Design for All

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A publication of the Design for All Institute of India

Happy
New Year 2008

EIDD ***DFAII- India***

EIDD – DESIGN FOR ALL EUROPE

ENHANCING THE QUALITY OF LIFE THROUGH DESIGN FOR ALL

Design for All Institute of India e-Newsletter

Special EIDD Issue

Editorial

Opening my mail inbox one day at the beginning of 2006, I found a note from Sunil Bhatia announcing the establishment of a new organisation, the Design for All Institute of India, and doing me the honour of inviting me to write an inaugural address for the first issue of the newsletter that was about to go online as its voice. Naturally, I complied enthusiastically: as I was President of EIDD at the time, I decided to contribute a brief introduction to the European umbrella organisation and its most important, intentionally brief document, the EIDD Stockholm Declaration©.

As I mentioned at the time, the Declaration "is not intended to provide a blueprint for a single model of

theory and practice of Design for All, but reflects a collection and acknowledgement of the different models that cultural diversity has caused to develop in the various parts of Europe. Similarly, it is not – and should never be interpreted as – a blueprint automatically applicable to any other area of the world, whose cultural differences can definitely contribute to enabling us all, everywhere in the world, to learn about alternative valid paths to achieving social inclusion."

When I was once again invited to contribute an article to the first anniversary issue of the newsletter at this time last year, I decided to take the opportunity to describe the latest developments in the theory of design strategy that are being driven essentially by the debate about Design for All in Europe, taking my inspiration from the EIDD's decision to change its name to "EIDD – Design for All Europe".

This year, my task is a rather different one; as I have been invited to guest edit this special issue of the Design for All Institute of India newsletter dedicated to the activities of EIDD.

EIDD has been growing rapidly in recent years: it is now a federal umbrella with member organisations in 18 European countries (Austria, Belgium, Denmark, Finland, France, Germany, Hungary, Italy, Ireland, Lithuania, Norway, Poland, Portugal, Serbia, Slovakia, Spain, Sweden and the UK) and several more lining up to join. And what I wrote two years ago has not changed: there are many different approaches to

practising Design for All in all these different countries. Some of these are due to differences in national cultural backgrounds, while others can be attributed to the enormous variety of professional and academic skills and knowledge to be found in our different member organisations: logically, each of these organisations focuses on making the best possible use of the expertise it has developed to improve identifiable features of its own cultural milieu, while the function of EIDD, as the European umbrella organisation, is to co-ordinate these activities and continue tirelessly to propose and disseminate new and exciting developments in the area of theory.

As space constraints make it unreasonable even to attempt to offer a complete picture of the many different activities pursued by EIDD's members in a single issue of this newsletter, I consulted with Finn Petrén from Sweden, who took over the burden of office as President of EIDD from me on the last day of June 2007: together we reached the decision to offer our Indian colleagues a sample that, I hope, will convey the enormous diversity of our current activities at national level.

Most people who have only a passing familiarity with design automatically associate it with product design. The first article, written for us by Markus Haas, the EIDD Honorary Secretary, describes a technological system, dubbed DISA, developed by our Austrian member freiraum in partnership with the City of Linz:

its purpose is to provide information about local public transport to all.

The next most common link with design comes in the area of architecture. For several years, IIDD in Italy has been working with the international Dedalo Minosse Award to disseminate the importance of the client-architect relationship in the architectural decision-making process leading to good architecture for all. The author of this article is the Italian architect Marcella Gabbiani, President of IIDD Design for All Italia and Secretary of the Dedalo Minosse Award.

As we all know, Design for All has one of its roots in the policy of social inclusion of disabled people. The author of the next article, which offers a brief introduction to Design for All as a tool for disability mainstreaming, is Jesus Hernandez Galan, a very busy man who occupies two key positions: as well as serving as the EIDD Special Projects Officer, he is professionally committed at the Director for Accessibility at Spain's major disability inclusion organisation, the ONCE Foundation.

The process of mainstreaming disability as a part of the social inclusion agenda requires tangible tools of social engineering, which have been pioneered in the area of local government by EIDD's oldest (and original founder) member organisation, the Institute for Design and Disability (Ireland). In the next article, EIDD Honorary Treasurer and past Chairman of IDD, Michal Ozmin, describes how the Barcelona Declaration Project team achieved awareness of the need for

processes and then applied strategic design methodology to build them and put them in place in Irish local government.

EIDD has a proven track record of going out into the mainstream to persuade everyone that design in general – and Design for All in particular – has a great deal to offer to society, the economy and humanity as a whole. We have chosen certain macrotopics in recent years, one of which is Tourism. Authored by Dr. Peter Neumann, President of EIDD's national member organisation in Germany, EDAD, and a senior lecturer at the University of Münster Department of Geography, the next article describes a concrete case study of Tourism for All in Germany.

Cogito ergo sum **(I think, therefore I am) wrote Descartes some 350 years ago. In today's communications society, that wisdom translates as *comunico ergo sum*: I only exist to the extent that I communicate. It also follows that it is of the utmost importance that we communicate what we do effectively, if we want to ensure that we do not waste our efforts because nobody knows what we have done. Finn Petrén, the President of the Swedish member organisation EIDD Sverige, manager of the Swedish national project *design for alla.se*, for four long years the man who was always there when I needed support as my Vice-President and now, since 30 June, my successor as President of EIDD, has written a description of his national project and its communications impact on mainstream public opinion**

in Sweden: truly a case of excellence from which we can all learn a great deal.

So strong is the message conveyed by the posters designed for the Swedish national project, that EIDD's Serbian national member organisation CRID (Inclusive Society Development Centre) asked permission to reproduce them as part of its ongoing campaign to build a critical mass for social inclusion through Design for All in South-Eastern Europe. The article authored by the Director of CRID, Vesna Bogdanovic, and her husband Aleksandar, Serbia's National Director on the EIDD Board, illustrates the determination of a young organisation to make a mark for real change in a country and region that has suffered first from totalitarian regimes, then from violence, warfare and deprivation for many years.

In conclusion, a brief opinion from a leading voice in the European community: Steinar Valande-Amland, the Director of Danish Designers (a member of EIDD's Danish national member organisation Design for alle.dk), explains why Design for All is good design and what this message means to the economy and society as a whole, because designers do not operate in isolation.

As an appendix, I have also included the EIDD Stockholm Declaration©, the basic, intentionally brief document written by EIDD in 2004 to encapsulate the

genesis and development of Design for All in such a way that it can be understood by everyone.

Europe is a continent with an enormous cultural and culinary variety: no self-respecting cookery book would ever claim to encompass its cuisine in just eight recipes. Similarly, the eight articles that follow this editorial set out to offer you a tantalising taste of our varied European Design for All cuisine. I wish all readers a very good appetite!

Pete Kercher
EIDD Ambassador
Oliveto Lario (Italy),
22 December 2007

Chairman's Desk:

I am receiving the good wishes of celebrations of our publication of second annual issue of Newsletter of December 2007 Vol-2 No-12 from our esteem readers who are perennial source for making our efforts worth and useful to society and I am thankful to all. Without the audience of Designers and its allied areas, our existence was nothing (Design For All Institute of India would have not existed), it is their contributions, and constant vigils that helps us in our endeavor to grow. It is yet to attain those heights what for we all are striving. Together we can make a difference. We believe in philosophy of acmeism which is derived from Greek word means perfection and we together can only bring to the perfection. I must correct our thought "Nothing is perfect in this universe and nothing is new under this Sun" We may say that we are in process of evolving & improving and we may call it way of perfection.

When we floated the idea of Design For All/ Universal design in India in the month of September 2005, concerned about us were looking at us with doubts as we were venturing into hara-kiri. I brooded and questioned about my attempt of popularizing this new concepts 'Will we succeed?' I finally zero downed myself to "Do not Speak- Unless it improves on silence" This wise advice worked as magic on me and ventured in this noble cause. I start working on this idea with a minor group of few friends who supported our cause and as time passes, more and more people are joining

our cause. I never think of the Future- it comes soon enough (Albert Einstein). Our efforts are yet to reach down to the masses. Only two eminent persons, one Prof Richard Duncan, NCSU, USA and another Mr. Pete Kercher, former president, EIDD-Design For All Europe, supported us in our initial stage and continue to do so till today and poured their heart to make us successful. I am indebted to Prof Jim Sandhu who also supported us in earlier stage .I hope and positive, he might be wishing us for our modest successes and will join our social cause in near future.

Our efforts of two years are very difficult for us for summing up the result. Some new people have joined us and few have left us too but our 'show must go on'. Our long association with IAUD, Japan is significant and with the joint publication of our Special issue of newsletter they have given signal and right message to our readers and design communities of the world that IAUD is backing and stamping our sincere, honest & selfless efforts of popularizing the concepts of Design For All/ Universal Design in India as well as in Asia.

We signed the first ever agreement with Design For All Foundation, Barcelona, Spain in the year 2005 under the guidance of Ms. Imma Bonet and they were first to offer their assistance. We published a special issue of our monthly newsletter jointly from members of Designers of Spain. She is our philosopher and Guide and her suggestions & efforts have always directed us for our progress.

We never dreamt that designers from Greece would appreciate our efforts and desired to join our cause. We requested for joint publication and succeeded in publishing a special issue on Greece Designers. Our special thanks to Prof Dr. Margaret Perivolitis who made our efforts significant in Greece. We work under limitations and could not translate our newsletter in Greek to reach the masses. We hope in future we may succeed in reaching the masses in their own respective language.

When industries from USA those are engaged in the concept of Universal Design approached us, it was little surprise for us and by sincere efforts of Ms. Vicki Stoecklin who organized from invitation of different authors for publication in our special issue of Newsletter was remarkable and praiseworthy.

Our special issue on 'Thailand and its neighbouring countries' is in pipe line and Dr Rain Scott has agreed to be guest Editor of that issue and will organize for contribution of articles from different authors.

The modern world depends on experts and expertise. We use them all the time, without a second thought in our personal and professional activities. How can we ignore them? Our forthcoming issues include the articles of ten experts from Universal/ Design For all. Hold your breath and wait for our January 2008 Vol-3, No-1 issue of newsletter.

It is our conviction that men and women are, by nature, curious. A suggestion that we have heard repeatedly and that resonates strongly with us has been to introduce new areas in a broadly accessible manner. We have taken up the challenge and, with this issue, introduce our new column that is CASE STUDY of projects. We are inviting the paper on projects related with Universal/ Design For All in the format of CASE. It will benefit our reader in handling any project with prior proper knowledge and will make them mentally prepare for its pit falls and its management. Man is changing, his needs are changing, and so the designs are changing and are evolving every moment. Design means, to organize the available resources for generating economic, maximum ease, comfort and security to user and meet the given objectives. It is applicable in every walk of life. The fact remains that getting people right is not what living is all about anyway. It's getting them to reach somewhere that is still inadequate and that is living, getting them wrong and wrong and then, on careful reconsideration, getting them again wrong. That's how we know we're alive: we're wrong. May be the best thing would be to forget being right or wrong about people and just go along for the ride.

Culture does not just happen; it is carefully and slowly created and maintained through dedication, intuitive and thoughtful leadership. A leader's involvement in the organization's most valuable asset- the people- pays off in bottom line returns. I call the circle of

growth. The circle of growth starts with building a culture that increases reader's loyalty and organization profitability.

'Let us go to grow' approach know that internet, globalization and deregulation demand new model. Change is difficult to initiate and even harder to sustain. Design work is hard and really meaningful change usually involves difficult issues and policies. To begin change we should have some mutual trust. Trust is the great intangible at the heart of every relationship.

It is important for human beings to strike the right balance in the matter of belief. One can err by say by believing too much or believing too little. The person who believes too much suffers from the vice of credulity and the other who believes too little is guilty of excessive incredulity or skepticism. If you believe too much your mind will be cluttered with many falsehoods. If you believe too little you will be deprived of much valuable information. Virtue of rationality stands perfect.

Looking in our rearview mirror, which warns 'Objects often appears more distant than they really are'. We found our second annual which was at the distant was actually close to us. We were under impression that we would never succeed in our venture because the concept Universal/ Design For All was new in India and succeeded in little bit in molding their thoughts in this direction. Our journey has yet to create any milestone

but our caravan is growing and they are realizing the importance of these concepts. After two years, I found our goals are as far as when we began. We find few sources for comfort and joy. When I look at the shape of our newsletter, I definitely feel little happy and when I look at the response of the readers it saddens us. "Nothing in life is to be feared. It is only to be understood" (Marie Curie).

Anniversaries are also a time for ways to get better. Scanning the relationship with Design For All Institute Of India with Design Community, I recall Charles Dickens lead for a ' A Tale of Two Cities...': ' It was the best of times, It was the worst of times...' The way we are advancing with an unprecedented pace, and we hold great promise for further improving the design process. The readers would be obviously happy about this. At the same time, we are not having encouraging high energy response from government and its different institutes. We hope state would wake up.

Looking forward is sign of progress. I invite everyone who wishes to work selflessly, honestly and sincerely by joining our core group for the social cause for promoting this concept in India, Asia and Europe where this is still struggling to make its identity and struggling for yet to be established. Different core groups should be formed and work under the guidance and philosophy of 'Design for All Institute of India'. How long can we carry this responsbility on our shoulder? Experts should join our editorial board and

readers should give us contributions of articles and feedback for our judgment of selection of articles and our performance. We hope for constructive responses.

This December 2007 Vol-2, No-12 is special issue because the EIDD- Design For All Europe who are pioneer in concept of 'Design For All' has invited the articles from their members to mark our special issue as genuine, selfless and honest work. Most honorable and special person Mr. Pete Kercher as GUEST EDITOR has made this issue unique, memorable and historical.

Wishing all of you "Merry Christmas and Prosperous New Year 2008"

With regards
Dr. Sunil Bhatia
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From the Editors Desk:

I am pleased to bring our December 2007, Vol- 2, No-12 issue of our newsletter.

This issue has been ably curated by Mr. Pete Kercher, Former President Of EIDD in consultation with Mr. Finn Petrén from Sweden, who is presently the President of EIDD.

EIDD membership is diverse. presently 18 members (Austria, Belgium, Denmark,Finland, France, Germany, Hungary, Italy, Ireland, Lithuania, Norway, Poland, Portugal, Serbia, Slovakia, Spain, Sweden and the UK) It is still growing. Together they represent many interesting approches and case studies on Design for All. We need another issue and it would be worth doing that.

In the editorial from Mr. Pete Kercher you will get a glimpse of what is covered in this issue. I am enjoying reading the preview and I am sure you too will find it worthy of your quality time in the New Year.

May the New Year be Designed for All Year.

Best wishes

Lalit Kumar Das

lalitdas@gmail.com

Biography of Contributors:

1. Mr.Pete Kercher, Former President, EIDD-Design For All Europe

Pete Kercher followed up a law degree from Southampton University with a period in international youth politics (Vice-President, European Federation of Liberal and Radical Youth, 1975-77). Moving to Italy in 1978, he established a communications consultancy, with a specialisation in art, architecture and design. After a period as Executive Officer of BEDA (the Bureau of European Designers Associations www.beda.org) from 1988 to 1994, he represented Italy on its Board of Directors until 2002 (Honorary Secretary, 1999-2000) www.beda.org. A founder member of EIDD – Design for All Europe (then: the European Institute for Design and Disability www.design-for-all.org) in 1993 and its Italian national organisation IIDD – Design for All Italia www.iidd.it in 1994 (President, 1997-1999), he served on the EIDD Executive Committee uninterruptedly from 1997 to 2007 and as President from 2003-2007. He now serves as EIDD's roving Ambassador.

A convinced believer in interdisciplinary cross-fertilisation and synergy, he has written articles and manifestos for political, legal and design publications, chaired and addressed conferences, seminars and symposia all over Europe and the rest of the world and acted as consultant to several international projects.

As President of EIDD, he focused on critical mass in terms of membership (active official member organisations increased from four to fifteen countries

in four years and work is progressing in several more), of academic credibility (the definitive EIDD Stockholm Declaration© was drafted and passed in 2004) and of taking the message about Design for All out into the real world of business and public administration, both by targeting the European Commission, other international agencies and major international organisations operating in the private sector and by devising and launching a cycle of major annual conferences focusing on macrotopics, areas where design can make a real difference: Culture for All, Work for All, Tourism for All, Design for All.

He has served as Co-ordinator of the Italian National Design Council (2000-2001) and the International Committee of ADI, the Italian Association for Industrial Design (www.adi-design.org 1999-2001) and as a member of scientific, advisory and editorial committees and juries for international conferences, journals and awards.

Has written many articles in specialised magazines and other publications and conducted or contributed to round tables, conferences and congresses throughout Europe and in other parts of the globe about marketing, Design for All and the workspace.

A member of the Group of Experts in Design at the Office for Harmonisation in the Internal Market, Alicante, representing Italy since the group's foundation (September 2002), he addresses major international conferences on design protection (WIPO: Venice 2004, Sofia 2006) and is currently working on a proposal for a new legal definition of design for the XXI century.

2

Jesus Hernández Galán

Education and Training

- **Forestry Engineer. Politechnical University of Madrid**
- **Program of General Manager. IESE Business School of Navarra University.**
- **Master Business Administration in company in ONCE Foundation.**
- **Diploma of Advanced Studies (Doctorate Courses)**

Work experience

- **2003 – present: Director of Accessibility of the Fundacion ONCE.**
- **2000-2002 General Manager and C.E.O. of Fundosa Accesibilidad.**
- **1994-1999 Consultant. Advisor in accessibility in natural spaces for people with disabilities**

Other professional activities:

- **2003- Present. National Director and Executive member of the European Institute for Design and Disability. Actually Special Projects Officer**
- **Executive Director of the Congress of Automated, Robotic and Teleasistencia for All (2.005 and 2.007)**
- **Member of the National Commission of Accessibility of the Spanish Committee of Representatives of the People with Disability**
- **National member of e-DEAN**
- **President AEN/CTN 170 "Necesidades y adecuaciones de personas con discapacidad".**
- **Expert of the Contrast Group "TELEFÓNICA Accesible"**
- **Member ot the Scientific Committee of the 2007 Conference of the Association for the Advancement of Assistive Technology in Europe (AAATE)**
- **2004 Director of the International Congress of Tourism for All**

Teaching

• Coordinator and Professor. Master of Design for All in the TIC´s. Foundation VODAFONE, Fundacion ONCE and School of Industrial Organization
• Professor. Master of Accessibility of the University Lasalle
• Director of the course "Accessibility in the Architecture". Architects School foundation of Madrid, Foundation CajaMadrid and Fundacion ONCE.
• Professor. Master in Management of Natural Spaces. Autonoma University of Madrid

3. Dr.Peter Neumann

Peter Neumann is senior lecturer at the Department for Geography at the University of Münster and director of the consultancy NeumannConsult – Town and Regional Development / Design for All. Moreover he is President of the European Institute Design for All in Germany (EDAD) and member of EuCAN and the German DIN CERTCO Expert-Group in the specific field of "barrier-free plannings, buildings and products". In 2003 he was member of the "European Commission Expert Working Group on Accessibility".
Since 1992 Peter is working in the field of Tourism for All. His most important studies are "Economic Impulses of Accessible Tourism for All" (2003) and „Analysis of success factors and development of actions to increase the quality of accessible Tourism for All in Germany" (2007), both commissioned by the German Federal Ministry of Economics.
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CURRENT POSITION :

Managing Director, DANISH DESIGNERS (Since November 1, 2000)

HONORARY POSITIONS :

2006 - Expert Group Member, OHIM (Organization for Harmonization in the Internal Market)
2002 - Board Member, ICIS (International Center for Creativity, Innovation and Sustainability)
2002 - 2005 Excecutive Board Member, BEDA (Bureau of European Design Associations)
2002 - 2003 Board Member, Advisory Board Member + Editorial Consultant, Designmatters
2001 - 2004 Vice President, World Design Congress 2005 A/S

Committee member and advisor to governmental as well as non-governmental bodies.

