo bed, digital radio and the essential CPAP machine.



My chrysalis, my outer shell of technology, the means to my life.



Margaret Cooper OAM, PhD



Mark Brown is an early career researcher with interests in disability, health, and decision making. In 2013 he was awarded his PhD from Deakin University. Mark lives in inner-city Melbourne with his fiancée and her dog. Mark also has a physical disability (Spinal Muscular Atrophy) and uses an electric wheelchair. See markgbrown.com for more info.

Innovation and disability

Mark Brown

As a person with a disability, I am often told I have special needs. This may be, but to my mind, it's more useful to say I have special problems.

This is not something I say aloud, of course. Saying that people with a disability have problems is seen to be being negative. It's considered more polite to say "Mark needs a wheelchair" than "Mark can't walk". Indeed, I feel more comfortable hearing the former myself. However, language is powerful. Talking about "needs" exclusively may block our minds from discovering innovations.

I suspect I fell prey to this cognitive trap myself for many years. I was often told, that because of my disability, I "need" someone available to turn me in bed at night. I have a neuromuscular condition and don't have the strength to move myself. From early childhood, my parents did this several times a night. As I got older, I asked myself, who can perform this role if I wish to move out? How can I meet this need?

I focused on what government funding might be available, or what living arrangements might make it affordable. At the time, funding for disability services was still rationed. No good options seemed available. (A recent disability reform in Australia, the National Disability Insurance Scheme, will hopefully change this in the future.) Still, I focused on just this avenue for quite sometime.

It wasn't until I realised that I wasn't focusing on the problem. The problem could be defined as follows:

Because of my neuromuscular condition I can't move in bed by my own muscle alone. I spend around eight hours in bed per day, because humans evolved to sleep and sleeping is most efficiently done lying down. Failure to move for eight hours causes pain and discomfort because of the effect of gravity causing pressure on skin and other body tissue. If repeated every night, these effects will cause life threatening injuries such as skin pressure wounds. I wish to avoid prolonged pain and discomfort and life threatening injuries. Therefore, it is a problem to lie still for long durations regularly.

Focusing on the problem in this way lends itself to what author Edward de Bono terms 'lateral thinking'. Exploring the problem immediately suggests many solutions. Some are impractical, some ridiculous, some undesirable, and some would introduce even more problems. But there is more food for thought than was previously available. For example:

- *Could my sensation be removed by a drug or surgery?*
- *Could a cure for pressure sores be invented?*
- *Could I sleep submersed in water?*
- *Could I sleep without gravity (i.e., in space)?*
- *Could I be turned by a trained animal?*
- *Could I be turned by a mechanical device or robot?*
- *Could I sleep for only four hours a night?*
- *Could I sleep in my wheelchair regularly?*

These are merely ideas, not solutions of themselves. Some problems may not have any solutions. But a problem focus opens up the possibilities of solutions.

In the end, it was the mechanical turning concept that bore fruit. I went looking on the internet for some device that might roll me on my bed. Instead, I stumbled on an ingenious mechanical bed manufactured in Canada. The bed itself rolls, thus relieving pressure. This has worked well for me, solving one of my main disability problems.

Thinking about disability problems takes some courage. If it is an important problem, you must face the possibility that there are no good solutions. Worse still, you may stumble on a promising idea, only to find, after much time and effort, that it will not work.

There's another dark side to innovation around disability, and it is political. Societies co opt the hopeful spirit of innovation to dodge their social obligations. This includes obligations to fund disability supports and accessible environments. Stories, such as my turning bed experience, can be misappropriated to claim that a cheaper and better solution is always just beyond the horizon. We will be better off if we are energetic enough to pursue it or patient enough to wait for it. Why build ramps when flying wheelchairs might be just around the corner? Why fund personal care if a fraction of the cost spent on medical research could conceivably lead to a breakthrough cure?

This rhetoric exploits the misconception that science and technology progresses quickly and steadily across all fields. We focus on the breakthrough inventions that seemed to arise overnight (e.g., the internet, wi-fi, effective HIV/AIDS therapies). Yet we ignore the technologies that have been relatively stuck for decades (nuclear fusion power, cheap superconductivity, stem cell based cures). In truth, if many different problems are tackled simultaneously there'll be many breakthroughs each year. But no

breakthrough is guaranteed or even likely for any specific problem.

Where expensive or imperfect solutions to disability problems exist, it's society's obligation to back these in the interim. Simultaneously society can work with people with disability to find better, cheaper, innovative solutions. If we people with disability have a special need, it's the need for the best solutions to our problems possible in the present moment.



Mark Brown



Dr Adam Vogel is Director of the Centre for Neuroscience of Speech at The University of Melbourne. His team work towards improving speech, language and swallowing function in people with progressive and acquired neurological conditions. He is a recipient of an NHMRC Career Development Fellowship, a senior lectureship in the Department of Audiology and Speech Pathology at The University of Melbourne and a Humboldt Fellowship based at the Hertie Institute for Clinical Brain Research, Tübingen Germany. He holds clinical degrees in psychology and speech pathology from the University of Queensland and a PhD in behavioural neuroscience from The University of Melbourne. He undertook his early clinical training in the neurodisability service at Great Ormond Street Hospital London and continues to work as consultant speech pathologist for the Friedreich Ataxia Clinic, Murdoch Children Research Institute and the Eastern Cognitive Disorders Clinic, Eastern Health, Melbourne.

Speech disorder is an invisible form of disability

Adam P Vogel PhD

How we sound influences how we are perceived physically, intellectually and morally (Allport & Cantril, 1934; Kramer, 1963). For individuals with a speech disorder (e.g., slurred/slow speech, stuttering), those biases are often intensified leading to substantial social impact beyond the speech disorder itself (Collins & Blood, 1990; Gibilisco & Vogel, 2013; Ma & Yu, 2013).

The term speech disorder is a form of disability and refers to conditions that affect an individual's ability to communicate with others (e.g., dysarthria, apraxia, stuttering). Conditions like dysarthria or apraxia are motor speech disorders that arise from brain abnormalities. Speakers with these conditions can present with one or a mixture of abnormal voice quality (eg. rough or breathy); slurred or imprecise speech; reduced rate of speech; and abnormal prosody (ie. where abnormal variation in pitch or loudness). These disorders can be caused by a variety of aetiologies including genetic (e.g., Parkinson's disease), developmental (e.g., epilepsy), and acquired conditions (e.g., stroke). Deleterious consequences go beyond the physiological impairment level and lead to limitations in activities and social participation (e.g. communicating over the telephone) (Gibilisco & Vogel, 2013). Difficulties speaking causes daily disadvantage through poorer educational and employment outcomes and social isolation (Brady, Clark, Dickson, Paton, & Barbour, 2011; Davidson, Howe, Worrall, Hickson, & Togher, 2008; Wilson, Deary, Millar, & Mackenzie, 2002). The editor of this edition, Dr Gibilisco has Friedreich ataxia, a degenerative brain disorder that results in decline of vision, hearing, balance, cardiac, swallowing and speech function, all without cognitive deficits. Patients are

typically wheelchair bound 10-15 years after disease onset. He describes his condition below.

"(My) condition ... leads to severely slurred speech, which, by the time I was 40 years old, meant my communication was also seriously impaired. When I finished my PhD, there was a demand for speaking at conferences, but I never could. I used to have someone else read out my papers. It was hard for me to socialise and make connections within academia because of my slurred speech. This also resulted in people thinking that I had a cognitive disability, and hence treating me in that way. Therefore, I have to rely heavily on typing, but this is difficult due to my typing speed of 1-2 words per minute"(Gibilisco & Vogel, 2013).

This account demonstrates first-hand the impact speech difficulties have on the individual. Peter's experience also confirms that such stereotypes confuse the capacity of individuals with speech disorder with those of intellectual disability(Gibilisco & Vogel, 2013). Individuals with speech disorder may present with cognitive difficulties, however the personal attributes of that individual are difficult to determine based purely on how they sound. Irrespective of disorder type, individuals who *stutter*(Arnold, Li, & Golti; Bebout & Arthur, 1992), present with *dysarthria* (Lass, Ruscello, Harkins, & Blankenship, 1993) or *dysphonia*(Ma & Yu, 2013) are perceived more negatively than normal speaking peers on measures relating to personality, appearance and intelligence.

Attributing physical or personal traits to a speaker based on how they sound has been a topic of empirical interest for over 80 years(Pear, 1931; Skinner, 1935). Early work examining the response of listeners to the voice of healthy speakers revealed that judges are influenced by specific vocal characteristics (e.g.,

intensity, pitch) when assigning personality traits (e.g., aggressiveness and nervousness) to the speaker (Stagner, 1936). The 1970's saw a revival of interest in the field, initiated by Scherer and colleagues. Their work examined the role speech played in determining personality traits, such as confidence (Scherer, London, & Wolf, 1973), extroversion (Scherer, 1978), or whether the speaker was deceitful (Scherer, Feldstein, Bond, & Rosenthal, 1985). Others looked at the relationship between personality judgments and vocal properties of the voice, with reference to the speaker's gender (Aronovitch, 1976). They found that no one speech property (e.g., intensity, fundamental frequency, timing) fully accounted for specific personality traits, but rather a combination of properties were responsible for personality stereotypes. For example, the traits of laziness/energetic were significantly correlated with average intensity, speech rate and the sound to silence ratio in female speakers only (Aronovitch, 1976).

In 2011 the Australian Department of Families, Housing, Community Services and Indigenous Affairs commissioned a scoping project with the aim of building an evidence base on Australian community attitudes to people with disability, the impact of these attitudes on outcomes for people with disability and on effective policies for improving community attitudes towards them (Thomson et al. 2012). In addition to demonstrating the importance placed on disability frameworks at a federal government level in Australia, their review reported that negative attitudes, along with misconceptions and lack of awareness, present barriers to social inclusion in various life domains such as education, employment and community participation. They also noted that *familiarity with people with disability*, that is knowing them personally as acquaintances,

friends or colleagues appeared to be associated with increased respect and inclusion (Page and Islam, 2015; Sermier Dessemontet, Morin, Crocker, 2014; Thomson et al. 2012; Yazbeck, McVilly, Parmenter, 2004).

