Design for All

Guest Editor: Christian Guellerin , Director of L'École de design Nantes Atlantique, President French association France Design Education and Honorary President of Cumulus, the international association of universities and schools of design, art and media.

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Other regular features

Christian Guellerin *has been the Executive Director of L'École de design Nantes Atlantique since 1997, an institution of higher education in design, which has campuses in Nantes (France), Shanghai (China), São Paulo (Brazil) and (Dehli) India. The institution has developed significantly, striving towards the professionalization of design studies and establishing relationships with businesses. He was President of Cumulus, the International Association of Universities and Colleges of Art, Design & Media from 2007 and 2013 (250 members from 46 countries). He is also President of the France Design Education and Honorary Consul of the Republic of Estonia for the West of France since 2009.*

He has regularly taught courses and given academic lectures on design and innovation. He was a consultant for various institutions and worked on a frequent basis as an expert to set up design centers. In 2015 and 2016, he was elected by L'Usine Nouvelle magazine in the "50 people who made innovation in France".

Chevalier de l'Ordre National du Merite since 2016.

Making Man Central Again

Christian Guellerin,

The "World Design Summit Organization" in Montreal this past October 23-25, 2017 was the chance for all Design non-profits and entities the world over to exchange not only on their responsibility in a world overtaken by extreme changes, but also on that of designers. Oddly, Artificial Intelligence was seldom on the agenda, and yet designers are continually faced with the very task of shaping the limits of a new kind of Humanism.

At the start of the Industrial Era, Design arose from the perpetual quest to get back and back in touch with the meaning-making behind craftsmanship, "manual labor", purpose and Human-centered values just as lifeless assembly lines were outweighing Man-made work.

The theorization of "Scientific Management"* according to Ford, Taylor and Fayol led to an organizational or industrial analysis broken down into two categories of people: on the one hand, those who govern, brainstorm and develop processes and methods; on the other, those who carry them out mechanically for the sake of productivity. As a result of this gradual dehumanization and Man's increasingly obsolete status, Industrial Design emerged, restoring to Man a human place in mass production.

READi, a Design Lab at L'école de design Nantes Atlantique

Fast forward to the 21st century: The arrival of robots has us asking the same questions. Their increasingly elaborate functionality, coupled with our expectations that they be smart, sensitive and emotional, raises an eyebrow or two on our relationship to them and, on a broader level, to Mankind. What kinds of women and men are we to be, and how are we to adapt knowing that robots will be

taking our place? This is the very role and responsibility of both Design and designer.

Instinctively, Man will want the robot to resemble him, have a heart, and love him just as much as he is capable of loving it back. It's inevitable. To understand just how real the Humanization phenomenon of robots is today, take a closer look at the care and attention some kids show their new Tamagotchi* or how attached certain elderly are to their Nao. This behavior is no different from that seen in France as of late in relation to pets whose once "non-existent" status has shifted to one of human-like dimensions. Through a perhaps humanistic lens, Saudi Arabia recently granted citizenship to a female robot. Granting a robot citizenship is one thing, and a quite remarkable thing at that, but deeming it human although merely a machine stirs up concern.

The robot becomes sexualized and a citizen the same day.

Artificial Intelligence will make robots more and more efficient. They already outperform Man when it comes to playing chess and Go. Automated tasks will be child's play. They already paint like "Rembrandt". Tomorrow, they may even be our connection to our neighbors, doctor, lawyer, banker, insurance agent or the government. The revolution is in motion. The first sexual robots are invading markets and phasing out the Other. To avoid straying too far from reality and to appease Mankind's agony, what should a new form of Love look like?

How far will intelligent robots go to reverse the roles, making Man their servant and having him obey their orders, consenting to such an extent that the only option left will be to make them as human as

possible? "The slave is always a tyrant, if he can get a chance to be one." Given the likelihood that robot performance, regardless of task, will far exceed that of humans, it seems only natural, if not inevitable, that Man will become dependent on Artificial Intelligence-embedded robots.

Students in a brainstorming at L'École de design Nantes Atlantique

In her work entitled, "A Manifesto for Global Design and Leadership", Kolding School of Design Rector Elsebeth Gerner Nielsen writes, "The 19th and 20th century industry took its point of departure in these questions: What is profitable and what is technologically possible? In the 21st century, the main question to ask is: What makes sense?" Design's very premise is making sense of where Mankind is headed once robots will have taken over. Sustainable development, resource economy, digital and physical transformations, aging populations, new mobilities and our security, among others, are nothing other than avatars masking a more burning issue: What changes will and must Man undergo and undertake to design a more balanced world despite the massive influx of intelligent robots capable of exponentially altering at record speeds the nature of every social tie we have to everything and

individual around us, and, in turn, changing the face of business as we know it? With all efforts aimed at instilling meaning, values and virtue across all facets of economic activity, the only question worth anything to businesses today is: "Where does Man fit into all of this, and more importantly, *How*?" Corporate Social Responsibility, or the tales of a "freedom-form company", is nothing other than a smugly moralistic take on the movement in question. The real matter has to do with a corporate commitment to Humanity should businesses wish to stay in business. Should this not be their intention, then they may as well make a beeline for the nearest Exit, adopt compliance, convention and conformity as their credo, say good-bye to originality, not to mention their identity, and be gobbled up by bigger fish with deeper pockets. The same goes for society in general. Robotization is throwing us the curve ball of a lifetime, whose pitch is aimed not only at testing our ability to survive the Man vs. Machine revolution, but also driving us to create a lasting footprint for generations to come that exemplifies our new roles and responsibilities in favor of a world boasting greater justice, cooperation and respect for the planet as robots continue to gain ground. This is Design's greatest challenge today.

* Montreal Design Declaration available at https://worlddesignsummit.com.

* https://en.wikipedia.org/wiki/Tamagotchi.

* The Principles of Scientific Management – *1911 – Frederick Winslow Taylor.*

* Uncle Tom's Cabin*, Harriet Beecher Stowe* – La case de l'oncle Tom*, trans. Louis Éhaut, p.337, Hachette, 1855.*

Signage: a "breadcrumb trail" for guiding and informing

How has L'École de design Nantes Atlantique contributed to research on this complex issue?

We've all had that experience: not being able to find the entrance of a building, searching in vain for a department that doesn't appear on any sign, or following arrows in a maze of corridors and getting totally disorientated when the arrows suddenly stop for no apparent reason. Signposting is a part of our daily lives and plays a much more important role than we think.

With the www.accessibilite-patrimoine.fr, project, L'École de design Nantes Atlantique and the design labs have developed expertise and a methodology which has now reached the standardization phase.

The problem with signage:

how to ensure a continuous information chain

The accessibility regulations for public-access buildings (by French orders of 8 December 2014 and 20 April 2017) are clear:any "element of information and signage must be visible, legible and comprehensible to all users" and must "provide a continuous information chain throughout the journey." By "continuous information chain", we mean a logical, sequenced and uninterrupted system to help the user find their way around an establishment.This staking begins with users' remote preparation of the itinerary and accompanies them until they reach their destination, preferably without them encountering the slightest difficulty.It also includes, when necessary, the communication of information enabling them to

plan the next step of their route (for example, displaying bus timetables) in any situation, even in the event of disruptions.

A multimodal guidance system

In order to form this continuous "breadcrumb trail", it is necessary to respect a set of signage concepts which, when they are combined and used wisely, produce an optimal orientation and guidance system.The concepts in question are the ODII concepts (Orientation, Direction, Information and Identification – see Afnor guide BP P96-104).These concepts are composed of various materials such as directional totems, maps, pictogram panels, opening hours, etc.
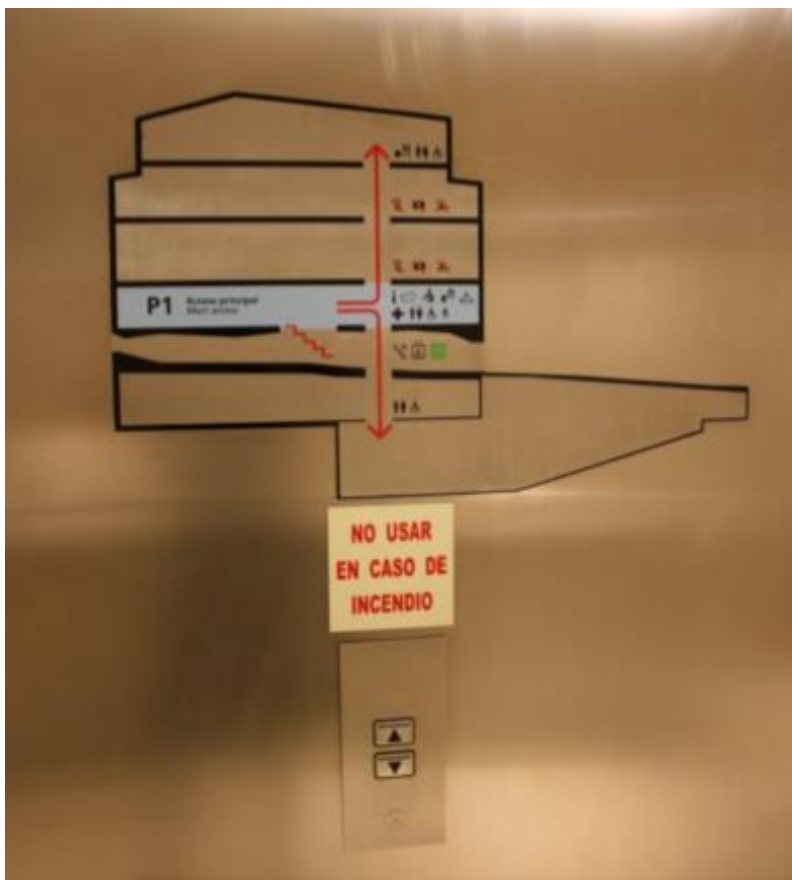
Overview of lift, Madrid-Spain, 2016

It is also necessary to make these materials visible and intelligible for all users, including those with specific needs. In order to do so, the signposting elements must draw on several senses and cognitive skills. A directional panel can therefore be coupled with an audible announcement, an identification panel should contrast sharply with its background in order to be seen easily from a distance and the lettering should be big enough to be read without difficulty, or a pictogram should be chosen so that it can be understood by all.These devices also include tactile elements, such as warning bands on pedestrian crossings and guide paths in train stations, which inform and guide all users.

Users in control of their movements

Today, users want more than anything to be in control when going from one place to another. Reception counters are increasingly becoming emptied of their staff and human assistance is not always available when needed. It therefore seems essential to guarantee the autonomy of people in all places and situations.

Co-developing with users

And who better than the end users know how an establishment functions, which signposting device they need and how and when to give them certain information? Consulting users who are experts in everyday life at the design stage of the signage project provides valuable feedback on the chosen guidance strategy, graphic principles and semantic choices and the location of the signs. To ensure that the proposed information chain can really be used by all, it is therefore vital to find out the opinion of users of the site, whether they are staff members, technical staff or visitors. Furthermore, the involvement of users with disabilities, representing

all of these functions, is indispensable to provide solutions which effectively address their needs, thus ensuring that the signposting proposed is well and truly accessible to all.
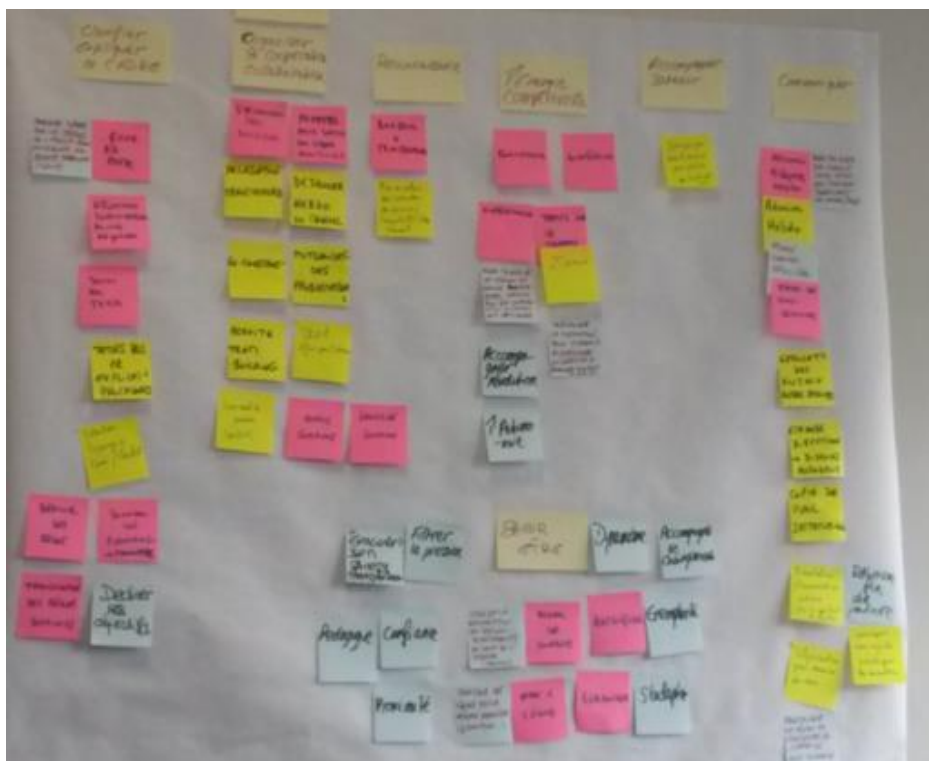
Avoiding cognitive overload

In trying to do too much with regard to signage, we run the risk of creating cognitive overload. By creating a dense network of visual (and audio) aids or by failing to remove the existing and redundant materials, users will have to make considerable efforts to find the one piece of information they need, which can be stressful, particularly in an unfamiliar place."A successful sign system should minimise anxiety and confusion and prevent people from getting lost."(Sign Design Guide: a guide to inclusive signage, P. Barker and J. Fraser, 2000).

