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Design for All

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MESSAGE FROM PRESIDENT, IAUD-Japan



Design for All Institute of India newsletter, India-Japan Year of Friendship Special Issue Greeting from Mr. Takuma Yamamoto, President of the International Association for Universal Design (IAUD)

I would like to offer a word of greeting on the occasion of the publication of the Japan-India Friendship Year Special Issue as a person responsible for promoting universal design in Japan.

A variety of activities are currently under way around the world for universal design and other similar concepts. Japan is no exception, and universal design has begun to be actively promoted in recent years. In Japan, in addition to the establishment of guidelines and standardization by responsible government agencies as well as academic research conducted by educational and research institutions, the activities by private corporations in the manufacturing and various other industries are also very conspicuous. This active involvement of corporations is the most noteworthy point about universal design promotion in Japan.

Japan and India have many fundamental cultural similarities, and Japan has been influenced by India in various ways, such as when Buddhism was introduced from India in ancient times. Considering that the relationships between the two countries are now becoming increasingly important, and that these relationships will continue in the future as well, it is very important to recognize such similarities and further deepen mutual understanding.

I believe that the fundamental idea of universal design is indispensable in creating a society where people have mutual understanding with each other, and live comfortably in peace of mind regardless of the difference of language and culture. Fortunately, both Japanese and Indian nations are essentially considerate to others in nature, and I expect that, as the both countries continue to deepen the complementary relationships in the world of business, universal design will be promoted not only within the two countries but also around the world by them through communicating the idea to the world over as their common powerful message. I am certain that universal design will become a driving force of the industry in the future.

Takuma Yamamoto,

President of the International Association for Universal Design (IAUD) , Japan

Chairman's Desk:



"If you meet a Buddha kill him. If you meet a patriarch of the law kill him". Another statement "I shall not take a single disciple". In these two statements, perhaps, is the rigorous fate of art of living expressed by Noble Laureate Mr. Yasunari Kawabata.

I believe these century old lines have left an impeccable imprint on the minds of modern Japanese people that have helped in acquiring a distinct identity from the rest of the people and for practicing subconsciously this philosophy which has become synonymous with modern Japanese identity. Japanese is killing the existing Buddha each moment with all the mighty force and every moment Buddha emerges laughing with mightier, stronger and taller figure. Would Japanese ever succeed in killing him? This is the mystery to understand and elaborate. We kill and worship. We worship and kill.

In my opinion neither Buddha should ever killed by Japanese

nor Japanese should have ever felt exhausted in killing and abandoning the Buddha. Buddha is the dynamo of the development and progress of the Japanese mind .As Buddha changes its forms and shapes, it is recharge to renew Buddha. Japanese love the Buddha and wish he should never die and always be victorious. What Buddha was at the time of migration in 6th century B.C. from India is entirely different in modern era? This is the beauty of Japanese mind they never accept the philosophy as it is, rather, they mix the local color to make more suitable to meet the current and local need. I admire the mind of intellectuals of 6th century B.C while sitting in their own country realized the importance and significance of Buddha for the progress and development of their minds.

They welcomed the Buddha and anticipated the shape of today's Japan in 6th century B.C. and this philosophy would put us in best position in this era of development, advancement and progress. The influence is visible in every thoughts, actions and life style of modern Japanese.

When I observe some design I notice that it is related to current problems of awareness of environment , caring for everyone (specially with the past and old persons problem with design in aging population) and development should benefit all and no one should be left out in this development process. These are nothing then but basic the pillar of 6th

century B.C. Buddhism The sense of continuity of history is visible and it does not give the impression that Japan had belonged to some lost civilization.

The contemporary society of Japan is still carrying the basic philosophy and this broad social backdrop to the field of design has given rise to the paradigms of "Universal Design" This concept may be originated by Prof Ran Mose of USA but it is centuries old practice in Japan as well as in India. Every design and creativity in Japan is characterized by Kawii (cute) and emphasizing on their softness and gentleness, they don't want to hurt anyone and caring at utmost level.

Why does Japanese design stand out distinctive from rest of the world? The answer lies in their Zen philosophy where there is no place of worships of images and disciple is the lord of his own thoughts Disciple exchanges questions and answers with Master, he retains his thoughts and attains the enlightenment through his own efforts He is less dependent on the reason and argument but he more relies on his intuition and instincts. When he is alone and sits for long hours in silence and motionless with his eye closed, this helps him in entering a state of impassivity, free from all thoughts and ideas. It is the process from departing from self and navigates into realm of nothingness. This is not nothingness or emptiness of western thoughts it is rather reverse, a universe of the sprit in which

everything communicates freely with everything, transcending bounds, limitless.

This invisible dimension leaves a distinct mark in the subconscious mind of designer as well as user. This Trend can be seen in almost all product design. There products are the perfect blend of tradition with technological revolution. The way they involve in attention of detail, discrimination on selection of materials, pursuit of functionality and efficiency, and conceptual flexibility is a result of practice of Buddhism in their lives and they work subconsciously under its influence and it has become the part of their culture. They do not exert, rather, everything moves naturally. All these factors have combined to produce refined designs that make the Japanese distinct in nature.

In modern Japan, everyone rushes around, leading their lives by the clock and I have noticed other parts of the world those who are not well equipped with modern amenities and poor by the standard of Japan move according to Sun and Moon. I never have opportunity to visit Japan and have close observations of lifestyle of modern Japanese and I am not in position to comment who are happier people. But it is my belief, in Japan, though; there are the big cities and the main roads that have changed a great deal. Once you get away from the cities and main roads, you can still come across scenery

that has hardly changed since the olden times. If you wish to see the Buddha you have one option- move closer to nature, share softness, gentleness and greatness of Japanese living in the outskirts of any cities. We have progressed by leaps and bounds in the last three centuries. Our total texture of life has undergone a sea change, since we need humanity, modesty and simplicity.

Since our governments are holding many cultural programs to celebrate "Japan-India Friendship Year 2007" both in Japan and in India to commemorate the 50th anniversary of the Cultural Agreement. Our special newsletter of Design For All Institute Of India with collaboration with International Association of Universal Design is part of this event and humble effort in cementing the bondages of two traditional, closely related old countries. Our bonds had been strong. We shall remove the dust of ignorance and reset the equation of brotherhood and friendship.

I am highly touched by the gesture of President Mr. Yamamoto, who has taken our request of publication of special issue with the collaboration with IAUD in such a short notice and the way Mr. Hyuga has coordinated with our institute need appreciations and I feel like to stand and salute for them. The collaboration for special issue itself speaks the volume of contribution of our Design For All Institute is significant in the

eyes of IAUD.

When we were organizing the three days international conference on Universal Design/ Design For All in 2006, IAUD was the first organization who have endorsed our program along with IDSA, EIDD and Design For All Foundation. They could not attend the conference but president of IAUD speech was read out in his absence. The Design for All Institute is highly indebted by IAUD. Some messages are taken from the web site of IAUD and publish along with photographs after my message just to help our reader in exploring the mind of contemporary Japanese.

Beauty and universality- Mingei

With regards

Dr. Sunil Bhatia

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**MESSAGE OF COUNSELLOR- SHIGEYUKI SHIMAMORI
(Embassy of Japan-INDIA)**

The Embassy of Japan in India is pleased to learn that the 'Design for All Institute of India' is bringing out a special edition of its monthly newsletter in collaboration with the 'International Association of Universal Design - Japan' to commemorate the Japan-India Friendship Year 2007.

The year 2007 is being celebrated as the "Japan-India Friendship Year" with the primary aims of expanding on people-to-people exchange and deepening the mutual understanding between Japan and India. As part of the 'Japan Year in India ', over 100 Japanese cultural events are being organized in different cities of India during the year, to highlight the historical and cultural interchange between our two countries.