The implications of these studies, among many others, reach beyond the individual and affect how health care professionals and society at large need to be disability competent, that is, able to recognise, respect, and engage physical and communicative diversity in a way that leads to mutually desirable outcomes.

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Dr Adam Vogel



Peter Gibilisco was diagnosed with the progressive neurological condition called Friedreich's Ataxia, at age 14. The disability has made his life painful and challenging. He rocks the boat substantially in the formation of needed attributes to succeed in life. For example, he successfully completed a PhD at the University of Melbourne, this was achieved late into the disability's progression. However, he still performs research with the university, as an honorary fellow. Please read about his new book, The Politics of Disability.

Bruce Wearne, a PhD in sociology (LaTrobe 1987), lives quietly at Point Lonsdale, in order to contribute to political debate, while also advising students and conversing with the people he meets while walking along the coast.

ALTRUISM, PASSION, EMPATHY, PRAGMATISM

By Peter Gibilisco and Bruce C Wearne

In this article I want to discuss altruism, passion, empathy and pragmatism as four key factors in forming and maintaining mutually beneficial partnerships in social service delivery for those members of our community who are dependent to a large degree upon the work of personal care attendants and support workers of other kinds.

Let me explain why I am taking the opportunity of writing this article. I am a little fired up although I guess some who know me will think that is rather strange. I cannot wave my arms around and bang my fist on the table but still I'm just a little concerned that the message I bring gets through. This is serious.

I am a severely physically disabled person, <http://www.bmj.com/content/347/bmj.f7062> , who lives in shared supported accommodation. In a house managed under the protocols of a service provider. I am quite sure that they were not expecting me in this house, and I too never expected to be in this situation. But even though we have to make the most of this unfortunate state of affairs, it is not going to prevent me from saying what needs to be said.

The service provider has a real problem. Rather than looking to a set of policies that emphasize procedures that are formed individually with the needs of the person front and centre, they seem to be stuck with operating in a standardized way. Such standardized procedures simply do not provide people with disabilities adequate support. Even if their standardized approach qualifies for "best practise" under some managerial criteria we

are simply too complex for their *modus operandi*.

Now, let it be understood that I am not a person with a cognitive, behavioural or developmental disability. Moreover, I do not take kindly to being treated like one, and I am also sure many people with intellectual disabilities do not take kindly to being treated like a semi-paralyzed person who has to live in a wheelchair. Such mistreatment is a total disregard of a person's humanity, a violation of a person's rights to be given due respect.

My complaint also has to do with the ethos of the place I live in. Let me begin with what I experience all too often. My friendships with my support workers are unfairly reduced in a variety of ways by the managerialist presumptions of this service provider. Support workers are the first faces we see in the morning and last faces we see at night. I suspect that these kinds of presumption are alive and well elsewhere in the delivery of social welfare and I am keen to preserve the basic friendships that are keeping me going, even as I find my body simply slowing down. I am not wanting to personally identify any individual manager - there are some I have come across who come to mind that possibly should be exposed but I will restrain myself - but in writing this my aim is to promote a bit of sustained soul searching among those managing service provision. I'm writing this against the background of a servicedelivery context that is *simply not good enough*.

The ethos of service delivery lacks key attributes that are necessary for caring for people with disabilities. These missing attributes are what I wish to identify in this paper. They are, as in the title of this article: passion, empathy and pragmatism. These, I believe, are what should characterize the caring service provision for people with disabilities.

There is no doubt, that passion and empathy are required if social

services are to do the work they claim to be doing. One needs to develop empathy in order to overcome one's instinctive aversion when faced with social problems by facing instead upon the people involved. And passion is what gives drive to a person delivering some or other social service. It is fundamental to enabling human life to flourish.

ALTRUISM

With respect to altruism, I am reminded of a famous quote from Adam Smith (1723 - 1790), an important founder of modern economics. (Smith wrote and published *The Theory of Moral Sentiments*, and later, wrote *The Wealth of Nations*. http://en.wikipedia.org/wiki/Adam_Smith.) He refers to self-interest but it is important to note that he is actually focused upon how the common good is promoted when a job is performed with self-interested passion leading not only to the advantage of the worker but also to those served. In this sense altruism better understood as effects of self-interest.

It is not from the benevolence of the butcher, the brewer, or the baker, that we expect our dinner, but from their regard to their own interest. We address ourselves. Not to their humanity but to their self-love, and never talk to them of our own necessities but of their advantages.'

Now I sense that something like this principle is working itself out in my relationship with my own support workers. As it is commonly understood altruism is about selflessness, it is a principle or practice of concern for the welfare of others. But my situation seems to be endorsed by Smith in the above quote. In the social service delivery to which I am a recipient, involving a personal care attendant, the "altruistic effects" actually work themselves out in a workplace becomes a friendship circle -

workers and clients are mates. This workplace is actually our home in which the residents are actively welcoming the visitors to their home. It is not only those paid for their work in this workplace who have an interest, a general self-interest, in forming what takes place. After all it is also a place sustained by the friendships that are generated.

PASSION:

Passion is defined as a strong or extravagant fondness, enthusiasm, or desire for anything. In my opinion the ability to love what you do well has a positive flow on effect.

EMPATHY:

Empathy as Judith Snow a disabled activist and author puts it in her 20 minute speech on World Peace & Inclusive Transformation: *'What we think we know and what is really so can be very different things.'*

Empathy: the psychological identification with or vicarious experiencing of the feelings, thoughts, or attitudes of another.

PRAGMATISM:

Pragmatism: *'Sometimes the practical way to get good things done requires some elaborate theory and research. Sometimes you can forget all that and rely on present knowledge and common sense. Do whatever works to achieve what you, or the people you're working for, think is worth achieving. That's an obvious principle for practical reformers. I think it also applies in an important way to academic thought and research. Some of the most fruitful research can be intellectually unambitious.'*
<http://search.informit.com.au/documentSummary;dn=200307264;res=IELAPA>

ALTRUISM, PASSION, EMPATHY IN PRAGMATIC SYNERGY

So, to have passion disability service provision must mean a strong desire to assist, to make better and to maintain what would otherwise not be available. Empathy is to show that you have the ability to put yourself in the other person's situation. Pragmatism is to defy academic theory and believe in what makes sense. These are terms that should be more broadly used at all levels of the disability sector. We are all humans in the disability sector. We require individual forms of care, for whatever is needed with the money government provides. But then not-for-profit service providers can squander such funds by using a large portion of these funds to pay a relatively small amount of managers and administrators and in that context we have to ask whether the management is adequately appreciative of the altruistic effects of the disability workplace, of the passion, empathy and pragmatism that are the necessary components of a vibrant social delivery in the places where people live.

In other words we are simply suggesting that the relationship between a support worker and a client is what this is all about. We cannot deny the relationship factor involved in caring for people with disabilities. Management of service providers must acknowledge this if people with disabilities are to gain their full potential and respect in society.

Of course, service providers should be fully passionate and empathic about the friendships that can be fostered between people with disabilities and support workers. There is need for what I would call pragmatic reflection here and the emergence of a general approach in which the personal care of support workers is infused with new synergies from relationships with the people with disabilities they serve.

This is about sharing passion and empathy. It will involve a pragmatic orientation to work towards mutually benefiting outcomes and the formulation of common.

Considering the relationship between attendant carers and the people they care for in terms of a dynamic mutually beneficial partnership means that people with disabilities are assumed to have many different abilities, many of which are waiting to be disclosed. This line of thinking may well help service providers encourage a more inclusive society.

CHARTING FUTURE EDUCATION

The underlying goal of mutually beneficial partnerships is to chart the further education of those directly and indirectly related to disability work. The aim is to identify pathways that are courteous, mutually beneficial and helpful. The pathways need to be identified so that by travelling it together, both parties can truly share life together. The potential benefits for developing such mutually beneficial partnerships are substantial. The flow-on will be to all those in society who are indirectly and directly related to disability. For example, there is an unlimited possibility for the transference of abilities, which will create a new potential for people with different abilities and support workers in a dynamic, merit-based society.

The synergistic outcomes that can flow from this form of flexible support can be demonstrated through my own (unpaid) work output. Synergy is a term that is popular in Human Resource Management these days. Simply defined it means that the whole is greater than the sum of its parts, i.e. 1person + 1person = 3 (2 persons plus what they bring out in each other in their relationship). In my case the synergistic partnership I have with my support worker allows me to flourish in my role as a disability

activist.

For example, the synergy that is provided to me through the intervention of flexible disability support provides me with the means to achieve many of my goals in life. This approach to personal care is cohesive and flexible and humane. It allows me to manage the complexities of my life and desires. It helps me to attain my full human potential when and where my bodily abilities are lacking.

For example, my progressive illness creates a deterioration of motor skills, which leaves all my physical attributes severely disabled. However, I am still able to perform research and write articles and even, I may say, at a significant rate beyond that of many paid workers in the disability sector. Basically my performance is created through the synergy gained mainly through my work with my support worker.

This synergy explains the transformation that takes place in people with such different abilities and support workers, where the mutual benefits that occur will provide for a more proficient and humanly thoughtful disability sector, providing for a more inclusive society. Synergy becomes a fundamentally conscious event, which motivates, transforms and unifies all of life with a concerted and organised combination of such people of different abilities and support workers-this then, in my view, is the path to unify and enhance the disability sector.

Synergy for people with different abilities and support workers is about life chances and the creation of opportunities. Therefore, the essence of synergy is to value difference.