Westfield Shopping Centre, London

It is thus essential to prioritize signposting content and materials in order to avoid any needless profusion and, whenever possible, to use other more intuitive means to guide the visitor. In this way, the logical location of places that all users will need, such as the reception counter or toilets, will make them easier to find. Similarly, a slight change in the color scheme or lighting on a surface, floor or wall can help to guide people. A change of materials can also alter the acoustics of the place and indicate a different department.

The balance between form and content

For a sign system tailored to all, coherence and intelligibility are the key words. While the focus is often on the graphic quality of the signs, which contribute undeniably to the place's visual identity, the choice and size of the typefaces, the creation of symbols and pictograms, and the semantics used are just as important.

Easy to read and understand

Mentally handicapped people but also people in a hurry or those who have lost their bearings as a result of a stressful situation, a psychological disability, or old age, or perhaps people with little knowledge of the French language, or deaf people, will all appreciate that the information is conveyed clearly and concisely.

Madrid Airport, 2016

**Various good practices have recently proved successful, for example:**

- *Always associate a pictogram with the name of the establishment,*
- *Whenever possible, use names that can be understood by the greatest number,*
- *Choose normalized pictograms (see ISO 7001),*
- *Make sure there is a strong contrast between content and background,*
- *Try to use direct sentences and simple wording.*

Pictogram – family WC, Cardiff

A sign system and proud of it

For a long time, sign systems were seen as unsightly by architects who tried to make them blend into the background, be as discreet as possible, or even disappear completely. The traditional small gray on gray lettering still appears regularly in projects, even though accessibility regulations require it to be "visible, legible and comprehensible" to all.
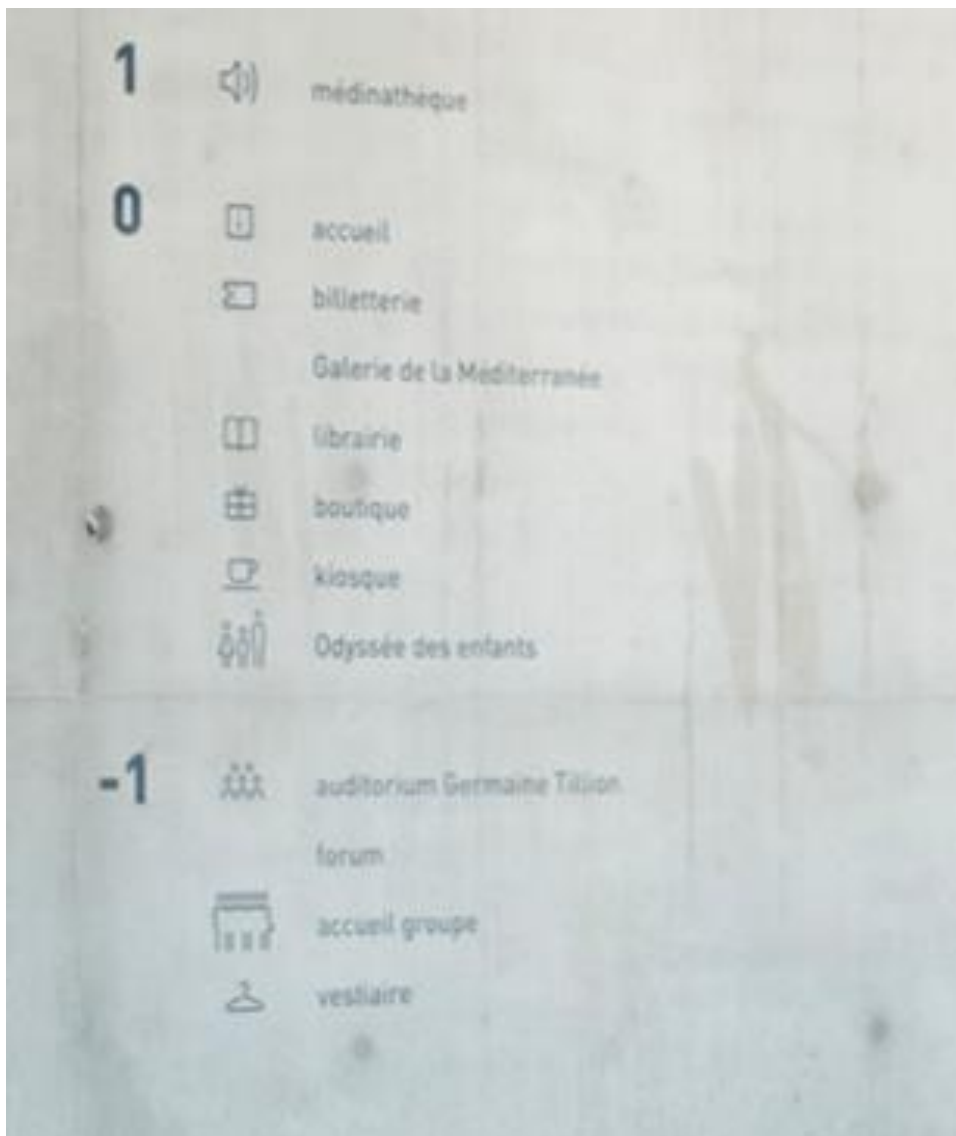
MUCEM, Marseille-France, 2014

Signage should be able to impose itself proudly, exists in its own right, while respecting the history of the place in which it is located. Designed in accordance with the architectural project, it should reflect the place's character. Large brightly-colored signs in unusual shapes will contribute to the spatial and architectural quality of the whole project and help people find their way effectively.


Entrance to Blandan Park, Lyon-France, 2013

The digital display revolution

Screens have appeared in every imaginable place in recent years. Often used for advertising messages, they also convey information that is vital for the smooth running of the user's journey by transmitting information in real time, which is not possible with traditional signposting systems.

For instance, public transport operators in cities, such as the RATP, have understood the value of this tool, installing them on the subway network and combining screens at sitting and standing height (so that you can get close enough to read) and suspended screens. In the event of engineering work on the network, a train breakdown or other disruptions, users are thus informed and can take an alternative route.
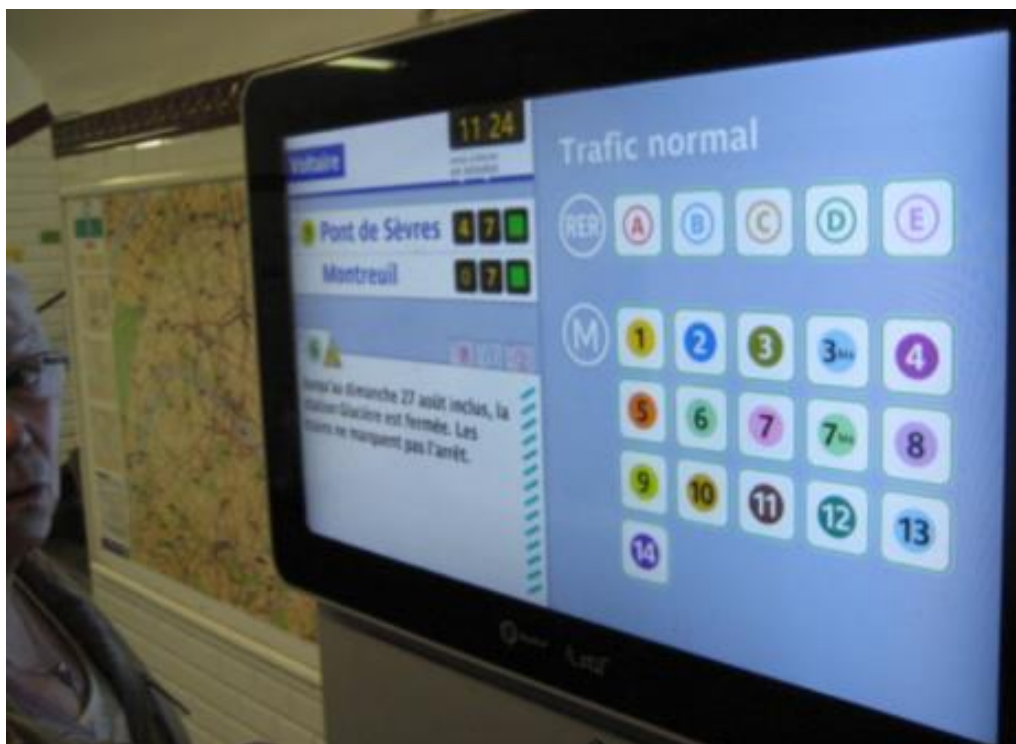
Subway station, Paris, 2017

Digital displays have therefore revolutionized signage but haven't superseded it. While regular updates ensure the information provided is accurate, the installation of traditional devices (signs, sound guidance systems, etc.) remains essential. Digital screens need to be maintained in good working order (maintenance costs), are still very energy intensive and some people find them dazzling and therefore a source of visual discomfort.

So, we shall see these systems existing alongside one another for a few more years, not to mention pedestrian guidance systems (a sort of indoor GPS), the technology for which is currently being tested and which should be marketed to the general public in the very near future. They are of particular interest to people with visual impairments.

MARINE SEMICHON

Associate Consultant, Co-founder of Univaccess

Diploma of Architect DPLG (ENSAPB 2001) Master Accessibility and Inclusive Design (University of Salford 2012)

After having worked for several years as an architect in Paris, Berlin and London, Marine SEMICHON specialized in accessibility consulting for all, aware of the difficulties that architects and designers may have in developing solutions adapted to the needs and preferences of all users.

In 2009, she joined the David Bonnett Associates consulting firm in London, where she worked as a project manager consultant on the accessibility of several major projects, before joining EO Guidage in 2012 and then co-founding the company. Univaccess in 2013.

Since 2003, Marine has been working in architecture schools with the aim of raising students' awareness of accessibility and comfort issues for everyone. She is also a regular speaker at conferences on the theme of accessibility.