The activities of 'Design for All Institute of India' are based on the concept of universal design which, while being modern in use, is as old as civilization itself. The Institute is performing a meaningful function by developing core competencies and innovative ideas in the area of design technology.

We are happy to note that during this Japan-India Friendship Year, Japan and India are working together to deepen their relations in this field. We hope the two countries will cooperate further to contribute towards globally promoting the concept of universal design, and help bring the people of the two countries closer.

SHIGEYUKI SHIMAMORI

Counsellor – Embassy of Japan in India



From the Editors Desk

I am privileged, delighted and with tremendous professional satisfaction usher a new trend in our newsletter. We are exploring a series of country specific issues. The response from Japan has been most encouraging. This issue comes in two parts. Part I comes as June 2007 Vol-2, No-6 issue of newsletter. It is dedicated to Japan-India Friendship 2007. We have received four articles, thanks to IAUD-Japan. In our current issue we are in position to publish two articles and rest will appear in our July 2007 Vol-2, No-7 issue of newsletter as a continuation of this issue.

We want more country specific newsletters. We are also thinking of cross cultural issues that will focus on the diversity / similarity of approaches to the same design challenges. We will like you to volunteer and curate special forthcoming issues. Come choose your subject. Make design for all, the essential foundation of democracy and every countries constitution. It should be the most fundamental premise of man made environmental studies.

Through your efforts our understanding of DESIGN and ALL will continuously evolve.

Design for all has a lot to do with taking small steps that will make a sea of difference to the well being index on our planet.

The first article in this issue is from Matsushita. It is concerned with the companies approach to universal design, written by Toyoyuki Uematsu Senior Advisor, Matsushita Electric Industrial Co, Ltd. The article highlights the UD approach at the company. It speaks of the special "Cataract Simulation Goggles". This device is used during the design phase for ensuring visibility of operation displays and ensure they are easy to see for the elderly. A very useful tool indeed. We need such tools for the use of young designers. It further illustrates the benefits of Universal Design through an in-house example of 'slanted washer cum dryer. User studies establish the efficacy of the approach.

The second article written by Masafumi Narikawa from Design office TEPCO,Japan, explores the UD advantages of correct choice of Inductive heating for domestic cooking and its advantages to all and particularly to Visually Impaired People. Professionally delightful readings.

The other two contributions we bring in the next issue. Suspense

till then.

This issue also has lots of useful information on design in Japan.

Happy reading.

Please keep in touch.

Lalit Das,

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Forth Coming issue July 2007 Vol-2, No-7

(It is continuation of June 2007 Vol-2, No-6 Newsletter on special issue on Japan – India Friendship-2007)

Fijutsu's Universal Design

**Initiative.....Mr. Kimitako Kato,
Director, IAUD**

Development Of Universal Design

**in Toyota Motor Co.....Mr. Naoaki Nunogaki
Director, IAUD**

Biography of Naoaki Nunogaki



Since Naoaki Nunogaki joined Toyota Motor Corporation in 1982, he worked on a New Concept Car Planning and its commercialization at Design Dept. in H.Q., Tokyo, and Europe as a Chief Designer of Advanced Design Development Dept.

Since 2001, he was in charge of Toyota Design Strategy. In 2005 at Aichi Expo, he was responsible for design coordination of Toyota Group Display.

In 2007, he assumed a General Manager of Design Center at Tokyo Design Research & Laboratory.

Biography of Mr. Masafumi Narikawa



1952 Born in Tokyo, Japan

1976 Graduated from the Tokyo University (Department of Architecture)

1976- Tokyo Electric Power Company (TEPCO)

Director, Design Center, Marketing and Sales Division, TEPCO

2006 Director, IAUD

2007 Vice Chairman of the Board of Directors, IAUD

Biography of Mr. Toyoyuki Uematsu



1971: Graduated from Faculty of Art and Design, Musashino Art University

2002: President of Panasonic Design Company

2003 to present: Director of International

Association for Universal Design

**2004~2005: Judge for Product Design Award, iF
(International Forum Design,
Germany)**

**2005 to present: Visiting Professor of Musashino Art
University Visiting Professor of Tama
Art University**

**Apr. 2007 to present: Senior Advisor of
Matsushita Electric Industrial Co., Ltd.**

Biography of Mr.Kimitaka Kato



Kimitaka Kato

**Director of the International Association for
Universal Design (IAUD)**

**General Manager, Design Center,
Fujitsu Ltd. Japan**

1. Matsushita Group's Approach to Universal Design

Toyoyuki Uematsu Senior Advisor, Matsushita Electric Industrial Co, Ltd

1. Introduction

Regarding Matsushita Electric's approach to universal design (hereinafter referred to as UD), the following report describes the promotion system and some UD product examples.

2. History of Matsushita Electric's approach to UD

2-1 Began to give consideration to user-friendliness and senior citizens as early as 1990

Let us give an account of the history of our approach to UD in the days when the term universal design was not even recognized socially as well as internally in the company.

From 1990 to 1993, under the slogan of "user-friendly manufacturing", we made studies as a company-wide project to improve operability of our products to make them easy to use for everyone, and established our internal uniform standards based on the study results.

From 1994 to 1998, when the percentage of senior citizens over 65 years old exceeded 14% in Japan as a nation well on the way to an aging society, we made studies regarding what considerations should be made for senior citizens, and

reflected the study results primarily in our home appliance products.

Especially for “cataract”, we made studies in cooperation with ophthalmologist and cataract patients, and developed “Cataract Simulation Goggles” (Figure 1). We still use them during the design phase for ensuring visibility of operation displays to make them easy to see for the elderly.



(Figure 1) Cataract Simulation Goggles

2-2 Company-wide approach: Establishment of the basic principles and 6 basic elements of UD

In 1999, we published a UD guidebook in which the design department gave explanations on the concept of UD, and promoted awareness among our employees.

In 2003, we established an across-the-board enterprise UD promotion system in order to make UD a company-wide project, and created UD basic rules and application standards as internal operating instructions.

In 2004, when Matsushita Electric Works, which had been a group company but conducted UD promotion separately,

became a subsidiary, we took advantage of the occasion to review and unify the UD basic rules and application standards of the Matsushita Group as a whole, and established the following basic principles and elements:

[Basic Principles of UD]

Matsushita Group's universal design provides consideration to more people through products and services with an attempt to establish enriched lifestyle in which more people live in comfort.

[6 Basic Elements of UD]

1. Easy-to-understand operation

Easy-to-understand words, natural operational procedures, etc.

2. Uncomplicated displays and indicators

Easy-to-see, easy-to-hear, easy-to-understand by touching, etc .

3. Natural posture and ease of movement

Easy-to-operate, easy-to-use, etc .

4. Space to support easy access

Easy-to-access, spatial property, etc .

5. Peace of mind and security

Prevention of malfunction, accurate warning, easy-to-restart, etc .

6. Consideration of how product is used and maintained

Easy-to-install, easy-to-store, continuity, trouble-shooting, etc.

Following the above company-wide rules and regulations, we engage in product development and commercialization by dividing various elements into those that should be observed for all our products, and those that should be developed for each product area.

3. UD product examples

3-1 Slanted drum washer dryer

As mentioned above, we give full consideration to UD in our product development. As a good example of our company-wide efforts, let us introduce you a washing machine that is friendly to both elderly people and wheelchair users.

In Japan, the washing machine market is considered one of the most representative matured markets in the field of home appliances. Manufacturers are promoting the development of high-value added products, and the demand is expanding recently for water-saving drum washer dryers that can handle the entire process from washing to drying.

In developing a drum washer dryer, we focused on user-friendliness such as the usability of the operation panel and how easy it is to put in and take out clothes, and developed a drum washer dryer of a very unique style. We thus succeeded in opening up a new category of “slanted drum washer dryer”.