I wonder with all of my academic knowledge and deteriorating disability, why are my thoughts not more taken into account, by those in the management of service providers? I have suggested

that the ethos needs changing with a renewed and sustained emphasis upon altruism, passion, empathy, pragmatism. Thank you.



Peter Gibilisco and Bruce Wearne, a PhD in sociology



Bruce Wearne was awarded a Ph.D. from LaTrobe University in Melbourne, Australia, in 1987, for a thesis examining the 20th-century history of American sociology. Having left university employment, he serves on the Editorial Board of The American Sociologist. He develops a perspective on South West Pacific politics at his blog: <https://nurturingjustice.wordpress.com>

This is the text of a talk given on two occasions in Point Lonsdale on the 17th and 20th of November. It is also my tribute to the Hugh Stretton (1924-2015) whose perceptive scholarship emphasised the great wealth that derived from a national economy's households. His critique of the kind of spiritual forgetfulness that became an implicit part of public education is well worth remembering.

Still Thinking, Discussing and Questioning.

Why I am Still Working on my BA (1971).

In the disciplines which embraced this sort of positivism... students were taught that their values and their moralities were almost literally childish. ... They must leave all their soft, childish subjective values outside the classroom. If they don't they can't hope to see facts clearly, or to think for themselves as adults and scientists. (Hugh Stretton "The Political Effects of Positive Social Science" 1987).

I have lived *and worked* in Point Lonsdale for 17 years.

Many people ask me: "What do you do?" I find this a difficult question to answer in a way that satisfies me and doesn't confuse the person who has asked me the question.

Let me answer this question – presuming that you are interested in hearing my answer in this way:

I am a Monash Graduate from 1972. Monash's Motto *Ancora Imparo* is Michelangelo's statement "I am still learning". And that pretty well sums up my answer to the question!

In 1998 I accepted a "Very Early Retirement" VER package from Monash which enabled my wife and I to buy a little place here. In this talk I aim to tell you something about the work I continue to do in order to spark your thinking about Thinking, Discussing and

Questioning, about “things” we do and have done in everyday life, sometimes even without thinking, or talking or raising questions, about them. It might spark your thinking about the variety of responsibilities you have, the various social roles you perform.

I suppose I could bore you with a list of “things I am doing” to show how I continue to think, discuss and question – but in a nutshell let me say that I write, that I act as mentor to various students, that I undertake advocacy work and I will also occasionally agitate.

To say that I do a lot of thinking about my thinking may sound weird, even “deep” or “academic” or even “philosophical” but what I want to say is that this is actually “stuff” that we really all know about from what we all do, the work we all do every day.

My “work” is to think, speak and question. I should also add that I also do a bit of imagining. I admit that I spend time thinking about thinking, and when I talk it is often about what has been communicated, and so I also ask questions about the questions people ask.

The difficulty is that it is not only about abstract and complex things that we sometimes prefer to not talk about. Somehow we become block-headed about the very things that are most relevant; we think in a fog, distracted by this or that and I want to ask you to wonder with me why it is that we sometimes ignore some of the important things that we are doing or have done.

OK then here’s my example of how I started off as a block-headed student of sociology the scientific discipline in which I have qualifications. I have a modest list of publications that indicate that what I have written there are others around the world who think my writings deserve a footnote or two in their own work. So how did I start sociology in this block-headed way with my head

in a fog?

In 1969 in my first sociology class we were required to write up what is called a "social observation exercise". This involved going out and "observing" some or other "social setting."

Now I had studied physics and chemistry in Matriculation and in those sciences "observation" meant a laboratory experiment. So I got to wondering, how was I to "observe" a *social* experiment.

But what is remarkable to me now looking back is that I ignored what is so very "actual" about the very social setting I then decided to "observe" – this was a game of football and we were engaged in social *science*. So I wrote about a game I imagined. But how to do it in a *scientific* way? Was the ground on which the game was played a kind of beaker with the players the different chemicals we added and the umpire was the Bunsen Burner underneath? I made a ham-fisted job of it and got a "P" – a bare Pass. (No numbers in those far off days).

Now, as I look back now I also ask myself why I didn't write about what I knew about football and the social relations in which football happens? Part of the reason is from why this exercise was included in my studies at "uni"? This "task" has been one of the opening gambits of sociology teaching. I decided to observe "playing football" – how else – but what I wrote was all over the place and I guess I needed to learn that social science was not about viewing society in the framework of a laboratory experiment. I never got beyond the recent game in which I had played, completely ignoring the "fact" of my "experience" in playing the game.

What was that experience? *As a 12 year-old* I had enough sociological "stuff" to go on to write something very relevant for sociology in terms of my insider knowledge about football,

organizing football, from a young age. I had been the “mover and the shaker” in South Blackburn starting a Sunday afternoon local football competition. True. It happened this way: when we moved to the State High School from the State Primary School I felt “in my bones” that there was more to life than simply remaking social life with new friends in my Form 1 class. We had come to high school with friends from all the local primary schools and so I thought up a scheme and implemented it by which teams of boys from the former primary schools would play against each other and continue the competition we had enjoyed when Primary School teams faced each other in mortal combat. That was a really important part of Primary School life and I guess I wanted to hold onto that. So that is how the Blackburn and District Junior Football League began as a result of my obsession.

Now when the husband of the daughter of a family friend tells me he has been to University of West Virginia to get a Masters degree in Sports Management, I joke with him and say that I did that when I was 12 and with no academic training necessary! It was pure instinct (or addiction).

But I ignored something that – I think you will agree – was a really interesting sociological topic and instead tried my hand at being “scientific” in sociological “observation.

Looking back I now have a different view of how this “exercise” was part of the curriculum and how the entire BA was then justified, and how those teaching sociology justified teaching this subject to us who simply wanted to “understand society”. Well *it seems clear to me having taught sociology at the “uni” level and also thinking about the way I had started out in the discipline back in 1969.* The little task was consistent with the view that a university degree was part of being taught

“how to do social life”. And perhaps we entrapped ourselves because we Baby Boomers were dead keen to “make an impact”, we boys and girls had been told all through high school that we were Australia’s future leaders. Our school success proved it. So “uni” was to some extent fixated on our future; but it was abstract and it was even highly presumptuous. Looking back I wonder why it seems to have been so intentionally forgetful.

We might say we were encouraged to focus upon what we were going to achieve; our identity was going to be made by our forward-looking, scientific leadership. That was the bias in the teaching, encouraging us to ignore, down-play or just forget what we had done previously – we had to move on whether we had high marks in “Matric” or whether, as in my case, we had been an obsessive 12-year old football addict who started a local football competition. It’s not that anyone ever told us explicitly to forget our Matric marks, or ignore our family upbringing. But it was a message in the air – a hidden curriculum assumption.

My point is that in the sociology exercise it *never even occurred to me* that what I had done – the football competition I had helped to form as a 12 year-old – was relevant to what I was going to do “in the future”. If I had said as much to my lecturers – “Now look here I have been the executive founder, the *pro bono* CEO of the BDJFL!” – they would have thought someone had put something in my coffee. And looking back I can say that the university was too absorbed in trying to figure out how to teach its students how to control the future – yes that was the motive I think they wanted us to share: a “dare to struggle; dare to win!” kind of positivism – and we were the Baby Boomers who had long been told by parents and teachers that we who had made it to “uni” were the ones who were going to bring in a bright and glorious future – and some of us admittedly have done amazing

things despite the presumptuous fog that is generated by this view – but we were so geared up that we didn't even give much thought *in our studies* to how we had already succeeded. And if we had started the BDJFL or obtained a "Leaping Wolf" badge in Cubs, how could that be truly relevant to our studies? We assumed that these were simply matters for the scrap book; we had to move on; they had to be left behind.

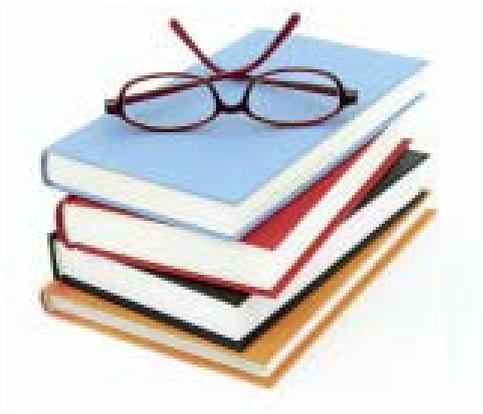
Of course when bragging time came around in the caf, our Matric results would be paraded. But what I am wanting to suggest is that there are lots of good things we do without even planning them – they, as it were, fall into our lap and sometimes we could actually develop a good understanding of things, of ourselves, of what we have been given, if we pause to keep them in view. And that, at least, should be part of sociology and any effort to teach people about social responsibility.

I want to suggest that as much as we concede an element of truth in Mark Anthony's pessimistic world-view for this "vale of tears" – *The evil that men do lives after them; the good is oft interred with their bones* – that we do not neglect that other and more enduring fact of Divine grace triumphant; the pleasant aroma of the good things we have been privileged to be part of can still be alive and detectable long time after we have moved on, another reminder in incontrovertible ways of who we are.

So that means that next time I talk to you, I will still continue working on my BA by giving a more penetrating discussion of the "social settings" in which our many-sided responsibilities come to expression. And I will try not to talk too much about the football competition I initiated when I was a 12 year-old football addict.