The role of L'École de design: prototyping, testing, disseminating and contributing to the standardization of practices

Faced with this profusion of interventions and this complexity, it was necessary to establish a framework and give valuable feedback.The role of L'École de design is therefore as follows:

- *Collecting good practices across France and Europe, editorializing them on the website for heritage accessibility via partnerships with the International Union of architects and the Ministry of culture and communication*
- *testing several methods and systems thanks to partnerships with local actors and experts (OKKEENEA, TACTILE STUDIO)*
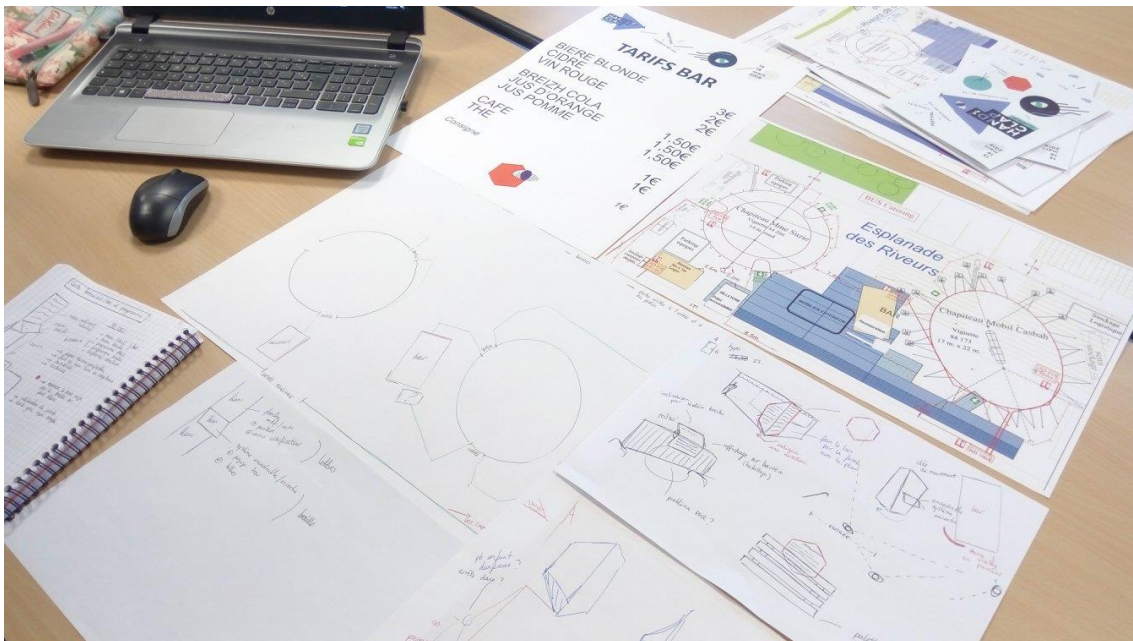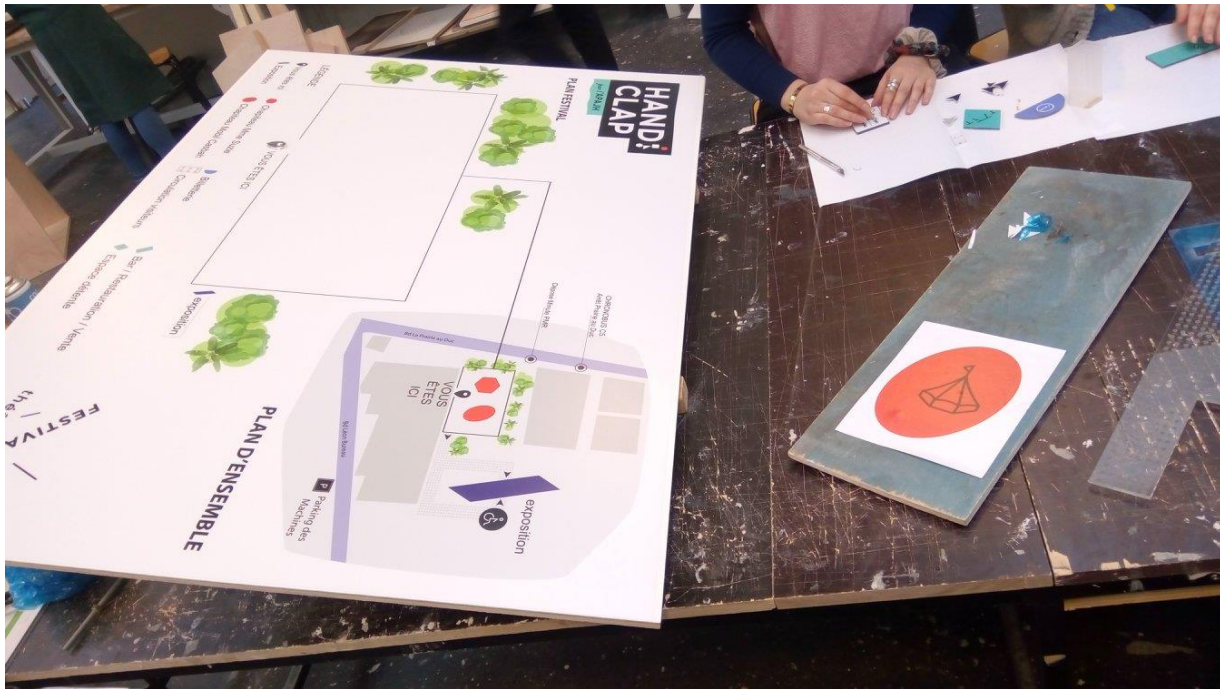
Testingsystems as part of the Handiclap festival (production of signposting prototypes designed to be tried and tested under real conditions).

- *acculturating interior design and product design students to the universal design method.*

- *sharing and promoting good practices through seminars co-organized with the ministry of culture and communication and the presidency of the P96A standards commission - Accessibility and working quality in the built environment to define the voluntary standards applied across the nation – namely the voluntary standard NF P96-105 – Accessibility to people with disabilities and people with reading or comprehension difficulties - For information accessible to all: pictograms – Recommendations for the design and use of pictograms.*

Article taken from the www.accessibilite-patrimoine.fr website,

Website   http://www.fde.design/en/

France Design Education is a French non-profit entity made up of 14 Design schools aimed at promoting Design and the Applied Arts.

Christian Guellerin is the President of FDE.

Manifesto

The Design Moment

At a time when an entire country – France, and perhaps an entire continent – Europe, is asking itself questions about its identity and future in an open and unstable world, it seems important to take a stand and ask them both their view of this world with its problems and opportunities and share our belief that the students we are training, fostering and their discipline, are a major asset for the country.

Though we know their strength and importance, it is not an idea that is necessarily shared by the majority, especially institutional and political actors, trade unions or professionals of this country.

The objective of this manifesto is to explain why design, designers and the schools that train them constitute an untapped force to reinvent, enrich, strengthen, and even unlock our society in a number of dimensions – industrial, economic, social, even political.

The world has changed

A new ecological imperative

Humanism was once defined as using Nature for the service of Man. Today. The urgency is now to save it. Global warming, the carbon footprint, resource depletion, deforestation, access to drinking water, 9 billion people to feed soon... forcing us to reconsider our

ways of living and our customs because it is a question of saving the planet and Mankind.

A mix of cultures and identities

Globalization allows mixing cultures and their mutual enrichment.

Globalization leads to cultural mixing and subsequently mutual enrichment provided they resonate with each other. But what it also does is challenge the benchmarks of rights and morality. Who to believe, what to believe when it comes to living together without disowning where we come from?

A new relationship with Science

In science, "Everything that can be done, will be done... Always!" Science and technology have long been vectors of progress, but doubt crept in the 20th century: will this "progress" lead us to eternity or to the end of Mankind? GMO: eradication of hunger or theend of biodiversity? Decoding the genome: the end of disease or eugenics? Nuclear power: clean, inexhaustible energy or apocalyptic catastrophe? The purpose of scientific research is now under suspicion.

A new relationship with the Economy

At a time of automated trading to the picosecond, 97% of the world's financial exchanges are not based on any tangible production value. The tremendous wealth produced by a global economy still doesn't equitably benefit the majority. It tends to be concentrated and widens the gap between the rich and the poor.

Political choices regarding social issues are compromised as long as states do not have the necessary tools to balance them.

A new relationship with Politics

The level of education increases and information is being created, shared and commented on in unprecedented proportions and speeds. New technologies are making this possible and are allowing the implementation of innovative and powerful local political processes. The abundance as well as the immediacy of information, transparency and the end of secrecy are transforming the relationship with the authorities and are inducing or calling for new democratic practices. More than ever, the phrase "Think Global, Act Local" is becoming a reality. States, as well as political organisations are having to reinvent themselves.

Exponential technological development

The time taken by a certain technology to travel from laboratory to marketplace and the time taken for its adoption, is getting shorter. Information technologies are largely behind this acceleration because they are themselves at work in the process of invention. End user adoption is equally more rapid as they are effectively 'hidden', and only those used consecutively become known to a population who have understood and integrated their codes and ergonomics

New industrial paradigms

Scientific management is a model for competitiveness based on performance:

"Getting better and better at what we know how to do" and gain some leeway over the competition. The recent arrival of infant industries from emerging countries requires a review of this model, or rather its enrichment. "Do things differently or do something else with what we know how to do" is becoming the model of companies who think about their future. Innovation management is replacing scientific management.

New Market paradigms

Marketing has fed market renewal to the point that until a short while ago, planned obsolescence had been considered a virtue. Changing the car or dishwasher every 3 years is no longer reasonable. The ecological awareness of frugality will emerge in consumers who will consciously reconsider the heritage value of the property they own. We no longer throw away, but repair, recycle, keep, share...

Some industrial sectors will disappear and / or have to adapt. Moving from product to service is the challenge of many consumer goods industries.

The Designer's Responsibility

Changing the era

An open, changing, fast and abundant world.
An unstable world, without reference points, difficult to define.
A complex world.
This is the world in which designers work today.

The Age of Enlightenment gave us mastery of the world and the emancipation of each individual, and 'reason' as a tool to do so. It

spawned the Industrial Revolutions led by new actors that were engineers.

The 20th century promised material happiness for all – the creation of riches and abundance. Marketers made the world consumable and desirable.

In our 21st century, faced with the limits of our consumerist models, we are driven to change our behavior and to live and succeed together in a different way on this planet that is now so small, so fragile, so precious.

Here we are invited to design.

It is the designer's primary responsibility to ensure this era of change.

Give new meaning

It is possible to pick up the Enlightenment project, the emancipation of individuals, through an approach that gives new meaning to the large and small moments of our public or private, professional or intimate, individual or collective lives.

This method is the one designers use. They have methods and know-how that are human-centered, starting from these life situations, through to imagining the conditions for successful and memorable experiences.

Connecting knowledge to innovation

This new interaction between professionals which emphasizes the quality of experiences, involves dialogue between the disciplines that are driving them, and more generally between all disciplines. That's one of the strengths of design schools.Now 'design' must

infiltrate businesses, their management, their labs, their project teams by hiring designers.This convergence of disciplines, through design and the presence of designers, is the condition required for innovation, whereby innovation is the meeting of an invention and its use, and therefore its market.

Producing beauty

Allowing everyone to live quality experiences and facilitating harmonious living while respecting the equilibrium of the planet? This is summed up in one sentence: "producing beauty," this beauty not being a goal in itself, but a consequence of a global human-centered approach. In the 21stcentury, design is humanism.

The Responsibilities of design schools

Training tomorrow's managers

By their practice, designers have the task of being the mediators between disciplines by placing creation at the heart of processes and by affirming beauty as the goal of our individual and collective experiences.

Universities, engineering schools and business schools have trained the elite in the fields of science, technology, marketing and finance. On the other hand, design schools train players in the fields of creation and innovation, focusing on usages and practices, while reconciling all these requirements.

Design schools have the greater responsibility of training managers of the 21st century.

Design, Management, Entrepreneurship: the Design Mix

Design schools have always offered multidisciplinary education – a "design mix" –an eco-system where research, training and socio-economic players interact. While representation techniques are more than ever at the heart of their pedagogies, enriched and transformed by digital technology, they make most sense when associated with evidence-based knowledge in the field of humanities, complex sciences, of processes, deployed through a methodological approach invoking creativity, project management as well as mediation. Indeed, they teach sharing, the sharing of ideas which must be well communicated in order to be shared.

Following a user-centric approach they also instruct companies with their tactical challenges (new products, new services …) and with their strategic issues (new jobs, new organizations, new management processes …).

Beyond the ability to innovate and manage, the final step involves giving students the ability to become entrepreneurs of their own projects. Having ideas is no longer enough, they must be implemented and tested in society and markets. Design schools are destined to become incubation centers for new projects for a more responsible and sustainable entrepreneurship.

A generalized teaching of design

The spirit of "design and innovation" should also be shared. Transversal ties with other institutions of higher education are central to the development issues of design schools, that multiply academic partnerships to promote sharing of knowledge and practices. These common creative work processes promote further reflection or even reinvention of teaching: MOOC, flipped classroom, project-based teaching, multidisciplinary, creativity, rehabilitation of

hand work? are all themes to which design contributes using an innovative approach. The responsibility of design schools also lies in promoting creativity and innovation in National Education: in primary and secondary school classes.

Let's Act!

Designers are committed to bring meaning to our changing world. Schools are aware of their responsibility to train the managers of tomorrow in a social and economic environment sitting on shifting paradigms.

Design is key lever of development for businesses and rapidly changing societies that need innovation and projection. Design schools carry the dual promise of training professionals for tomorrow's society, and responsible members of a Mankind that should be preserved, if not saved.

Finally, French design schools also have a responsibility to spread the French culture, spirit and genius in Europe and throughout the world, as has been the case at every turning point in history. Through an established "Design by France" strategy our schools aim to be unique and universal at the same time because the blossoming of individual talent becomes the condition of our collective successes.