The following is how we developed it. (Figure 2)

(Figure 2) Slanted Drum Washer Dryer



3-2 Background of washer dryers and sorting-out of challenges

Washing machine systems are divided into three large groups in the world: the drum system to rotate a horizontally supported washing tub (mainly in Europe); the agitator system to stir clothes using a rotating wing with a projection in the center of the washing tub (mainly in the United States); and the pulsator system to wash clothes with an agitator wing at the bottom of the washing tub (mainly in Japan and Southeast Asia). In Japan, the market shifted from twin-tub washing machines to fully automatic machines, and manufacturers looked for a way to develop higher-value added products by increasing the washing capacity and creating various characteristics. Modern washing machines are expected to be a household laborsaving machine that can handle a series of work from washing to drying, and in response to the increasing awareness of environmental issues such as energy and water conservation for the good of society, there are increasing

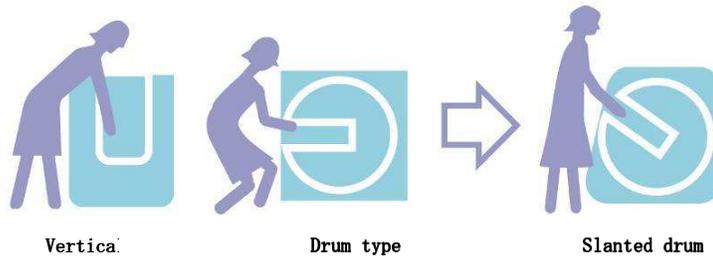
needs for washer dryers, especially drum-type washer dryers that are highly efficient in water conservation. With these situations as a background, we promoted the development of a drum washer dryer with an appeal point in user-friendliness and water conservation, and released a new category of washer dryers called "Slanted Drum Washer Dryer" in November 2003. Today, our products are evolving to be more sophisticated while keeping the basic style.

In developing new products, we conducted a consumer survey on washer dryers, and sorted out the characteristics of each system based on reasons of purchase.

According to the survey results, there are different reasons of purchase for each system. Consumers cited "user-friendliness" as the most appealing aspect of vertical washer dryers of the conventional pulsator system, while they cited "the availability of the flat top surface as an attractive space and the cool appearance" as the most appealing aspect of drum washer dryers.

In addition, we analyzed the procedure of actual washing work and found out that you need to bend over when you put in and take out clothes from a vertical machine. On the other hand, a drum-type machine places a burden on the lower back and the lid is hard to open and close. (Figure 3)

(Figure 3) Analysis diagram of actual washing work of each system



So, in our efforts to develop a drum washer dryer that would cut the knot of each system while keeping the availability of the flat top as an attractive feature and making it easy to put in and take out clothes without forcing the user to bend over, we studied “the best configuration that is easy to use for everyone” and came up with the basic form of a “slanted drum”. Figure 4 shows the prototype sketch.

(Figure 4) Prototype sketch



3-3 Comparative verification by trial production of the concept

In the process to embody the “slanted drum” idea, we produced a prototype based on the sketch for the purpose of

verifying the usability, and asked some consumers to evaluate it in order to make comparisons with the existing washer dryers.

A group of 12 women in their 30s to 50s tested the prototype machine by putting in/taking out clothes and opening/closing the lid. Then, based on their subjective evaluations and video analysis, we quantified their bodily movement and posture. Evaluation items included the posture for opening/closing the door and the posture for taking out clothes. As a result, we found out that the "slanted drum type" allows users to open/close the door in a comfortable posture, and that it is almost the same as the top loading type for putting in/taking out clothes. In addition, some commented that they do not have to worry about leaving clothes inside the machine since they can check the bottom of the drum at a glance, which gave us a new appeal point.

Thus, we concluded that the slanted drum is consistently easy to use for short people too, and decided to pursue the appeal concept of "easy to use for everyone".

Under this universal design concept and based on the above-mentioned usability evaluations, we completed the design form of the "slanted drum" with a flat top surface as an attractive space for putting things like a cloth basket, a face-to-face reassuring round door that is placed on the upper position so

that the user can easily see the inside, and a slanted operation panel laid out in a position easy to see and operate for the user. (Figure 5)



(Figure 5) Design model

3-4 Additional verification of the universal design

In order to expand the appeal concept of “easy to use for everyone”, we asked a group of wheelchair users to use the working model and give usability evaluations.

Using the slanted drum working model, several typical top-loading and front-loading drum washer dryers and vertical washer dryers, we asked the group to check how easy it is to put in and take out clothes, pour in detergent, push buttons and other operations. Based on their subjective evaluations, we compared the usability of each model.

It turned out that the “slanted drum” received the highest evaluation.

Thus, we newly entered the market of drum washer dryers with an original and unconventional machine that solves the

problem of usability of the existing drum type machines. The unique style also allows users to place things on its flat top.

NA-V80 released in December 2003 received a number of prestigious awards including the 2003 Good Design gold prize and the 2004 IDEA silver prize, establishing a new category of drum washer dryers.

4. Conclusion

As stated above, we make efforts to evolve our sober and steady work into successful products through our UD activities. In order to create better UD products, it is important for us to propose product ideas based on actual lifestyles of our customers. For that purpose, it is increasingly necessary to start the development phase with UD points of view.

We are committed to make every possible effort to develop products that will impress our customers with universal design, essential functions and environmental awareness.

2. The measure of the Tokyo Electric Power Company about usability Survey on IH Cooking Heater from the Viewpoint of the Visually Impaired People

Masafumi Narikawa

Director, Design Center Marketing & Sales Division TEPCO,Japan

INTRODUCTION

In Japan, the market of IH (*1) cooking heater has been explosively expanding. This is because the characteristics of IH, among others, "safe," "clean" and "high power" coincide with the needs of users in kitchens. Also helped by the usability that combustion appliances do not have, IH is regarded as a "dream appliance that inspire the desire to cook. Amid aged society, the elderly and the disabled with disabilities have great expectations for IH. In order for all users to enjoy these characteristics based on the basic principles of "not to use fire" and "sophisticated controllability by electricity," the usability to take full advantage of characteristics of IH is important.

Then, TEPCO(*2) was evaluated and verified about the usability of "ease of use" and "indication function" of IHs that are made commercially available at present, therefore, with consideration given to IH that are easy to use in the aged society and I report this results here. In addition, these results are already reported by the 2nd international conference

for universal design in Kyoto 2006.

***1:IH means “Induction Heating”.**

***2:TEPCO means Tokyo Electric Power Company.**

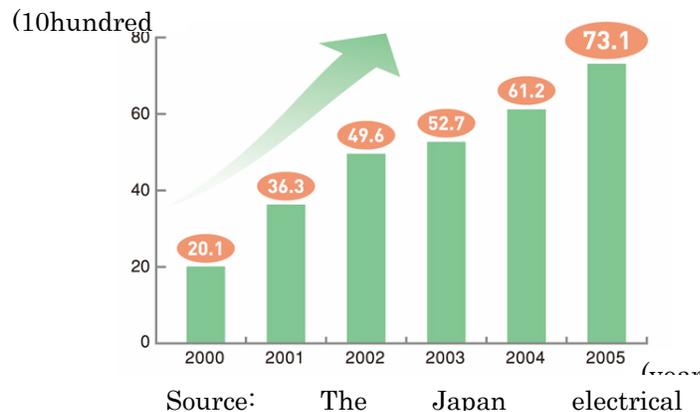


Figure1. Shows the market trends of IH in Japan

1 GRASPING OF REALITIES OF COOKING BY THE VISUALLY IMPAIRED BASED ON PAST STUDIES

About 300,000 visually impaired persons are in Japan. The most is people who came to have a handicap for an acquired reason.