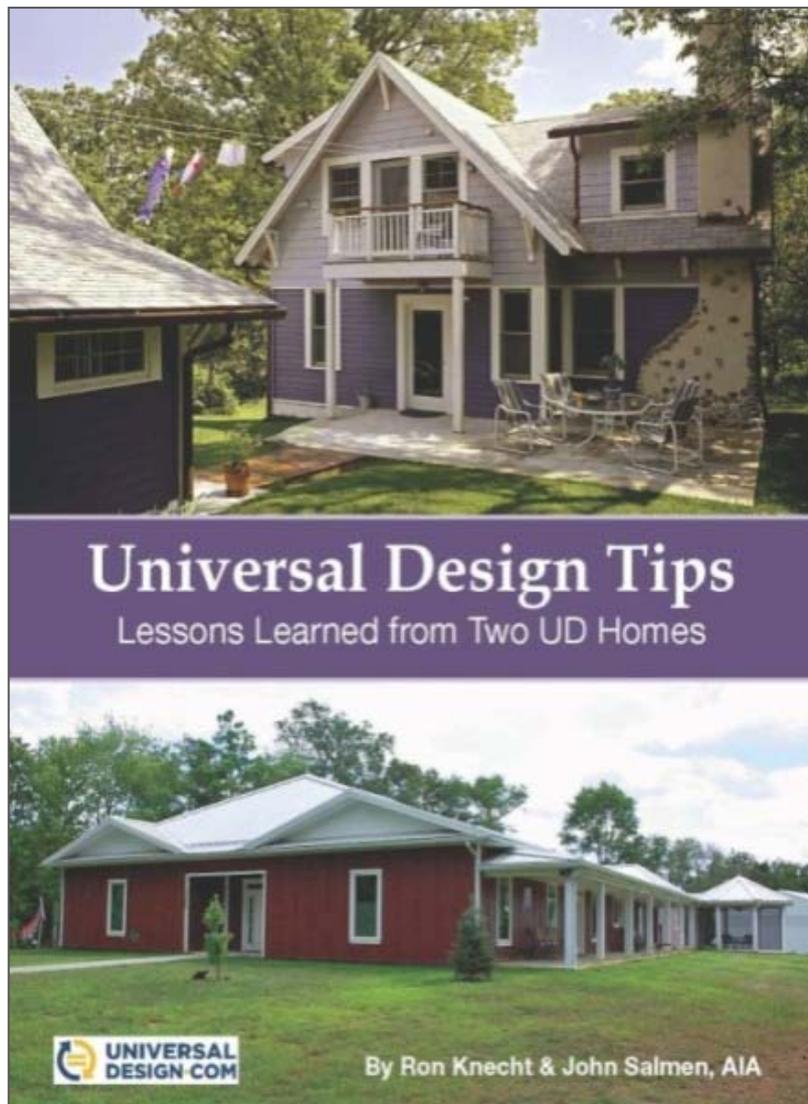


Bruce Wearne was awarded a Ph.D. from LaTrobe University in Melbourne, Australia



New Books

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*.

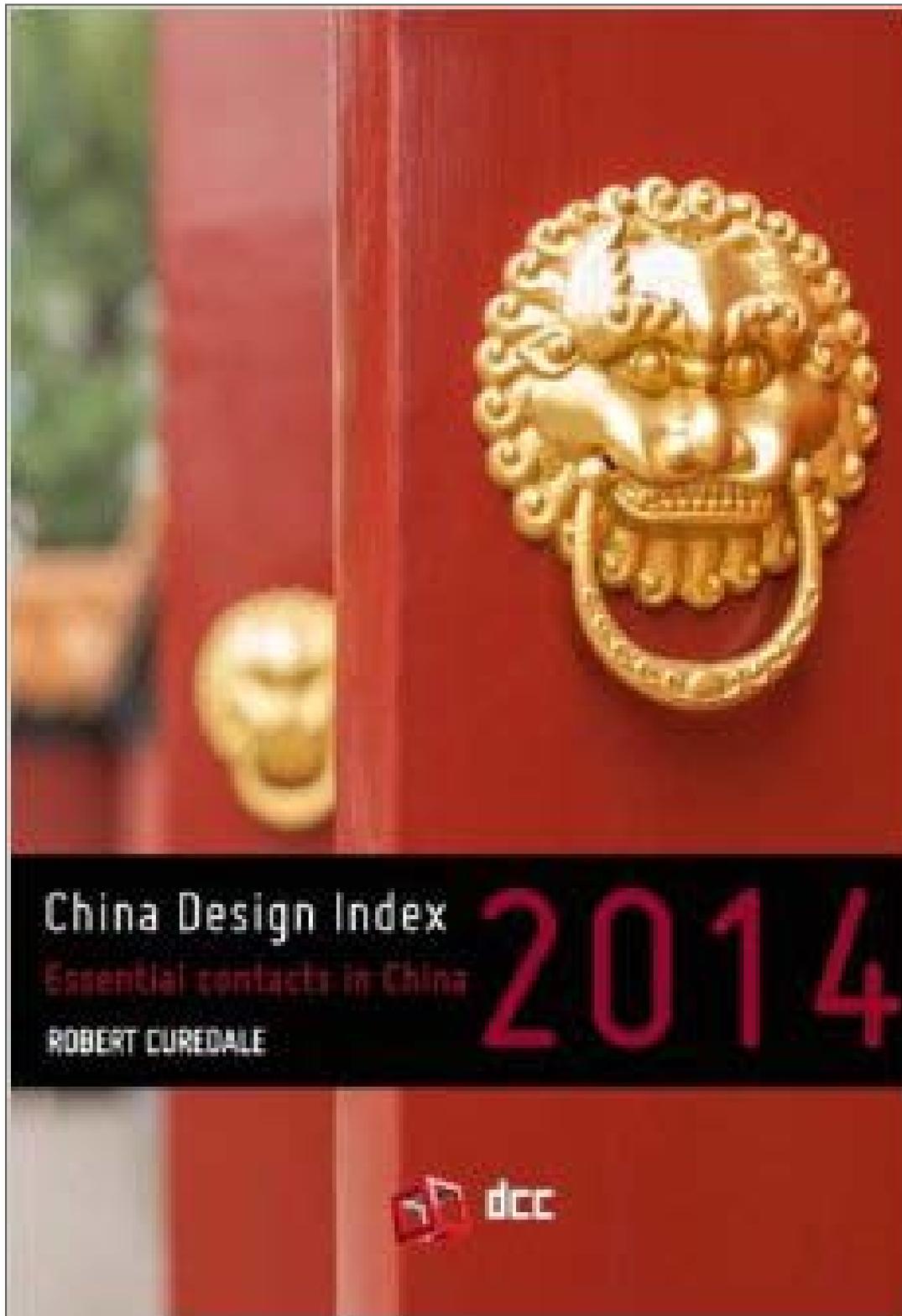
The first section of the book deals with the planning process, providing insight on how to choose a location for the house, consider activities of daily living during planning, best use various types of design professionals, finalize a floor plan and develop a building schedule.

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.

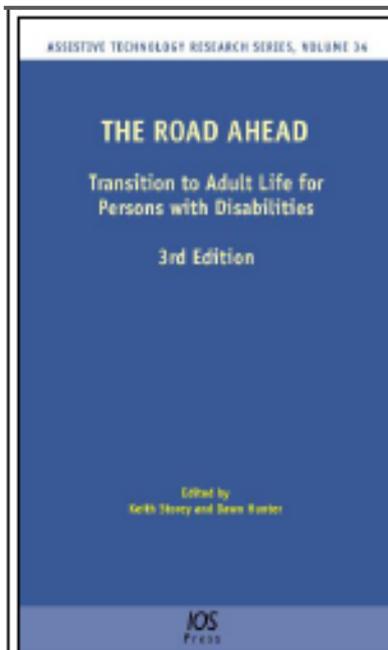
Ron Knecht's experience with Universal Design started after his wife of 46 years became ill with cancer. As her health worsened, Knecht learned first-hand the importance of accessibility for maintaining independence, safety and one's quality of life. Before Knecht's wife passed away, she extracted a 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 DiRistoro:



Luigi Bandini Buti

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

Maggioli Editore, 2013

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

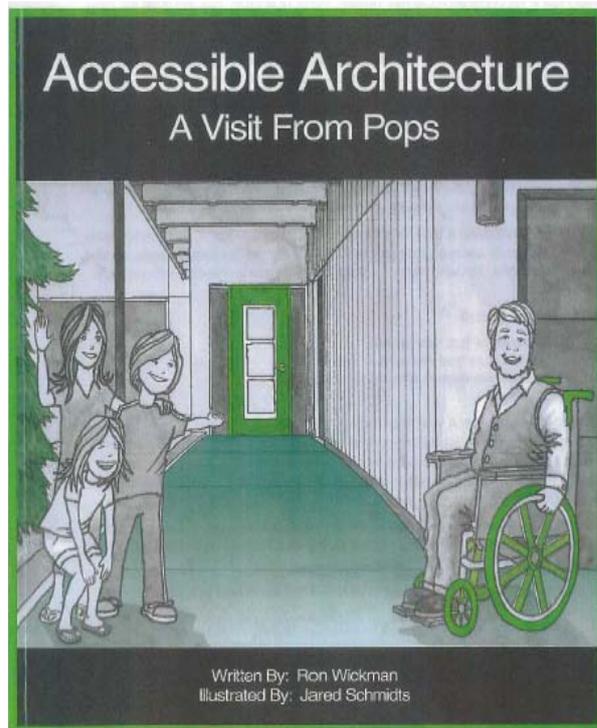
This book has been born following the collaboration with Autogrill that, for its new facilities "Villoresi Est", has developed an innovative, Design for All oriented project. We then realized that the cares foreseen for "all" would not be noted by "the majority".

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 "Autogrill case" to investigate the necessary steps to develop projects Design for all oriented, hopefully in an authoritative way.

Accessible Architecture, A Visit from Pops:



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 Councilor 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.