Newater Delhi

Marie Etlin

The project seeks to recycle waste water from buildings using micro-algae and thus provide access to drinking water and produce energy from organic matter. Cellular trays are installed on a bamboo structure which thermally insulates the building. The microalgae filter the water and their absorption of CO_2 produces biomass and therefore energy. Newater Delhi thus conforms to sustainable, responsible and economic values. Improving existing structures is a crucial challenge in India.

"Although it is situated on the banks of the river Yamuna, Delhi faces a severe water crisis like many other cities in India. Newater Delhi brings together the owners of apartment buildings and their inhabitants in order to resolve this increasingly pressing crisis in Indian society. This project's innovation lies in the capacity to collect waste water for recycling and therefore collect a large quantity of water which can then be used for various household tasks. This project takes into consideration local conditions and addresses several issues - the shortage of water, conservation of water and recycling of waste water.

An in-depth study of the local situation enabled Marie to really get to grips with the problem in order to design an innovative solution which can be implemented with the participation of the various stakeholders. Marie succeeded in keeping a human dimension to the process and giving users their rightful place."

Kshitiz Anand, Course leader - Transcultural Design India Studio.

The project has been labellized Observeur du design 2018, the largest design
competition in France.Newater Delhi is exhibited at the Global Grad Show within the Dubaï Design Weekbetween 13thand 18th November 2017.

 After completing a bachelor's degree in spatial design and a first internship in Manila in the Philippines, Marie went to India to join the Transcultural Design Master's program. She finished her course with an internship in Shanghai, a city she considers to be a veritable laboratory for design research and experimentation.

For Marie, it is vital to address the social aspects of environmental issues today. She draws her inspiration from nature's organic shapes as well as from innovation and pared-down contemporary style. Today, Marie is working as an interior designer at Austerveil Architecture & Design in Shanghai, an agency with a strong focus on the environmental impact of its projects

Vertigo

Alice Le Mouël

Vertigo reclaims blind walls (walls with no windows or other openings) by using them as community gardens for the residents of apartment blocks. Using an off-ground method of hydroponic cultivation consisting of prefabricated wooden platforms stacked
one above the other using removable and reusable structures, the project addresses the issues of ecology and urban environments. The vertical surface replaces the ground surface and provides a new way of re-densifying the area.

"The project focuses on blind walls, residual surface areas resulting from various urban planning regulations enforced over the years. Alice considered these walls as a non-space,inert, literally turning their back on the city, and her approach was to view them as a surface with something to offer; a surface whose potential was just waiting to be revealed.

Vertigo reclaims these surfaces by giving them a new purpose - that of community gardens intended for the residents. Vertigo deals with the environment, in the wider sense of the term - the urban environment but also ecology - and poses the question of property: how can we tackle the issue of densification today while also considering economies of land and materials? "Soft" densification preserves real estate and is respectful of the context and local resources, with the requirement of reusing construction materials. The question of citizen participation in constructing cities and public spaces is also addressed, with program options being designed collaboratively. [...] The facades are also addressed since

the attractiveness and vitality of the areas located at the foot of the building are directly linked to the habitats. Their quality of use and comfort also guarantees the smooth democratic running of cities. It's a reinterpretation of the city that turns traditional plans on their head: an innovative approach which shows a shift in the vision that we have of space, paving the way for urban design."
Christine Vignaud, Course leader - Sustainable Cities.

Étoile de l'Observeur de la ville de Paris 2016.

After completing a bachelor's degree in Product Design, Alice took a **MDes in Mutations of the Built Environment**.

Thanks to the internships that she did during her course at Marcel By and Colonel in Paris and Barber Osgerby in London, she had the opportunity to gain a better understanding of furniture and home accessories. In everyday life, her motto is "nothing ventured, nothing gained".

Alice is planning to set up a creativestudio/showroom largely devoted to design for children.
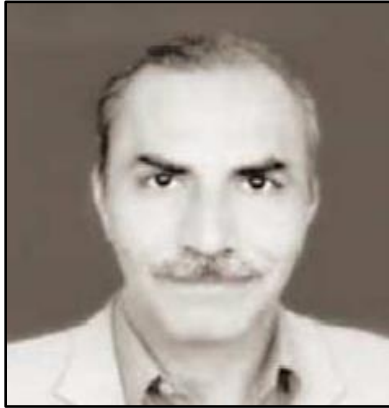
Letter from the Chairman's Desk

By Sunil Bhatia PhD

I was watching the very crucial football match, found team players were in extremely high energy, a small mistakes by any player might prove reason of extreme irritation of team mates and were abusing by thinking it might prove reason of losing the match. The same irritation behavior was witnessed in pavilion among fans. some of them turned to violence in anticipation that their favorite team was at the verge of losing. 'Foundation of every game is irritation'. One team struck the goals from some unexpected point and losing team players could not control their irrational behavior set irritation and quarrel erupted among players that spread amongst spectators and result was a few people died in stampede and police force proved insufficient against violence of fans. Match was abandoned. Next day media was accusing the players for rowdy behavior and it was struck to me that games are designed with a spirit of strong competition and its foundation is nothing but irritation that leads to mistakes and prove reason of defeats of team.

A matador waves the red color cloth in front of bull and the more bull tries to keep it away by hitting his head that is blocking his eyes , repetitive action of matador of blocking vision and his repetitive action of failure to remove generates a level of irritation . More the

irritation more rages surface and spectator enjoys its irritation that could lead to peak of frustration.

A concert of famous star was organized and hype was created of lucky ones could get tickets and super lucky would get close look of him. Those who failed had felt irritated. More the irritation among the fans the great celebrity he is. Height of irritation when people are barred to enter from the gate and crowd enters by gate crashing to have his glimpse.

When intruders wish to enter in place and encounter various types of blocked like gates, standing guards or locks or latches are also in places , all that irritates and in attempt to enter unauthorized way people commit mistakes of opening by unfair means and authority nabbed them. It is the irritation of a thief responsible for designing locks, latches and best design is when failed to unlock without keys and irritates him in such a way he unable to break with his all knowledge and experiences that time his irritation climbed up and turns to violent inspite of that ultimately failed to open.

I have noticed in my earlier days in post office, people were pasting postage stamps after licking and noticed it was not properly glued or quality was poor, they strike with palm in quick succession out of irritation as it would affix. That irritation was visible and authorities thought to eliminate by keeping glue bottle with brush for proper pasting of stamps and side by side looking for better quality of glue.

An aged old wife was experiencing irritation while unable to put thread in hole of the needle that was noticed by her husband and designed tool for easy thread insertion in needle and later this thought led to sewing machine. A child drinks the carbonated fizzy drinks and a gas comes out from his nose with force that irritates the soft tissues and in return enjoys a different pleasure situation.

When computer users do not get proper desired result, out of irritation they do certain behavior what they were not supposed to act and software designers develop the commands in such a way it accepts these challenges of irritation. Similar irritation is visible when people keep pressing the button of elevators and to counter this irritation buttons registers once and keep pressing many times is not futile exercise.

Irritation is responsible of new discoveries and creativity. When they behaved out of irritation and unexpected result surfaced for that they were struggling or outcome surfaced that was beyond their imagination. A few feel irritated with repetitive work and are bound to commit mistakes. Discovery of micro wave has similar story where scientist was looking for something and his failed attempt of not achieving desired result , that time his irritation was surfacing and to counter started eating chocolates. As he returned found chocolates was no more solid but turned to emulsion and result was due to microwave. Humans are basically adventurous and it is witness when they wish to catch the bird or fish but they have capability of flying or move cleverly in water and slip out of the hand of person. That irritates them of not catching thought what is their weakness and designed the net where escape was difficult. They lure the birds by scattering food grains and lay the net for trapping and other side fishing rod that has food and hook that pierce into her nose.

Irritation is inbuilt character amongst us and some people get irritated with some specific noise as I witnessed when a mason works with tools for making cemented surface a very unusual sound generates. In medical science irritation in skin or organs indicates some problem. I have witnessed in examination hall when students

feel they can answer but fail to recall that irritates of missed opportunity. Bullock cart could move faster but road was missing so that irritation of better performance at the optimum led to think of replacing bullock with horses for fast movement but failed to optimize the horse capability that led to think of designing roads.

Shoe bite surfaced because of bad design of shape without caring of skin and its sensitivity and irritates the users at the time of wearing. I have encountered people trying various techniques for countering irritation by inserting cotton or applying band aid plaster to meet the challenges or lowering the irritation pain. Disheveled hair without comb irritates the person's head and as he combs and properly ties that irritation is gone. Hair growth is natural and long hairs falls on face that disturb vision and involuntary action is removed by hand for clear vision . Irritation appears when attempt of removal of hairs from blocking vision resurface. I believe it was experienced by our forefathers and they devised either to tie or cut the hair. Tying or cutting allows the design of various tools for better management of hairs for controlling irritation.

I was driving the motorcycle wearing the helmet that was without flaps and could not cover my eyes and there was incident a small insect struck to my eyes and I experienced high irritation and to avoid accident. I side parked and experienced tears were rolling out of my eyes in attempt to counter the irritation and washed away the presence of insect.

Irritation sets our lifestyles. Clothes are made with various materials and a few are allergic and we experience irritation while wearing dress made of such material allow them to avoid. Woman cannot urinate standing because urine rolls out along with thigh and dry urine irritates the skin that forces them to squat. Spouses do not like

some habits and that continually irritates their minds and to get rid of it either they live separately or divorced. I have notices certain peoples are so sensitive that very glare of light irritates them and to avoid they use non glaring dim or shaded light. Our bodies generally accept the foods but some items are allergic to us and irritate to specific people. It is our defense mechanism that signals with irritation. Dirty cloth invites irritation because of presence of microbe dirt and to avoid we devised detergent and water for cleaning and later it moved to dry cleaning. Cleaning leaves the wrinkles clothes and it can be reason of irritation because of constant body weight presses and in due course of time it cuts the soft skin and infections comes up . This is clearly visible in a bed ridden person if not taking proper care that wrinkles on bed sheet helps in developing irritation that turned to bed sole. That allowed our ancestors to think reason of wrinkles and that led to design of heated iron press. Chilly irritates our taste buds and we cannot bear that burning sensation so we always avoid .Other side we have noticed some people relish the taste of chilly. Chilly powder was used as weapons to defeat the enemies by throwing in the eyes and bodies that irritates. Modern women use the spray of black pepper to keep away the stalker as self defense by throwing in the eyes of attackers that irritates and she gets enough time to run away from his clutches.

Irritation in infants allow them to retire to fate when mothers continuously taps their heads that irritates and nothing in their control but to surrender to sleep for avoiding irritation. Birth of abusive word comes to the existence when some people or community feels offended by specific word and use of that word by others for provoking irritates the aggrieved person and some time

turned violent. Even sometime irritation surfaced when a person repetitively use a specific word or sentence.

Irritation is responsible of improvement of technology. I have witnessed the era when car was started by pulling trick of rope and repetitive failure not to ignite the engine for poor skill irritates. Then designers replace with iron crank handle and with jerk at particular time of rotation start the vehicle. It was less difficult but it was still operative with man power. Ultimate successes come with introduction of self start by using concept of battery and turning the key for igniting the engine allows the woman to play the role that was earlier dominated area of men and that has almost eliminated the irritation of failures. It is less visible compared to pulling rope. In another incidence in absence of mobile phone we were dependent on land line phone or post and in emergency only option was conversation through phones and that network was wire based, manually operated connected through cable , to connect it passed from many nodes for long distance call and any disturbance failed to connect. I have experienced after spending hours in telephone exchange, came back without successes and that irritated me. Now with the click of button I can connect to anyone and less irritation is visible of connectivity problem. Another experience with bicycle where a dynamo was attach to rolling wheel and that flashes head light attached with handle bar help in seeing in dark for avoiding accidents. The basic operation more the speed more the light flashes. It was required high speed of peddling for charging the dynamo for visibility and irritation surfaced when struggling for light for proper visibility but traffic is allowing not moving faster. It turned out experience of as of moving in dark. I have not seen any improvement in this area because earlier street light was absent and

now well lit areas are common in urban because of suitable network of street lights.

What was the role of irritation in primitive times, I realized they were hunters and to take out the animal out of their abodes of tunnel by irritating by using the stick and helped in catching. It was difficult to enter the hand in tunnel and might be poisonous that could prove reason of death. When people failed to locate the hide out animals they devised loud sounds that irritated and get out of it in search of safer place. That movement helped in catching and ancient people understood the role of smoke and they smoke the hole and it forced them to come out from hide out . The same practice was used for leaving the bees their beehive and they could easily take out honey. I have noticed a primitive practice in animals of rubbing against the wall or hard surface that area of body that is experiencing itching irritation. They might have experience of irritation with the hard or unwanted foreign substance in the mouth at the time of chewing that helped in designing various products for segregating physically or chemically not to disturb with foreign elements. Irritation surfaced not only with burning with heat but cold burn was also responsible. It is primitive practice in animal as well in humans for lowering or gets rid of the irritation due to itching by rubbing against the wall or hard place.