We grasped the realities of cooking by the visually impaired in Japan. As a result, it was found that 81% of the visually impaired people covered by the past studies answered that the utensil they basically use in daily cooking is a gas range, according to “Attitude of Visually Impaired Women who Try to Cook (Sukoyaka dietary life association, 1998)” (Figure 2).

Then, most of the reasons for the use of gas range are because “I’m used to it.”

As for ideas for cooking, it was found that they make the most of their senses other than the sense of sight such as “holding their hands” over gas ranges (Figure 3). Moreover, It was found that 77% of the subjects answered, “I cook on my own,” showing that the subjects themselves cook daily in an independent manner.

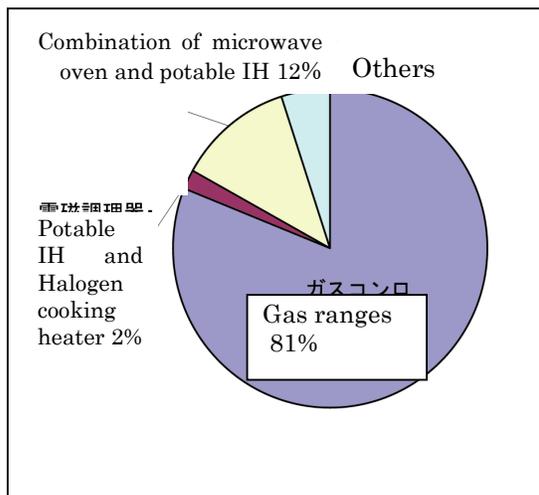


Figure 2. The utensil basically use in daily

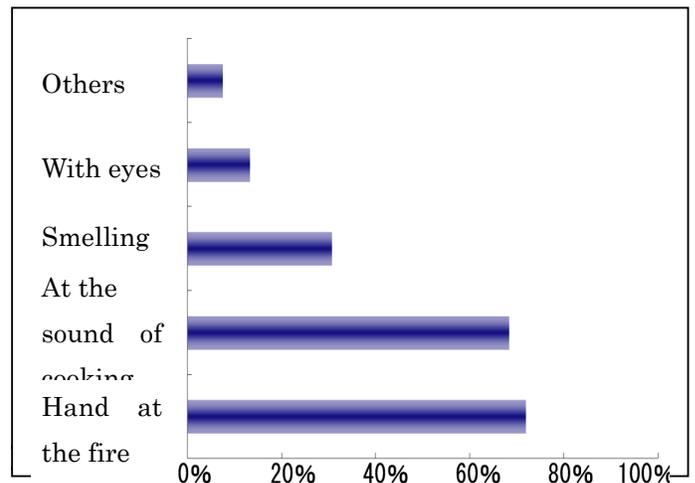


Figure 3. The ideas for cooking with gas ranges

2-1 OUTLINE OF SURVEY

We conducted a survey on and evaluation of the usability of IH made by each manufacturer in terms of “ease of use” and “indication function,” and extracted the advantages at the time of use, appeal points and points to be improved. The survey period was four days. The subjects for the survey were visually impaired women in the 20-60-age range, who cook

once a week or more (14 women were totally blind and four women were weak-sighted). We interviewed two subjects per type of appliance. The appliances covered by the survey were IH of six major domestic manufacturers.



Figure 4. Usability survey on IH cooking hobs

2-2 SURVEY RESULTS AND CONSIDERATION

The survey results are shown in Table 1

Table1. The survey results

	action to turn on and turn off main power supply	action to place a pot	indication and action to operate switches on the top plate	indication and action to operate switches on the front panel	action to function of Grill	action to function of Tempura cooking
A社	◎	○	△	○	△	○
B社	○	△	◎	—	△	△
C社	◎	○	—	○	◎	○
D社	○	△	△	△	△	△
E社	◎	○	◎	◎	◎	◎
F社	○	△	○	△	△	○

◎ : very useful, ○ : not helpful, △ : challenging

Evaluations by item are pigeonholed as follows:

As for the “action to turn on and turn off main power supply,”

seesaw switches, of which the on or off positions can be easily recognized by the touch, are well received. There was an opinion that seesaw switches are even better, if they sound when they are manipulated.

As for the "action to place a pot," it is rare to use the projection (installed voluntarily by manufacturers along the outer frame of top plate) to decide the position to place a pot. Rather, it is more usual to check the position to place a pot by tracing the lines that are designed on the top plate to show the size of coil. For people with low vision, high-contrast indications are desirable, and red indications on black glass top are more effective.

As for the "indication and action to operate switches on the top plate," correlative layout and arrangement of cooking coil and manual operation buttons are easier to understand compared to switches with Braille points or a projection, according to many opinions. People with low vision tend to check the operation with their eyes and they want easily viewable indicators.

Finally, as for the "indication and action to operate switches on the front panel," there are many opinions that tactile feel

dial-type operation switches are easy to use, and it is found that those types that turn round endlessly make users feel uneasy.

3. PROPOSAL FOR USABILITY OF IH

With the results mentioned above, although each type of IHs has some points to be addressed in terms of “ease of use” and “indication function,” it is confirmed that IH is an easy-to-use cooking utensil for the visually impaired because it is found that the cooking with IH can be easily done even if the position of a pot a little deviates, low heat can be set without worry about going out, there is no worry about burning clothes on, and stress can be reduced compared with conventional cooking utensils. Figure 5 shows the summary of the mechanisms of IH cooking heaters that are easy for the visually impaired to use.

Easy-to-understand buttons

- The layout of switches is easy-to-understand.
- The arrangement demarcated by heater is easy to understand .
- The switches are even better if they have Braille or projections.

(JISS0011 – A sign of 凸 A product of consumption life)

- A feeling of operation is easy to understand a certain switch.

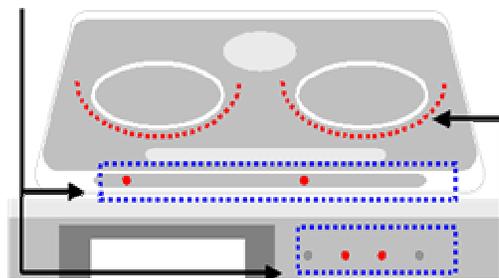


Figure5. The summary of the mechanisms of IH that are easy for the visually impaired to use.

Design of top plate or position of pan

As immediate measures to remove anxious factors during early days of introduction of IH, TEPCO has developed a seal to check the position of pot and a projecting seal to check the operating part (Figure 6,7). The seal to check the position of pot stuck on the top plate helps the user know the position of pan. The seal to check the operating part stuck on the operating buttons helps the user know the difference of buttons. We confirmed that such assistance devices reduce a

mental burden in using new apparatus and help users more easily cook.

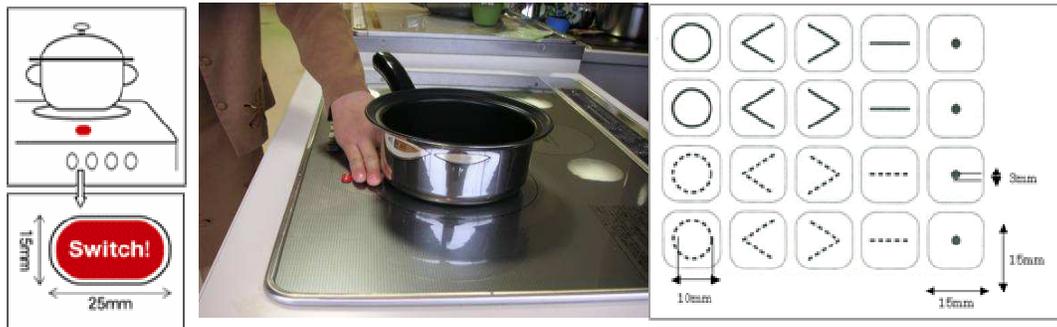


Figure 6: The seal to check the position of pot

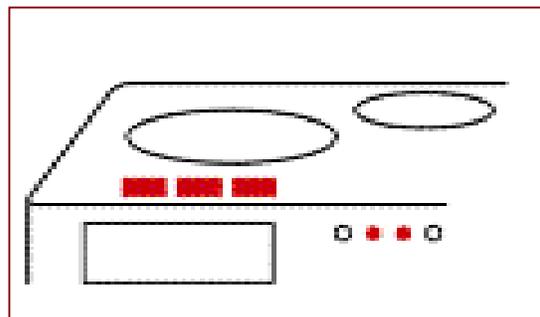


Figure 7: A seal to check the position of pot

CONCLUSION

We clarified the usability of IH for the visually impaired, which has not been clear yet.