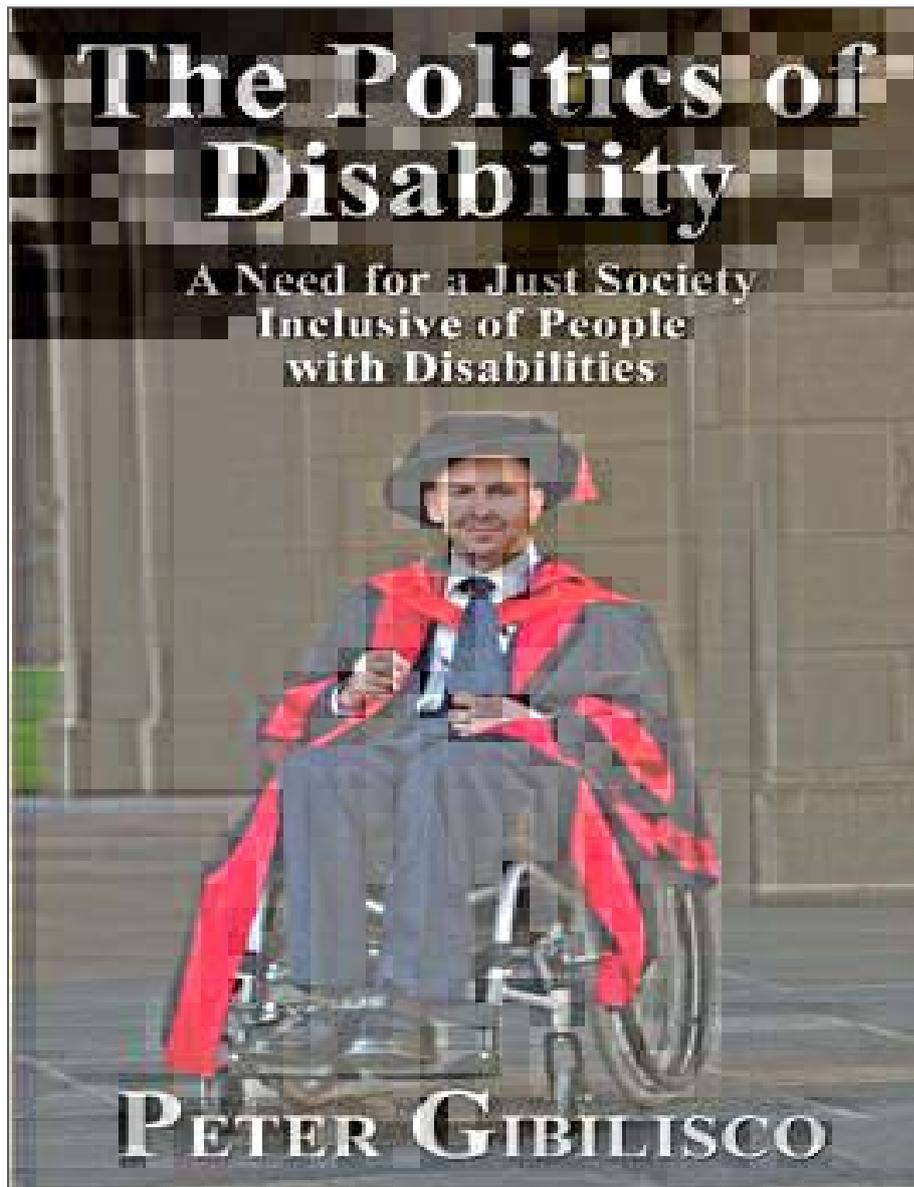
Ron Wickman will be available for interviews after the press conference at City Hall. His lecture at the Buildex Conference, Edmonton Expo Centre, Northlands will be held Wednesday, March 19 at 2:30 p.m.

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

- 30 -

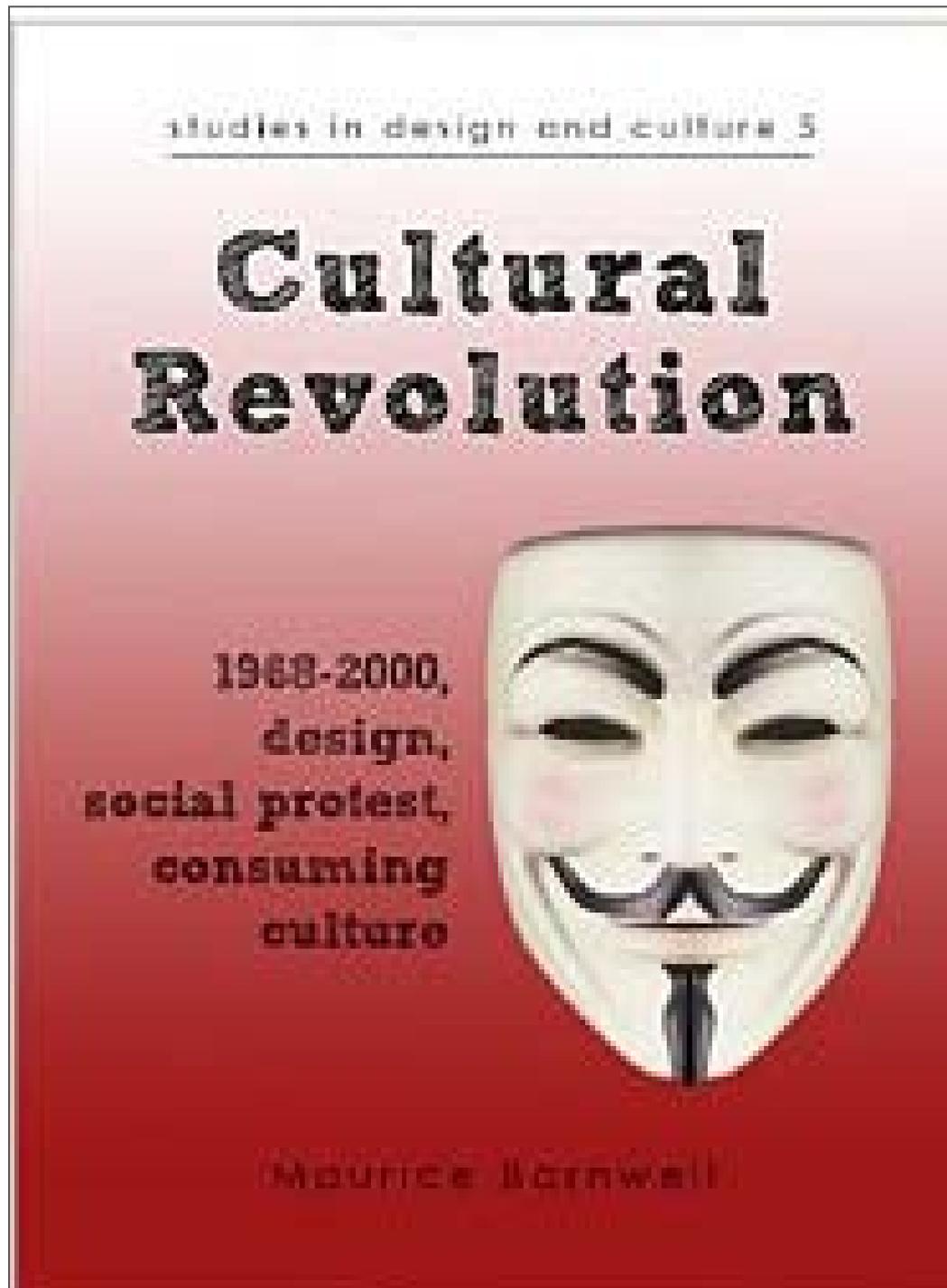
For additional information, contact:
Ron Wickman
Architect
780-430-9935
E-mail: rwickman@shaw.ca

The Politics of Disability by 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):**

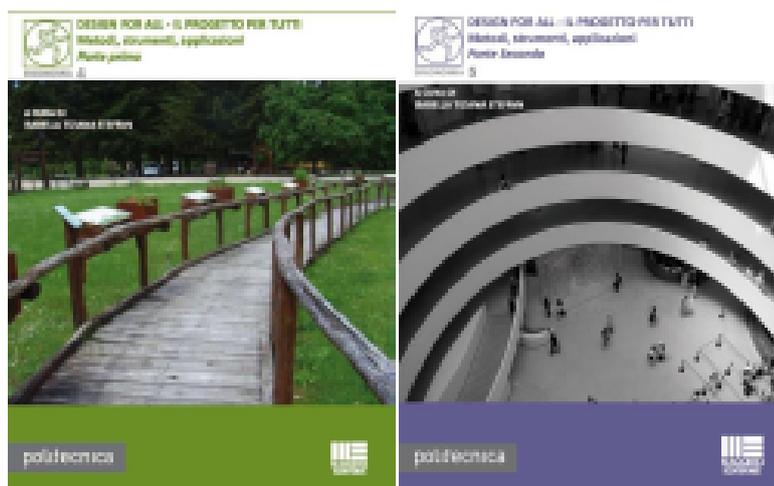
Design for All – the project for everyone. Methods, tools, applications.
Volume 1- 2 (Steffan, 2012)

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=8831 Volume 1

http://ordini.maggioli.it/clienti/product_info.php?products_id=8831 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>

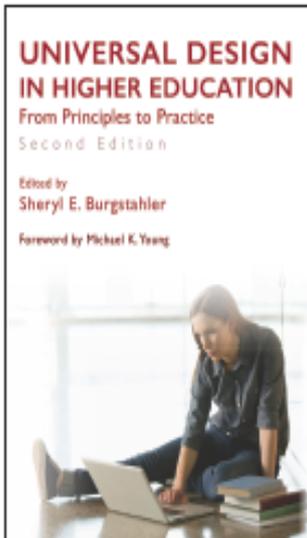
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"Ideas, even good ideas, flourish only when practitioners commit to sharing their experiences, perspectives and aspirations. By organizing this publication and convening a distinguished international group of contributors, Editor Isabella Tiziana Steffan 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)