PREVIOUS POSITIONS, DENMARK :

1999 - 2000 Managing Director, PLAN DESIGN A/S (Now Fitch Copenhagen)
1997 - 1999 Account Director, PLAN DESIGN A/S
1994 - 1997 Product Manager / Marketing Manager, FIBERTEX A/S (Technical Textiles)
1989 - 1994 Export Manager, KOMPAN A/S (Playground Equipment)

PREVIOUS POSITIONS, NORWAY :

1989 - 1989 Project Coordinator, MK Bergen A/S (Advertising Agency)
1988 - 1989 Director, P3 Radio A/S (Commercial, Local Radio Station)

1987 - 1988 Project Manager, Bergen International Music Festival
1985 - 1987 Sales Consultant, TRESS A/S (Equipment for Schools and Childcare Institutions)
1982 - 1985 Administrator, TTB A/S (Logistics and Transportation Agency)

EDUCATIONAL BACKGROUND:

1985 - 1986 NKS (Marketing/Economy)
1984 - 1985 Certificate of Proficiency in English (Cambridge)
1980 - 1982 Secondary School - Social Sciences
1979 - 1980 High School, OHIO, USA (Exchange Programme)
1977 - 1979 Secondary School - Science Studies

Various short-term courses within management, project management, risk management and law

NON PROFESSIONAL PURSUITS :

Contemporary Litterature, Architecture, Modern Arts, Politics, Philosophy, Food&Wine, Travels

CURRENT AND/OR PREVIOUS WORKING GROUP/COMMITTEE WORK :

Øresund Design/Øresund IT Academy, Research Center RISØ, Danish Trade Council, Danish Trade&Services (DH&S), The Association of Councelling Engineersr, National Agency for Enterprise and Construction, The National Consumer Agency, City of Copenhagen, Copenhagen Capacity, Vejle County, EU DG Employment & Social Affairs, European Academy of Design, Design Management Institute, BEDA et al.

Conference speaker, columnist, guest lecturer, business consultant, coach and mentor.

5.

Finn Petrén

President, EIDD - Design for All Europe
Chairman, EIDD Sweden
Project Manager, DESIGN FÖR ALLA.SE
finn.petren@designforalla.se

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Marcella Gabbiani

Nata Vicenza il 23.4.1971.
Residente a Vicenza
Contrà Lodi, n. 6.

Corso di studi

- **Diploma presso il Liceo Classico Pigafetta di Vicenza nel 1989.**
- **Iscrizione presso l'Istituto Universitario di Architettura di Venezia nell'Anno Accademico 1989/90**
- **Stage di studio presso il California College of Arts and Crafts di S. Francisco nell'A.A. 1994/95.**
- **Laurea in architettura presso l' Istituto Universitario di Architettura di Venezia nel 1997 con una tesi progettuale sul centro storico di Barcellona, relatore prof. Giancarlo Carnevale.**
- **Diploma al corso di specializzazione per architetti e ingegneri *"Il progetto di conservazione e riuso dei beni architettonici"* organizzato nel 1997/98 da CONSILP e Federarchitetti presso la sede del CUOA di Altavilla Vicentina.**

Attività lavorativa

Associata presso lo studio Gabbiani & Associati di Vicenza, con sede in Contrà S. Ambrogio, 5. Lo studio svolge attività di progettazione integrata di grandi

strutture commerciali, edilizia residenziale, restauro e urbanistica.
Altre attività
-Coordinatrice del Comitato Promotore del Premio Internazionale Dedalo Minosse alla Committenza di Architettura per le edizioni 1999, 2001, 2002 e 2003-2004. Il Premio, indetto dall'Associazione Liberi Architetti con la collaborazione della rivista Internazionale di Architettura e Design l'ARCA, è rivolto a committenti particolarmente attenti alla qualità dell'architettura.
-Segretario dell'Istituto Italiano Design e Disabilità (delegazione tematica dell'Associazione Design Industriale) dal 2001.

Pubblicazioni
Partecipazione alla redazione del testo "Le Ville del Polesine" a cura di Bruno Gabbiani edito da Marsilio nel 1999.
Curatrice della rubrica "Architettura e dintorni" della rivista mensile Feel nel 2002.
Curatrice del catalogo della mostra del Premio Dedalo Minosse 2002.
7.

Ms Versua Bogdanovic,
Mr. Alexender,
Director of CRID, Serbia
8.

Director of EIDD
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Steinar Valade-Amland

Steinar Valade-Amland is managing director of Danish Designers, a professional designers' association representing approximately 1000 practising designers. He has held this position since 2000. The association offers a number of members' services, a.o. contracts, business coaching and advice, educational programmes, networking events and information via printed magazines, websites and newsletters. Furthermore, Danish designers act on behalf of the professional design community in Denmark, vis-a-vis government and the political environment, the press, the business community and organizations - in Denmark and on an international level - promoting the knowledge and enhanced use of design and designers.

Steinar Valade-Amland is an economist and has previously worked in several design driven manufacturing companies and as managing director of a graphic design, branding and packaging design agency

10.

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Forth Coming Issue of Newsletter January 2008 Vol-3, No-1

We have invited ten eminent authors from Universal/ Design For All /Inclusive/ Barrier Free design area. If the article is lengthy and it is impossible to accommodate all the ten articles in one issue, we will continue this series in February 2008. The following authors are contributing the different articles

1. Prof Dr. Stefien Edward, IDEA, Buffalo University, USA

2 Prof. Richard Duncan, NCSU, USA

3. Abir Mullick, Director, Industrial Design Program, Georgia Tech

4. Dr. Henny Overbosch, Netherland

5. Prof Elaine Ostroff

6. Dr Rosemerie Rossetti, Rossetti Enterprise Inc, USA

7. Prof Sheryl Burgstahler, USA

8. Prof Lalit Das, IIT-D, India

9. Dr. Rain Scott

10 Prof Dr. Margaret Parivolitis, Greece

About EIDD-Design For All Europe

European Institute for Design and Disability

Name and Purpose
1 The name of the organisation is the European Institute for Design and Disability, hereinafter called the 'Institute'.

2 The purpose of the Institute is to enhance the quality of life through Design for All.

Objectives
The objectives of the Institute are to:

(a) promote, communicate and disseminate the theory and practice of Design for All as a tool for social and economic inclusion;

(b) undertake studies of and provide information and examples of best practices about the relationship between design and inclusion;

(c) initiate design solutions to meet identified needs; at European level.

Structure and Membership
The Institute is a federal organisation of National Member Organisations, Corporate Member Organisations and Patrons; the National Member Organisations will comprise organisations, designers and related professionals who participate actively in the work of the organisation, stakeholders such as people with disabilities and others who support its objectives and activities.

Government
1 The Institute will be governed by a board of not less

than eight members to represent all the countries in which the Institute has members.

2 The Board will select from its members a President, a Vice-President, an Honorary Secretary, an Honorary Treasurer, a Communications Officer and such other officers as it shall see fit to designate from time to time, who shall together constitute an Executive Committee.

The Board and Executive Committee will determine the frequency of meetings and the procedures by which business is conducted.

Activities
The Institute may undertake any activity consistent with its purpose and objectives and in particular may:

a) co-operate with other institutions with similar interests and objectives;

b) support and participate in programmes of the European Union, the Council of Europe and other national or international organisations in favour of social inclusion;

c) promote, communicate and disseminate the theory and practice of design for and with stakeholders, such as disabled or elderly people, to government, designers, healthcare professionals, the stakeholders themselves, their carers and associations and the general public;

d) conduct courses and seminars for designers and design students, other professional and non-professional groups and stakeholders in social inclusion;

e) organise national and international meetings for designers, users, healthcare professionals and other stakeholders to share experiences and raise overall standards;

f) sponsor design competitions and award schemes and publicise the results;

g) organise exhibitions and publish and distribute information and other material concerned with design for social inclusion;

h) maintain close liaison with all relevant representative specialist bodies providing services to stakeholders, such as rehabilitation experts for people with disabilities, the IT R&D community and the mainstream business community;

i) carry out studies and research into various aspects of design for all;

j) undertake architectural, industrial, graphic and interior design commissions for local and central government, industry, private organisations and individuals;

k) employ staff and commission designers and other professionals to undertake work on its behalf;

I) actively seek funding, by way of grants, donations and other forms of finance, in support of its objectives;

m) open bank accounts, borrow and advance monies and conclude contracts for the execution of any work or projects:

n) create, maintain, update and administer a knowledge base about Design for All which shall take the shape of a website and publications in any form of new or conventional media;

o) acquire, administer, encumber or alienate real property and goods.

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EIDD enhancing the quality of life through design for all

The EIDD Stockholm Declaration©

"Good design enables, bad design disables"

Introduction

Soon after its establishment in 1993, the European Institute for Design and Disability (EIDD) developed the mission statement: "Enhancing the quality of life through Design for All".

After ten years as the European platform on Design for All, involving the development of external relations and an internal structure - national member organisations, corporate members and individual members now in sixteen European countries - EIDD believes that the time has come to issue a Design for All Declaration.

Design for All has roots both in Scandinavian functionalism in the 1950s and in ergonomic design from the 1960s.

There is also a socio-political background in Scandinavian welfare policies, which in Sweden in the late 1960s gave birth to the concept of "A society for all" referring primarily to accessibility. This ideological thinking was streamlined into the United Nations Standard Rules on the Equalization of Opportunities for Persons with Disabilities, adopted by the UN General Assembly in December 1993. The focus of the UN Standard Rules on accessibility in a clear equality context has inspired the development of the Design for All philosophy, which became a generally accepted concept in EIDD at its Annual General Meeting in Barcelona in 1995.

Comparable concepts have developed in parallel in other parts of the world. The Americans with

Disabilities Act contributed to the evolution of Universal Design, while Inclusive Design has gained ground in the UK.

Today, Planning and Design for All are being recognised increasingly as necessary elements in pro-active strategies for sustainable development.

The European Institute for Design and Disability, on the occasion of its Annual General Meeting in Stockholm on 9 May 2004, therefore adopts the following Declaration:

Across Europe, human diversity in age, culture and ability is greater than ever. We now survive illness and injury and live with disability as never before. Although today's world is a complex place, it is one of our own making, one in which we therefore have the possibility - and the responsibility - to base our designs on the principle of inclusion.

Design for All is design for human diversity, social inclusion and equality. This holistic and innovative approach constitutes a creative and ethical challenge for all planners, designers, entrepreneurs, administrators and political leaders.

Design for All aims to enable all people to have equal opportunities to participate in every aspect of society. To achieve this, the built environment, everyday objects, services, culture and information - in short, everything that is designed and made by people to be used by people - must be accessible, convenient for everyone in society to use and responsive to evolving human diversity.

The practice of Design for All makes conscious use of the analysis of human needs and aspirations and requires the involvement of end users at every stage in the design process.

The European Institute for Design and Disability therefore calls on the European institutions, national, regional and local governments and professionals, businesses and social actors to take all appropriate measures to implement Design for All in their policies and actions.

Adopted on 9 May 2004, at the Annual General Meeting of the European Institute for Design and Disability in Stockholm.

1. Article

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DISA

DIGITAL VOICE OUTPUT

of Passenger Information for blind and visual handicapped people in public traffic

Content:

- Analysis actual conditions
- User instructions
- Operator instructions
- Realization
- Technical system solution

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freiraum
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Actual situation:

In greater cities all over Europe more and more public traffic stations are equipped with electronic passenger information systems. With the displays a wide range of important and helpful information can be transmitted to the passenger:

- **Name and number of incoming lines**
- **Expected arrival time**
- **Which number is actually at the station**
- **Information about detours, roadwork's or failures**
- **Other text information to be transmitted by the central office For people with no visual defect these information offers certainty and comfort. Blind and visual handicapped people who are in more urgent need do not have these information at their disposal. As a rule this group is dependent on public traffic and that is why especially for them the information should be available. An electronic voice output at the stations, reproducing the written information, can take remedial action.**

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User instructions:

Together with representatives of the Österreichischer Blinden- und Sehbehindertenverband" and the organization "freiraum" a specification was drawn up with the following instructions:

• The voice output has to be activated by the already existing transmitter, that also activates the acoustic signals of traffic lights

• In addition, it should be possible to activate the system by a special button on the case.

• The voice output has to be loud and clear and adapted to the surrounding noise.

• The voice output should be erected near the specially marked area where the blind enter the means of transport

Operator instructions:

• The normal service of the passenger information system must

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not be influenced

• The system must not bother neighbours

• No structural measures to be necessary

• For the users of the system there should be no additional risk by the flowing traffic or the tram

• The system should be able to use any defined texts

• The system has to be widely safe from vandalism

Realization:

The company VKT developed a voice output system for any defined texts that was fixed up especially for the group of blind and visual handicapped people. The system contains the following components:

• free programmable interface

• potential free coupling to existing control systems

• voice processor for free texts

• power amplifier with speakers

• radio receiver, coordinated with the transmitters of visual handicapped people

• controller with micro processor and control software

• widely safe from vandalism

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Functional overview:

A visual handicapped person enters the station. To find it easily, he presses the button of his transmitter. The electronic control identifies on the basis of the signal strength, that the person is still far off and gives an acoustic signal for helpful alignment by speakers. This signal can be heard at least one minute. Via this signal the blind person can approach to the station. If time runs out, the button has to be pressed once more. When the person reaches the station the voice control can be activated by pressing the transmitter again and the electronic control outputs the text of the display in spoken form. The sound intensity depends on the surrounding noise at the station. The sound level is being metered

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permanently and the sound intensity is being adapted. By pressing the transmitter again, the voice output can be repeated. In parallel with this the voice output can be activated by pressing the pushbutton every time.

Technical details:

At the stations a display shows permanently current information about the incoming public means of transport and about the expected arrival time. Additionally free defined texts can be shown on these displays. These data are offered digitally by RS 485.

The voice output is realised by a digital voice processor, the so-called "speech-box", an electronic unit using a full voice synthesis of the latest generation. That means, almost all digital existing texts can be released in an acoustic way.

The visual handicapped person approaches the station. With a transmitter, 433 MHz mini radio transmitter, that already helps him to find the

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pushbutton for traffic lights, he also shall find the position of the voice output at the station. This action is similar to a VLSA, consilient Ö-NORM V 2101, whereby the acoustic signal (ticking with a frequency of 850 Hz and an insensitive interval of app. 2 seconds) is different to the signal of a traffic light, to avoid confusion.

The actual voice message is put out, when the receiving signal of the transmitter exceeds a certain level. The receiving level is a denomination for the distance of the passenger to the station. By exceeding the level the system realizes that a visual handicapped person ordered a voice output and activates it. The benefit is, that the sound intensity can be reduced and the residents are not being harassed needlessly at the time.

The sound intensity of the output depends on the surrounding noise, that means gentle voice outputs while slight surrounding noise, e.g. at the evening, raising voice outputs while greater surrounding noise, e.g. at busy crossings. A further key press puts out the information once more, e.g. "Line 3, direction central station, arrival ca. 3 minutes". This is a standard text. During special incidents each text is possible (e.g. out of work, substitute lines.....) By

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this information the blind person is able to use public means of transport unassistedly. E.g. he gets the information, which line enters the station and gets to know if a bus is late or is out of work due to a mechanical defect or other circumstances.

Theoretically, an upgrade of the system could be possible, e.g. an information for the driver, that a blind person is getting in, either by a display in the vehicle or by a signal at the station. Automatically all doors could be opened and ease the boarding of the blind person.

The position of the voice output depends on the local conditions, because a link between the display and the voice output is necessary. It is aimed at locating the voice output in the entrance area for blind people, marked by palpable signs. Constructionally, it is not always possible.

The display information are issued by a potential free programmable interface (RS 232, RS 485). This interface already exists. An implemented micro controller permanently selects this interface, edits the data for voice output (e.g. completing standardized abbreviations, put numbers out correctly…) and stores these data. Only after using the transmitter or the pushbutton the latest

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information is being put out by the speakers. This message is permanently accommodated to the surrounding noise.

A strength measurement of the receiving signal decides whether the location signal or the voice message is put out. The level of the signal can be defined in the micro controller.

The system can be integrated in a mast (see picture) or can be installed in every wall, metal panelling, glass building (e.g. system in solar city). The measures of the front plate are 135 x 290 mm, the required installation depth is 90 mm.

Summary:

This type of system is unique in Europe and was installed at about 40 stations in Linz, after a very successful test of more than a year in Linz, whereby we aim at an exhaustive employment in combination with tactile orientation aids.

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2. Article

ARTICOLO IIDD

Architecture: the Dedalo Minosse Prize

Marcella Gabbiani, President, IIDD - Design for All Italia

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"Architecture is far too important to be left to architects" (2000 – Giancarlo De Carlo)

The free enrolment campaign for the seventh edition 2007/2008 of the Dedalo Minosse International Prize for Commissioning a Building (www.assoarchitetti.it) is open until the 31st of January 2008.

The Dedalo Minosse International Prize is unique among international award programmes, because it honours the client's role in the design process.

The prize – promoted by the association ALA-Assoarchitetti together with the international magazine of architecture, design and visual communication l'ARCA - recognizes the contribution of the client's vision, openness, flexibility and commitment to good design. After just seven editions, the Dedalo Minosse has already become one of the most important architectural awards in the world.

There are 4 main awards with special sections dedicated to Clients who have commissioned works to under-40

professional architects. Moreover, there is a series of special awards given by Patron Bodies and Sponsors dedicated to social and economic sustainability, use of natural light, sustainable use of territory, resources and energy, enhancement of the environment and the landscape, enhancement and conservation of the architectural and historical heritage, use of innovative technologies and materials, ecological and renewable architecture, biocompatibility and, last but not least, works inspired by Design for All.

The client's contribution to the design of the work is especially essential in those cases in which the satisfaction of the client needs matches a real improvement of the final user's quality of life.