Super-aged society where one out of four people will be 65 years old or older will come in 2020. Moreover, the use of IH is expected to become more popular as a worry-free, safe and

comfortable cooking utensil because of widespread use of highly airtight and insulated houses, environmental harmony, diversification of life styles, etc.

Under such circumstances, the improvement of usability of IH is expected to benefit not only the visually impaired but also many other users, including elderly people. From such a point of view, we provided the results of this survey to the manufacturers of the IH cooking heaters that were used in this survey, expecting our efforts to be of some help to develop products of higher usability.

TEPCO will continue to see into the realities of users, and keep on being aware of the importance of interactive communications between manufacturers and users and consider the widespread use of easy-to-use IH.

(This is a special report contributed By Prof Peter Neumann, Germany for delegates attending the conference of "Tourism for All" in Italy on 27-29th June 2007)

3. Training Accessible Tourism for All - Trends and Tools in Europe. A report on the International Conference at the ITB 2007

Dr. Peter Neumann, NeumannConsult Münster (Germany) and Victoria Eichhorn, University of Surrey (UK)

The International Conference about Training Accessible Tourism for All on March, 10th, 2007 was organized by three EU-projects DIADA, EU.FOR.ME and EQUAL-Fairway and highly demanded, parallel to the International Tourism Fair Berlin (ITB).



The Conference had the assignment on the background of the demographic change to point out that accessible Tourism for All has a demand for new products and services with a specific expertise for decision-making units and employees. On the one hand this needs new approaches to training-programmes and offers on the other hand new perspectives for the labour market.

During the event new training approaches supported by the



EU for the creation of teaching-modules for universities (EU.FOR.ME) and for the training of Accessibility – Auditors via e-learning (DIADA) were introduced. Furthermore a project for the creation of jobs through Accessibility and for people with disabilities (EQUAL-Fairway) was introduced.

Approximately 100 participants from 10 different European countries were represented.

A survey among the participants proves that Accessible Tourism for All is of great importance and highly rated in education and advanced training. Insofar this conference, parallel to one of the biggest tourism fairs worldwide was highly rated and of Europe-wide importance with top-class staffed participants and speakers.

Among the participants were representatives of the World Tourism Organisation, the EU-Commission and of the German Federal Ministry of Economics and Technology. Represented speakers were important decision-making units of Sol Melia, the third biggest hotel chain of Europe, the Tourism region Skåne, the Institute for Tourism Warsaw, the tourism association Brandenburg, the Universities of Surrey and of

Münster, NeumannConsult as well as from the National Coordination Board 'Tourism for All' (NatKo) in Germany. The partners of the EU-projects DIADA, EU.FOR.ME and Equal-Fairway came from organisations of Belgium, Germany, Greece, Italy, Poland, Romania, Sweden, Spain and the Federal State of Brandenburg.

In his greetings Dr. Ralf Zeppernick (Deputy Director General, Questions of SME Policy and the Services Sector, Federal Ministry of Economics and Technology, Germany) pointed out that the Germany's Act on Equal Opportunities for Disabled Persons has set the legal framework for providing accessible tourism. Still a lot of work and communication has to be done to fill this legal frame. The Federal Ministry of Economics and Technology supports a lot of actions for creating an accessible tourism in the fields of training, skilling, and research. In 2003, the European year of People with Disabilities – a study was completed on the Economic Impulses of a Barrier-Free Tourism for All. The short version of the study was in such demand that two reprints were necessary. The English version was distributed through the EU Commission to all of the EU Member States and is now the working basis for further EU projects. The Ministry of Economics and Technology currently supports a direct follow up of the Study. It focuses on an Analysis of the Success Factors and Development of Measures to Enhance

Quality in Accessible Tourism. The project is scheduled to be completed in June 2008. Furthermore he pointed out that "Accessible tourism for all is a topic that is part-and-parcel of today´s tourism policy."

Raimund Jennert (Chief Executive Officer of the Brandenburg Tourism Association, Germany) underlined in his greetings that the development of accessible tourism can only be achieved when all people being involved get rid of "barriers in their heads". Training accessible tourism is a very important, necessary step in doing so. The Federal State of Brandenburg has discovered "Accessible Tourism for All" as an important market segment with many unexploited potentials. A rise of awareness for accessible tourism could be reached among tourist providers, tourism organisations, people working in administration through different projects. Achieving an accessible tourism for all needs qualified experts and employees along the whole tourist chain, starting from the strategic planning at a higher level all the way down to the basis, where hotel owners, bus drivers, chefs de cuisine or canoe-hires need to know the details. A big campaign called INNOPunkt aimed at training tourist entrepreneurs in Brandenburg in the field of accessible tourism. 40 small companies were intensively trained and learned a lot about new target groups and their demands, about adapting their

offers to those needs and about specific marketing. The Brandenburg Tourism Association also participates in the EQUAL-project Fairway (see description below).

As representative of the organisers and project partner of each EU-project, Dr. Peter Neumann (Project Manager at the University of Münster and Director of NeumannConsult) stressed that an accessible environment is not only essential from a social point of view and combating social exclusion but affects a high number of other areas and all activities of everyday life. "An accessible environment is a crucial requirement for around 10 % of the population, a necessity for approx. 30 to 40 % and comfortable for 100 %". Regarding the field of tourism – travel and tourism facilities will benefit from accessibility along the entire tourism chain. Peter Neumann emphasized that there is an urgent need to promote accessibility and Design for All issues by national and federal legislation, in public procurement and by improved training facilities within education and training to use the chances given by accessible tourism.

Short Overview about the different EU-Projects



Katarzyna Swiezawska-Ambroziak from ASM, Poland

introduced the EC - project DIADA. DIADA is the acronym for "Developing and introducing a new training approach in the tourism sector – tourism for all - with DIADA trained consultants". Creating accessible tourism starts with the provision of information. The EU-Project DIADA aims at creating and implementing a new training system for the whole tourism industry with the involvement of persons with disabilities. In this system employees of tourism facilities and disabled people will be trained to become professional providers of information on tourist facilities, so called "Accessibility-Auditors".

For more information visit: <http://apintech.com/diada>

Maria Stella Minuti from CST Assisi in Italy and Lucilla

Morelli, student at the

University of Perugia in Italy

introduced the EC-project



EU.FOR.ME. The EU-Project "EU.FOR.ME Tourist training for a wider target" aims at filling a gap that schools, universities and training centres offering programmes on tourism have in many European countries: there are practically no examples that accessibility issues are taken into consideration in the organisation of tourism training modules. EU.FOR.ME main objective

is the realisation of a training course for "Trainers Specialised

in the Topics of Accessible Tourism” who will use the competencies acquired during the course to develop and deliver training modules on “tourism for all” in the teaching activities on tourism conducted by public and private institutions.

For more information visit: <http://www.euforme.net/>



Dr. Wolfgang Fritsch of the Technology Center Neuruppin in Germany introduced the Equal-project Fairway. EQUAL is a collaborative initiative of the EU, which pursues the elimination of discrimination and inequality in all fields of the labour market by developing new and innovative approaches, concepts, methods and instruments. Moreover EQUAL aims at facilitating employment and the starting-off of businesses, mainly by offering training courses. The EQUAL development partnership of Brandenburg, called FAIRWAY is dedicated to make the Federal State of Brandenburg a good example in the field of accessible tourism for other regions of Europe.