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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 CO-AUTHOR OF *ENSURING DIGITAL ACCESSIBILITY THROUGH PROCESS AND POLICY*

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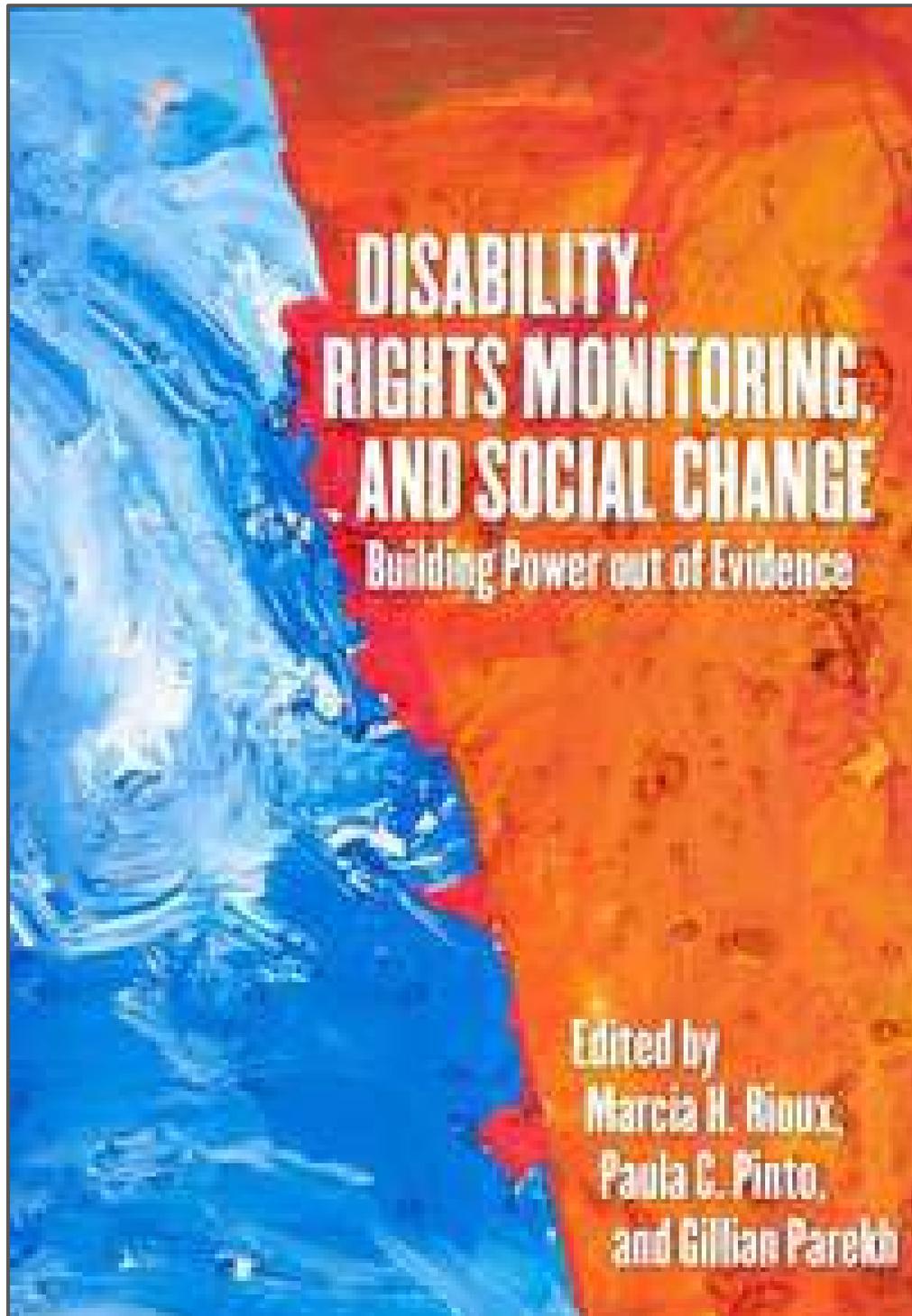
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We are pleased to announce a **new fellowship program** for prospective MA students in **applied anthropology** at the **University of Memphis** seeking to work in **customer experience and business anthropology**. The **ALSAC/St. Jude Business and Design Ethnography Fellow** will receive **core training in ethnographic methods** and apply their skills in a business environment 20 hours a week throughout the Academic Year in a research support role within the ALSAC/St. Jude's Donor Experience Management department.

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Questions? Contact Dr. Keri Brondo at kbrondo@memphis.edu or visit www.memphis.edu/anthropology

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Press release

“From universal design award to universal design favorite”

During the leading industry event, Munich Creative Business Week 2016, iF UNIVERSAL DESIGN will be presenting the favorites for 2016 to the UNIVERSAL DESIGN experts and a 100-strong user jury. The universal design expert favorite 2016 and universal design consumer favorite 2016 prizes will be awarded.

iF UNIVERSAL DESIGN, a member of the iF Industrie Forum Design e.V. family since 2013, will be honoring the international UNIVERSAL DESIGN favorite for the fifth time as a partner of the organizer, bayern design GmbH. Subsidization from the Bavarian Ministry of Economic Affairs and Media, Energy and Technology underlines the economic importance of the awards.

The competition is open to all designers, companies, universities, students and start-ups, which would like to present themselves and their concepts, scenarios and products online in the areas of Design, Architecture, Technology and Service Design on iF UNIVERSAL DESIGN's digital media. 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 program,” which opens up further opportunities for UNIVERSAL DESIGN favorite 2016 participants to touch base 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 presented and discussed in workshops, presentations and speed information events.

Active international cooperation will also play an important role in 2016 (designaustria, International Association of Universal Design, Japan; School of Architecture Aarhus, Denmark; Joanneum Graz (Austria), Coburg University of Applied Sciences and Arts, Macromedia 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 to design products, architectures and services which, in terms of their form, operation, and design, appeal to the needs of as many consumers and users as possible, reduce complexity to a minimum and also enable secure, fault-tolerant and sustainable innovations.

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

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

Press contact:
Thomas Bado (General Manager)
Phone: +49 (0) 51154224 209
tb@if-universaldesign.eu



News

1. Japan Selects New Stadium Design for 2020 Olympics

The original design by Zaha Hadid was scrapped after criticism over the cost of construction



This illustration released by the Japan Sport Council on Dec. 14 shows the chosen proposal for Japan's new National Stadium in Tokyo. Photo: Agence France-Presse/Getty Images

By Eleanor Warnock And Peter Landers

TOKYO—Japan's government on Tuesday settled on a slimmed-down Olympic Stadium for Tokyo's 2020 Games after a brouhaha over a \$2.1 billion price tag forced Prime Minister Shinzo Abe to [scrap the design](#) by star architect Zaha Hadid this past summer.

The new design replaces the dramatic but hard-to-build arches envisioned by Ms. Hadid with a lower-key look and wooden

materials. Architect Kengo Kuma's design, chosen from two finalists, features abundant trees and other greenery.

The contractor behind Mr. Kuma's design, **Taisei Corp.**, said it could finish the building by November 2019 at a cost of about \$1.2 billion, just within the government's budget requirement. Taisei's plans for meeting the targets received high marks from the Japan Sport Council, which evaluated the two designs and made a recommendation that was approved by Mr. Abe's government.

From the Archives

Prime Minister Shinzo Abe has decided to scrap a \$2.1 billion stadium designed by architect Zaha Hadid for the 2020 Olympics after mounting criticism over its cost. Photo: Getty Images (Originally published July 17, 2015)

The U.K.-based Ms. Hadid blasted the choice in a statement, saying she received "shocking treatment" because Japan didn't consider her own recommendations for cost savings.

"Sadly, the Japanese authorities, with the support of some of those from our own profession in Japan, have colluded to close the doors on the project to the world," Ms. Hadid said. "Work would already be under way building the stadium if the original design team had simply been able to develop this original design."



Japanese architect Kengo Kuma speaking at a press conference in Tokyo after his design for the 2020 Tokyo Olympic stadium was picked on Dec. 22. Photo: Associated Press

Taisei and Mr. Kuma defeated a separate Japanese team that included major contractors and architect Toyo Ito.

Mr. Kuma said he designed the stadium with a view toward saving time and money, in part by having the three levels of stands have the same shape in cross-section.

He said he drew inspiration from Horyuji, a Japanese temple complex that has wooden buildings more than a millennium old, in designing the stadium. "When you look from ground level, you see eaves made of wood layered one upon the other. This motif is what you see when you look up at the five-storied pagoda of Horyuji," he said.

Prime Minister Abe praised the design, saying it would "convey excitement to people around the world," while his Olympics minister, Toshiaki Endo, said the design embodied "harmony with the environment" and "Japanese-ness."

'Sadly, the Japanese authorities, with the support of some of those from our own profession in Japan, have colluded to close the doors on the project to the world.'

—U.K.-based architect Zaha Hadid

Mr. Abe's government was widely criticized for poor management after tentatively adopting Ms. Hadid's design, which had won a competition before Tokyo was awarded the 2020 Games in 2013. Earlier this year, it emerged that the design would cost more than \$2 billion. In July, Mr. Abe pulled the plug on it.

In another embarrassment, the 2020 Olympics organizing committee in September withdrew its official logo for the Games after allegations that designer Kenjiro Sano had copied it.

The total cost for Japan to host the Games has yet to be determined. Ms. Hadid has questioned whether the stadium could be built within the Abe government's revised budget, saying construction costs have surged in Tokyo because of a rush of hotels, office buildings and infrastructure that companies and the government are hoping to complete in time for the Games.

Write to Eleanor Warnock at eleanor.warnock@wsj.com and Peter Landers at peter.landere@wsj.com

(Source: The Wall street Journal)

2.

David Rose to speak about education at Battin Hall

agentile@wickedlocal.com

When it comes to building the future of education, David Rose of Lexington thinks people should look to the world of architecture.