For this reason IIDD.Design for All Italia has been one of the patron bodies of the Dedalo Minosse Prize for the last five years, assigning a special award for those works that combine with architectural values to offer other meanings. Altogether, these meanings lead to the idea that an architectural work is not the result of the architect's idea alone, as most people would think, but it is the outcome of a complex process in which the client's inputs and decisions are at its the heart.

In order to foster this idea, IIDD takes part in the prestigious international jury of the Prize, which is made up not only of architects but also of writers, journalists and clients, who all aim to find innovative cultural attitudes, as well as excellent technical solutions.

In the past few years, a couple of houses, one Dutch and the other one Japanese, have stood out from other architectural works deserving the Dedalo Minosse Prize for their clients' original approach to the project.

SeniorVilla Deys (IIDD Prize, Fourth edition, 2002 Dedalo Minosse Prize) is the house commissioned by Mr. and Mrs. Deys, both chemists, who have always been very fond of the arts and of architecture. When they reached the age of 60, they decided to commission a house that could be suitable for elderly people, to enable them to live independently. The main request they had for the architect was that the house did not look like a hospital, but had to be a work of design. Mrs Deys says that, in the beginning, most of their friends were horrified by her and her husband's idea, until they saw the final work: then they grew enthusiastic about it.

Developed on the ground level only and so completely flat, the house has no stairs nor swing doors: the external door and the ones for the bathrooms slide. All the spaces are designed to allow wheelchairs to move freely around the house.

There is a swimming pool flush with floor level, designed with two levels of depth in order to be used by a person with physical disabilities. A sophisticated system of home automation operates lighting, curtains and sun-blinds, which are all controlled by a bus-system, a UHF radio system. The switches to serve the lamps etc. all have a

small battery and give a high frequency signal to a central station in the cellar, which connects the lamps etc. to the normal 220V power supply. The advantage of such a system is that you can mount a high frequency switch at any time on any part of the house, on any piece of furniture, even on a glass window or in a handheld remote control that you can carry in your pocket.

Device #9 (IIDD Prize, Fifth edition, 2003/2004 Dedalo Minosse Prize) was designed shortly after the client's dramatic change of lifestyle. Tanigouchi Kouchi, a businessman who became paralysed because of an accident, wanted a new house that could reflect his new needs for mobility as much as providing him with a view on the external world that had been very difficult for him to face after the accident. Commissioned and assisted directly by Mr Kouchi, the architect started from the idea that his client's disability was just one of the factors in his project: the starting point. His task was to reduce the number of barriers (only one flat ground level, sliding doors, the use of home automation, the analysis of spaces and its equipment etc.) and to bring the continuous changes of the outside world into his client's own space, as part of a new, more static life.

The house is designed for individuals who want their spaces to enable them to experience the feeling that only natural events can provide; to do this, it uses a series of devices aimed at emphasising multisensorial responses. The outline of the house is an idea of the simplest architectural format, starting from a completely empty

box with four “gardens” inside. To metaphorise, the empty box is a flat steel sheet, while the four “gardens” are magnets positioned to attract the external world into the inside space, where the inhabitants live. White is the dominant colour, a “non-colour” that reflects Kouchi’s world: what he sees enables him to define the sparkling aspect and the colours of the house.

The originality of the solution given is meant to break down and multiply the phenomena of nature. The glazing in the “gardens” is tilted so that rain blowing across is metamorphosed into glittering cascades, like raindrops running down a car windshield. The floors of the four “gardens” made of stainless steel polished to the brightness of a mirror, so that the blue sky, the clouds, the sunset, the moon and the boughs of trees waving in the breeze are all reflected up off the floor. On a snowy day, Device#9 is transformed into a white world.

“If there is something unusual about this house”, says the architect Medea, “it is that the house is not a prototype, but the owner’s mirror. Doing this project, I understood how a person with physical disabilities could be much more open minded”.

Thinking about public or private commissions means considering economic aspects and political choices as essential parts elements for achieving good results. The project itself has to be considered as an opportunity to integrate many needs, diverse functions, sizes, skills and know-how.

William Morris said that architecture embraces the whole of human life. Human beings cannot escape architecture as long as they are part of civilisation, since architecture represents all the changes and alterations happening on the surface of the earth to cater for the human needs.

BOX

International Prize Dedalo Minosse for commissioning a building
Seventh edition 2007/2008

- Free subscription campaign: 10 September 2007 – 31 January 2008;
- Award ceremony: Olympic Theatre - Vicenza (Italy), 30 May 2008;
- Exhibition opening: Palladian Palazzo Valmarana Braga - Vicenza (Italy), 30 May 2008;
- Exhibition: Palladian Palazzo Valmarana Braga - Vicenza (Italy), 30 May – 8 September 2008.

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Architecture works info and pictures:

SENIORVILLA DEYS
Work: Seniorvilla Deys
Client: H.P. and J.H.C.T. Deys
Project: Architectenbureau De Ruiter B.V.
Year/place: 2002 Rhenen, the Netherlands
Prize: International Prize Dedalo Minosse for commissioning a building – Special Prize IIDD 2002

1. Seniorvilla Deys – external view of the garden
2. Seniorvilla Deys – hallway and garden
3. Seniorvilla Deys – swimming pool
4. Seniorvilla Deys – floor plan
5. Seniorvilla Deys – section

DEVICE # 9

Work: Device # 9
Client: Taniguchi Kouichi
Project: N Maeda Atelier
Year/place: 2002 - Chiba, Japan
Prize: International Prize Dedalo Minasse for commissioning a building – Special Prize IIDD 2004

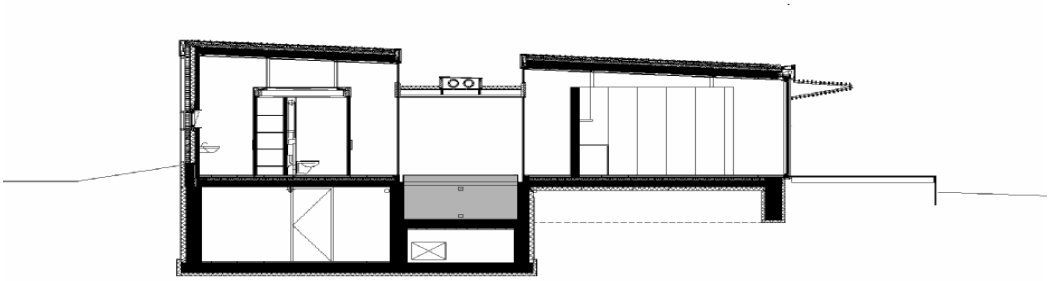
1. Device # 9 – Bird's eye view
2. Device # 9 – Outside view - daytime
3. Device # 9 – Outside view – night time
4. Device # 9 – Inside view – night time
5. Device # 9 – Inside view - daytime

Seniorvilla Deys – external view of the garden

Seniorvilla Deys – hallway and garden

Seniorvilla Deys – swimming pool

Seniorvilla Deys – floor plan



Seniorvilla Deys – section

Inside Night View

Inside Day View

PREMIO INTERNAZIONALE
Dedalo Minosse
ALLA COMMITTENZA DI ARCHITETTURA
INTERNATIONAL PRIZE FOR COMMISSIONING A BUILDING

SETTIMA EDIZIONE 2007/2008 SEVENTH EDITION

Logo DM Blue

Dedalo Minosse

Logo DM Nero Competion

Marcella Gabbiani, President, IIDD - Design for All Italia

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3. Article

Design for All as a tool for disability mainstreaming

Jesus Hernandez Galan,
Director of Accessibility, Fundación ONCE (Spain),
National Director representing Spain and Special Projects Officer, EIDD – Design for All Europe

I would like to begin this article evoking the words of the creator of the European Institute for Design and Disability, Paul Hogan: "good design enables, bad design disables".

It is important to remember that disability is not an inherent matter in human beings, but arises from the interrelation between the functional capabilities of each individual and the environment. Therefore, a badly designed environment, product or service may mean to many people the impossibility to participate in it in a natural, comfortable and secure way. In short, it causes a violation of the fundamental rights protected by the Convention on the Rights of People with Disabilities adopted by the United Nations Organization in the year 2006.

It is very common in the design processes that only average anthropometric parameters are taken into account, thus excluding a large part of the population which moves away from this statistical result. Design for All seeks to get rid of this conception error that results in the social exclusion of many people. According to the President of the European Forum for

People with Disabilities EDF, the lack of accessibility is the most subtle way of discrimination.

Design for All is the most powerful tool a society has to allow a full participation to all its citizens. Those responsible for its implementation are all those agents involved in the design processes, among whom we can single out Public Administrations and business organizations in particular.

One of the main reasons why Design for All is not implemented is the lack of training that professionals receive in their educational centres. The ignorance of architects, engineers and designer is especially relevant, although this is not an exclusive problem of such professionals.

The inaccessibility problems suffered by town planning, building and transport have a long history. Despite current legislation, there are many cities nowadays that prevent people with disabilities from getting around as the standards say they should be able to do. A very high percentage of both public and private buildings is inaccessible. The vast majority of public transportation does not meet the minimal accessibility requirements so that people with limitations in their functional abilities can gain access to them.

If these environments had been conceived under the concept of Design for All, the costly transformations that have to be carried out to make them accessible would not be necessary. It would have also allowed a much more comfortable access to the entire population and it would have even improved their management. One good example is low-floor buses, which not only

allow people with motor disabilities to use them, but also enable all users get on and get off the bus in a much more comfortable and fast way. This has meant a significant reduction in the time spent to perform the actions of embarking and disembarking from the bus, so that fleet management is much more profitable to the operator companies.

The same errors committed in the built environment are being committed in the design of communication and information technologies. Mobile telephony and technological devices in general are being designed without taking into account the basic tenets of Design for All and this is causing a very serious social exclusion to a very important segment of society. Internet, which is growing by leaps and bunds all the time, is also emerging with serious accessibility problems.

To cite one example, the reduction in size of mobile telephony terminals means that the buttons are becoming very small and close together. This causes problems for people with mobility problems in their hands and with sight difficulties, as they cannot interact with these devices. Also surfing the Internet is an almost impossible task for blind people or the visually impaired or for people with cognitive difficulties.

If Design for All were applied to these products and services, the problems described above would be solved from the beginning and there would be no need to implement any type of transformation, nor any

technical help for people to be able to use these elements.

In conclusion, it is a matter of responsibility for everyone involved in the design process to apply this concept so that people with disabilities can participate in society on an equal footing with the rest of citizens, avoiding the serious discrimination they are suffering due to the lack of accessible environments, products and facilities.

Jesus Hernandez Galan,
Director of Accessibility, Fundación ONCE (Spain),

4. Article

Tourism and Events for All - Experiences from the EC project DIADA

Peter Neumann, NeumannConsult Germany

The DIADA project

Creating Tourism for All starts with the provision of information on the existing accessible venues and tourist facilities and services that are able to meet the expectations and needs of the travellers. There is clearly a demand for such facilities – a need that must be fulfilled. It is hence crucial that the tourism industry and those who work in it receive careful training in this field. In this context, the main goal of the EC project DIADA (2005-2007) was to create and implement a new training system for the whole tourism industry with the involvement of persons with disabilities (see http://apintech.com/diada).

In a pilot training phase employees of tourism facilities and disabled people from eight different countries in Europe were trained to become auditors as professional providers of information on tourist facilities. As a result, DIADA wanted and still wants to improve the qualifications of employees in the tourism industry in order to benefit two target groups: travellers with disabilities on the one side, and the tourism industry in on the other.

The main outcome of the project is a complete set of training materials for Tourism for All auditors. All people, disabled or able-bodied, may become auditors.

Auditors can be hired by hotels, agencies, municipalities, agrotourism centres etc. to prepare information for all guests. Appropriate research will be carried out in preparation for the training programme. The DIADA project prepared a training system and procedures that will be applicable to the whole tourism sector. It will train auditors to provide adequate, complete and thorough information on tourist facilities. For the project it was important to discuss case studies to give practical examples how Design for All in tourism can be realised. Within the DIADA project all involved project partners were invited to submit case studies of practical solution in tourism. Due to the fact that an ideal type of Tourism for All facility does not yet exist, the project partners have presented numerous case studies from eight different European countries and destinations along the tourism chain within the "DIADA Handbook Accessibility Issues in Tourism". One example is the Moers Festival in Germany, presented by NeumannConsult.

Event for All: The Moers Festival / Germany

For over 30 years the Moers Festival has taken place in the palace grounds of the city of Moers (approx. 109.000 inhabitants). It's one of the biggest music festivals of north-western Germany with more than 100.000 jazz-fans each year. Since the festival is accessible, the number of disabled jazz fans and musicians has increased (see www.moers-festival.com).

The concept

The impulse for the accessible rearrangement of the Moers festival was a German wide campaign of the social foundation "Aktion Mensch" in 1998. The goal was to underline the tolerant, multi-culture and open-minded atmosphere of the festival. The important connection between cultural and social issues should be promoted. The accessible audit was realised by the 'Partitätischer Wohlfahrtsverband' (one of the most important umbrella organisations for social activities in Germany) and the city of Moers.

Accessible Services on the festival

Accessibility is not only concentrating on the stepless way to all important facilities, it also includes important aspects of the offer: for an accessible design of the festival area there is a counter provided with a ramp so that nearly all clients can buy their tickets on their own.

All visitors will receive information about all service offers, including some special information about the

accessibility of the venue, provided at the festival at the main entrance of the big festival tent. There are offers of accompaniments to a concert as well as the offer to rent a wheelchair.

In the main festival tent a heightened area not only for wheelchair users is displayed. This area provides a great view over the stage so that also photographers and families with kids like this place.

On the open-air ground there are two accessible and mobile toilets. The self-designed toilet meets the current German DIN-Norm and is applicable without any chemical products. Interested event managers

from all over Germany can either buy or rent this mobile toilet for their own event. Furthermore there is an accessible shower for those visitors who stay at the festival area over night. In addition personnel staff is on the festival grounds and available to help all visitors if necessary.

To provide any necessary information to visually impaired and blind visitors, the programme of the event is not only available in a printed version but in Braille and audio-tape/CD. All tickets are additionally provided with Braille (with the link to directory assistance about the Moers-Festival).

Concerts in the dark

Next to the creation of accessibility at the Moers-Festival, a special concern of the art director is to present disabled and able-bodied musicians on stage. This issue is directly realised with the so called "concerts in the dark". The whole event takes place in the dark and is presented by blind and non blind jazz-musicians. This offer is very popular, because hearing in total darkness is an interesting and relaxed way of listening to concerts.

In 2007 it was the German violinist Gunda Gottschalk who was in charge of the concert series "concerts in the dark": "I see the dark tent as a place for encounters of a unique kind. The musicians communicate with each other purely through free

improvisation. Some of them meet for the first time here in the dark. The audience gets to hear live music without seeing the musicians. The groping towards and feeling for sounds, the sense of looking for and finally finding each other is experienced both by the musicians and the recipients of their music. If moments of frustration do occur, that's all part of it. It's only by foregoing ready-made habits that we are able to have new experiences at all.

I have dedicated two days this year to a combination of music and light art– not so as to eradicate the darkness, but so that darkness is constantly recreated for the sighted people in the audience. The aesthetics of the light artists make it possible for the listeners to separate visual perceptions from aural perceptions and so to be able to listen more intensely" (cf. www.moers-festival.com).

Conclusion

The accessible design of the Moers-festival has to be high valued. An accessible rearrangement of the built environment of the city of Moers is one of the results. The festival is a role model Europe-wide due to its accessibility and its inclusive artistic projects. This festival is an exemplary event, not only because of its positive response.

Picture 1: Accessible entrance to the festival tent

Source: NeumannConsult 2006

Picture 2: Accessible ticket counter

Source: NeumannConsult 2006

Picture 3: Accessible toilet on the open air ground of the festival

Source: NeumannConsult 2006

Peter Neumann is Director of the German consultancy Neumann Consult and President of the European Institute Design for All in Germany EDAD . The DIADA project is financially supported by the European Commission under Leonardo da Vinci Programme, see http://apintech.com/diada or www.neumann-consult.com .

5.
ABOUT ISDC

Ms Versua Bogdanovic,
Mr. Alexender,
Director of CRID, Serbia
Director of EIDD

Inclusive Society Development Centre – ISDC is a non-government organization with the mission of: Creating conditions for inclusive society through inclusive model of disability.

ISDC was created in June 2005 arising from the need of several persons with various types of disability and without disability to deal with issues focused on prerequisites for inclusive society, particularly in terms of the place of persons with disability in that society.

Fifteen persons gathered at the founding assembly, persons with disability, parents of children with disability and persons with no disability sharing the same vision: Inclusion for All!

This is how the organization of Inclusive Society Development Centre ISDC, came to be, with the idea to influence total integration of persons with disability through projects and through respecting their human rights and their free, freely chosen education and employment as the highest form of inclusive society.

<u>CRID promotes inclusive model of disability. What does this mean?</u>

Medical-traditional model perceives the problem in the disability itself and the person who has it, whilst the new, more advanced social model indicates that the problem lies in social environment, for if it is not adjusted it fails to provide equal opportunities for all persons who are members of a social community.

The social model promotes integration of persons with disability. Integration, i.e. inclusion of persons with disability and other groups of a social community classified as 'different' who enter the existing social space and thus lose their characteristics. (Society)

Inclusive model denotes expanding limits of society and accepting all members of social community into all currents of society, with no barriers and with preserving one's own identity.

By establishing a society advocating inclusive model, persons with disability meet all requirements for equality and respecting human rights of all members of a social community regardless of age and abilities.

Inclusive society popularizes Design for all, i.e. design of products and environment in such a way as to make it of use for all people in the broadest possible sense, with no further adjustment or specialised design.

Our vision is a society of equal opportunities for all its members, in which persons with disability will realize:

- **The right to live**

- **The right to be different**
- **The right to self-determination and defining every person with disability as a human being**
- **The right of people with mental disability who are not able to represent themselves**
- **The right to full participation and civil rights in our community**
- **The right to financial, physical and psychological integrity**
- **The right to dignity, tolerance and inclusion**
- **The right to justice!**

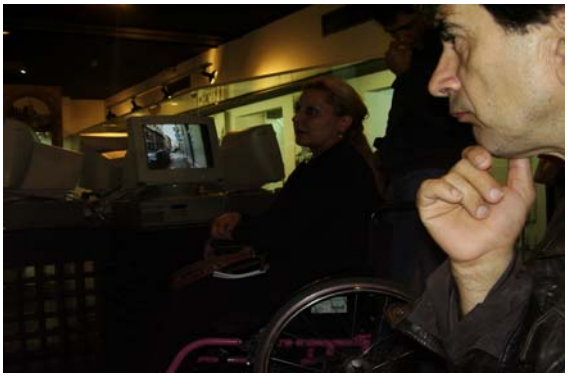
Persons with disability wish to represent themselves in all domains of live, ISDC will, through its activities, support persons with disability in starting a new era in Serbia.