For more information visit: <http://www.equal-fairway.de>

Results of the Panel Discussion

An important aspect of the conference 'Training Accessible Tourism for All' has been the panel discussion, which endeavoured to make a transition from projects to the implementation of



accessibility in organisations. Victoria Eichhorn from the University of Surrey, UK was chairing the session with the aims to raise awareness of accessibility issues, improve the general understanding of the subject and move towards a holistic approach of accessibility. Of significant importance hereby was the establishment of clear objectives with regards to the future of 'Accessible Tourism for All' to be extrapolated at the end of the discussion.

Participants of the panel discussion came from leading organisations and institutions, including Marina Diotallevi from the World Tourism Organization, responsible for the UNWTO instrument 'Accessible Tourism for All'; Federico Martínez-Carrasco de Santiago, Community Involvement Manager of the 3rd biggest hotel chain in Europe 'Sol Melía'; Ulf Kyrling from the department of Economic Development and Innovation of the organisation 'Region Skåne'; Teresa Skalsa, Professor at the University of Hotel Management, Gastronomy and Tourism in Warsaw, Poland as well as Hartmut Smikac, advisor for the

National Coordination Board 'Tourism for All' (NatKo) in Germany.

As all participants work for different types of tourist organisations, they consequently pursue different objectives and put into practice diverse strategies which best suit their organisational nature and capabilities. This clearly highlighted the variety and multitude of possible approaches to deal with accessibility.

From an accessibility office's point of view, Hartmut Smikac elaborated on NatKo's main objective to integrate accessibility into all spheres of life. Important hereby is the focus on training aspects for tourism suppliers to be able to achieve this goal.

Ulf Kyrling from the organisation 'Region Skåne' acknowledged the need to work with regional accessibility offices, such as 'Turism för Alla' in Sweden, to develop accessibility plans for an entire region. Explicit accessibility strategies are not only essential for regional development structures but also for international institutions operating at the global level such as the World Tourism Organization.

Marina Diotallevi from the UNWTO informed the audience about the instrument 'Accessible Tourism for All' developed by the UNWTO that delineates accessibility recommendations for

actors in the tourism industry. Accessibility requirements have been seriously taken into account by 'Sol Melía'.

Federico Martínez-Carrasco de Santiago stressed that for 'Sol Melía', as a major tourism supplier, accessibility receives a high weighting and is addressed by modifying existing hotels and implementing 'Design for All' as a prerequisite into all new facilities.

The right approach to training was emphasised by all participants and Teresa Skalska from the University of Hotel Management, Gastronomy and Tourism outlined specific actions taken by the tourism department in Warsaw to embrace accessibility into educational instances.

From these stated key objectives and actions, the discussion moved on to illuminate in greater detail the challenges, or on the contrary, the opportunities for pursuing these different approaches.

Apart from complying with the social responsibility, major opportunities include reaching a huge market by addressing the needs of persons with accessibility requirements, as outlined by Federico Martínez-Carrasco de Santiago from 'Sol Melía'. This in turn is highly profitable, with economic benefits to be accrued for those who adequately address this market. As an international body, the UNWTO has the strengths and

communication instruments in place to disseminate this potential, raise awareness and make accessibility requirements known to all tourism players. Training at universities was also mentioned as a great opportunity. Educating students during their higher education ensures that they will have the social responsibility and consciousness as well as the knowledge about accessibility when entering the practical world of tourism to appropriately operationalise accessibility. Given that accessibility offices have worked for many years with people with all types of impairments, these organisations offer excellent opportunities for all kinds of tourism companies by providing advice and guidance. Knowledge, experience and training aspects are hence regarded as the key to address accessibility in practice.

Regarding the challenges, participants mentioned actual practical implementation difficulties in terms of overcoming barriers for successful public-private sector cooperation structures. Alongside with resistance by tourism suppliers, panel members emphasised the need to increase acceptance and compliance levels. It became obvious that there is still a lack of understanding of disability issues in general and also a deficient amount of trainers for accessibility, as mentioned by Teresa Skalska. Further, Hartmut Smikac from NatKo draw attention to the obstacles in managing different perceptions and needs:

those of people with impairments and those of tourism suppliers.

The discussion on challenges and opportunities clearly highlighted several objectives with regards to the future of accessible 'Tourism for All'. First of all, the understanding of accessibility issues still needs to be improved. Important hereby is ongoing research into different needs of people with different accessibility requirements. Anticipated are individual or region-specific approaches, as the example of 'Region Skåne' showed. For all approaches, it is further essential to cooperate with consumers in the development process to ensure that all tourist products and services match the needs of individuals. Enhancing reliability in the information provision of tourist information, as emphasized by Hartmut Smikac from NatKo, is also vital for this market. Together with finding easy and feasible ways for tourism suppliers to implement guidelines and follow accessibility recommendations, this would lead to an increase in acceptance levels. Further, acceptance levels can also be enhanced by providing training courses for tourism suppliers and students. The final objective, actually embracing all previous mentioned aspects, refers to developing accessibility strategies that are socially as well as economically sustainable.

Accessibility represents a key issue for tourism in the 21st century and only through the implementation of these

objectives, coupled with a strong focus on training aspects, will Europe have the change to become accessible tourism destination for all.

In her conclusional speech Mrs. Maria Aigner from the EU Commission, DG Enterprise and Industry, Tourism Unit outlined the actions of the European Union, the European Commission and the Enterprise & Industry, Tourism Unit.

The European Union has declared the year 2007 as the "European Year of Equal Opportunities for All" and is financing projects and best practices through the diverse EU funded initiatives. The European Commission also recognises the need to mainstream disability and accessibility into all relevant policy areas. The report of the Tourism Sustainability Group (TSG) of the Tourism Unit of DG Enterprise and Industry demands `Fair access to tourism for all` .

Accessibility is a rights issue. Conferences and discussions on Accessible Tourism for All are important to raise awareness and for a better understanding of accessibility issues, equal opportunities for all as well as combating social exclusion.

The main barrier for tourism development is a lack of information to the demands of people with disabilities and a demographic aging society.

The introduced projects (DIADA, EU.FOR.ME, Equal-Fairway)

contribute challenges into opportunities. Accessibility has to be seen in a holistic approach and has to be a Design for All.

"Europe is the tourist destination No 1 of the world! – I wish us all great success in our effort to make Europe the tourist destination No 1 accessible for everyone!"

To get the whole speeches or to get in contact with the speakers, please contact the authors: [neumann\(at\)neumann-consult.com](mailto:neumann@neumann-consult.com), [V.M.Eichhorn\(at\)surrey.ac.uk](mailto:V.M.Eichhorn@surrey.ac.uk)

Japan Related Information:

The addresses of the following Universities Professors who are teaching Universal Design:

Prof. Satoshi Kose , Dept. of Architecture, Faculty of Design,
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Prof. Gihei Takahashi, Faculty of Human Life Design,
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Prof. Tetsuo Akiyama, Graduate School of Urban
Environmental Sciences, Tokyo Metropolitan University

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1, iPod pipe sound speaker



2. no quiet mug



3 Mobile Phone(2007)



4. Personal Computer

5. bulb chandelier



6 Thruller



DESIGN RELATED BOOKS/MAGZINE:

Design Related Magazine:

Casa BRUTUS , Axis , Design no GENBA,

NIKKI DESIGN, Design News , X-Knowledge HOME, SHOTEN KENCHIKU,
SHITSUNAI, ELLE DECO,

COMFORT, be Sure , MODERN LIVING, LIVES,

ECIFFO. Living Design, SHINKENTIKU, atu,

SHINKENTIKU JYUTAKU, ja, GA JAPAN.