“Kids are not the same. Their nervous systems are not the same in what attracts them, what motivates them, what engages them,” said Rose, a developmental neuropsychologist and educator. “If you build ramps and elevators in a building, it’s critical for people with disabilities. Other beneficiaries include people in strollers or those who ride skateboards.”

The Cary Lecture Series will be bringing Rose to the Margery Milne Battin Hall Jan. 9. Rose has studied how to make learning, and the challenge of learning, better for anyone regardless of ability through an approach he calls “universal design.” Rose believes that by having multiple ways of communicating with students, allowing them to engage material and modes in which they can express themselves through technology, a more-inclusive, healthier classroom will be the result.

It began with Rose’s own work in the classroom.

“I’ve been interested in how learning works from the very beginning,” Rose said. “Where does the event happen which makes the kid into a good learner or not?”

In the search for this “event,” Rose went to the source of a child’s learning career in Head Start programs, where reports on the progress of many students were “disenchanting.” At this point, Rose said schools, not students, were the problem.

“The breakthrough came when we started to see schools have disabilities and that schools are not being effective to a lot of students,” Rose said.

Rose co-founded the Center for Applied Special Technology (CAST) in 1984 as a way of bringing technology to the classroom to develop more ways to tap into the abilities of all students. CAST

has gone on to influence national policy, with the Every Student Succeeds Act being passed by Congress earlier this month.

The White House Office of Educational Technology cites Universal Design for Learning, a body of work pioneered by Rose and his colleagues, as part of the research which led to the creation of the act.

"Personal computers were just coming in at the time. We started to experiment with kids saying, 'What would happen if we tried some stuff on the computer?'" Rose said. "The reason we're a technology group is because technology makes it easy to provide multiple representations of information."

Redefining disability

Along with employing technology to make the classroom more universal, Rose said the CAST approach also means redefining disability. Rose used the example of a child with dyslexia to make his point. Rose said defining disabilities correctly will lead to a more-direct approach to solving them.

"What's critical is they often have a disability if print media is the only medium of instruction," Rose said. "If they have to decode text, then that's the only way they are disabled. Saying someone has a 'print disability' locates the problem."

Rose used acclaimed filmmaker George Lucas, who has dyslexia, as an example.

"In school he did terribly," Rose said. "What's ironic is that no one knew he was a great storyteller because the only means of expression was writing, so he had to get out of school before he could actually tell stories."

Rose said this approach would allow fewer students to be taken out of the classroom, leading to a more accepting, inclusive learning environment. Universal design will also allow, according to Rose, educators to key into the individual talents of any child, regardless of disability.

Follow Al Gentile on Twitter: @LexReporter

(Source Lexington)



Programme and Events

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DISABILITY INCLUSIVE PHOTO CONTEST

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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)
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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.

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- Finalists and winners will be featured in a special gallery on PhotoAbility.net
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- 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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Pac Rim presentations are in seven formats: Poster Presentations, 30-Minute Topical Presentations, 60-Minute Breakout Presentations, 90-Minute Seminar/Colloquium and 120-Minute Interactive Workshop.

Present at Pac Rim

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.

**April 25 26, 2016 Honolulu, HI : Hawai'i
Convention Center**



Joseph Binder Award 2016

Organisation und Information

designaustria
designforum Wien / MuseumsQuartier
Museumsplatz 1, Hof 7
1070 Wien
Österreich
www.designaustria.at
Tel.: (+43-1) 524 49 49-25
E-mail: heidi.resch@designaustria.at

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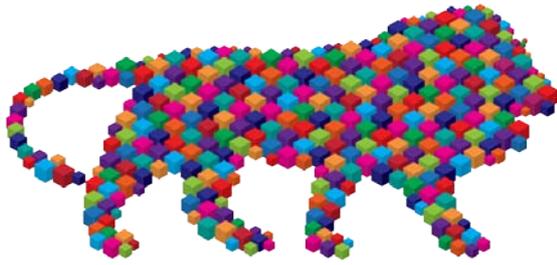
SAVE THE DATE : 17-19 APRIL 2016



2 Day Workshop:

['Design Interventions for Smart Cities'](#)

28th, 29th, January at New Delhi organised by NID

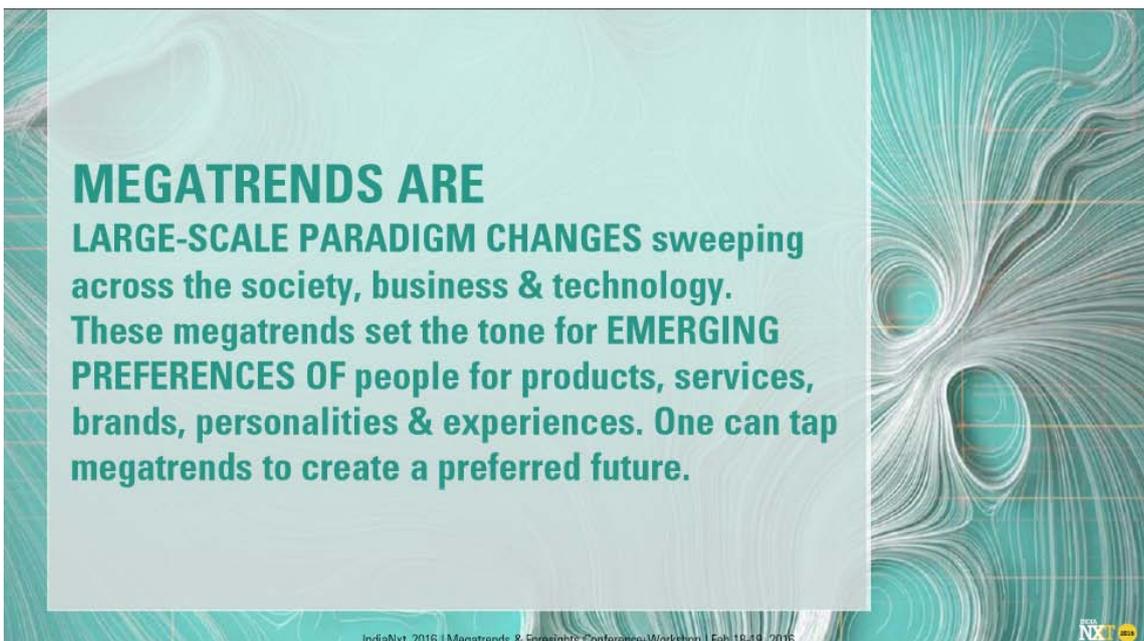


Make in India Week

Empowering through Design

Feb 13-18, Mumbai

<http://www.makeinindia.com/mumbai-week>



32nd Annual Pacific Rim International Conference on Disability and Diversity

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Job Openings

1. Job Opening

Openings for UX Designer with Aricent Technologies Bangalore
(<http://www.aricent.com/>)

Required Experience is 0 - 4 years.

Required skills:

User Research

Concept Wireframes

Visual Design

Expert Review

The company with more than 800 customers, and employs more than 10,000 consultants, designers, and engineers at 36 locations worldwide. The company licenses its own software products for use in telecommunications design, manufacturing, and service with 40+ years' design experience through frog, including products for Apple, Disney, GE, HP, Sony, and many other Fortune 500 brands.

Interested candidates, please share your updated resume and portfolio to sunir.mehta@aricent.com.

2. Job Opening

Yodlee is looking for a Senior Interaction Designer with leadership experience that will work to deliver intuitive user experiences to our customers.

Follow the below link for more details:

https://www.linkedin.com/jobs2/view/102483043?trk=jobs_jserp_job_listing_text

If this is the kind of work that gets you all excited, send your resume and portfolio link to my mail ID - sraval@yodlee.com

3. Job Opening

We are a budding startup from Chennai.

This is our first technology venture and its a very exciting niche.

We are building a marketplace/platform on the sports domain.

We are looking at getting a freelance UX designer/or an agency on a project basis to help build out the UX & UI. We would prefer if the individual or agency is located in Chennai

We want to be able to interact personally to build this in a collaborative fashion.

Should you be interested in the opportunity, it would be great if you could send me the following to understand you/your work better:

1. Work portfolio
2. Your design process

Look forward to hear from you.

Please mail me at mysportspal@yahoo.com

4. Job Opening

Product Designer

Location: Bangalore

Fuego designs and manufactures contemporary office furniture. Derived from "Fire" in Spanish, Fuego embodies energy, and passion in design. Clients value Fuego products for its cutting edge design, quality, and technical superiority. International collaborations / sourcing ensure Fuego maintains its design edge. Fuego's core management team consists of alumni from IIM and CEPT Ahmedabad.

Profile: Ability to design and develop cutting edge designs that will keep Fuego ahead in the marketplace. At least 2 years of product design experience, and familiarity with wide range of materials & processes. Will spearhead designs from concept to finished product. Proven design skills. Grad / Post Grad degree from a premium design school.

Contact- hitesh@fuegofurniture.com

5. Job Opening

We at Amdocs in Pune are expanding our operations rapidly and are looking to experts in Usability and Graphic Design to join the Experience Design Center (XDC).

If interested please send your CV to anant.tambade@amdcs.com

Job Description:

Usability Expert

Location: Pune

Usability/UI design professional for Amdocs

Amdocs is looking for an experienced usability expert + user-centered-design professional with strong passion for designing exceptional user experiences.

You will become part of a community of usability experts in Amdocs engaged in

projects ranging from prototypes to large scale applications, from standard desktop/web applications to TV & Mobile applications, from internal Amdocs interfaces to external customer web sites.

Working for a large international company, you will be become familiar with Amdocs' business segments and have a chance to impact and create user-centered UI designs for service providers from all over the world.

Required education/experience:

3-8 years of experience designing/consulting user interfaces for various channels (e.g. mobile, web, desktop) covering the entire design life cycle, user needs analysis, functional design, and usability validation.