The fact that persons with disability can work and have income in these regions as well, as is already the case throughout the world, does offer some hope and encouragement.

ISDC will focus on prerequisites for employment, family and other aspects of social life that will make it possible for persons with disability to realize a real social change.

Accordingly with philosophy of CRID, which is oriented to collaboration with all stakeholders, from the early beginning, CRID establishes the partnerships with state and business sector. Eurobank EFG supported the idea

of promoting the philosophy of Design for All in Serbia. During 2006, CRID realized the expertise and rearrangement of one branch of this bank in the centre of Belgrade. Than realized the conference about design for all. On this conference the Mr. Pete Kercher as President of EIDD at that time was invited as one of lecturers. By his presentation about Design for All's philosophy and principles, CRID succeeded to establish its path of further development in conceiving of the policy concerning people with disabilities in Serbia and to become recognised as Design for All promoting body.



Soon after the conference CRID becomes the member of EIDD – Design for All Europe. By continuous promotion of Design for All, upon CRID's expertises EFG Eurobank realized to make the another to branches (in two other biggest cities of Serbia - one on the north and another on the south for Serbia) and until end of 2007. the exclusive contract among CRID, EFG Eurobank and Ministry of Labour and Social affaires of Serbia will be signed about establishing the first playground/park upon the Design for All.

Also CRID established the collaboration with Ministry of Culture (lecturers about Design for All at National Library and National Museum of Serbia) and also

realized the exhibition about Design for All at October 2007, where again mr. Pete Kercher, as ambassador of

EIDD opened the exhibition and made the lecture where many representatives from Serbian Government were present. At the exhibition, photos and clips (accessible also to blind people) presenting the examples of good practices of Design for All, and also the photos from campaign of Swedish IDD – "looking for average person".

In order to make easier orientation to society what is really means Design for All – not only to improvement of quality of life of people with disabilities – CRID also presented to public the Handbook "Design for All – Job for All", where all the standards for creation of environment suitable to all members of society no mater age or ability.

The strategic aim of CRID is that the publication becomes part of "mandatory literature" to decision makers and employers while they rearranging the workplace for people with disabilities – because

upon the new law on employment of people with disabilities, the quota system will request to every company to employ some number persons with disabilities accordingly to number of other employees.

Ms Versua Bogdanovic,
Mr. Alexender,
Director of CRID, Serbia
Director of EIDD

5.

Design for All – From theory to practice

Finn Petrén

President, EIDD - Design for All Europe
Chairman, EIDD Sweden
Project Manager, DESIGN FÖR ALLA.SE
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Design for All is a new way of thinking about planning, architecture and design. A thinking that is based on human diversity as the norm for planning decisions, instead of the increasingly rare average person. Correctly interpreted, Design for All can become even bigger than the issue of accessibility and usability for all people, whatever their functional ability. Design for All can be a new social project that strengthens the social cohesion and sense of community we all want. This was the point of departure for the Swedish project DESIGN FÖR ALLA.SE.

In 2004 EIDD - Design for All Europe took an important step in the process of explaining the core and meaning of the Design for All concept by issuing "The EIDD Stockholm Declaration©", a one page document with a one line definition stating that *Design for All is design for human diversity, social inclusion and equality*.

Since then a number of important steps have been taking around Europe to go from words to action and show the significance of the Design for All concept in practise, the major one being a national project and campaign, *Design for All – From theory to practice,*

launched in Sweden 1 July 2005 and running to 30 June 2008.

A major national project

The Swedish project DESIGN FÖR ALLA.SE represents a pooling of effort at the national level. Its objective is to show the applicability of the Design for All concept within different areas of society - in both the public and private sectors.

The non-profit institute EIDD Sweden, a national member organisation of EIDD - Design for All Europe, is the owner of the project and runs it in collaboration with three of its member organisations: The Swedish Industrial Design Foundation (SVID), The Swedish Agency for Disability Policy Coordination (Handisam) and The Swedish Disability Federation. The project is being funded by the Swedish Inheritance Fund.

The project is aimed at the public sector, the business community and educational programmes in design. The purpose is to increase the demand for Design for All know-how within public procurement and private enterprise and the range of such competence among planners, architects and designers.

The project's main elements and action lines

The project has two main elements. The first of these is concerned with establishing a widespread consensus

among all stakeholders on the purpose of the Design for All concept and its potential for contributing to full participation for all in society. One of the tools is a national media campaign aimed at a thought-provoking communication of the message.

The second main element consists of a number of collaborative projects within various areas of society and with various cooperative partners. These projects are to provide good examples of how Design for All may take shape in practice. The examples produced, both in the form of effective processes and practical solutions, are being widely disseminated as inspiration for further work by other actors.

During the project's first two years we established ten collaborative projects involving around thirty partners. A media campaign, *Liberate diversity*, was launched in November 2006. As a third action line the project has carried through thirty activities of different kinds on regional and local level throughout the country, the main purpose being the reinforcement of the campaign message and the project's overall purpose.

So what is the campaign about, and what are we doing within the cooperative projects? In the following I will give a short description of the campaign layout and sample information on some of the projects.

The "Liberate diversity" campaign

We are all people. But that's where the similarity stops. This notion was the point of departure when planning and designing the campaign.

The Stockholm Metro 30 October 2006

The campaign started with the issuing of a description of "The average person" in all subway stations of Stockholm, the Capital of Sweden, during one week in the autumn of 2006. The message of the campaign was:

"Most of what is built and designed in our society is adapted to suit the average person who is 173.3 cm tall, who weighs 69.5 kg, whose muscle strength is 4.1 watts/kg and who has 1.7 children. Or to put it simply: A person who doesn't exist.

What if design and architecture could be just as varied and exciting as the people that they are intended for? There is no conflict between artistic quality and accessibility in design and architecture. Merely varying

degrees of difficulty and skill. Only the best are able to take into account all the various aspects of use and mix it with bold design.

Now we challenge you and all the other architects and designers in Sweden. Join the liberation movement against the dictatorship of the average. Liberate diversity!"

One year after the campaign start it is generally recognised that the campaign has been a great success, apart from the fact that the average person was nowhere to be found. The immediate impact was big and led to radio interviews, news coverage of all sorts, articles in leading design magazines and numerous invitations to speak at different settings such as schools, conferences, business breakfast meetings, design events and fairs. And even more important, the campaign is still alive and remembered. In order to reinforce the effects, a rather spectacular follow up is now being prepared for the spring of 2008, ahead of the formal end of the project.

The collaborative projects

Planning and design for all can be applied in practice to most areas of society. *Local social planning* is one example. Town planning, the development of our urban environments and the design of individual buildings are crucial for people's ability to get around and function in the public sphere. The design of *products and services*

is the traditional field for industrial design activities. What can the Design for All perspective bring to these areas? *Public transport* is another obvious example, and so is the design of *IT products and services*. Planning and design for all is a prerequisite for quality. *Culture* is a key part of every human being's life. Or at least, it should be able to be. Access to our common *cultural heritage* poses a particular challenge. However, challenges are to be found within the entire cultural sphere and concern both buildings and activities. Can conscious design contribute to opening up the world of *employment* to more people? Sure it can, but how? There are many opportunities in this area to test out the applicability of Design for All.

All these areas were being addressed when designing ten national collaborative projects within DESIGN FÖR ALLA.SE involving some thirty partners within both public and private sector. Among the partners are a number of national authorities, municipalities, branch organisations within design, NGOs, schools and, of course, designer's and architect's offices.

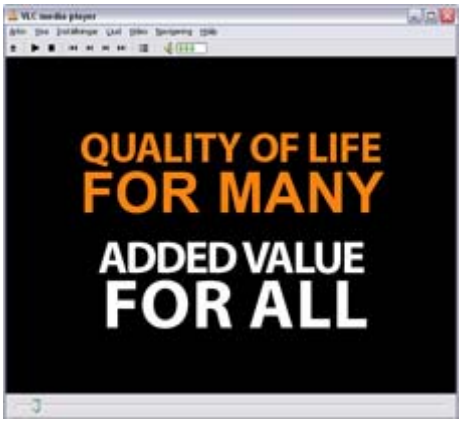
The collaborative projects examine, develop and then document a broad spectrum of processes aimed at the practical application of Design for All. These processes, and the solutions generated, will all make a unique contribution to the improvement of knowledge in the field, creating a rich source of inspiration for continued development work based on the Design for All concept. Here are some examples.

A Meeting Place for All. The project, which took the form of a preliminary study, was carried out during the latter half of 2006 by the City of Malmö, Sweden's third in size city, in partnership with Region Skåne, SVID's (The Swedish Industrial Design Foundation) regional office and EIDD Sweden. The objective of the project was to draw up a new plan for a central location in Malmö, aimed at transforming a problem area into an attraction for the whole of Malmö.

The preliminary study was carried out by a working group comprising a design manager from SVID's regional office, an artist, an industrial designer and a landscape architect. A range of other design expertise was drawn on and the project also trialled new forms of collaboration between the city, business community and local schools of architecture and design. The project was concluded at the end of 2006. The City of Malmö has since earmarked funding for initial planning, with building work due to start in 2008.

Film on Packaging for All. The Swedish Rheumatism Association and the Swedish Association of the Visually Impaired have each been involved in packaging projects based on the primary needs of each specific group. DESIGN FÖR ALLA.SE has helped to unite the interests of the two organisations in a film which takes the experiences from projects on accessible packaging and, in the language of advertising, communicates the message of "Packaging for All".

The film, which runs for just under three minutes, was completed in time for the Swedish Rheumatism Association's Nordic conference named "Liberate Your Product" on 5 May 2006. It was also shown at the major international packaging fair in Stockholm at the end of May that same year, and is freely available to relevant disability organisations and other stakeholders in the field (e.g. the packaging industry and industry organisations in the pharmaceuticals and groceries industries). Designstudio Värmland was responsible for the production, in partnership with ReLoad Design AB and EIDD Sweden.



Copyright© EIDD Sweden 2006

A Dignified Entrance – Accessibility in Historic Buildings. The project is being carried out in 2006 and 2007 in partnership with the National Property Board, the City of Stockholm and EIDD Sweden, with the aim of developing prototype solutions for problematic entrances at four historic buildings, two owned by the City of Stockholm (the City Hall and the art gallery Liljevalchs konsthall) and two owned by the National

Property Board (Residenset in Gothenburg and Södra Bancohuset in Stockholm's Old Town).

The project is groundbreaking. For the first time, the Design for All process is being used to create equal access to some extremely significant historic buildings. Design and architectural consultants have been brought in to help with each of the locations. A total of twenty different consortiums competed for the commission. 12 June 2007 saw the presentation of the first concept proposals at a joint meeting of the four working groups at the Stockholm City Hall. The solutions finally proposed were presented on 20 November 2007. The implementation within at least one of the buildings (Liljevalchs' Art Gallery) will be carried through already in 2008.

Dialogue Forums. DESIGN FÖR ALLA.SE has identified a couple of areas with particular potential for developing new ideas and synergies based on the Design for All concept, through new forums for exchanging information and ideas. Two of these areas are public transport and IT. The collaboration was planned to involve three meetings per forum, followed by an evaluation in spring 2007 and a decision on whether – and how – to continue with the project.

After the three meetings of the *Dialogue Forum on Design for All in Public Transport*, the participants decided to continue their collaboration, with the aim of drawing up further initiatives by autumn 2007. The

Dialogue Forum on Design for All in Public Transport includes representatives of the rail administration Banverket, the Swedish Civil Aviation Authority, the Swedish Maritime Administration, the Swedish Road Administration, Handisam (Swedish Agency for Disability Policy Coordination) and EIDD Sweden.

The Dialogue Forum on Design for All in IT **includes representatives of the Swedish Administrative Development Agency (Verva), the telecom and postal authority PTS, the Swedish IT-User Centre (NITA) at Uppsala University, the Swedish Consumer Coalition, The Swedish Disability Federation, Ergolab AB, Ericsson, Microsoft, Handisam and EIDD Sweden.**

The Dialogue Forum on Design for All in IT is well on the way to becoming a think tank of the highest international calibre. Work has continued through autumn 2007, and a major result so far is a written statement, ***Design for All as a Beamer for e-Inclusion,*** **with recommendations to the Swedish government.**

Education . During spring 2007, a survey was carried out, targeting around 60 programmes in design, architecture, landscape architecture and planning. The aim was to identify the existence of any Design for All elements and interest in developing such competence within the programmes. The results show that there is widespread interest in obtaining new knowledge in this area and a readiness to take it on board. New initiatives are being prepared for spring 2007, but the

work of embedding the Design for All concept in the programmes is a long-term project, which will require much greater managerial resources than those available within the present project.

Preliminary conclusions

The Swedish DESIGN FÖR ALLA.SE project has now six more months to go. The total funding for the three years project amounts to 1.3 million Euros, but these money has generated investments by the partners that by far exceed the sum mentioned. The project has been staffed with three persons, a project manager (Finn Petrén), a communications officer (Anna Bellander) and a webeditor (Sandra Klaar). EIDD Sweden is now preparing a next step. There are different options, but so far no clear solution.

Sandra Klaar, Anna Bellander and Finn Petrén

Through the project more and more people are opening their eyes to the real meaning of the Design for All concept – an approach and a design process with a

focus on the creative challenge of combining aesthetic aims with broad usability. The growing interest is showing itself in many ways, in the rising tide of new EIDD Sweden members and the positive reactions received on a daily basis to the campaign "Liberate diversity" and other initiatives within the project.

The project has shown that accessibility and broad usability need not be associated with problems, restrictions, lectures and sermons. They can just as easily awaken curiosity, desire and new insights among designers and architects about what they can do with their professional expertise. And that's just what's happening right now. Design for All transforms obligations into opportunities. A major shift is afoot. It won't happen overnight, but the potential is there.

Finn Petrén

President, EIDD - Design for All Europe

7.

DESIGN FOR ALL - THE OBVIOUS PATH THAT SO FEW CHOOSE TO FOLLOW

By Steinar Valade-Amland, Managing Director, Danish Designers*

In an ideal world, Design for All as a concept would seem rather superfluous. Alas, it's not. But the endeavours of many among us to promote the idea of Design for All could possibly be even more rewarding than it already is if we condescended to communicate our ideas in terms of the marketplace. Let us focus on the profitability of Design for All, on market shares and on cutting edge competitiveness. Let us embrace the idea that Design for All is merely good design, and ride on the global wave of campaigns, pondering into the minds of this world's business leaders that good design is good business. Let us substantiate that Design for All is obviously the right path to follow - also in a shareholder value perspective. Because it is...

There might be many ways of communicating the value of inclusiveness in public as well as private product and service development, in corporate and brand communications and in customer interface. One is purely mathematical or numerical; measured in market size and market share. If a given supplier of any given consumer item has a tenth of the market as his or her share, and provided one bases one's assumptions on an average of 20% of the population having one or more than one physical disabilities, of which let us say half are prohibited from using the kind of product in

question due to lack of adequate alternatives, then the company first offering such an adequate alternative could easily increase its market share by as much as 100%. Without taking into account the positive effects of positioning itself as a responsible and accommodating enterprise. And - which is even more important - without taking into account the positive effects of appealing to a mainstream, non-impaired audience, simply because most features facilitating access to or the use of a given product - if done smartly - also appeal to the average, fully apt citizen.

Moreover, at least in my own and probably in many other regions, an increasing problem for knowledge-based corporations is the access to qualified staff. Only in Denmark, thousands of jobs are left vacant due to the lack of engineers, economists, doctors and other highly qualified people. One approach, and the one which the Danish government - however reluctantly - has adopted, is the strategy of importing qualified staff from other regions - among others India. Inclusiveness is also about ethnic diversity, so as far as I'm concerned, people from anywhere on the globe and for whichever reason are more than welcome to be my neighbour. However, there are other ways of attracting skilled and highly qualified staff, which could benefit other diversity concerns - applying a design for all philosophy to the work environment being one obvious alternative. More accessible work premises will benefit staff both with and without special needs, but most likely also clients or customers, visitors and facility

management, thus the image and brand position of the company. Truly a win-win propositions.

Another approach is philosophical and ethical rather than empirical by nature and commercial in its objective - however not more so than what most people can easily relate to. We all have, or at least have had, families with members of all kinds: children, teenagers, grown-ups and elderly - perhaps also people with special needs. How do we deal with that? We adapt to it. We cater for each other's needs. We adjust our expectations to what is reasonable to expect from the individual. We see each other and strive to treat each other as unique and we pursue the idea of diversity as one of the vital ingredients of life quality and meaningfulness. Just think about the eccentric aunt Emma or the naughty, but notoriously funny cousin Jack - or uncle Walt with his wooden leg. What would the family have been without them? And then, outside of the haven of the family - however romanticized the image of it tends to be - we do everything we can to discourage diversity. We encourage the idea of designing for the majority, for the able and articulate, not for all.

The overwhelming focus on user driven or user centred design and innovation is partly to blame for this - paradoxically. The methods making up this current trend of product and services development are based on observing representatives of the defined user group in question - either lead users or a broader scope of

representation, and then synthesising the findings into a profile which caters for as many of the articulated or observed needs as possible. The user centred and user driven innovation and design concepts are not altruistic - which is not a denunciation of their validity - they are concepts driven by a natural and increasingly urgent need to forecast the needs of any given market. Auntie Emma's, cousin Jack's and uncle Walt's particularities are not very likely to be shared by a sufficient number of people to have their specific needs built into such an equation. Design for all as a concept might not be entirely philanthropic either, but its origin is true concern for the individual user. The concepts might look very much alike from outside, but it's pertinent to those of us who have the privilege of influencing their dispersal on policy and corporate level to point out the difference.

Furthermore the ideals of design for all - more than ever - need to be argued actively by people who influence the design and innovation process. There are many ways of doing so, and organizations like EIDD and its members - like Design for Alle.dk - Design for All Institute of India and many others play a vital role in informing the world of the obvious benefits of applying the concept to the development of products, services, communications and the built environment. However, we might strengthen our mission if we manage - in addition to what we already do - to integrate the thinking behind design for all into other concepts; concepts which are supported and advocated

by more, bigger and stronger actors than ourselves. If design for all could become an inevitable element of the practice of CSR - Corporate Social Responsibility, or an integrated part of prevailing sustainability concepts and definitions, we might perhaps reach a wider and more mature - in terms of readiness to adopt our ideas - audience than what we have the means to do on our own.

*** Danish Designers is a member of Design for Alle.dk, the Danish National Member Organisation of EIDD.**

CASE STUDY:

1.

Prayaville, Thailand:

Becoming a Destination of Choice for Travelers with Disabilities

Scott Rains, D. Min., srains@oco.net

This report for the Prayaville School for the Disabled results from my observations of the Inclusive Tourism potential of Prayaville while I was a guest of the school from October 1 through October 22, 2007. I wish to express my gratitude for the generous hospitality of the school and, in particular, Ajahn Khun.