In modern days we use the irritation of ultra sound on animals, insects or birds that helps in keeping away from us. One day I was in deep sleep a small mosquito buzz close to my ear disturbed, to get rid I waved my hand in the air to keep it away or covering my face with bed sheet and all my efforts prove not fertile that irritates me and I ultimately clapped to kill. That irritation was responsible for design of mosquito nets or repellent cream or coil that releases

smokes. Modern times police force uses the tear gas that irritates the eyes of uncontrolled crowd.

It is not repetitive failure that always irritates but successes does not suit the individual personality that irritates and that allows for looking for escape route.

It is great occasion that Christian Guellerin is director of L'École de design Nantes Atlantique, president of the French association France Design Education and honorary president of Cumulus, the international association of universities and schools of design, art and media has accepted our invitation for Guest Editor and invited students for contribution of articles.

With regards

Dr. Sunil Bhatia

Design for All Institute of India

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Tel 91-11-27853470(R)

Forthcoming Issues

April 2018 Vol-13 No-4

Dr.Lee Christopher is the Director of eLearning at Arapahoe Community College and also an ACC instructor. Lee has a BA in Philosophy, an M.Ed, and a M.F.A in Writing and Poetics. Dr.Lee is currently in the dissertation phase pursuing a Doctorate in Education from Capella University. Her dissertation title is Universal Design for Learning: Implementation and Challenges of Community Colleges. Lee's publications include: "Digital Storytelling" in Handbook of Research on Transformative Online Education and Liberation: Models for Social Equality, Kurubacak and Yuzer, Eds., IGI Global, 2011, "Hype versus Reality on Campus: Why eLearning Isn't Likely to Replace a Professor Any Time Soon" with Brent Wilson, The E-Learning Handbook, Carliner and Shank, eds. Pfeiffer, 2008 , and "What video games have to teach us about learning and literacy," located at http://edrev.asu.edu/reviews/rev591.htm, Lee is on the Colorado Community College System Task Force for Web-IT Accessibility. She has a passion for Universal Design for Learning.

May 2018 Vol-13 No-5

Dr. Antika Sawadsri" ,She is an Assistant Professor and the Director of Inclusive Designed Environment and Research (IDEaR Unit) at School of Architecture, KMITL, Thailand. As both professional and academic interested in Inclusive City, her contribution ranges from home modification to urban public space development for users with all life's spectrum."

June 2018 Vol-13 No-6 (150th milestone issue)

Prof Ricardo Gomes will be the Guest Editor for our 150th special issue. Professor Ricardo Gomes has been a faculty member in the School of Design (formerly the Design and Industry (DAI) Department) at San Francisco State University for nearly 25 years. He was the Chair of the DAI Department from 2002-2012. Prof. Gomes coordinates the Design Center for Global Needs and the Shapira Design Archive Project in the School of Design (DES). This non-profit international research and development center is dedicated to promoting responsive design solutions to local, regional and global issues such as: inclusive/universal design, health care, the aging, community development, social innovation and sustainability of the built environment.

Prof. Gomes is on the Board of Directors of the Institute for Human Centered Design in Boston. He is also a member of the Industrial

Designers Society of America; and Epsilon Pi Tau International Honor Society for Technology.

Prof. Gomes received his MFA in Industrial Design for Low-Income Economies from the University of California, Los Angeles (Design of a Container System for Mobile Health Care Delivery in East Africa).

July 2018 Vol-13 No-7

Professor Maria Luisa Rossi, Chair of MFA Integrated Design Program at CCS, has agreed to be the guest editor for the issue. Students in her program as well as other programs at CCS have developed a number of socially responsible design projects.

She is the Chair and Professor of MFA Integrated Design at the College for Creative Studies in Detroit where she brings an entrepreneurial culture, globally-focused and cultural empathetic approaches to the growing of the next generation of designers. Her works focus on the seamless capacity to deal with tangible and intangible aspects of user experiences, preparing "facilitators" capable to address global-glocal grand challenges. Strongly centered on the design process, the program prepare students for the practice of designing omni-channel journeys [products-strategy-services] focused to the quality of the users experience with a special eye to socially relevant solutions. As an undergraduate in Florence, Italy, her wearable computer project work was featured in the prestigious Domus magazine, earning her a scholarship to attend the premiere master's program in industrial

design at the Domus Academy in Milan were she got her Master of Industrial Design.

August 2018 Vol-13 No-8

Sameera Chukkapalli (1992) is currently a fellow at the FabCity Research Laboratory, Barcelona, Spain. She founded needlab, a non-profit organization to create a model of optimized practice to deliver maximum impact with the objective of making a difference to the communities. She was the project director and tutor for the Needlab_Kuwait Matters, India Matters, Vietnam Matters. She is working as Space Designer with CARPE LA Augmented Reality project in Los Angeles, USA, funded by the LA2050 program, to eliminate gray zones in public parks and to make them user-friendly. She has represented needlab and lectured in five countries on three continents, actively initiating a conversation about Human Centered design with Policymakers.

Sameera graduated, with MAArch in Digital Matter and Construction, and completed Open Thesis Fabrication, on Large-Scale Natural additive construction using robots, from IAAC, Barcelona, Spain. Obtained B.Arch degree from BMSCE, Bengaluru, India, and the University of Berkeley, USA; Worked with External Reference Architects in Spain; Worked with VTN Architects in Vietnam, on the Tokyo pavilion "Bamboo Forest" for Japan and "S House"(low-cost housing prototype) for Vietnam.

September 2018 Vol-13 No-9

Dr.Bijaya K. Shrestha received Doctoral in Urban Engineering from the University of Tokyo, Japan (1995-'98) and Master in Urban Design from the University of Hong Kong, Hong Kong (1993-'95). Having professional experiences for almost three decades he had served to numerous organisations – Government of Nepal, educational institutions, private sector and United Nations Centre for Regional Development (UNCRD): Disaster Management Hyogo Office, Kobe, Japan, besides consulting works for ADB, UNICEF and UN-Habitat. His contribution in establishing Post Graduate Department of Urban Design and Conservation at Khwopa Engineering College in 2007 is noteworthy, where he served as Head of Department for two years. At present, he is engaged in ADB supported projects and research works in different Architectural Schools, besides editing international journals and conference papers.He is the recipient of numerous gold medals and prizes for his excellent academic performance. He was decorated by 'Calcutta Convention National Award 2006' by Indian Society for Technical Education for his best paper at the 35th ISTE Annual convention and National Seminar on Disaster – Prediction, Prevention and Management. He has already contributed more than ten dozen of papers, published in various forms: book chapter, international journals, conference proceedings, local magazines and journals including in local newspapers. He is regular writer for

December 2018 Vol-13 No-12

Robert Nichols ,an Owner of Nichols Design Associates, Inc., Washington, DC has been extensive experience in Architectural Design and Universal Design for over 35 years. His expertise within this area of specialty includes building surveys and ADA Accessibility checklist for the public and private clients. He is President and Chairman of the Board of World Deaf Architecture, Inc. (WDA), a new knowledge group of American Institute of Architects (AIA), since a non-profit organization was established in 2016. Received B.Arch.& M.Arch. degrees in Urban Design under the leadership of Prof. Colin Rowe from Cornell University will be our Guest Editor .

New Books

Disability, Rights Monitoring and Social Change:
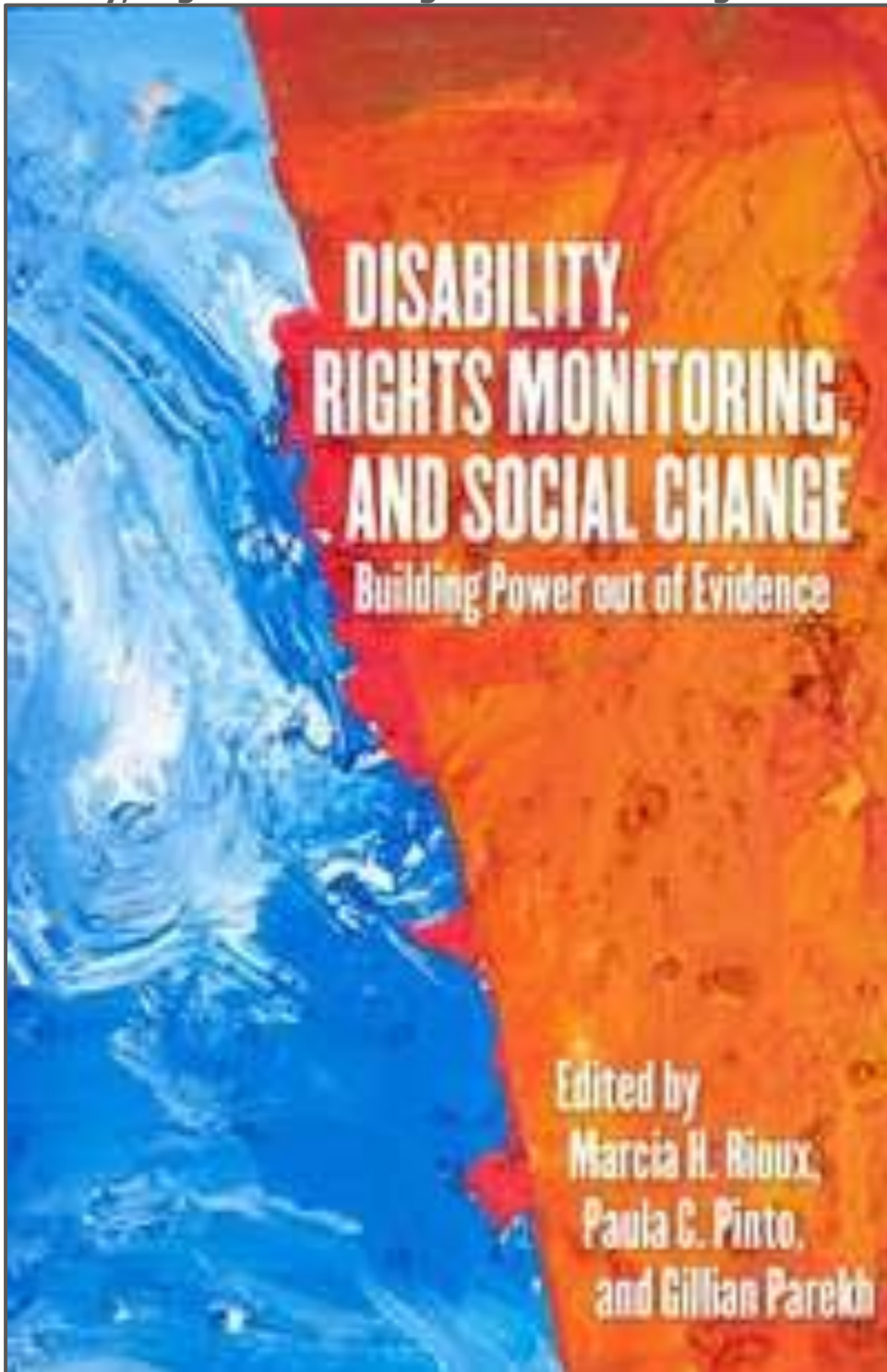
Amazon.co.uk

http://www.amazon.co.uk/Product-Design-course-first-principles/dp/1784562939/ref=sr_1_fkmr0_1?m=A2U321JN96E0UZ&s=merchant-items&ie=UTF8&qid=1456434788&sr=1-1-fkmr0&keywords=Bonollo+Prrroduct+Design%3A+A+course+in+first+principles

Amazon.com

http://www.amazon.com/Product-Design-course-first-principles/dp/1784562939/ref=sr_1_sc_1?ie=UTF8&qid=1456434322&sr=8-1-spell&keywords=Bonollo+Product+Design%3A+A+course+infirst+principles

Product Description

In this book, Elivio Bonollo takes us on a 'learning journey' about design including a scholarly explanation of the characteristics and power of the design process. It provides valuable insights into the attitudes, knowledge and skills that underpin the design discipline at an introductory level of expertise, and has been developed to meet the needs of aspiring designers in many areas including industrial design, design and technology, art and design and architecture. Elivio uses an operational model of the design process - along with related educational strategies, learning outcomes and an ordered set of design briefs - to develop a systematic, problem-based method for learning design from a first principles viewpoint. The beauty of this approach is that it brings structured learning to aspiring designers whilst being mindful of diverse cultures and backgrounds. Each part of this book encourages self-expression, self-confidence and exploration: it is has been carefully designed to take the reader on a highly motivating journey of design thinking and creativity, supported by excellent sample solutions to design problems, lucid discussions and extensive references. These solutions, developed by design students, serve as novel examples of how to solve real problems through innovative design without restraining creative freedom and individual personality. The design learning method and strategies in this book will greatly assist design and technology teachers, students of design, aspiring designers and any individual with an interest in professional design practice.