GA HOMES, 10+1, KENCHIKU BUHIKA,

NIKKEI, Architecture, MdN,

weWeb creators, Web Designing , CG WORLD,

DTP WORLD, CAD & CG, C. Graphics World,

Ryuko Tsushin, Fasion House, Illustration,

Idea,design-graphics, brain, KOKOKU,

Commercial photo, Stodio Voice

DESIGNERS COLLECTION GALLERY:

Kiryama selection Attention DESIGN&DESIGNER
Decola Design2001-2002
Designer's MAP
Inter Act Art
WEB SKY DOOR - NOW
WEB SKY DOOR - FUTURE
Cyber-curator By Minori Yamazaki
PORTSIDE EXHIBITIONS

Japan Industrial Design Association

Graphic Designers` Association (JAGDA)

Package Design Association (JPDA)

Jewellery Designers Association Inc. (JJDA)

Interior Designers` Association (JID)

International Design Association

International Council of Graphic Design

Association (Icograda)

International Council of Societies of

Industrial Design (ICSID)

International Federation of interior

Architect/ Interior Designers (IFI)

INTELLECTUAL PROPERTY ORGANISATIONS

- **Japan Patent Attorneys Association (JPAA)**
The JPAA is the professional association of patent attorneys, who are the only certified industrial property experts in Japan.
- **Asia-Pacific Industrial Property Center (APIC)**
The APIC provides training courses and holds seminars to increase the understanding of government and private sector personnel relating to intellectual property.
- **Japan Design Protection Association (JDPA)**
- **Japan Foods Patent Center (JFPC)**
- **Japan Patent Information Organization (JAPIO)**
- **Industrial Property Cooperation Center (IPCC)**
- **Patent Application Processing Center (PAPC)**
- **Institute of Intellectual Property (IIP)**
- **Japan Intellectual Property Association (JIPA)**

Admission Notification: (This information is provided to us by our reader. It is advisable to the reader kindly verify the authenticity before taking admission information)

Since 1966 the Istituto Europeo di Design (IED) has been operating in the Training and Research fields along with the disciplines in Design, Fashion Design, Visual Arts and Communication. Today IED is a continuously growing International Network with branches in Milan, Rome, Turin, Madrid, Barcelona and Sao Paulo of Brazil, organizing three-year post-diploma courses, refresher and specialization courses, advanced study courses and post-graduate Master courses.

The following PDF document

www.ied.it/milano/IntMkt/courses/documents/Master/MasterDESIGN2007.pdf outlines our Masters RSP (Research Study Program) training for the Academic Year 2007/2008, starting in January 2008 and regarding the Design and Visual Arts areas.

At IED we feel strongly that your students will develop an interest in our Master courses as they aim at training the future professionals in the industry of Interior Design, Industrial Design, Packaging Design

and Lighting Design, supplying them not only with skills in theory but also with practical and operational competence.

Lessons will take place in the Milan campus and they are held in English or Italian with the support of an English translator. It is a stimulating and multi-ethnic environment where young designers can explore their creativity and be confronted with the continuous exposure of new languages.

IED also takes this opportunity to introduce our special project, oriented at rewarding creative talent in our present multi-ethnic society; every year IED offers scholarships or special incentives on tuition for the Masters RSP to its deserving young applicants.

The challenge this year has a theme: the "Lounge Bar", a meeting place, a place to relax and spend free time in a melting pot environment.

The students have to re-interpret the Lounge Bar by designing the space, objects, furniture, lights or the packaging of the products that are consumed. The Istituto Europeo di Design in Milan will evaluate all submissions and the most deserving applicants will be granted a reduction in the tuition fee (by 30 to 50%) for the participation in one Master RSP (Research Study

Program) that they may choose starting in January 2008. (Please find information attached).

For further information students may refer to

master@milano.ied.it or visit our web site

www.iedmaster.it .

Gold Prize (Minister of Economy, Trade and Industry Prize)



Title: Dandella

Proposal: Hand-held robotic GPS companion

Winner: Tan Yong Kai / Priscilla Lui Sik Peng (Singapore)

Winner: Mizuki Yamakawa (Japan)



Silver Prize (Mayor of Osaka Prize) Title: cue
Proposal: Communication robot that the concept of programming is eliminated from.



Winner: Kouichi Okada / Shinobu Nakagawa / Hideo Kikuchi (Japan)



Bronze Prize (Chairman of Japan Design Foundation Prize)
Title: Moria 03

Proposal: Human-friendly rescue robot with a snake function



Winner: Wataru Yaekura / Shinobu Nakagawa / Koichi Osuga / Shin Kuroda (Japan)

=Bronze Prize (Chairman of Japan Design Foundation Prize)



Title: H . M . R (Home Movement Robot)

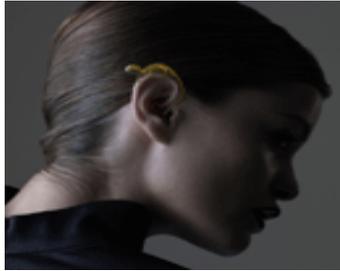
Proposal: we propose one form(H.M.R) and we make a standard of home movement robot.



Winner: Kang Jin-hui / Jina Lee / Hyojun Jeon (Korea)

Bronze Prize (Chairman of Japan Design Foundation Prize)

Title: rhizomes



Proposal: Rhizome is a virtual research concerning a future communication through biomechanical form of life.



Winner: Christophe Luxereau (France)

NEWS:

1.

May 29, 2007

SCIENCE TIMES

Design That Solves Problems for the World's Poor

By [DONALD G. McNEIL Jr.](#)



"A billion customers in the world," Dr. Paul Polak told a crowd of inventors recently, "are waiting for a \$2 pair of eyeglasses, a \$10 solar lantern and a \$100 house."

The world's cleverest designers, said Dr. Polak, a former psychiatrist who now runs an organization helping poor farmers become entrepreneurs, cater to the globe's richest 10 percent, creating items like wine labels, couture and Maseratis.

"We need a revolution to reverse that silly ratio," he said.

To that end, the [Cooper-Hewitt National Design Museum](#), which is housed in Andrew Carnegie's 64-room mansion on Fifth Avenue and offers a \$250 red chrome piggy bank in its gift shop,

is honoring inventors dedicated to “the other 90 percent,” particularly the billions of people living on less than \$2 a day.

Their creations, on display in the museum garden until Sept. 23, have a sort of forehead-thumping “Why didn’t someone think of that before?” quality.

For example, one of the simplest and yet most elegant designs tackles a job that millions of women and girls spend many hours doing each year — fetching water. Balancing heavy jerry cans on the head may lead to elegant posture, but it is backbreaking work and sometimes causes crippling injuries. The Q-Drum, a circular jerry can, holds 20 gallons, and it rolls smoothly enough for a child to tow it on a rope.

Interestingly, most of the designers who spoke at the opening of the exhibition spurned the idea of charity.

“The No. 1 need that poor people have is a way to make more cash,” said Martin Fisher, an engineer who founded KickStart, an organization that says it has helped 230,000 people escape poverty. It sells human-powered pumps costing \$35 to \$95.

Pumping water can help a farmer grow grain in the dry season, when it fetches triple the normal price. Dr. Fisher described

customers who had skipped meals for weeks to buy a pump and then earned \$1,000 the next year selling vegetables.

“Most of the world’s poor are subsistence farmers, so they need a business model that lets them make money in three to six months, which is one growing season,” he said. KickStart accepts grants to support its advertising and find networks of sellers supplied with spare parts, for example. His prospective customers, Dr. Fisher explained, “don’t do market research.”