Background

Ajahn Khun introduced me to ongoing efforts at preparing Prayaville for travelers with disabilities. Together we audited Prayaville and Peemai Beaches. We also modified an existing facilities survey form. Even daily activities like grocery shopping became valuable observation sessions.

To this micro level of Inclusive Destination Development I would like to overlay a Vision Statement and recommend a Pre-Phase 1 process. Perhaps the Statement, or some reformulation with a similar long term scope, and process can provide guidance at the

macro level to insure continuity of the project through the coming years.

Vision Statement

(*This Vision Statement is written in the present tense to express the ideal goals of the project as if they were already reality.)*

- **Prayaville is a barrier-free city with an affirmative policy of inclusion of people with disabilities (PwD) that is evident in its infrastructure as well as its business and civic cultures.**

- **Prayaville is a city with a community of citizens, as well as long- and short-term guests with disabilities, who actively participate in civic life through government, business, education, media, and the arts.**

- **Prayaville is a destination of choice for people with disabilities because it has applied Inclusive Destination Development principles of Universal Design in developing its tourist assets.**

- **Prayaville has differentiated itself from other tourist destinations while positioning itself within the mainstream tourist route of Thailand and of Southeast Asia.**

Scope of Existing Project

A three-phase Prayaville Inclusive Tourism project that was presented to me when I arrived. It appears to focus primarily on barrier-free access. This is a necessary stage but it must be remembered that tourism, and tourist destinations, are a product that require an integrated approach to every step from product-development (such as barrier- removal) to marketing and redesign.

The three-phase project for Inclusive Tourism in Prayaville that was presented to me emphasized the beach districts and included development organized around these zones:

Phase 1: The inland (East) side of the street along the beaches
Phase 2: The shoreline (West) side of the street along the beaches
Phase 3: The zone surrounding the tourist condo and hotel complex

I believe that the decision to focus on the beach area is the correct one for Prayaville.

However, a professional approach to Inclusive Destination Development would begin with an assessment cataloging all tourism assets of the entire city of Prayaville. It would note geographic clusters of high-value tourist assets to identify tourist zones. It would rate them by values such as income potential,

international visibility, ease of development or similar values in order to rank them in priority as potential project sites. At that point a data-based decision could confidently be made on the scope and phasing of a project to make Prayaville accessible to tourists. (It is possible that Prayaville municipal government has already done such a study and this information was used to develop the three-phase approach above. My short stay did not allow me to research this area.)

Assuming that the decision to prioritize the beach area as a site for travelers with disabilities is the proper one I propose an alternate approach.

Scope of Alternate Project

This reformulation of priorities involves five phases reflecting the full product cycle from product development through marketing, continuous evaluation, and back to (re)development (improvement). In addition, I recommend a planning step to proceed phase one. In this step the disability community makes strategic and tactical decisions to assure the sustainability of this project. Specifically, the school and its key allies in the Prayaville disability community must determine how they will insert themselves at multiple levels in the city's tourism value chain so that they benefit through publicity and revenue for the work they do.

Assumptions

My recommended change to the existing plan starts with a set of assumptions. This set of assumptions is in turn derived from a quality-of-tourist-experience (human-centered) approach rather than geographic or urban planning (engineering-centered or problem-centered) approach:

Assumption 1: Prayaville's beach areas are the highest tourism attraction for PwD
Assumption 2: Design of these areas for PwD who use wheelchairs is a logical first priority
Assumption 3: Clusters of PwD as tourists will exist surrounding the 1) largest, 2) most internationally famous, and 3) the most disabled-accessible tourist lodging near the beach area
Assumption 4: Clusters of PwD as tourists will also exist surrounding the 1) most internationally famous and 2) most well-trafficked bars, restaurants, and other tourist attractions in the beach districts.
Assumption 5: PwD are an especially vulnerable group requiring systematic planning for their safety in areas such as navigation and way finding, pedestrian safety in traffic, protection from violence, and emergency evacuation.

The Unique Role of Prayaville School

The Prayaville urbam area has a resource of great significance to the success of developing itself as a destination of choice for travelers with disabilities –

Prayaville School for the Disabled and the network of staff and alumni formed through over 20 years of success.

Prayaville School provides the obvious service of education and workforce creation in the region. However, equally important and easier to overlook is the role of the school in the creation and maintenance of a local manifestation of Thai disability culture. The concept and products of disability cultures are held in high regard by the emerging field of Disability Studies. My recommendation is that the Prayaville school and larger disability community should gain familiarity with Disability Studies and especially the concepts of Universal Design and Visitability and alliances with individuals and organizations working in the field of artistic and cultural expression. In the process of such self-education it should hold public listening sessions on the desires of the disability community in relation to tourism development as well as smaller focus groups run according to standard practices for such research.

Currently, the school excels in wheelchair sports as one manifestation of disability culture. Plans to develop a sports center with the assistance city will create opportunities to attract spots tourism. A similar strategy can be pursued in the arts and other aspects of culture.

Project Phases

Summary of Phases:

Phase 0: Disability Community Establishes Goals & Positioning Phase 1: Surveys & Asset Assessment
Phase 2: Mapping & Prioritization
Phase 3: Product Development & Quality Control
Phase 4: Marketing & Communication
Phase 5: Product Improvement & Redesign

Description of Phases:

Before the first phase comes a set of choices by the disability community about how it intends to maintain leadership and control of this project at every step.

This includes calculating the assets available to it such as human resources, financial resources, PwD with the competencies necessary to carry out this project, and the support of allies. It requires the disability community to determine how it will profit both monetarily and through publicity at every step. It also requires the disability community to determine what products (for example, booking travel reservations for incoming tourists, selling handicrafts, or renting rooms) and what services (for example, guided tours, van service, or training Prayaville hotel staff how to serve quests with disabilities) it will sell to sustain itself in this work.

The first phase is asset inventory. It is necessary to know exactly what tourist resources are available. Preparation for this phase is well underway through the work of Ajahn Khun as she prepares an accessibility survey tool. Community listening sessions at the school and controlled focus groups are appropriate tools at this stage.

The second phase is identifying where clusters of PwD concentrate due to accessible lodging. It also identifies where they cluster due to desirable tourist services. Finally it plots safe efficient paths of travel linking these areas. This differs from the existing three-phase approach by establishing areas of higher priority for development while still assuring that barrier-free travel is possible along the whole length of the beach districts.

The third phase the construction process – including monitoring, compliance enforcement, and certification. This phase requires nothing less than a community ethic of honesty and pride in workmanship. Lack of training in the concepts and practices of Universal Design combined with poor communication of requirements on the part of construction teams remain a key implementation problem. Lack of monitoring and enforcement by city officials, and a culture of graft that also constitute a serious threat to the success of this project. This third phase requires a combined commitment to education and enforcement. The result of a business-as-usual approach to the construction

phase where poor workmanship is tolerated will be the injury of PwD tourists and the avoidance of Prayaville City by the international market.

The specific challenge to the Prayaville PwD community in Phase 3 is to develop the expertise to understand the construction process and its technologies in order to effectively monitor in the project in its own self-interest. (Note: Mastering these skills may be a possible future course of study for Prayaville School students. The existence of a professionally competent group of PwD in this growth industry would be a boon to monitoring tourism development. It would place PwD in significant positions in the value chain of Prayaville's tourism economy.)

Cooperation in developing Inclusive Tourism is evident from the Mayor of Prayaville. It seems likely that support at that level will continue. However, this third phase directly inserts the Prayaville community of PwD into an area of business where certain "privileges" and accepted practice exist that are in conflict with the interests of the disability community. The community must show political will to monitor in the face of possible resistance to its presence. The educational and strategic details of Phase 3 require more discussion than is possible in this initial document.

The fourth phase is the marketing process. People with disabilities rely on word-of-mouth endorsement more than any other group of tourist. This is because the

unique physical needs of this market require specific tourism site data from trusted sources. Visibility of PwD in marketing materials is a valuable tool but more valuable are testimonials by PwD – including, and perhaps especially, Thai PwD. That is, international tourism by PwD will be positively affected to the degree that Thai PwD are represented in the marketing of Prayaville and are visible as employees or owners of the lodging and services that international PwD use.

The fifth phase extends the area covered by the first project. It will compare predicted behavior of PwD as tourists with actual measurements. It will also integrate the desire of Prayaville businesses that may not yet have experienced increased revenue from PwD but also wish to be integrated as barrier-free. These two factors, as well as Prayaville City development initiatives for the districts, will be the foundation of further projects.

Conclusion:

Prayaville has great tourist potential. That potential for persons with disabilities as tourists remains untapped. Commitment from Prayaville School and its network of PwD and interest on the part of the Mayor of Prayaville make success almost certain. With a comprehensive approach similar to what I have outlined here I look forward to continuing to assist in this project and recruit my colleagues to do so.

In my short visit to Thailand I was the recipient of extraordinary hospitality. I saw only the best of the country and was grateful for the opportunity.

As a guiding principle for this project I offer this aphorism of the King that was shared with me by a Thai friend. I believe it speaks to the ethical issues addressed in Phase 3 above while suggesting a practice of self-discipline for the good of the community that can make this project a success,
"Pid thong lung pra." **I am told it is an admonition to place your gold leaf offering on the back of the Buddha so that his image will be beautiful from all angles – even those that are often overlooked and undervalued. That seems like good advice as we work to build the infrastructure and culture of Prayaville as a destination of choice for people with disabilities.**

Dr. Scott Rains.

2.

Hand Powered Elevator for Wheelchair Users

Designer / Design Team
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E-mail jesseleeowens@yahoo.com
Phone 1 (907) 745-4177
Occupation Associate Professor (Medical Physiology)

Description: Describe your design in 300 words or less. Address all judging criteria.

In developing countries there is a severe lack of accommodations for people with mobility impairments. A ubiquitous problem in these countries is the scarcity of elevators that will allow people with disabilities to reach upper floors in buildings and in many cases, especially in rural SE Asia, to reach the living quarters of the family house. This problem presents a major barrier to social integration, employment, training, and promotes the dire poverty many disabled people endure in the developing world.

I have developed and extensively tested an inexpensive hand-powered elevator that could have great utility in poor countries. Major factors guiding the development of the elevator was to keep the cost of the device to a minimum, use materials available in the regions of the world where it is needed, and keep the design simple to allow construction with common fabrication tools.

The elevator I present here consists of a caged platform that can be raised and lowered by a cable attached to a winch. The power to lift a disabled person can be supplied by the rider of the lift (as pictured in my illustrations and photos) or by an able bodied assistant, depending on where the winch is located. The elevator does not require a special shaft to house it, but instead can be attached to the outside of a building which has an entrance to the upper floor. The elevator can span any height needed simply by adding sections to the vertical guide rails. All of the components can be fabricated at a shop and delivered to the needed location as readily assembled modules.

I am paraplegic and have travel extensively in developing countries. I know for certain that this device could enhance the lives of many disable people in poverty stricken regions of the world.

Materials: We are listing all materials required, quantities of each, the source of each material (where the material is found), and estimated cost in US dollars.

Material	Quantity	Source	Cost US$
1. Square steel tubing 1/12	“30 ‘	Any steel outlet	$35
2. Square steel tubing 1”	26”	Any steel outlet	$25
3. Winch/self locking brake	1	McMaster Carr Supply	$30-$250
4. 3/16” wire cable	30’	Any good quality hardware store	$15
5. Pulleys (heavy duty)	3	Any good quality hardware store	$30

Cost: Total estimated cost of cushion materials: $135-$355 US$: depending on quality of winch

Equipment/Tools: List all equipment and tools used to construct the device.

1. Welder
2. Chop saw
3. Welding accessories (clamps, square etc)
4. Drill press

Construction: Provide step-by-step, detailed instructions on how the device was constructed.

1. Construct cage to hold wheelchair
2. Construct vertical guides with base
3. Construct steel bridge that pulleys attach
4. Attach winch to cage
5. Build and attach hand crank to winch
6. Assemble and secure to wall and floor
7. String and attach cable to winch and cage
8. Test for proper function

Time: Total construction time: 8 hours by skilled fabricator

Weight of elevator: approximately 160 lbs

Features: Describe any special, new or improved features of the device.

1. The device works well as it was first assemble. If the design goes into production I would strive to improve the safety mechanisms to prevent a fall in the unlikely event the cable or winch failed.

Device Use and Care: Describe any instructions for use and care of the device.

1. Very little maintenance—if cable begins to fray – replace it

2. Provide lubrication to the winch if needed

3. If the device is outdoors—keep the metal protected with paint

Describing the detail of the history of the device design. (i.e. Is it now in use? How many are produced and used per month? What are the positive and negative results? What changes have you made based on feedback and performance?)

The device is now in use and has been for approximately 15 years. I use it ever day to reach my upstairs bed room. The cost of a commercially made residential elevator is prohibitive, and this one has performed very well without modifications for the entire period. Several other people who live in wheelchairs have (with my permission) had the elevator duplicated and installed in their homes. All of the feedback I have received from them has been very positive

Inserting digital photos of the device and sketches which will give clear idea of what it look like and indicating dimensions and name of all the parts

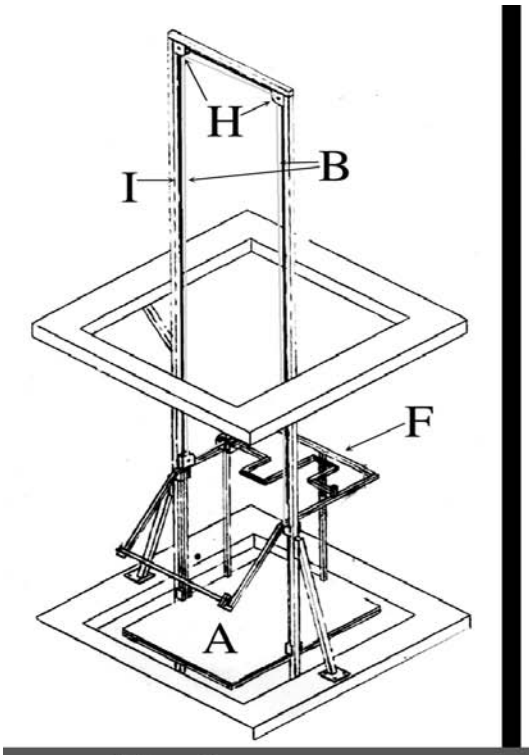

Fig 1

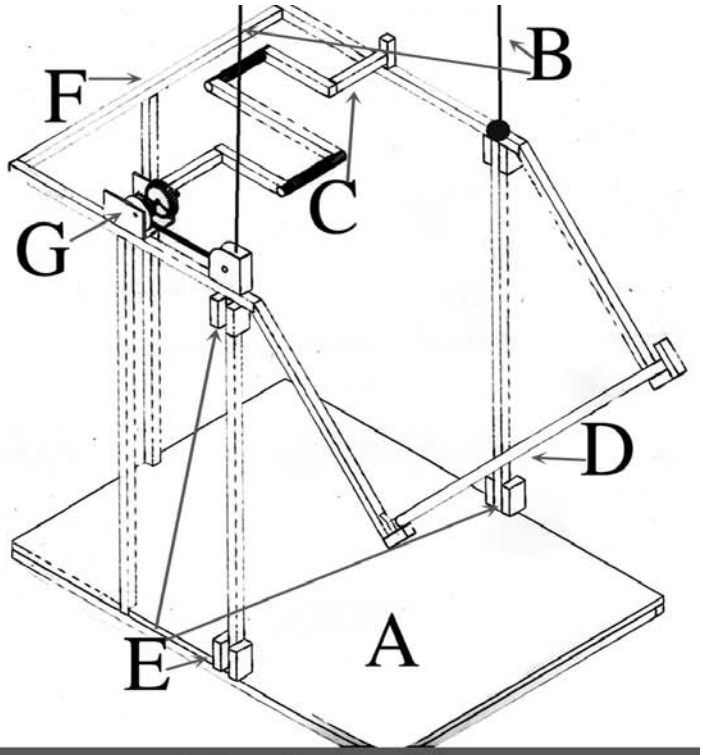

Fig 2

A-Platform (3'x4' plywood)
B-Wire Cable (3/16"-3000 lb)
C-Hand Crank (6"x8" pedals)
D-Rear Gate (30" above platform)
E-Plastic guides
F-Cage (42' above platform)
G-Winch (H. duty-internal brake)
H-Pulleys for Cable (2")
I-Upright Members (1 1/2"x18' box)

Fig 3

Contact:
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(Editor)

Letters:

1. Sunil:

Merry Christmas and Happy New Year to you. You have a brilliant job promoting universal design in India and keeping it in people's mind.

Thanks.
Abir Mullick

Professor and Director
Industrial Design
College of Architecture
Georgia Institute of Technology
247 Fourth Street NW
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2.
Dear Dr. Sunil Bhatia,

thanks for your card and Greetings.
Please accept my very best wishes for 2008!

Warm ragards,

Margaret Perivoliotis.

3.
Dear Sir

Thanks a lot. Wishing you and your design team a Merry Christmas and a prosperous New Year.
Regards
Sudip
4.
Dear Colleague
You are warmly invited to submit a paper for this new call "Innovations in User Sensitive Design, Research and Development".

This is an open call, inspired by, but not limited to, a recent set of International Workshops organised by CIRCUA (Collaborative International Research Centre for Universal Access), School of Computing Science, Middlesex University, London.
Regards and Seasonal Best Wishes
Dr Ray Adams
Centre Head, CIRCUA
Collaborative International Research Centre for Universal Access , School of Computing Science
Middlesex University, The Burroughs Hendon
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http://www.cs.mdx.ac.uk/research/CIRCUA/
http://www.mdx.ac.uk/schools/cs/staff/academics/r_adams.asp
Tel: 0208 411 5278
Email:
r.g.adams@mdx.ac.uk
projectsciruca@yahoo.co.uk
rayresearch@googlemail.com

5.
Dear Dr Bhatia and Scott,

Thank you very much for introducing the journal as described below.
It would be highly appreciated if Dr Bhatia can tell us more about the journal which our Thai colleagues or myself (if appropriate) might be able to contribute to.

Thanks and regards,

Aiko Akiyama
Social Affairs Officer
Emerging Social Issues Division (ESID)
UNESCAP
RAJDAMNERN NOK AVENUE,
BANGKOK 10200
THAILAND
Tel: 66-2-288-2315
Fax: 66-2-288-1030
Cellular: 66-81-830-9176
Email akiyama@un.org
http://www.unescap.org/esid/psis/disability/index.asp

6.

Dear Dr. Bhatia,

As Khun Aiko email, It would be great if we can get latest newsletter to contribute to the conference.