I cannot recommend this book highly enough, it was a complete lifesaver throughout my undergraduate studies and honours degree and now continues to serve me well as I move into industry practice. The content is easy to understand and follow, providing a practical guide to understanding design principles and every aspect of the design process. It includes great project examples and reflects the wealth of knowledge and experience possessed by this accomplished educator. I have purchased multiple copies of this book for peers and would suggest any student who is studying a design discipline to pick up their own copy as this has quickly become the most useful book in my design collection.

Comment | Was this review helpful to you? Yes No Report abuse

⭐⭐⭐⭐⭐ A 'Must Have'.
By Amazon Customer on 7 April 2016

As a Design Education professional of many years standing, I endorse this book without reservation. It is comprehensive, lucid and above all, useful in a very accessible level at the coalface. Professor Bonolo has an enorrnous cache of experience as an engineer, designer and design educator and his experience is well demonstrated in this book. A 'must have' for anyone in the business of educating or being educated in the product design arena.

TAPPING INTO
HIDDEN
HUMAN CAPITAL

How Leading Global Companies Improve their
Bottom Line by Employing Persons with Disabilities

DIS **ABILITY**

DEBRA RUH
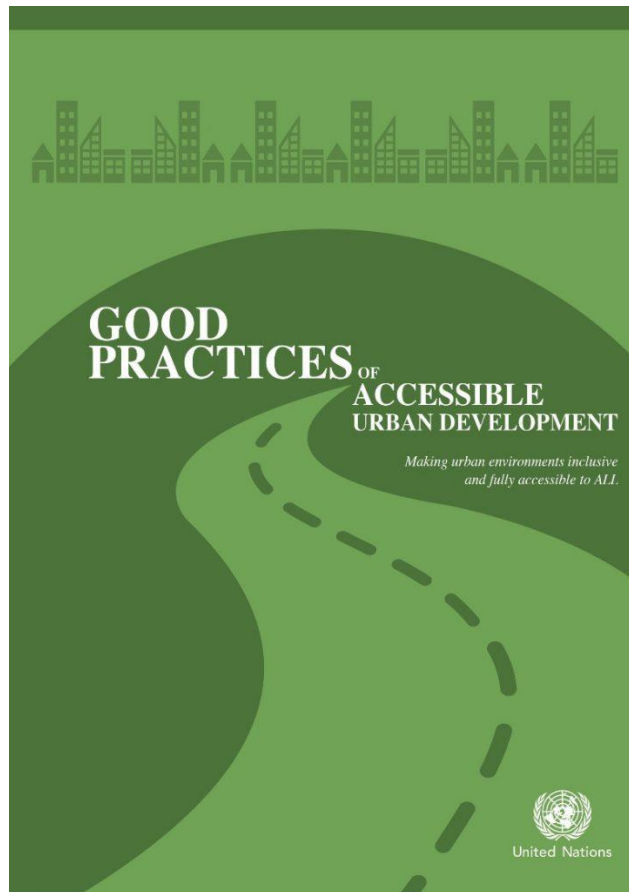
In light of the forthcoming United Nations Conference on Housing and Sustainable Urban Development (HABITAT III) and the imminent launch of the New Urban Agenda, DESA in collaboration with the Essl Foundation (Zero Project) and others have prepared a new publication entitled: "Good practices of accessible urban development".

The publication provides case studies of innovative practices and policies in housing and built environments, as well as transportation, public spaces and public services, including information and communication technology (ICT) based services.
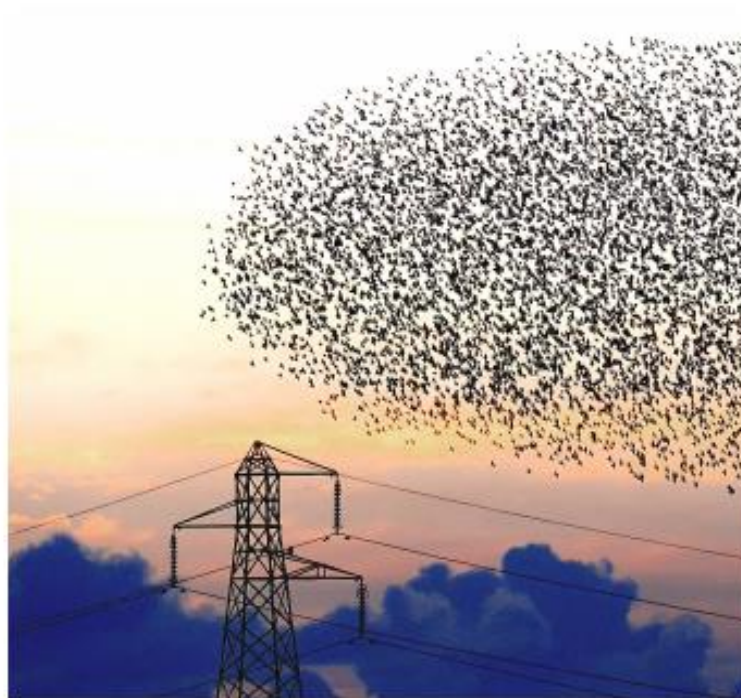
The publication concludes with strategies and innovations for promoting accessible urban development.

The advance unedited text is available at:http://www.un.org/disabilities/documents/desa/good_practices_urban_dev.pdf

FROM MODULARITY TO EMERGENCE

A PRIMER ON THE DESIGN AND SCIENCE OF COMPLEX SYSTEMS

Chih-Chun Chen and Nathan Crilly

CUED/C-EDC/TR.166
Engineering Design Centre
Department of Engineering

UNIVERSITY OF CAMBRIDGE

Dr Chih-Chun Chen and Dr Nathan Crilly of the Cambridge University Engineering Design Centre Design Practice Group have released a free, downloadable book, _A Primer on the Design and Science of Complex Systems_.

This project is funded by the UK Engineering and Physical Sciences Research Council (EP/K008196/1).
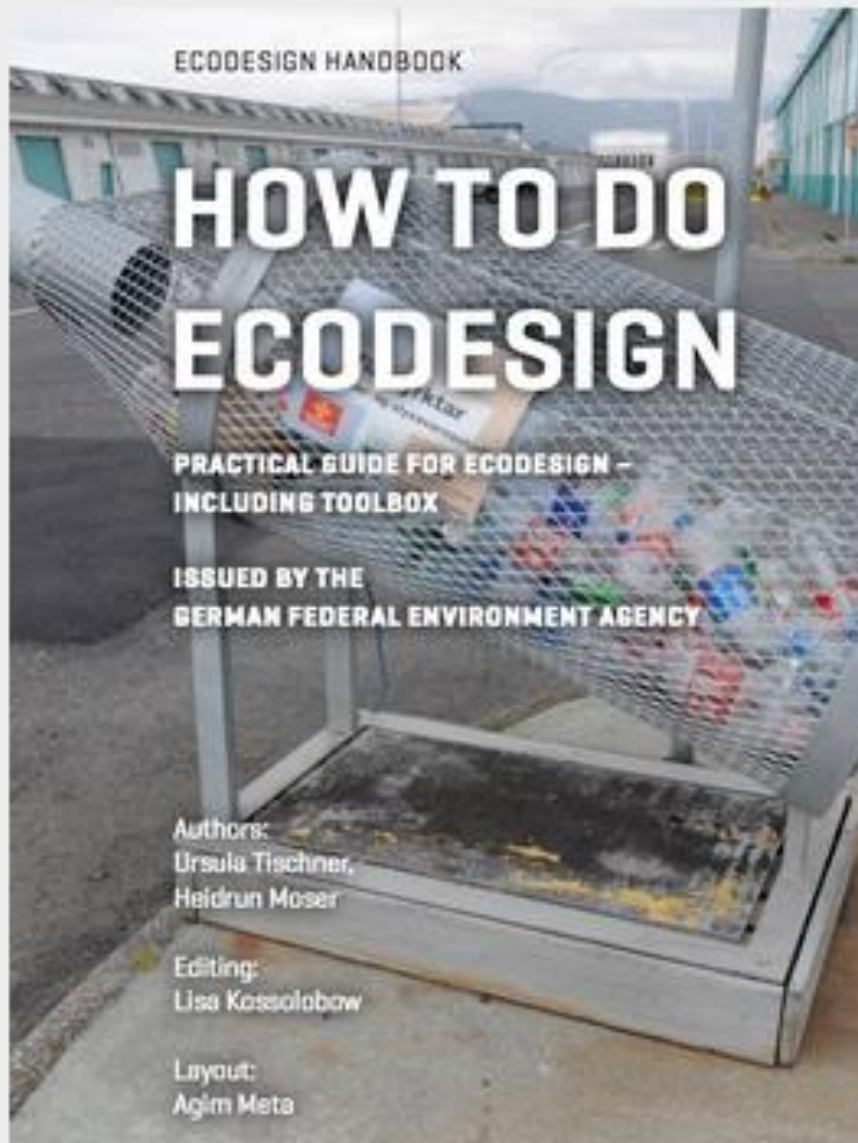
The book is available at URL:

http://complexityprimer.eng.cam.ac.uk

Changing Paradigms:
Designing for a Sustainable Future

New iBook / ebook:
HOW TO DO ECODESIGN

ECODESIGN HANDBOOK

HOW TO DO ECODESIGN

PRACTICAL GUIDE FOR ECODESIGN –
INCLUDING TOOLBOX

ISSUED BY THE
GERMAN FEDERAL ENVIRONMENT AGENCY

Authors:
Ursula Tischner,
Heidrun Moser

Editing:
Lisa Kossolobow

Layout:
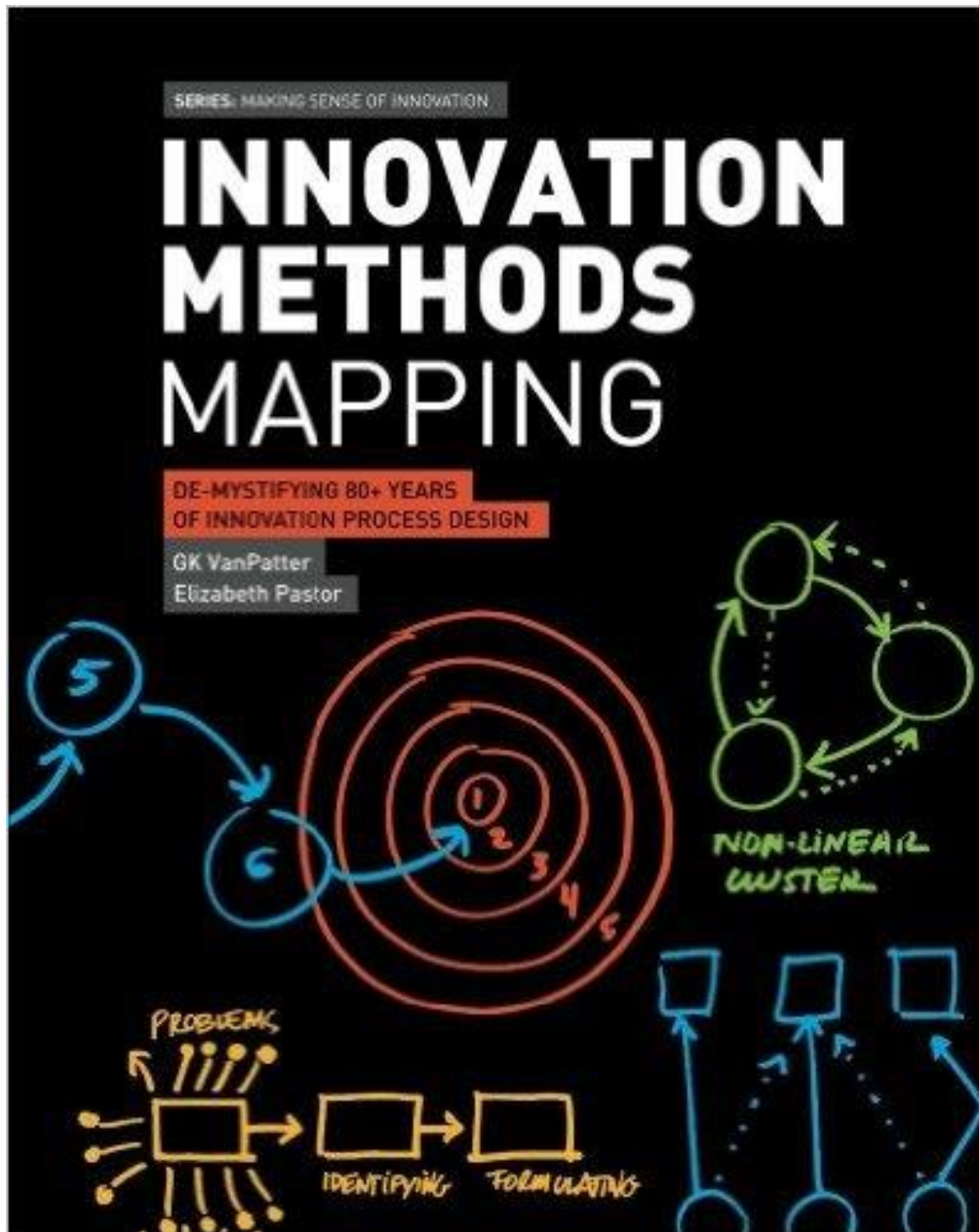Agim Meta

Practical Guide for Ecodesign – Including a
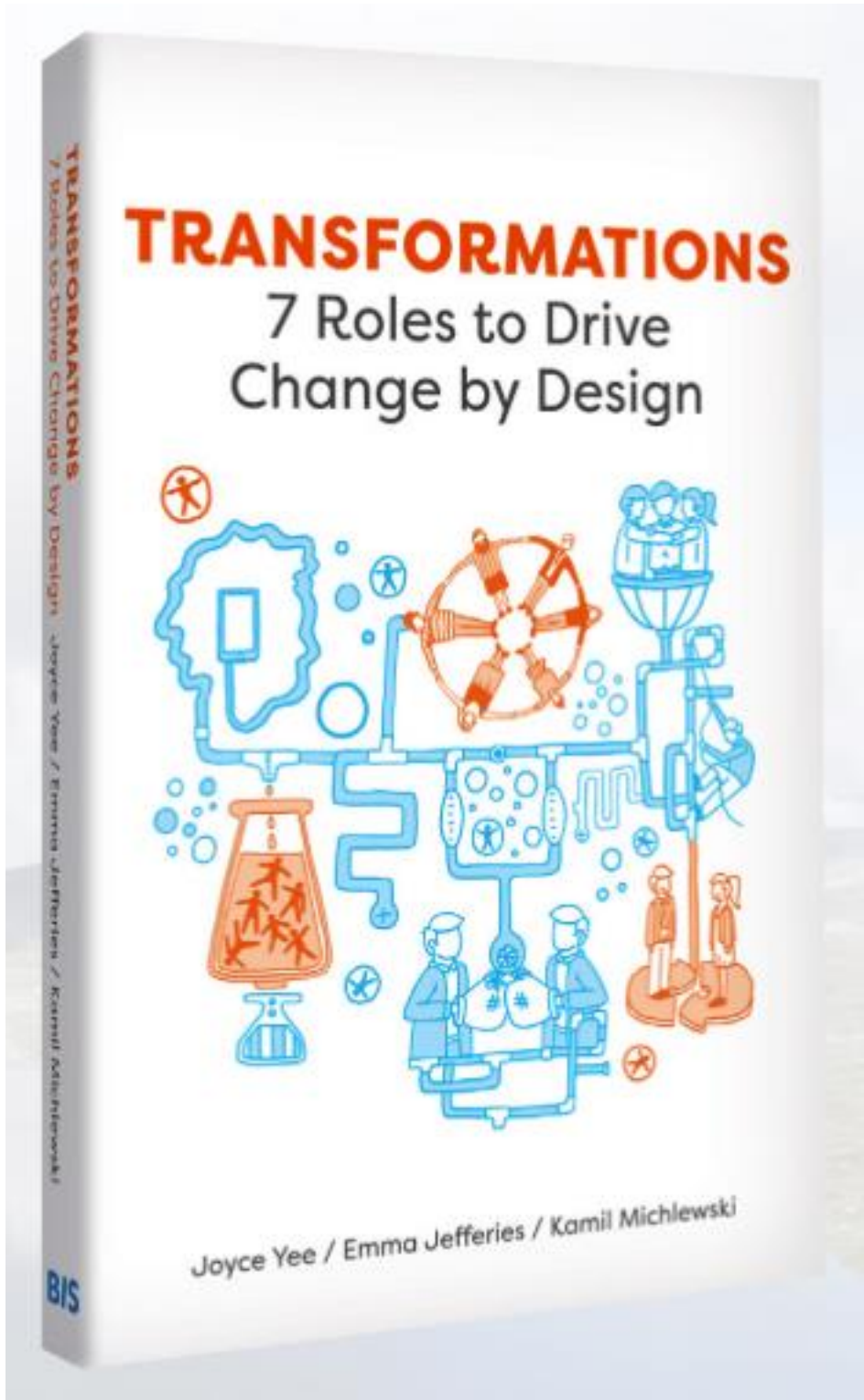Toolbox
Author: Ursula Tischner

Humantific's new book: Innovation Methods Mapping has just been published and is now available on Amazon.

https://www.amazon.com/dp/1540788849/ref=sr_1_1?ie=UTF8&qid=1482329576&sr=8-1&keywords=Humantific

You can see the preview here:

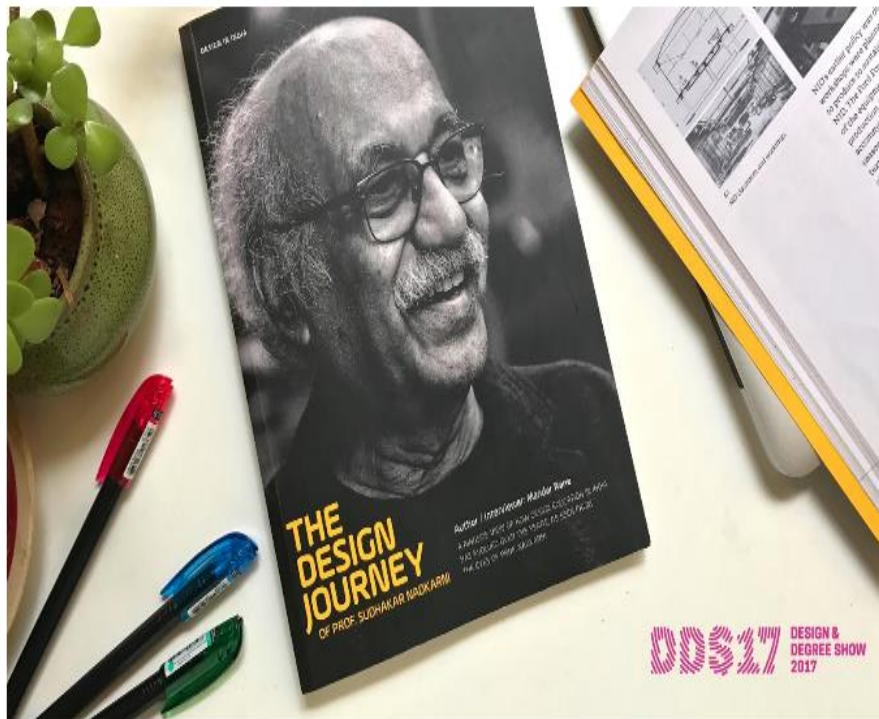https://issuu.com/humantific/docs/innovation_methods_mapping_book_pre

Pre-book form

Thank you for your interest in the book, 'The Design Journey of Prof. Sudhakar Nadkarni'. Few limited copies will be available for purchase on the day of IDC Alumni Meet, on June 11th, Sunday, 5:30 to 6:30 pm. Rest of the book orders will start shipping June 25th, 2017 onward.

* Required

How many copies of the book do you wish to buy? *

Universal Design: The HUMBLES Method for User-Centred Business
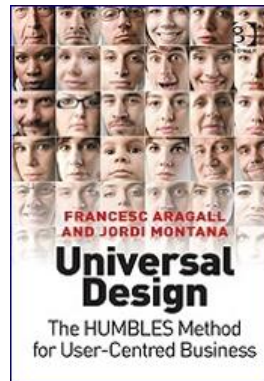
"**Universal Design: The HUMBLES Method for User-Centred Business**", writtenby **Francesc Aragall and Jordi Montaña** andpublishedbyGower, providesaninnovativemethod to supportbusinesseswishing to increase the number of satisfiedusersand clients andenhancetheirreputationbyadaptingtheirproductsandservices to the diversity of their actual andpotentialcustomers, takingintoaccounttheirneeds, wishesandexpectations.

The HUMBLES method (© Aragall) consists of a progressive, seven-phaseapproach for implementing Design for All within a business. Byincorporating the user'spoint of view, itenablescompanies to evaluatetheirbusinessstrategies in order to improveprovideanimproved, morecustomer-orientedexperience, andtherebygain a competitiveadvantage in the marketplace. As well as a comprehensiveguide to the method, the bookprovidescasestudies of multinationalbusinesswhichhavesuccessfullyincorporated Design for All intotheirworkingpractices.

According to Sandro Rossell, President of FC Barcelona, who in company withotherleadingbusiness professionals endorsed the publication, it is "requiredreading for thosewhowish to understandhow universal design is the onlyway to connect a brand to the widest possible public, increasing client loyaltyandenhancing company prestige".

To purchase the book, visiteither the Design for All Foundation website
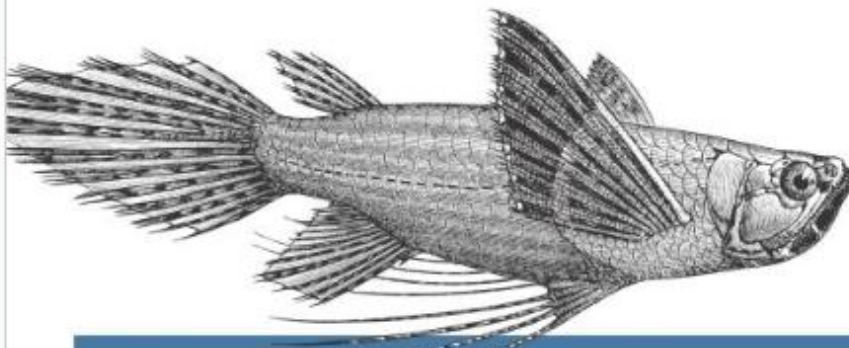
I have a new book that presents fundamental engineering concepts to industrial designers that might be of interest to you. This is the link:
https://www.amazon.com/Engineering-Industrial-Designers-Inventors-Fundamentals/dp/1491932619/ref=sr_1_1?ie=UTF8&qid=1506958137&sr=8-1&keywords=engineering+for+industrial+designers+and+inventors

Appeals

1.

SESSION – Work, Consumption and Social Relations: Processual Approaches to the Platform Society

organised by Chiara Bassetti (University of Trento), Annalisa Murgia (University of Leeds), Maurizio Teli (Madeira Interactive Technologies Institute)

In the last decades, the widespread adoption of digital technologies has been characterised by the increasingly intense use of "platforms" that burst into our everyday professional and personal lives (Huws, 2014; Kalleberg, Dunn, 2016; Srnicek, 2016), from consumption to working activities, from intimate relationships to new forms of organising as both workers and citizens (Scholz, 2016; Schor, 2016; Armano et al., 2017). Governments, companies, unions, and the academic community alike seem to converge on the idea that digital platforms represent a game-changer for economic, political and social activities and relationships. This is what we refer to as the "platform society", in which such platforms are supposed to change, when not to innovate, almost every aspect of social life.

The aim of this session is to critically engage with such an assumption, by focusing on platforms not only as techno-economic objects, but as processes of agencement (Deleuze and Guattari, 1980; Gherardi, 2016), in which subjects, artefacts, regulations, geographical contexts, technologies, knowledge, politics and economics may connect in different ways, in a mixture of continuity with previous experiences and emerging practices. What

is new, in the platform society, and what is a rearrangement of well-known economic and social processes – as the polarization of economic resources – is a crucial question which is not satisfactorily answered yet. Adopting a processual approach to the study of digital platforms allows challenging monolithic views of their nature and to understand the domination or emancipatory effects they may produce.