- Academic degree. An advantage - BA/BS in Cognitive Psychology, Human Factors, Human-Computer Interaction, Industrial Design or related field or equivalent work experience.

- Domain Knowledge obtained through academic background and/or certified usability training and/or equivalent sources

- Fluent in English (reading, writing, speaking) with ability to travel occasionally to customer sites overseas, and interact with teams in multiple international locations.

Familiarity with prototyping and usability tools (Axure, Visio, Morae) is a plus
Graphic Designer

Location: Pune

Required education/experience:

2-4 years of experience in creating visual designs for user interfaces for various channels (e.g. mobile, web, desktop)

Graduate or Masters degree in BFA, MFA, B.Des, M.Des or any other equivalent qualification

Domain Knowledge obtained through academic background and/or certified usability training and/or equivalent sources

If interested please send your CV to anant.tambade@amdcs.com

6. Job Opening

Pensaar, A design strategy & consulting firm that uses collaborative & human centered approach of design thinking to not just meet, but beat customer expectations is looking for a Design Strategist for Bangalore position. Pls refer the attached JD.

If interested pls send a response to designthinking@pensaar.com

7. Job Opening

VIP Industries Ltd. is looking for a designer with work experience of six years and above for the post of Manager – Design at the head office, Mumbai. Interested candidates should write to Sr. Manager - Human Resources (Email ID - purvi.masekar@vipbags.com) along with resume and brief portfolio or link to the work samples.

Position Description

Department: Design

Location: Mumbai

Position: Manger – Design

Grade: TL2

Age: 28 to 32 Yrs

Reporting to: VP & Design head

Reporters: Nil

Qualification:

Professionally qualified in Industrial design, Product Design, Pattern Design, Toy Design, Accessory Design from premium institutes like NID, IIT-IDC, IISc – CPDM

Experience

Technical: A minimum six years of work-related skill, knowledge, or experience is needed, on-the-job training, and/or vocational training.

Managerial: Should have handled multiple projects, convert design ideas into reality by taking ownership of one's design. Should have created commercially successful ranges from the designs created. Should be able to deal independently with the vendors, manufacturers and suppliers to see the finished product. Should be interacting with colleagues & organization with ease.

Role description:

§ Prepare sketches of ideas, detailed drawings, illustrations, artwork, and/or blueprints, using drafting instruments, paints and brushes, or computer-aided design equipment.

§ Prepares preliminary drawings of proposed exhibit, including detailed construction, layout, material specifications, or special effects diagrams.

§ Direct and coordinate the fabrication of models or samples and the drafting of working drawings and specification sheets from sketches

§ Modify and refine designs, using working models, to conform to specifications, production limitations, or changes in design trends.

§ Coordinate the look and function of product lines. Confer with engineering, marketing, production, and/or sales departments, or with customers, to establish and evaluate design concepts for manufactured products.

§ Present designs and reports to design head for approval, and discuss need for modification.

§ Evaluate feasibility of design ideas, based on factors such as appearance, safety, function, serviceability, budget, production costs/methods, and market characteristics.

§ Read publications, attend showings, and study competing products and design styles and motifs to obtain perspective

§ Research production specifications, costs, production materials and manufacturing methods, and provide cost estimates and itemized production requirements. Understand, evolve and implement use of new methods or technologies to improve quality and reduce cost.

Skills: Professional (essential)

- Knowledge on international trends in design
- Consumer lifestyles
- Ergonomics and human interface design
- Plastic component design
- Strong sketching and object drawing skills.
- Parametric and non parametric modeling
- Elements of costing
- Design Execution
- New Material Development

Knowledge

- in graphic design
- basics of design management
- ideation techniques
- methods and techniques in design research.

Job specification:

Job Knowledge: Knowledge of design techniques, tools, and principles involved in production of precision technical plans, blueprints, drawings, and models. Knowledge of the practical application of engineering science and technology. This includes applying principles, techniques, procedures, and equipment to the design and production of various goods and services.

Additional attributes:

In-depth knowledge of product design & development. Should be conversant with latest design software packages. Should have effective exposure in vendor development and maintaining quality standards. Knowledge of plastics would be an added advantage.

Manager - Design, VIP Industries Ltd.

Lifestyle Accessory Design

2005 – 2008

www.vipbags.com

8. Job Opening

We are looking to hire UX designers for our studios in Bangalore.

We have exciting projects in Automotive, Consumer Electronics and Media.

An exciting culture with talented teams will allow you to explore passions in various aspects of Design.

<http://www.tataelxsi.com/services/industrial-design-innovation/overview.html>

If interested, write to me at ghate@tataelxsi.co.in

9. Job Opening

Position: Interaction Designer/Senior Interaction Designer (Permanent Position)

Location: Bangalore/Mumbai

Experience: 2 to 7 years of relevant experience

About Oracle Applications User Experience

The Applications User Experience group at Oracle is a centralized team that provides comprehensive interaction design, usability engineering, visual design and HCI research for Oracle's enterprise applications. Team members have experience in a wide variety of disciplines, including cognitive psychology, graphic design, interaction design, usability engineering, Human Computer Interaction (HCI). The group is spread across US, UK, India and Mexico.

We follow a user-centered design methodology that includes activities such as user research, heuristic evaluations, design iterations, prototyping and usability testing. We work primarily on enterprise applications including next generation of applications for tablets and mobile devices.

Visit <http://usableapps.oracle.com> to know more about the global Oracle Applications User Experience Group.

Job Description

As a member of the user experience team, you are responsible for planning and executing design and usability engineering activities throughout the UCD process. You produce storyboards, scenarios, wireframes, prototypes, and UI specifications and work closely with the global UX team to define front-end research and contribute towards design patterns and guidelines. You take a leadership role and collaborate with other Interaction Designers, Usability Engineers, Product Strategists/Managers, and Developers to continuously improve the user experience of Oracle's enterprise products.

Job Responsibilities

- Collaborate with product teams to produce scenarios, task flows, storyboards, wireframes, and interactive prototypes
- Work independently with members of product management, strategy and development on the design of products
- Create complex UI prototypes, UI models and/or UI standards for new and existing products
- Participate in design reviews of products for compliance with corporate UI standards and provide feedback and recommendations
- Write design patterns and guidelines, white papers, and product UI specifications
- Contribute to design patterns and guidelines, white papers, and product UI specifications
- Collaborate with usability engineers to conduct user research and support usability efforts throughout the development cycle
- Participate in user research activities (contextual inquiry, surveys, focus groups)
- Educate individual developers, product managers and strategists about UCD process and deliverables
- Work with global UX team and product teams to evangelize UI design directions and resolve design and implementation issues

Eligibility

- Master's degree in Interaction design, Industrial Design, Visual Design, Human-Computer Interaction, or related discipline
- 2 to 7 years of industry experience designing and prototyping UIs for products
- Strong conceptual and analytical skills and demonstrated ability to prototype and design elegant UI solutions to user problems
- Must have knowledge of UI design principles across platforms (Web, Mobile, Tablets)
- Proven track record in applying user-centered design processes and methods to product development
- Good communication and people skills in working in a multi-disciplinary, collaborative environment
- Should have knowledge of HTML, Dreamweaver, Photoshop, Visio, and other prototyping tools
- Must have portfolio available for review
- Experience in the interaction design of enterprise business applications preferred

Please send your resume along with portfolio to prem.shruti@oracle.com

10. Job Opening

Witworks is a modern-day consumer technology company that makes smart devices in the home and lifestyle space. We are a team of designers, developers & engineers who love molding atoms & pixels to create devices that have the ability to become ubiquitous, and solve everyday user problems.

For our first smart device, we are reimagining how we interact with a wrist wearable. We have developed a new paradigm for defining the content and interactions on a wrist wearable and are building our own Wearable OS & Device to bring this to life. Our intent is to create the next most personal device and to be on millions of wrists in the years to come.

We are now building a core team of designers who'll champion the OS & Device design at Witworks. Currently, we are looking for our:

- **Lead UI/UX Designer** You will get to imagine and define the unique human interface for our Wearable OS and design every interaction for its Native Applications.
- **Industrial Designer** You will conceive, design and bring into production the most simple, yet functionally efficient and elegant wearable device ever.

The complete role definitions are available in the attachment.

Do feel free to reach us with your portfolio

at happytohaveyou@witworks.com or call us at +91 99806 19723 / +91 99490 58290.

More About Us

We started around 1.5 years back and have successfully designed and launched three consumer products in the Indian market. Rewind, our flagship product, which retails in major e-commerce stores like Amazon and Flipkart, has sold more than 35000 units till date. Our next two products Scrubbl, a handheld dishwasher & Trippy, chromecast for audio, were the most successful pre-order campaigns ever done in India. We've recently raised an undisclosed funding round to get our flagship wearable device to the market.



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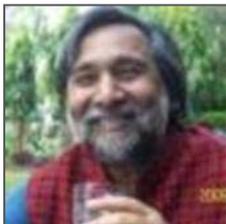
Chief-Editor:



Dr. Sunil Kumar Bhatia Faculty Member,

13, Lodhi Institutional Area, Lodhi Road, New Delhi-110003(INDIA)

Editor:



Shri L.K. Das

Former Head Industrial Design Center, Indian Institute of Technology (Delhi), India

Associate Editor:

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Editorial Board:

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Ms.Nemisha Sharma,

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Nemisha98@gmail.com

Address for Correspondence:

13, Lodhi Institutional Area,

Lodhi Road, New Delhi-110 003India.

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This Newsletter is published monthly, by Design for All Institute of India,

3 Lodhi Institutional Area,

Lodhi Road, New Delhi-110 003 (INDIA)

Tel: +91-11-27853470

E-Mail: newsletter@designforall.in

Website: www.designforall.in