Best regards,

Saowalak Thongkuay
Regional Development Officer (RDO)
Disabled Peoples' International Asia Pacific Region (DPI-AP) 29/486 Moo 9 Soi 12 Muangthong Thani
Bangpood Pakkred, Nontaburi
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Email: saowalak@dpiap.org , thongkuay@yahoo.com
Tel: 66 2 503 4268 Fax: 66 2 503 4269
website: www.dpiap.org

7.

Dear Professor ,

With deep regret I have to inform you that Czech minister of industry and trade decided to close Czech Design Centrum by the end of this year. In this connection I would like to thank you for all documents Design for All you have sent us. They were really very helping .Please ,stop sending your materials from January 1st because nobody will receive them

I wish you every success in all your activities.

Best regards

Dr.Z.Vokruohlický - Vok
DCCR

NEWS:
India, China wise up to innovation

Like other major company activities, innovation must be managed in a disciplined way. Yet innovation often is treated like a corporate stepchild. Because innovation may be scattered among many departments, the process of screening, prioritizing, and commercializing new ideas frequently is managed in an ad hoc way.

As a result, many top executives don't fully understand the innovation process, don't appreciate the full range of benefits innovation can generate, and aren't sure how to measure the payback the company receives from its investments in new ideas.

Senior executives must get control of this. Those companies that manage the innovation process best -- whether they're today's top brands from the West or challengers from rapidly developing economies (RDEs) like China, India, and Brazil -- will likely be the global leaders of tomorrow.

A Wireless Revolution in India
The Global Millionaire Boom
Last year, the Boston Consulting Group teamed up with Business Week in a global survey intended to answer a very important question: Which global companies are the top innovators and why? We surveyed more than 1,000 senior executives worldwide.

Their top choices for the most innovative companies didn't produce any great surprises: Apple, Google, 3M, Toyota, and Microsoft.

Planning for Innovation

What did surprise, however, was the fact that while 72% of senior executives named innovation as one of their top three priorities, nearly half said they were disappointed with the returns on their investments in this area. Many admitted they didn't even know how to measure these returns. (Thus was born the new book I wrote with my colleague Jim Andrew, Payback:

Reaping the Rewards of Innovation, published a few weeks ago by Harvard Business School Press.)

This uncertainty among top executives about how best to manage innovation comes at a crucial, if not critical, time. China and India have both declared innovation to be strategic national priorities. In January, 2006, China unveiled what it called its 15-year "Medium-to-Long-Term Plan for the Development of Science and Technology."

The plan calls on China to become an "innovation-oriented society" by the year 2020, and a global leader in science and technology by mid-century. The plan calls for steep increases in research and development (R&D) expenditures over the next 15 years, from 1.23% of gross domestic product in 2004 to 2.5% of a significantly larger GDP by 2020.

Slide Show: Countries with the Most Millionaire Households

The Visa Shortage: Big Problem, Easy Fix

And it sets two far-reaching goals: First, for China to become one of the top five countries in the world in the number of new patents granted for inventions, and second, as noted by the American Institute of Physics, "For Chinese-authored scientific papers to become among the world's most cited."

Intensifying Competition

India's goals are no less ambitious, and are nicely captured by the slogans used to promote the 2005 and 2006 national R&D expositions in New Delhi: "Think Innovation, Think India," "Mind to Market," and best of all, perhaps, "The World's Knowledge Hub of the Future."

In support of such ambitious goals, meeting sponsors remind us that "India has 380 universities and 11,200 higher-education institutions churning out around 6,000 PhDs and 200,000 engineers, 300,000 science graduates and post-graduates annually" and that R&D investment has been growing at a compounded annual growth rate of more than 40%.

In short, the competition is intensifying. Despite this reality, many companies in rapidly developing economies are still viewed as mere copycats, first making low-cost "knock-off" versions of U.S.,

Japanese, and Western European products for their home markets, and then adding some new bells and whistles for the low-end export market.

But this is not a fair assessment. RDE companies are doing far more than just reproducing (at lower cost) what's already there. They're innovating and improving in ways that provide value to both consumers and their own brands.

We've seen this process before. In the 1950s and '60s, Japanese electronics firms provided U.S. consumers with smaller and better transistor radios, challenging -- and eventually displacing -- Admiral, Magnavox, Zenith, and other popular U.S. brands.

The Japanese companies then introduced other products, including state-of-the-art color TV sets, which soon set the global standard for quality and reliability. By the mid-to-late 1970s, many Americans thought: If it isn't Sony, it isn't worth owning.

Up Next: South Korea

Japanese automakers similarly challenged the status quo. Before the once-dominant U.S. automakers fully realized what was happening, the Japanese -- Toyota, in particular -- were setting new standards for quality and design, and everybody else was playing catch-up.

The South Koreans are the current challengers. LG Electronics, which first marketed its home appliances in the U.S. under the low-end Goldstar brand, is now a serious competitor in the upscale designer market.

Hyundai cars, once seen and sold as "cheap basic transportation," are now challenging Honda, Ford, General Motors, Toyota, and Volkswagen. Samsung, a relatively unknown electronics firm a decade ago, was named the No. 1 consumer electronics brand in the world in the 2005 Business Week/Inter brand survey of the top 100 global brands.

What drives this phenomenon is not only low cost, but the ability to invent, improve, and innovate in ways that generate the necessary payback: profits, knowledge, or an enhanced brand or organization.

Chinese, Indian, and other RDE companies are not all (or even mostly) copycats any more. Indeed, many RDE challengers -- the Chinese electronics firm Hisense, for example, the Brazilian aerospace firm Embraer (ERJ), and the Indian pharmaceutical giant Ranbaxy [Get Quote] -- now consider innovation central to the corporate culture.

Patent Fever

Hisense is a good example. Describing itself as "a national high-tech enterprise and technological innovation base," the manufacturer of refrigerators, air conditioners, computers, and cell phones now invests more than 5% of its annual sales revenue in research and development.

The Hisense R&D Center, known internally as Tech-Incubation Park, houses more than 1,500 researchers. In 2005, the company introduced the first Chinese-made "digital media processing chip." Company scientists in just the past two years have applied for more than 400 patents.

In managing innovation, RDE firms should follow the same basic principles that businesses everywhere must follow. Innovation is not a black art, a roll of the dice, or a creative free-for-all. It is a combination of deliberate risk-taking, close management of a well-defined process, alignment of all the elements of the organization, and an unrelenting and highly disciplined focus on achieving payback.

Global Challenge

Successful innovators have processes in place not only for generating new ideas, but for screening them and weeding out, as early as possible, those offering the least payback.

Successful innovators move from "mind to market," as the Indians put it, as quickly as possible. And successful innovators manage the life cycle of products and services in a disciplined manner, understanding full well that today's innovation is tomorrow's dinosaur.

For many decades, innovation was the province of the U.S., Europe, and Japan. Those days are over. Innovation today is taking place at a rapid pace on a global scale. Chicago, Stuttgart, and Tokyo had better watch out; Delhi, Hong Kong, Shanghai, and So Paulo are getting ready to challenge.

Sirkin is a Chicago-based senior vice-president and director of The Boston Consulting Group and co-author, with James Andrew, of Payback: Reaping the Rewards of Innovation (January, 2007, Harvard Business School Press).

2.

Mud has been a traditional building material in India, albeit for poorer homes. Now, an increasing number of

sensitive architects are incorporating it in their philosophy and aesthetic

A major chunk of India's population lives in houses made of mud. You could say that these are generally the poor and the rustic, people who can't afford or don't have access to modern construction materials that are stronger, more durable and give a better, slicker finish.

But the fact remains that our country has a long tradition of building with earth, and in pockets like Kerala and Goa, there are mud structures that have stood the test of strength and durability by being around for a hundred years or more. That's more than the lifespan of many concrete structures.

Speak to earth-architecture proponents and they'll tell you how mud works very well in India — besides being cheap and thus ideal for low-cost mass housing, mud "breathes", thus helping monitor temperatures within, besides being eco-friendly and affording a textured aesthetic to the walls.

Earth as a building material has had a distinguished advocate in Laurie Baker who did seminal research in traditional construction techniques, refining them and propagating his methods among government departments, NGOs and interested architects.

Then, there's the Auroville Earth Institute in Pondicherry, founded by HUDCO in 1989, which runs research and training programmes in earth construction, and has developed the Auram press to make compressed earth blocks (CSEB) and prototypes for earthquake-resistant structures for rehabilitation of the disaster-affected.

In addition, there are government and private sector research organisations like the Indian Institute of Science's Centre for Sustainable Technologies and Development Alternatives, which have been working on the use of mud as an alternative building material.

So why isn't earth construction more prevalent?

Delhi-based architect Revathi Kamath says it's mainly the result of ignorance. "The use of earth in construction is not studied at the institutional level, no institution promotes or disseminates information about its use. At one point in the late eighties-early nineties, HUDCO had seemed enthusiastic about its use as a low-cost building material that people could use themselves with a little help. But there was a lot of opposition from the political classes."

Kamath's own home is made of mud, and she's designed a few stray structures like the Desert Resort in Mandawa, Rajasthan, a farm house, and the late Nandita and Amit Judge's house in Delhi. "The problem", she feels, "is that mud is systematically seen as used by the poor, the oppressed. The king, in this discourse in which the house is a display of power and wealth, always lives in a 'pucca' brick house."

Kamath's latest project, a design for a resort in the black buck sanctuary in Rajasthan, has mud elements but she's unsure how it'll turn out since "mud is not part of the PWD's list of materials".

Gerard da Cunha, celebrated Goan architect, designed Nrityagram, Protima Bedi's dance gurukul near Bangalore in mud in 1990, but has turned away from the material in recent years.

"It's not practical, especially in five-star projects...you've to be always careful of the water," da Cunha says, recounting how he gets a call every three years or so from Taj Hotels with a proposal to extend Kuteeram resort (da Cunha's design, in mud again) but the talks always fizzle out.

But it is in Kerala and in Bangalore that a few architects are really pushing the frontiers of earthen architecture. In Kollam there's Eugine N Pandala whose earthen structures have not only fetched him awards, but have also got him clients like poetess Anita Thampi and film producer Suresh P Kumar, whose 13,000 sq ft studio Revathi Kalamandir he's designed entirely in mud.

“I have taken traditional techniques and labour and applied it to the modern context,” says Pandala, who was inspired to try out mud after hearing Hasan Fathy in Delhi where he studied architecture. The architect uses the cob technology, indigenous to Kerala, where cobs (large lumps of mud shaped like eggs) are placed in rows to make a wall.

These apparently give enough strength to the walls to allow him to build up to two storey. In Pandala’s structures, earth can be found not just on the walls and roof, but he also sculpts mud to make pedestals for the television and telephone, or interesting niches in the wall for lights or plants. So even the furniture, and fixtures, are made of mud!

In Kerala, Costford (Centre for Science & Technologies for Rural Development), a voluntary organisation formed to promote Baker’s alternative building technologies in 1984, has been at the vanguard of the movement to build with mud and natural materials.

It has 18 centres in Kerala and one in Delhi, with 160 architects on its rolls and has carried out a number of rural development and slum improvement projects for the state and central governments.

Sajan P B, joint director, says that the organisation has also built some showpiece private residences, and is now building a nearly 18,000 sq ft hostel and school block, called International School for Development and Projects, for Braille Without Borders, on the banks of lake Vellayani in Kattiyoor near Thiruvananthapuram.

“We’re using cob, on a rubble foundation, with mud mortar and mixing it with burnt shell lime to treat it for white ants. Only some of the load-bearing columns and pillars are made in country burnt bricks to give added strength to the structure.”

In the south, in Bangalore, is also Chitra Vishwanath who uses compressed earth blocks for her structures, mostly residences. But mud, for Vishwanath, is only one aspect of “ecological architecture”, and she incorporates other features like water-harvesting, solar cookers into her houses.

Vishwanath used CSEB, a technique whereby cement is added to the earth (the proportion varies from five to 10 per cent, depending on the variety of earth) as a stabiliser. As per the Auroville school of thought, this greatly enhances the durability and strength of the mud construction, although Vishwanathan believes that cement does nothing more than appease the psyche of the client.

“The only real benefit is that it helps resist erosion, and you can have walls that are plainer, thinner and higher.” Others like Kamath don’t add anything inorganic, traditional materials like neem paste and moss.

Every architect who’s worked with the material attests to its hardiness — given that it is protected from moisture, of course. Vishwanath’s home, like Kamath’s, is constructed in mud, and she claims that it requires no more care than the occasional coat of paint.

The former says all her 12-year-old house requires is a yearly rub with water on the outside and a bi-yearly one on the inside. Pandala recounts the story of how doubters were won over when they saw a house he was building survive the onslaught of the Kerala monsoon for the two seasons that his client did not have the money to build a roof, and had to leave his house open to the elements.

3

Designs meet in Bangalore: 7th CII-NID Design Summit

New Delhi: Globalization is forcing designers to rethink their role in the context of global economies, especially in Asia. India’s economic potential has long been attracting large international corporations. Recently the focus has shifted to the creative talent and the leadership qualities of the Indian professionals. A number of individuals and organizations of Indian origin have recently assumed leadership role in important international organizations, and many others are playing key roles in global teams and partnerships. As global economic and cultural partnerships continue to expand, and design becomes important the driving

force behind innovation, so too does the potential for businesses and designers to partner with India.
The 21st Century has presented the design community with new challenges and opportunities for assuming leadership roles in a wide range of scenarios.

I am pleased to inform you that Design Summit, a joint initiative taken by Confederation of Indian Industry (CII) and National Institute of Design (NID) to assess the current scenario, future trends and promotion of design in the Indian industry has entered its 7th year.

This year's theme for the 7th CII-NID Design Summit is "Leadership through Design", wherein design thinkers, educators and practitioners from around the world will discuss new challenges and opportunities for designers with global mindsets to play a leadership role in global and local organizations to serve strategic goals. The Indian government has recently announced a national design policy. The summit this year, assumes a greater significance from the perspective of implementation of the National Design Policy.

With Indian government declaring a National Design Policy, India seems to be embarked on a tidal wave of design intervention in every sector of the economy. It is therefore imperative for organizations that want to have a stake in India's growing participation in the global economy, and its plans for using design to support its own infrastructure building, to attend the forthcoming summit in Bangalore.

The 7th CII-NID Design Summit is poised to become a roller coaster of ideas. Your comfort zone will be challenged by the provocation of some of the leading thinkers and practitioners who are redefining the field of design. With a great line up of speakers both from within and outside of India, you will find enough inspiration to last you for a long time.

This year Italy is participating as "Partner Country" at the summit. An Italian Exhibition: "100 Objects of Design" showcasing a selection of some of the most meaningful objects of Italian design, ranging from the post-war period up to the present would also be held concurrently with the Summit.

Toyota Kirloskar Motor Ltd is the Principal Sponsor and other sponsors include Autodesk, Dell, Whirlpool, Tata Elxsi and think3. The main partner of the Summit is Design with India initiative and other partners who have been actively involved in developing the programme and lining up the experts from India and overseas include Designindia, AIDI, IDSA, Microsoft, Sonicrim, Elephant Design, Idiom, Industree, Next D and I.D.

CII's Design initiatives are driven by CII National Committee on Design under the Chairmanship of Mr.Vikram Kirloskar, Vice Chairman, Toyota Kirloskar Motor Ltd. NID under the leadership of Dr.Darlie O Koshy has been an active partner in all the CII Design initiatives.

Few highlights of the Summit:

*** A dialogue between Kishore Biyani and Bruce Nussbaum**

Kishore Biyani and Bruce Nussbaum represent two key influences in the field of design. Both command immense influence and respect of the industry and the media. They have both been instrumental in bringing design into focus in mainstream media and the corporate world.

When Kishore Biyani's astute knowledge of the Indian consumer meets Bruce Nussbaum's understanding of where design fits in the global marketplace the outcome is bound to have a big impact.

*** What's Next for Design? Ask GK VanPatter of Next Design Leadership Institute**

GK VanPatter of the Next Design Leadership Institute, New York, is one of the featured speakers at the 7th CII-NID Design Summit. Known for his prolific and provocative writings on design 3.0, GK, as he is popularly known, will outline challenges and opportunities that the design community world wide faces and how it can play a role in transforming the transformation taking place all around us.

*** Design is a strategic initiative for the British Prime Minister Gordon Brown**

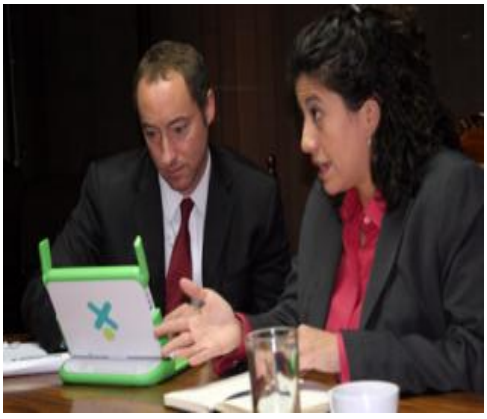
Gordon Brown, when he was the chancellor of Exchequer, commissioned Sir George Cox to write a report on "Review of Creativity in Business: building on the UK's strengths "

Today, as the Prime Minister, Gordon Brown continues to consult Sir Cox for implementation of the Cox report.

Katherine Binn, interviewed Sir Cox in London, on behalf of the Design with India initiative, to understand what India could learn from the British experience of implementing the Cox report. The video recording of the interview will be presented at the 7th CII-NID Design Summit.

4.
Sri Lankan school children may own "$100 laptop" soon 10 December, 2007 07:11:00 Lanka Rates Staff Writers

Waterproof and durable. Matt Keller (L) of One Laptop Per Child and Rebecca Gonzales (R) of AMD display the "$100 laptop" in Colombo.



Some of the two million primary school students in Sri Lanka soon may get to own the "$100 laptop" if an ambitious plan to introduce the product into Sri Lanka gets adequate support, officials said.

Education minister Susil Premajayantha had responded "favourably" when shown the computer last week by representatives of One Laptop Per Child (OLPC), a US-based organization that partners with several technological and academic institutions. Working with local partners and governments worldwide, it aims to get the learning tool into children's hands.

Lanka Rates also learnt the laptop was shown to President Mahinda Rajapaksa by a top diplomat on October 6.

A pilot project may be rolled out as soon as early next year, said an official close to the project in the country, with four or five schools initially targetted.

"We often start when there's a strong expression of interest in a country" said Matt Keller, OLPC director for Europe, Middle East and Africa who visited Sri Lanka last week to promote the product. "I understand we have reached that level in Sri Lanka," he told Lanka Rates.

Rebecca Gonzales, a senior manager at AMD was visiting the country as well, to coordinate with local partners, and assess the Sri Lankan government's willingness to participate in the project.

"The innovation in the device is amazing," said Gonzales, displaying a unit which runs on less than a watt of energy, has a one gigabyte memory, and a battery life of 15 hours. Its built-in wireless capability can detect networks up to three kilometres away, she added.

AMD provides the chips for the product, but does not subsidise them. It is ultimately a business venture for AMD, she said.