How are digital platforms designed, developed and implemented? Is it possible, and how, to re-appropriate their use and to challenge the current neoliberal economic model (Bassetti et al., 2017)? To answer these questions, a pluralistic and interdisciplinary analysis is necessary, in order to understand how digital platforms can be regulated, how computable algorithms are applied to several social activities – from consumption to employment relations – and how new forms of organising, involving both trade unions and social movements, can defend the rights of platform-workers at the global level. Finally, if we want to engage in a critical debate of the uses and effects of platforms, we should also interrogate our practices in using platforms both as individuals and in studying/designing them as a research community. An ethnographic approach able to look into the details of everyday practices of use, design, research and interaction, and the discourses surrounding and shaping such practices, represents a powerful tool to tackle the questions above by avoiding rhetoric and unilateral answers.

In this session, we solicit ethnographic and qualitative contributions, including comparative ones, that explore how digital platforms are enacted through different technologies, territories, timings and practices. Contributions may examine any of the following or related aspects:

· Ethical registers beyond digital platforms;
· The regulation of online platforms and the protection of workers' rights;
· Workers and clients in the gig- and sharing economy;
· The introduction of HR information platforms;
· The design and development of mainstream and alternative

platforms;

· Platform cooperativism and the counter-use of digital technologies;

· Emerging forms of organising of trade unions and social movements in the platform economy;

· The use of platforms for political actions.

In this session, we invite an interdisciplinary conversation, and we welcome participation by academics, activists and unionists. Young scholars with "work in progress" papers are welcomed. We are interested in empirical contributions as well as empirically grounded theoretical explorations.

IMPORTANT DATES

- 15th January 2018: Abstract submission deadline

- 12th March 2018: Notification of acceptance

- 16th April 2018: Registrations deadline

- 06th-09th June 2018: Conference dates

2.

CIIC - Centro Innovación

Centro Internacional en Innovación Continua

Partners Search: Work Programme 2018-20

Dear potential partners,

On 27 October 2017, the European Commission presented the final Work Programme for Horizon 2020, covering the budgetary years

2018, 2019 and 2020 and representing an investment of around €30 billion. Horizon 2020 is the biggest EU research and innovation funding programme ever.

The vast majority of this funding is allocated on the basis of competitive calls which are open to applications from researchers, businesses and other interested organisations located in any of the EU Member States or countries associated to Horizon 2020.

We are preparing applications for the following Projects:

- TRANSFORMATIONS-01-2018: Research for inclusive growth: addressing the socioeconomic effects of technological transformations.
- DT-TRANSFORMATIONS-07-2019: The impact of technological transformations on children and youth.
- MIGRATION-05-2018-2020: Mapping and overcoming integration challenges for migrant children.
- DT-MIGRATION-06-2018-2019: Addressing the challenge of migrant integration through ICT-enabled solutions.
- TRANSFORMATIONS-05-2018: Cities as a platform for citizen-driven innovation.
- TRANSFORMATIONS-14-2018: Supply and demand-oriented economic policies to boost robust growth in Europe – Addressing the social and economic challenges in Europe.

Eligible partners:
- a non-profit organization, association, NGO;
- a public or private, enterprise;
- a public body at local, regional or national level;
- a higher education institution

If you want to cooperate with us, please contact us: info@ciic.eu

News

1.

Refrain from abusing children in class - Dr Yekple

Dr. Yao Yekple, Acting Head of Department (HOD) of Special Education of the University of Education, Winneba (UEW) has called on teachers to refrain from abusing special children in classrooms as it is against inclusive practices.

Dr. Yekple made the call at an information session they organised in collaboration with Effutu Municipal Directorate of the Ghana Education Service (GES) for regular classroom teachers at Winneba.

It was on the topic "Universal Design for Learning, a Pedagogical Tool for Today's Diverse and Inclusive Classroom" meant for the participants to discuss the topic, share ideas, and understand and to accept the unique roles to play at creating an inclusive environment that will allow mutual understanding of contemporary issues and trends in education.

"Teachers should be mindful of the fact that any of them who fails to adopt an effective pedagogy to teach is practising discrimination, segregation, a saboteur to the practice of effective inclusive education and of course disrespect for learning differences in children".
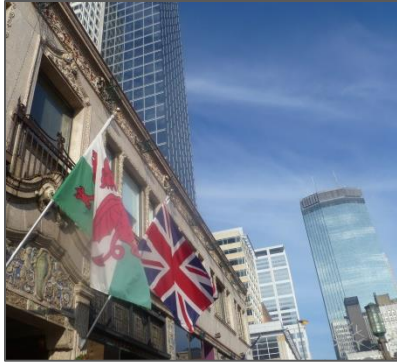
He said children with disability had been neglected and excluded from formal education over the years, adding that if access to formal

education was a fundamental human right of every child, then why would society discriminate against special children.

He said inclusive education was the only means to address the access and enrolment challenges, the exclusionary and segregation practices for all children with disabilities and those with special educational needs.

Dr. Yekple expressed his gratitude to Dr. Tiece M. Ruffin Associate Professor of the department of education at the University of North Carolina Asheville and currently 2017/2018, a Fulbright U. S. Senior scholar at the UEW (Department of Special Education) who programmed and provided resources persons for the session.

 (Source: GNA)

Programme and Events

The Third International Conference on Universal Accessibility in the Internet of Things and Smart Environments

SMART ACCESSIBILITY 2018

March 25, 2018 to March 29, 2018 - Rome, Italy

The 2018 NKBA Design Competition Is Open

The 2018 NKBA Design Competition is open and accepting submissions. The annual competition provides the opportunity to recognize the association's designer members for their outstanding kitchen and bath projects completed between Jan. 1, 2016, and Aug. 4, 2017.

CHI 2018 One Day Workshop on

Designing Mobile Interactions for the Ageing Populations

Sayan Sarcar, Cosmin Munteanu, Jussi Jokinen, Antti Oulasvirta,

Neil Charness, Mark Dunlop and Xiangshi Ren

Montréal, Canada — April 2018

More details to follow....

Voices of Good Design - What is Good Design?

Australia's only international design award program is open for entries, across 10 design disciplines and over 25 sub-categories.

Join us for the **2018 EDRA49 Annual Conference** in the **Oklahoma City, Oklahoma!** Walk along the streets of Oklahoma City, home to an attractive variety of historic buildings. Eye-catching religious buildings, and magnificent structures of great architectural and historic significance. **Stay tuned for registration to open in late Fall.** Check out what OKC has to offer, click here.

On 27 October 2017, the European Commission presented the final Work Programme for Horizon 2020, covering the budgetary years 2018, 2019 and 2020 and representing an investment of around €30 billion.

Human-Work Interaction Design (HWID'18) - Designing Engaging Automation
5th IFIP WG 13.6 Working Conference
August 20-21, 2018
Aalto University, Espoo, Finland

In continuation with the series of the Human Work Interaction Design working conferences, the fifth edition will take place in Espoo, Finland, on the 20th and 21st of August, 2018. The venue is the brand new building of School of Arts, Design and Architecture in Aalto University, Otaniemi campus.

Important dates:

Full paper submission deadline: April 2nd
Poster submission deadline: April 30th
Acceptance notifications: May 11th
Early bird registration deadline: May 31st
Conference: August 20-21, 2018

Theme, Scope and Focus:

This year's theme is Designing Engaging Automation. While we do not exclude other aspects of work analysis and designing interactions for work contexts, we encourage authors to share especially their research on human aspects in workplace automation in the 2018 edition of HWID conference.

Interaction design for work engagement has lately started to gather more attention, especially in designing tools for employees. Work engagement takes usability of interactive systems to the next level by providing employees pleasurable and meaningful experiences via the tools used at work. The theme of HWID'18 emphasizes the need for providing these experiences also when parts of the work are automated.

Examples of relevant questions include:

- Is automation making work less interesting or more engaging?
- How to improve work engagement by automation?
- How to share work optimally between humans and automation?
- How to maintain operator vigilance in highly automated environments?
- How to support situation and/or automation awareness?
- How to evaluate the impact of automation on work engagement?

This working conference aims to answer these questions to support professionals, academia, national labs, and industry engaged in human work analysis and interaction design for the workplace. We will discuss the tools, procedures, and professional competences needed for designing for and evaluating engaging automation in workplace contexts.

We invite two types of submissions:

1. Full papers (max 15 pages, excluding references) and

2. Poster submissions (max 4 pages, excluding references).

For both types of submissions, the authors must use the LNCS templates available from **Springer**. Please submit your work in PDF format to **EasyChair**.

All accepted papers will be published in the working conference proceedings in the form of an electronic copy with ISBN and made available to the participants. During the review process, the reviewers are asked to evaluate whether the paper is suitable for a HWID's Springer book (Springer-Verlag) that will be made available after the conference. We aim at most accepted full research papers to be included here, but also the possibility to have a very interesting perspective from industry or similar represented.

Conference web site: **https://blogs.aalto.fi/hwid2018**

Job Openings

1. Job Opening

Evergent Technologies is looking to hire few UX Design, UI Architect UI Development profiles for its development center at Hyderabad, India

Open Positions:
UX Designers - 3
Experience- UX Designer - 2 to 5 yrs | Sr UX Designer- 6 to 10 yrs

Profiles with a formal Design background and or Certification in relevant disciplines will be given preference. Experience with Enterprise Experience frameworks, Wireframes, Prototypes, Story Boards, User requirement elicitation is a must

UI Architect- 1
Experience: 5 to 10 yrs
Hand-On experience with developing UI layer for large-scale, multi-device systems using React JS, Redux, Node JS is a must

UI Developer: 1
Extensive experience with any of the Javascript Libraries, Responsive Design, Browser Compatability, and hands On Experience with Wordpress Development and Management is a must

*Salary is not a constraint for the right candidate
Interested candidates can email your resume and portfolios at sujani.katta@evergent.com

2.Job Opening

ThoughtWorks have jobs opening for XD & VD for their Hyderabad, Pune and Coimbatore locations.
If interested please forward your CV & portfolio @ **sunils@thoughtworks.com**.

3.Job Opening

User Experience Researcher
Workplace UX

Our user experience team is reinventing the workplace. The questions are big and the stakes are high: What defines a successful workspace for knowledge-based enterprise? How can we design high performing workplaces while meeting our commitments to the environment, to health and to the broader community?

If you're looking for an opportunity to apply your knowledge of architecture, organizational psychology or service design to the challenges of building next generation workplaces, we would love to meet with you.

Responsibilities

Deliver actionable research insights about work environments that will help us design high performing workplaces
Be an engaging, persuasive communicator to internal and external audiences who are gaining experience in applying user insights to built environments
Work with project teams as they navigate questions about design, construction and the provision of services in the workplace
Be an effective team player, willing to explore all options and take paths that may not be obvious at first
Collaborate with architects, project executives and program managers to gather the best insights, build consensus around user needs and deliver measurably better workplaces
Embrace projects than span the breadth of human interaction with the built environment, from digital wayfinding to transportation to controls for temperature and light
Minimum Qualifications

Master's or Ph.D. degree in a research-related field or experience that gives you a comparable command of research methods
Two years of applied survey work, including the formulation, application and analysis of moderately complex surveys (i.e, with limited branching)
At least two years of experience in at least one of the following: ethnography, qualitative interviewing, task analysis and usability testing
A proven track record of formulating, executing and following through on successful research projects related to user experience of workplace design
Fluency with visual storytelling and communication tools that enable you to communicate effectively to non-technical audiences
A willingness to be a pioneer in the application of user centered design techniques

to architecture
Ability to carry out rigorous research at the speed of design & production
Preferred Qualifications

At least 4 years of relevant work experience with a project portfolio that speaks to your multi-faceted expertise
Strong analytical, problem-solving, and critical-thinking skills together with fluency in statistical analysis techniques
A solid understanding of user-centered design
A demonstrated ability to manage complex, multi-phase projects
Experience collaborating across disciplines
Experience working in multi-cultural, multi-lingual environments
Leadership skills
Area
We follow a simple but vital premise in the User Experience group: "Focus on the user and all else will follow." We're interested in our users and strive to learn everything we can about their behaviors, attitudes and emotions to help define the products and experiences we create. The User Experience team is a critical driving force behind gathering these insights and then using them to inspire and inform design. We are a multi-disciplinary team who collaborate closely with each other to create innovative and high performing work environments and services.

4.Job Opening

If you are ok to work with the company than a freelancer, Digital Jalebi can help you with your physical computing requirement.

We work on sliding rotoscopes, interactive vending machines, RFID comparison tables, tangible multi-touch tables, programming LED lights etc

Website: www.digitaljalebi.com

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Vimeo Channel: www.vimeo.com/digitaljalebi

Thanks and Regards

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Skype ID: syedfawaz2002
Website: www.digitaljalebi.com

5.Job Opening

Openings for Lead Visual Designer(6yrs) and Principal User Experience Designer(8yrs) @ OpenText.

Send in your resumes to amithk@opentext.com

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