"The value addition we bring is that this needs to be a business – it's about doing good by doing good business," she added. "It's fundamentally different from giving aid."

"With charity, there's no value attached to it," she noted.

Constructivist learning

Massachusetts Institute of Technology (MIT) professor Nicholas Negroponte introduced the idea of an affordable laptop as a learning tool for children at the World Economic Forum in 2005 to a mixed response from academics and leaders in the computer industry.

Negroponte had previously sparred with Intel which has a competing project. But Intel set aside differences and joined OLPC in July.

Constructivist learning philosophy, which stresses the role of children as active participants in education who "learn to learn", continues to guide the OLPC project.

"Look at these circles," said Gonzales pointing to rings floating around the laptop screen that could be drawn

by children using a programme. "When children learn to draw on this computer, they are learning the basics of the Python language," she said.

Children's interaction with the laptop will allow them to transcend rote learning, which discourages children from being enthused by math and science after primary school, noted Keller.

"The hard part is introducing that sea change of educational philosophy," he added. "Children need to learn why two and two equals four and not just be told that it is," he added.

Global response

The lightweight yet versatile laptop is already in the hands of thousands of students in Latin America and Africa, despite several political and economic hiccups. Thailand's prime minister Thakshin Shinawatra committed to the project, but was deposed before it could be implemented. India has said that building classrooms and hiring teachers were a higher priority.

And Nigeria has reneged on a promise to buy one million laptops, although Rwanda has committed verbally to the project recently.

Asked how OLPC responds to the other priorities that the developing world in particular may have, Keller replied, "If you substitute the word education for the word laptop, problems disappear relatively quickly."

Nevertheless, the cost of getting a laptop into the hands of every child would daunt any government in the global south, including Sri Lanka. Lanka Rates learnt that while Sri Lanka may support the project, it will not be able to bear its cost directly.

The government will have to coordinate with the private sector to get the project off the ground.

While government involvement is preferable because of local school participation, it is not necessary, according to Keller.

"There are two types of infrastructure that are

needed for the project; the human, logistical infrastructure, and the technical infrastructure," he said. The first is developed by the government, the private sector, and civil society, in order to marshal the political will and financial resources needed to physically get the laptop to the rural child.

The technical infrastructure may require working with pro bono internet service providers for instance, to enable internet connectivity. Even if one child's laptop is connected to the Internet, others in the area will be able to access the internet through that computer, Keller said.

But not having ready Internet access – as is the case in many parts of rural Sri Lanka – will not prevent children in the vicinity from sharing ideas, designs, concepts, or simply chatting with each other through their computers.

This is because the laptops can talk to each other through a "mesh" over a fairly long distance.

Users also have access to a Linux-based text editing programme, an e-book reader, drawing, painting and music composition tools, and an in-built video camera.

A little girl in Uruguay had used the laptop's video camera function to make a digital video of a cow giving birth, which she then uploaded onto the popular video sharing website, youtube, Gonzales said.

Public-private partnership

While Negroponte envisages the cost of the laptop to decrease to $100 eventually, the product currently sells for more.

Getting the product shipped from Shanghai to Colombo will cost about $250, said Keller, factoring in the cost of shipping, a yoyo hand charger and solar panel.

It began mass production last month.

The cost apart, rolling out the project in Sri Lanka will be a logistical challenge, said a local official attached to the project.

"Some companies have there own programmes with their own branding and may consider sponsoring some units in the areas where they already have a presence," said the official who asked not to be named.

"But some non-governmental organizations with a rural presence have indicated a willingness to sponsor several thousand units," he said.

A non-profit foundation will be set up in Sri Lanka soon to coordinate the logistical challenges in getting the

project off the ground. If the government fully endorses the project, the non-profit foundation may be able to import the laptops duty free, he hoped.

The laptop is pre-loaded with e-books, and the open source operating system will allow Sri Lankan Linux groups to adapt the machine to meet local learning requirements.

For the moment, however, there is little financial backing and lots of enthusiasm.

"We need people to evangelize for the project", said Gonzales. Having passion for the project is even more important than financial resources, she added.

OLPS's Keller will be back in January along with several MIT professors to host a seminar on the project. A teacher from a Latin American country who participated in a pilot project is also expected to speak at the event.

The children who get the units – and not the schools – will be the ultimate owners of the laptop.

After all, stressed Keller, it is a project aimed at providing one laptop per child.

5. Simple gadget aims to help pomegranate farmers

LUDHIANA: A simple but useful gadget developed by Ludhiana based Central Institute of Post Harvest Engineering & Technology (CIPHET) is all set to revolutionize pomegranate farmer's life in the country.

The pomegranate aril extractor, a hand tool for breaking of pomegranate and consequently easy separation of arils from its peel was devoloped after a short period of research at the centre.The gadget appears simple but works for saving the fruits and vegetables while harvesting and cutting from damage.

The gadget not only safely removes the fruit from tree or branch but also effectively recovers the edible portion from it. It helps in preventing the storage losses as single damaged fruit can also lead to damage to the whole lot.

CIPHET is willing to license the design of this hand tool for its commercial manufacture and the negotiations for this are going on with prominent hand tool manufacturers in Punjab.

The traditional method for extraction of aril from pomegranate involves cutting the fruit in pieces and then removing the arils by hitting on the fruit by wooden mallet. This method also cuts some arils and shortens their shelf life. For juice the separated arils are pressed in the screw press or basket press. Juice extracted is clarified by chemical methods because peel contributes high amount of tannins and other undesirable biochemical.

In India, Pomegranate is grown in the states of Maharashtra, Karnataka, Gujarat, Andhra Pradesh, Tamil Nadu and Uttar Pradesh in large quantities as a commercial horticulture. The area under this fruit is expanding day by day and its cultivation is now gaining high importance in Punjab and Rajasthan.

The pomegranate has been regarded as medicinal fruit of great importance. All parts of the tree, the roots, the reddish brown bark, leaves, flowers, rind and seeds have featured in medicine for thousands of years.

6.

Singapore's Straits Times: "All new buildings to be more accessible from April",

Oct 13, 2007

All new buildings to be more accessible from April Barrier-free access code is part of govt effort to ensure easy mobility for all By Radha Basu, Community Correspondent

FROM next April, all new buildings must have wheelchair-friendly routes connecting their entrances with surrounding bus stops, buildings and parks.

The move is part of a government effort to ensure that the disabled, the elderly and those with infants in prams have unrestricted access not just within a building but in the neighbourhood as well.

The new measures are included in the latest revision to a barrier-free access code which lists a series of guidelines that buildings constructed after 1990 must incorporate to ensure easy mobility for everyone.

Minister of State for National Development Grace Fu announced yesterday that the revision - the third since 1995 - had been completed.

Aside from improving 'connectivity' between buildings, the code also calls for existing 'accessible' infrastructure to be beefed up.

Earlier, MRT stations, for instance, were required to have only one entrance that would be accessible to all. Now, the stipulation has been extended to at least one entrance on both sides of the road.

Also, lifts must be fitted with grab bars for the elderly and Braille and tactile markings for the blind. The emergency call bell must be connected to a blinking light to help those who cannot hear.

Speaking at a seminar on how to improve accessibility, she said the Government is 'strongly urging' the management and owners of older buildings - those built before 1990 - to comply with the code.

Compliance for them is voluntary unless they are undergoing major renovations.

Of particular interest are buildings in areas where there is 'high pedestrian traffic' such as Orchard Road , Bras Basah and Shenton Way , said Ms Fu. Only about 60 per cent of buildings in these areas currently have barrier-free access.

The Building and Construction Authority, on its part, has already approached those who own and manage

older buildings in Orchard Road and the Central Business District to 'persuade' them to tap a $40 million Accessibility Fund to introduce ramps, disabled-friendly toilets and other features that help make the buildings accessible to all.

Even as it goes about convincing building owners to adopt basic accessibility features like ramps, the BCA is also encouraging others to enhance principles of 'universal design', said BCA chief executive officer John Keung.

Rather than build staircases at the main entrance of a building, and then supplement it with ramps for the disabled, universal design embraces solutions - such as smooth kerb-free or staircase-free surfaces - that can be used by all.

Wheelchair users such as economist Julian Wee, 30, also hope Singapore soon makes a leap from 'accessible' to 'universal' design.

Photographs of recent efforts to improve accessibility here, he said, included an unsheltered ramp walkway next to a covered staircase designed to protect people from rain, said Mr Wee.

Said Mr Wee: 'Rather than build a sheltered staircase and then forget to ensure the ramp walkways are sheltered too, why not have just one solution for all?'

Program & Events:

1.

An introductory course on HCI for working professionals will be held in the Industrial Design Centre, IIT Bombay from Feb 5-15, 2008. This Course gives an exposure to user studies, interaction design and usability evaluation. Details (contents, schedule, and fees) are at http://www.idc.iitb.ac.in/anirudha/workshopFeb08.htm. If you need any other information, please feel free to contact me.
Anirudha Joshi
IDC, IIT Bombay, India

2.

Last Date For Entries Extended to 15th December 2007.!
The retail industry continues its bullish trend as it emerges as one of the most promising industries. And following this, the priority given to retail design has naturally attracted some of the best talent. The industry owes such talent recognition and honor.
The much-coveted VM&RD Retail Design Awards has been crafted to bestow the best minds in retail design with the highest accolades. The Awards will bring in the spotlight the design firms, architects and retail brands in India that have created new benchmarks in retail design and visual merchandising.
To give the awards & their recipients the true honor they deserve, a crème de la crème jury comprising of the most respected names from both Indian & International designers have been put in place.
To participate or for any further information, please contact Ramashis - +91 99165 98119 E mail - ramashis@instoreasia.org

3.

A Design Tour of India for Design Professionals:
organised by Pratt Design Incubator, USA
India: Innovation from Necessity'
January 1-14, IDC, IIT Bombay, Jaipur, Thilonia, NID Ahmedabad
http://incubator. pratt.edu/india/

4.

Conference and Expo:
'Glass World Expo'

08 January, 2008, Bandra Kurla Complex Mumbai
http://www.glasswor ldexpo.com/ einfo.htm

5.
Exhibition:
'Auto Expo'
10 January, 2008 Pragati Maidan New Delhi, New Delhi
http://www.autoexpo .in/

6.
Conference and Expo:
'International Garment Fair'
22 January, 2008 Pragati Maidan New Delhi, New Delhi
http://www.indiaapp arelfair. com/

7.
Technology Youth Festival at IIT Bombay
'Techfest 2007' - checkout the open design and eco house contest , January 25-27, IIT Bombay
http://techfest. org/home/

8.
Conference on Habitats: at Rizvi College, Mumbai
'10th ICHH International Conference on Humane Habitat' January 25-27, at Rizvi College , Mumbai
http://humanehabita t.org/conference s/10th-ichh-2008/
9
Madame/Sir,
I have the honour to inform you of the launch of an international competition for the creation of an emblem for the Convention for the Safeguarding of the Intangible Cultural Heritage that best reflects the purpose and spirit of the Convention. Wishing for all regions of the world to participate, UNESCO encourages proposals from professional or amateur graphic designers, artists, and practitioners of intangible cultural heritage from both developing and developed countries.
The complete Regulations for the emblem competition as well as a submission form to accompany proposed emblems are available now in English, French and Spanish and will very shortly be available in Arabic, Chinese and Russian. Further information on the competition, as well as these documents, may be found at the emblem's webpage,

www.unesco.org/ culture/ich/ en/emblem/ . We welcome any assistance you may be able to provide us by disseminating the information within your country, and translating it if needed into languages other than the six UN languages.
Should you have any questions about the competition, please write to ich-emblem@unesco. org. I thank you in advance for any assistance you may be able to provide in ensuring that this announcement reaches as many people as possible.
Please accept, Madame, Sir the assurance of my high regards,
Frank Proschan
Secretary, Emblem Competition
Intangible Cultural Heritage Section, UNESCO
Mail: CLT/CIH/ITH Rm. B9.34, 1, rue Miollis 75732 Paris Cedex 15, FRANCE

10.

New smartpen, paper technology to help visually impaired students

Asian News International
Washington, December 4

VISUALLY IMPAIRED students can now take a breather as far as their studies are concerned, for a new revolutionary smartpen and paper technology that works with touch and records classroom audio aims to bring subjects like physics, calculus and biology to life.

The technology, created by Livescribe, was developed by Van Schaack, the company's senior science adviser and lecturer, alongwith Joshua Miele, a researcher at the Smith-Kettlewell Eye Research Institute, who is blind.

"Mainstream approaches to teaching STEM (Science, Technology, Engineering and Math) courses rely strongly on diagrams, graphs, charts and other figures, putting students with visual disabilities at a significant disadvantage," Schaack said.

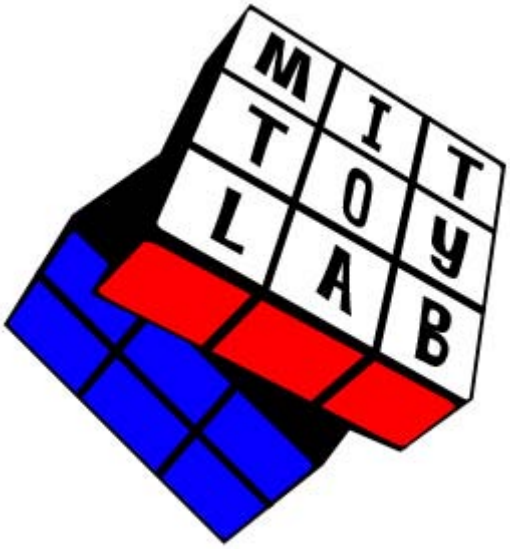
"Our goal is to enable students and teachers to produce and explore diagrams and figures through touch and sound using a smartpen and paper technology that is low-cost, portable and easy to use.

The smartpen recognises handwritten marks through a camera inside its tip that focuses on a minute pattern of dots printed on paper. It captures over 100 hours of audio through a built-in microphone and plays audio back through a built-in speaker or 3D recording headset. Files are uploaded from the pen to a computer using a USB connection. Students will be able to touch a hand-drawn figure with their smartpen to hear audio explanations of its features.

"It really is a new computer platform — it includes most of the technology found in a typical laptop, but gets its information from handwriting rather than from a keyboard and mouse," Van Schaack said.

The smartpen is expected to be available during the first quarter of 2008 at a cost of less than $200.

11.
SP.778 Toy Product Design
Spring 2007



The MIT ToyLab logo. (Image by Barry Kudrowitz.)

Course Highlights

This course features student design projects and lecture notes.

Course Description

Toy Product Design is a MIT Public Service Center learning design course offered in the Spring semester. This course is an introduction to the product design process with a focus on designing for play and entertainment. At the end of the course, students present their toy products at the Playsentations to toy designers, engineers, elementary school children and the MIT community.

In this course, students work in small teams of 5-6 members to design and prototype new toys. Students work closely with a local sponsor and experienced mentors on a themed toy design project. Students will be introduced to the product development process, including: determining customer needs; brainstorming; estimation; sketching; sketch modeling; concept development; design aesthetics; detailed design; prototyping; and written, visual, and oral communication.

Technical Requirements

Special software is required to use some of the files in this course: .mov, and .mp4.

12.

The D&AD Awards 2008 are now open and we're really keen that India's fast growing and much developed creative industries go on to repeat the success of 2007 which saw a Nomination in Graphic Design and seven pieces of work selected for the D&AD Annual.

Over 300 judges on 30 specialist juries will consider categories from Product Design to Mobile Marketing, TV and Cinema Advertising to Gaming - the full creative spectrum. Indian judges for 2008 include Ram Madhvani from Equinox Film on the TV & Cinema Crafts jury.

To enter, for further information or for a full list of this year's juries, categories and prices go to www.dandad.org/awards08.

The final entry deadline is Wednesday 16 January 2008.

Very best of luck,

D&AD

Appeal:

1.

INBAR is looking for a toy designer for a freelance project involving the design of bamboo toys which can be produced by rural producers, and are aimed at urban markets. We are looking to begin the project in December 07.

The person can be based anywhere, but will probably need to travel to Ahmedabad once or twice, especially during prototoying. The rest of the design work will be finalized over the net.

Interested people, please contact Rebecca Reubens at rreubens@gmail.com

2.

Dear Friend,

SWA 07: the submission deadline is Extended to 24th December, 2007.

A lot of people were sending emails to the SF and calling by telephone since the deadline is over, even last night. They were asking for the Extension of Submission Deadline. The submission deadline was scheduled 19 November 2007. Considering that Shahneshin Foundation (SF) offered a new deadline; so you may take the chance to submit your contribution to this Shrinkage Worldwide Awards 2007 by no-later than December 24th, 2007.

We are thankful on helping notify as many people as possible.

http://www.shahneshinfoundation.org/awards/events.html

Good luck!

Rose
the SF Awards Secretariat team
Shahneshin Foundation (SF)
P.O. Box 1211
CH-8700 Kusnacht-Zurich
Switzerland
T: +41 43 540 00 26
F: +41 43 540 00 27
w: shahneshinfoundation.org

3.
Springer
International Journal
Universal Access in the Information Society
UAIS
http://www.springeronline.com/journal/10209/about

Call for Papers
Special Issue
Innovations in User Sensitive Design, Research and Development
About the UAIS Journal
The UAIS Journal is published by Springer since 2001, and solicits original research contributions addressing the accessibility, usability and acceptability of Information Society Technologies by anyone, anywhere, at anytime, and through any media and device. Universal access refers to the systematic effort to proactively apply principles, methods and tools of universal design, in order to develop Information Society Technologies which are accessible and usable by all citizens.

The Journal's unique focus is on theoretical, methodological, and empirical research, of both technological and non-technological nature, that addresses equitable access and active participation of potentially all citizens in the Information Society.

For further information, please, refer to the "Aims and scope" section on the Website of the UAIS Journal.

Aims and scope of this special issue

The aim of this Special Issue is to provide a set of complementary papers that capture the best conceptual and pragmatic approaches to "user sensitive design", a term widely used to indicate inclusive practices in user-centered design. This issue has been addressed in a series of very successful ESRC workshops on Universal Access organized in the UK between October 2006 and April 2007 by the Collaborative International Research Centre for Universal Access (CIRCUA), discussing a wide range of topics related to user diversity, user modeling and

profiling, design methods and models, as well as new and emerging technologies.

Main topics

Contributions are solicited in, but not limited to, the following topics:

- **User modeling**
- **Diversity management**
- **Digital stories, theatre and user requirements**
- **Typical and atypical users**
- **Ambient intelligence**
- **Ubiquitous / pervasive computing**
- **New interfaces**
- **Emerging technologies**
- **Accessibility**

Important dates

Deadline for submission of papers: 29 February 2008
Notification of acceptance: 18 April 2008
Camera-ready version of selected papers: 30 June 2008. Publication date of the special issue: end of 2008
Authors should submit their manuscripts electronically as PDF files to the Guest Editor of the special issue, Dr. Ray Adams (e-mail: ray.adams@mdx.ac.uk).

Manuscript preparation

Please, refer to the "Instructions to authors" section on the Website of the UAIS Journal.

Reviewing process

All papers will be peer reviewed by three reviewers, experts in the field, appointed by the Guest Editor of the issue in consultation with the Editor-in-Chief of the Journal. Following the review process, papers accepted for publication may be subject to editorial comments by the Editor-in-Chief.

Copyright information

Submission of an article implies that:

- **the work described has not been published before, except in form of an abstract or as part of a published lecture, review, or thesis;**
- **it is not under consideration for publication elsewhere.**

For further information, please, refer to the "Copyright information" section on the Website of the UAIS Journal.

I am pleased to say that Professors Alan Newell and Peter Gregor have agreed to join me as joint editors of this Special Edition of UAIS.

4.
Symbiosis Institute of Design (SID), a constituent of Symbiosis International University, Pune, conducts 4 year Under Graduate Program since year 2004 in Communication Design (specialization in Graphic Design, Video Film Making, Animation and User Experience Design), Product Design and Fashion Design & Fashion Communication.

I am an Adjunct Faculty at SID from July 2007 and involved in teaching 3rd & 4th year GD students. I spend 2 weeks a month at SID and also continue my workshops at NID, Srishti, DJAD and IDC.

Our first batch of graphic design students (GDCD) is ready to undertake the final diploma project of 16 weeks duration from 7 January 2008. They have gone through all basic design courses and worked on three class-room design projects.

We are in process to creating a list/panel of Design Offices, Institutions, Government and NGO institutions where our students can work as well as can be their potential future placement opportunities.

We would highly appreciate if you could provide an opportunity to work on one or two specific projects where our student can explore & demonstrate their learning and capabilities.

Please contact me if you or/and any others from your contacts be interested to be in this panel also for any further information or details. You could also contact following persons.
Vinay M Mundada, Director
director@symbiosisdesign.ac.in
Anirudh Natuu, Dy. Director
(anirudh@symbiosisdesign.ac.in)
Mahendra Patel, (mcpatel@theleafdesign.com)
5.
Dear TIEMS Members and Supporters,

I like to wish you a Merry Christmas and a Prosperous New Year from TIEMS Board of Directors.

Please, also note that we have extended the deadline to submit an abstract for TIEMS 2008 in Prague to December 31st 2007, so it is still possible to join us in Prague with a paper or poster. The submitted papers and posters so far is listed on the website, see www.tiems.org

As it shows from the list, we will have an excellent and exciting program in Prague , so I hope you will join us in June at TIEMS 2008.

Yours sincerely

K. Harald Drager
TIEMS President

Job Opportunities:

1. an export house dealing in home textile products is looking for textile designers.
Sr. textile designer with 5-8 yrs exp. for Mumbai office fresh graduates/ 1-2 yr exp. for Delhi office
interested guys please email resume at my email kanupriyad@yahoo.com or call on my cell #9899300553 for further details, if required
2.
I represent VJive Networks, a digital media company that is in the process of setting up one of the largest digital media networks in the country. We are focusing on in-store LCD and plasma screens to start with, and hope to ramp up with interactivity like SMS, Bluetooth, web cams and kiosks. Our medium is in a public location so you can't miss it, and it can be localized right down to the individual screen level.

We are currently signed up with the high end gym network Gold's Gym and the telecom chain Mobile Store, and value retail chains Subhiksha and Apna Bazar.

Our challenge is to create content that doesn't require as much attention as television ads, but is still creatively smooth and flexible enough to be customized. We have vertical screens in many locations, and they present their own challenges and opportunities.

We are in the process of building a 14-seat Mac-based studio at Bandra, to create commercial and non-commercial content for our networks, and are looking for professionals with the following
Profile:
Flash Designers
Proven in depth animation experience. Knowledge of ActionScript in relation to functionality with video and browser/server interaction.
JavaScript, site architecture, usability and accessibility skills. Min 3 years experience.
Motion Graphics Designers
Skilled designers with creative flair, Sound understanding of branding and visual communication processes is required. Comfortable with all areas of Apple Motion 3 and After Effects CS3 applications. Must have strong design skills and unquestionable expertise in the whole Adobe Creative Suite. Knowledge of compositing techniques and pipelines helpful. Min 3 years experience.

Editors
Expert knowledge of Final Cut Pro. Experience in information gathering and quick turnaround deadlines will be beneficial. Sound knowledge of all the Final Cut Studio suite of applications a major benefit. Knowledge of compositing techniques and pipelines is helpful. Min 3 years experience.

3D Modellers / 3D Artists

Proven experience in a variety of design environments. Comfortable with all areas of 3D, in particular modelling, texturing and most importantly animation. Knowledge of all the major 3D applications useful – Infini-D, 3DS Max etc. Broadcast experience preferable.

Junior Designers
Skilled motion graphics graduate designer with creative potential. Understanding of branding and visual communication processes with possibly some commercial experience. Some experience with Apple Motion 3, FCP and After Effects CS3 applications. Must have good design skills obvious creative potential and at least a basic grasp expertise
of whole Adobe Creative Suite. Knowledge of compositing techniques and pipelines is helpful. Ideally 1 year experience is expected.

If you are interested in exploring opportunities with us to help, build out a new, public and visible medium, please do get in touch with me.

VP - Content Services
VJIVE Networks
Cell: +91.93.2307.6480
Studio: +91.22.2600.8607
Office: +91.22.2419.7980
Mail: sbinaykia@vjivenetworks.com
http://www.vjivenetworks.com

3.
The Pearl Academy of Fashion (PAF) was established in 1993 by the Little People Education Society which is a statutorily registered body. It has grown from 47 students in its first year to over 1,000 students at 3 campuses in *Delhi, Jaipur and Chennai*.

In 1995, the Academy entered into collaboration with Nottingham Trent University (UK), so that the curriculum was internationally compatible. The collaboration has made great strides and recently the two institutions celebrated a decade of partnership, aiming to be at the core of India 's fashion manpower development.
Change is thick in the air, with rising confidence levels of Indian fashion industry. At Pearl, courses have been recast to adapt to the changes.
It is with a genuine sense of satisfaction and fulfillment that we present to you our Prospectus for the Academic Year 2007-08. With five courses at PG
level (and six at UG level), the Academy offers a wide range and variety of courses meeting the aspirations of different individuals.
Today, PAF enjoys a high stature as a prestigious provider of education and training for the fashion and related sectors, with a number of alumni in key positions in the industry all over the world. The Academy takes pride in its high caliber faculty, outstanding track record in student exchange, and international networking and placement.
We have achieved many milestones primarily through our stringent adherence and commitment to high academic standards

and quality. As a result, the Academy ranks top-most among private sector fashion institutions in the country.
We spare no efforts to provide the best possible environment and guidance to nurture and nourish young and creative minds. As a mark of our commitment, the Academy has newly instituted MERIT SCHOLARSHIPS, details of which are given inside. Currently we are looking for the designing faculties at our Chennai campus:
1. Textile design program
He/ she should have specialized in the print design area. Should have 1-2 year of professional experience
Remuneration will be around 25k.
2. Fashion design and Technology.
He/she should be having fashion design background with the knowledge of fashion theories and current fashion trends. Should have 1-2 year of professional experience, remuneration will be around 25k.
Pearl Academy of Fashion
fashion and textile Design Department
82, sterling Road, opp. Loyola College, Nungumbakkam, Chennai-600034 Tamil Nadu. Ph:09940514564.

4.
Think Design Collaborative is looking for a Full time Graphic Designer for their office in New Delhi.
Company Profile:
Think Design was founded in 2004 by 3designers from National Institute of Design. Today we have offices in New Delhi and Hyderabad and have gained expertise in the areas of Industrial Design and User Experience Design, servicing medium scale industries to fortune companies.
Please visit www.thinkdesign.in .

Job Profile:
The designer would be involved broadly in the areas of Product Graphics, Environmental (Retail and Exhibition spaces) Graphics, Branding and Packaging projects.
Experience: 0 year – 2 years
Pre-requisites:
1. Strong conceptualization ability based on the brief given by the client as well as brief, scope and boundary conditions prepared internally.
2. Proficient at using softwares such as: Coreldraw, Illustrator, Photoshop etc., Knowledge of 3D softwares will be an added advantage.
3. Good visualization capabilities in terms of composition, color and texture.
4. Must be a proactive problem solver with the ability to delegate responsibilities.
Qualifications:
Diploma/Degree in Fine Art/Applied Art/Graphic Design (UG/PG) from a reputed institute
If you are interested, kindly forward your latest resume/portfolio as an attachement to info@thinkdesign.In
Please do mention your present as well as the expected salary.
THINK Design Collaborative Pvt. Ltd.

5.
Greycells 18 a soon to be launched Noida based Television channel is looking for graphic designers
Responsibilities:
1) Design and produce international standard on-air branding.
2) Implement design and execute finished layout on composition and typography for network identity,
Channel image, programme packaging and on-air promotion.
3) Design storyboard and animate in both 2D and 3D for broadcasting.
Requirements:
1) Art College Degree and/or expérience in Broadcast Design.
2) Strong computer literacy in 2D and 3D animation software, including Adobe Photoshop, Illustrator, After Effects, and Autodesk 3ds Max. A hand on experience of Flash is a Plus

3) Strong typography and layout skill.
4) Excellent problem solving ability, artist vision, highly motivated and good organizational skills.
5) Able to work independently under tight deadlines and pressure.
Place of Work: Noida
Mail your resume to harit.sethi@greycells18.com

6.
India's No. 1 Internet company, Info Edge (India) Ltd (NSE: NAUKRI).
Info Edge is the largest and fastest growing internet company in India with an assortment of great brands owned under one roof. We have Naukri.com (jobs), Quadrangle.com (recruitment) , Jeevansathi. com(matrimony), 99acres.com (real estates), Brijj.com (networking) , AskNaukri.com (Career guidance) & many new portals.

Info Edge is expanding its User Experience & Design (UED) team to cater growing needs of new businesses. UED team at Info Edge is an established group of 30+ UI/Graphics/ web designers following UCD process. We do focus groups, card sorts, usability testing, contextual enquire at various SDLC levels. We are hiring at multiple levels for UI & Graphic positions.
Know more at: http://ued.naukri.com
Location: Noida
Designation: Head - Interaction Design
People Responsibility : Yes
Key Responsibilities:
Lead a team of designers working on consumer web portals along with hands on work on UI Design.
Mentor junior designers and monitor day to day communication with Product Management and Development team.
Applying user-centered design processes to develop UI standards & Patterns. Apply these guidelines
to define interaction design and Information architecture for web portals.
Help Create page layouts, wireframe, high/low fidelity prototypes successfully communicating conceptual ideas and design rationale to Product

teams & Development. Coordinate with
QA and search optimizing teams.
Conduct Usability tests to validate design.
Education & Experience:
Bachelors/Masters degree in Industrial Design, Product Design, Visual Design, HCI, Architecture, or Graduate with HCI certification & courses in multimedia.
+ 8yrs of industry experience designing Internet portals.
Requirements:
Well conversant with W3C & Web 2.0 standards.
Knowledge of HCI principles, UDC, Usability testing & techniques.
Hands on experience designing user interfaces and page flows of consumer internet portals
Excellent communication skills as well as the ability to lead a team of designers.
Must have strong understanding of web technologies like advance CSS, DHTML, Java Script, (AJAX) etc.
Knowledge of internet portal business and models will be an added advantage
A detail portfolio (online/CD/ ppt) to demonstrate previous work is a must.
Designation: Manager Interaction Designer
People Responsibility : No
Key Responsibilities:
Coordinate with Product management to understand user requirements and new features.
Applying user-centered design processes to create task flows, wireframes, page layouts & detail page designs. Follow industry UI standard & Patterns. Apply these guidelines to define interaction design and Information design for web portals.
Create high/low fidelity prototypes successfully communicating conceptual ideas and design rationale to Product teams & Development.
Education & Experience
Masters degree in Industrial Design, Product Design, Visual Design, HCI, Architecture,
3-5 yrs of industry experience designing Internet portals.
Requirements
Well conversant with Rich internet applications, W3C & Web 2.0 (AJAX) standard.
Knowledge of HCI principles, UDC, Usability testing & techniques.
Hands on experience designing user interfaces and page flows of internet portals
Excellent communication skills as well as good team player. Must have strong understanding of SDL & web technologies like advance CSS, DHTML, Java Script, etc., internet business and Knowledge of web optimization, conversion ratios, internet portal business and models will be an added advantage

A detail portfolio (online/on CD/ ppt) to demonstrate previous work is a must.
Send your resume to Anuma.beri@naukri.Com
and cc to: sameer.chavan@naukri.com
www.sameerchavan.com
+91 9971 656 777

7.
Here's an opportunity for Visual Designers & Interaction Designers with 3 - 5 years experience, to work on full time/part time/ freelance basis and deliver any of the following

1. Visual Design in Flash for an e-learning project based in Baroda & Ahmedabad
2. Low-Fi prototype, Visual Design, xhtml & css for a Web 2.o project based in Chennai & Bangalore.
3. Low-Fi prototype, Visual Design in Flash, optional development of Flex components for a web based Real Estate product based in Bangalore & Chennai
Local designers may be given preference. To explore possibilities, you can revert with your updated online portfolio, brief bio, linked-in profile (if any) along with questions (if any)
Reply only to muthuonline@gmail.com .

8.
Looking for Usability professionals
Senior level and junior level. Experience from 2yrs - 5yrs Company is CMM Level5i Company,$20Billion company. mainly focused in Telecom software, mobiles, and more challenging projects.
Send your resumes to slourd@gmail.com

9.
Think Design Collaborative is looking for a Full time Graphic Designer for their office in New Delhi.
Job Profile:
The designer would be involved broadly in the areas of Product Graphics, Environmental (Retail and Exhibition spaces) Graphics, Branding and packaging projects.
Experience: 0 year – 2 years
Pre-requisites:
1. Strong conceptualization ability based on the brief given by the client as well as brief, scope and boundary conditions prepared internally.
2. Proficient at using softwares such as: Coreldraw, Illustrator, Photoshop etc., Knowledge of 3D softwares will be an added advantage.
3. Good visualization capabilities in terms of composition, color and texture.
4. Must be a proactive problem solver with the ability to delegate responsibilities.

Qualifications:
Diploma/Degree in Fine Art/Applied Art/Graphic Design (UG/PG) from a reputed institute
If you are interested, kindly forward your latest resume/ portfolio as an attachment to info@thinkdesign.in Please do mention your present as well as the expected salary.
THINK Design Collaborative Pvt. Ltd.
10.
There is a job opening for a senior architect 6-10 years experience to Head Store design.
Its a very good opportunity.you can mail at darshita_17@yahoo.com or darshita.thaker@ril.com

11.

We, UCD team at Symantec India (formerly VERITAS Software India) are looking for good user researchers to work with us in Pune. The applicants should have good working knowledge of various research methods and excellent communication skills to collaborate with various teams and end-users spread across the globe.

About Symantec:

Symantec operates in 40 countries with headquarters in Cupertino , California . Its India R&D center is the largest one. Symantec is best known for its consumer and enterprise products like Norton, Netbackup, VCS, Enterprise Vault, etc. 98% of the Fortune500 companies use our products.

About UCD in Symantec:

There are about 60 UCD people working in Symantec at various locations. The team in India is first of its kind in the country. We are now 25+ with a mix of user researchers, UI designers and visual designers.

Current Requirements:

We are looking to strengthen our user research activities in India . There are two openings, one for a senior user researcher with 3-5 years of relevant industry experience and the other, a consultant with about 2 years in the industry.

Job Responsibilities:

Develop research and usability test strategy

*** Plan and conduct user research and Usability tests**

*** Collect, analyze and interpret user data**

*** Write and present reports**

*** Understand and apply UCD principles**

*** Collaborate with other UCD professionals**

Education:

*** Degree(s) in Human Factors, HCI, Psychology, or related disciplines. Industrial Designers with an inclination for User research are welcome.**

Bonus skills:

*** Previous experience with large enterprise software**

*** Prototyping and statistics (SPSS, SAS, etc)**

Contact:

Send resume to: sonali_bendre@symantec.com

(More jobs are avilable in our website www.designforall.in

Advertisement :

VIVACE MOBILITY

Vivacè VM-1

About Vivacè VM-1

Vivacè VM-1 is the first Singapore developed light weight battery powered wheelchair for city dweller with mobility problem.

Being foldable and weighing only 50kg, Vivacè VM-1 can be easily loaded up into car boot and with turn radius of only 56cm, Vivacè VM-1 is able to maneuver around corners of building.

Powered by 2 sets of 180W motorized wheel, it can easily overcome slope gradient of 12° and with built-in electromagnetic brakes, Vivacè VM-1 will instantaneously stop when hand is lifted away from controller.

A pair of standard 18AH battery requires only 4 hours to charge and when fully charged batteries, Vivacè VM-1 can travel up to 23Km while carrying a total load of 70kg.

When help being offered, the unit can be released for manual pushing by a flick of 2 levers at motor drive wheels . The incorporated swing away leg rest provide space while mounting and dismounting the unit.

Travel made easy with Vivacè VM-1.

Standard features

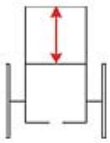
- Foldable steel frame
- Swing-away leg rest
- Nylon upholstery
- Available in gray or blue color
- 1 year on site warranty for Singapore customers

Optional

- 28AH Battery for longer traveling range
- Adjustable armrest

Technical Specification

Frame	Steel
Seat Width	41cm (16"), 46cm (18"), 51cm (20")
Seat Depth	41cm (16")
Product Length	114cm (44")
Product Width	66cm (26"), 71cm (28"), 76cm (30")
Product Height	94cm (37")
Product Weight	47kg (105lbs) include batteries
Product Weight	36kg (80lbs) without batteries / tray
Battery Weight	11kg (24lbs)
Castor	200x50 PU Foam Fillet
Motor Drive Wheel	12-1/2" x 2-1/4" PU Foam Tire
	DC 24V, 180W
Anti-tipping wheel	2" Solid Tire
Battery	12V 18Ah x2
Charger	Input: 230V AC Output: 24V DC 5A
Charging Time	5 Hour
Controller	PG VSI
Brake System	Built-in Electromagnetic Brakes
Safety Gradient	12°
Max. Speed	7.5kph (4.7mph)
Turn Radius	56.5cm (22.2")
Range	23km (19mile.) with 70kg load
Weight Capacity	110kg (242lbs)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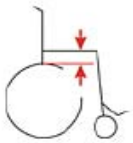
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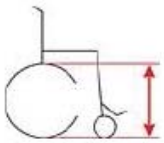
46cm/18"
54cm/21"

114cm/45"


32cm/12"

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2.

Buon Natale e Felice Anno Nuovo

Mitzi Bollani

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