“Many of them have never left their villages,” he said

(Source: New York Times)

2. By Bruce Tharp



The Gravity Free 2007 conference was held May 14-16 at the swanky W hotel in the heart of Chicago. As a regular conference and trade show attendee across many design-related disciplines, I have already seen a lifetime's worth of exhibition design, but this was my first exposure to an Exhibition Design event.

Gravity Free is the brainchild of [EXHIBITOR magazine](#) publisher and event producer, Lee Knight, who actually launched the first conference in 1991 under a different name. Despite its success with speakers such as Ralph Caplan (then of *ID magazine*) and Clement Mok, it wasn't until last year--15 years later--that the conference returned with the likes of Tucker Viemeister and Massimo Vignelli at the podium. While Lee is a self-confessed non-designer, he is a true fan and advocate of design's power and influence, especially within the sometimes-spurned trade show industry. And he is smart enough to know that what's most interesting, and best fosters innovative thinking, is multi-disciplinary thinking.

The true joy of the Gravity Free conference was that it was not an "exhibition design" conference at all, but instead drew upon a wealth of other peripheral fields such as automotive design, Hollywood production design, toy design, computer science, shoe design, ethnographic research, and even molecular gastronomy. As exhibition design stands at the intersection of

interior architecture, product design, and graphic design, these disciplines were also represented, but the overall balance was carefully crafted so that, as with a great culinary dish (like with deep-fried cotton candy), there was a subtle foundation that allowed the exotic to pop in exciting but coherent ways.



Hitting the limits of the W's conference capacity, the sold-out crowd of 200 created a nicely sized collective--big enough for variety but small enough so as not to overwhelm or alienate. The sense of community was also fostered through speaker roundtables (attendees could engage in informal and even off-topic discussions with guest speakers) and at two special off-site events (a dinner and private baby-Beluga-whale viewing at the Shedd Aquarium; a breakfast and exclusive sneak-preview of the new CSI: The Experience exhibition at the Museum of Science and Industry). And one more feature that I really like: Gravity Free does not have concurrent speakers; they are all worthy of "the big room," and everyone experiences the same

conference together (and you are saved from the sinking feeling that you should have chosen the other speaker).

At \$1650, this conference is a little pricey for individuals or small firms, but certainly it would have been difficult to attract so many top-rate speakers otherwise. And at least it *felt* like a pricey conference--the venue was hip, the off-site events were special and nicely-catered, the conference literature had some of the best design and production values I have seen, the between-the-speakers snacks were overly tempting, and even the conference t-shirt was nice and wonderfully understated (usually they go straight to my Salvation Army box).

Below are some images and commentary; for a full list of speakers and bios, check out the [Gravity Free](#) website.



Lee Knight, Gravity Free founder and owner/CEO of EXHIBITOR Magazine Group.



**Henry Beer, Urban planner, on *Why do clients fire designers?*
"Experts can find the answers, but outliers ask the best questions."**



Jeanine Oppewall, 3-time-Oscar-nominated Hollywood production designer (LA Confidential, Sea Biscuit, and Pleasantville) on *What is cinematic storytelling?* She gave a fascinating behind-the-scenes look at the production of the sets for The Good Shepherd (starring Matt Damon). Much of it was filmed at the Brooklyn Naval Yard, combining the magic of green screen and computer animation with good old-fashioned set design (like making blue foam bricks--image at right). In her

early years she worked for the Eames studio, and, as a personal homage, she inserts some Herman Miller furniture into each of her movies.



Paul Budnitz, founder of Kidrobot, on *Can we be creative on demand?* At right he charts our creative development over a lifetime.

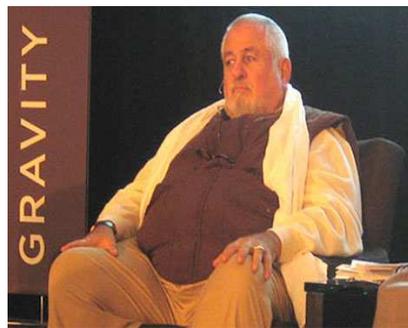


Cameron Sinclair, Co-founder of Architecture for Humanity, on *How can design make the world better for five billion people?* He told the story of how at the age of 23 (he's now 33), he called up the United Nations regarding the dire housing situation in Kosovo, suggesting an architecture competition as a place to start. He now heads "the world's largest non-profit design organization" with 4500 active designers across the globe,

striving "to treat people not as victims, but as clients." But the really great person will keep on going and find the key, the underlying principle of the problem--and come up with an elegant, really beautiful solution that works.

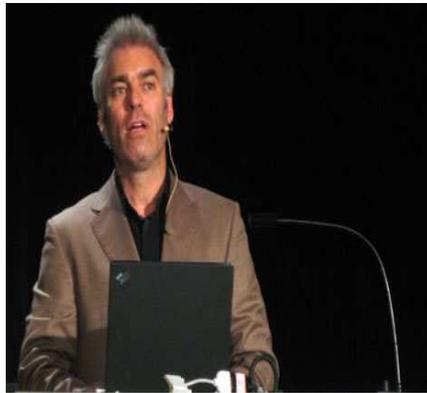


Larry Keeley, of the Doblin Group, a favorite speaker of mine, on *What matters most to people now?* He took the audience on an articulate and fascinating ride, showing companies and products that have tapped into something special--GE locomotives, Otis elevators that generate electricity on the way down, Chinese solar cells, and high-quality \$25/night hotel rooms across India. He claimed that "all great innovation comes from the fringe."



Richard Saul Wurman, architect, cartographer, information architect, and author of 81 books, on *Why do the great cities of*

the world have no comparative data? The consummate abrasive contrarian, he began by stating, "I don't work for anybody, I don't have any clients, and I don't give a shit about people." He does give a shit about cities though, and discussed his 19.20.21 plan to gather comparative statistics on the world's 19 largest cities with populations over 20 million in the 21st century.



Frank Stephenson, designer of the 2001 MINI-Cooper and the BMW/X5, on *Why is emotion the next battleground in design?* Several years ago I had heard the story about the tailpipe on the MINI looking like a Coke can. Well, Frank gave us the inside scoop: at 4am, while finishing the final model of the MINI for presentation at 10am, they realized that they had forgotten to design a tailpipe. Thinking quickly, Frank modified a Budweiser (not Coke) can and worked it into the model--and that is how it looks today. His boss, Chris Bangle, was impressed with the presentation but said that he should never put so much

time/money in to a small feature like a tailpipe. Frank to us: "I was embarrassed because it only took four minutes."

Karim Rashid, on *How do you make the boring better?* This was Karim's same shtick if you've seen him speak before: design-ocracy, "how boring the world has become," and "embrace the human sensorial condition." When later asked about how he reconciled environmental issues in his work, he responded with these wonderful little pearls: "It's a big issue...the world is complex...[and] we have this idea that manufacturing is bad."



Jim Gilmore, co-author of [*The Experience Economy*](#) on *Why is "real" important in contemporary culture?* Insightful and energetic, Jim introduced his upcoming book, [*Authenticity*](#) in which he "attack[s] the paradigm of marketing." His thesis is that during the agrarian economy the purchase criterion was availability; with the industrial economy it was price/cost; with the service economy it was quality. And now, in an experience economy, it is about the real and authentic.

Homaro Cantu, restaurateur and molecular gastronomist, on *Why do we eat the way we do?* In addition to the edible menu at Chicago's MOTO restaurant, he brought us deep-fried cotton candy.



The Gravity Free logo--a floating balloon and anvil--captured the conference perfectly. On their website, the balloon and anvil float across the screen horizontally, rather than rise or fall; an exciting tension between the two creates an unexpected equilibrium. The conference, similarly, was an accomplished balancing act between the topics related to exhibition design and those peripheral, between the on-site and off-site venues, between the value of what the audience and the speakers had to offer, and the balance between the structure and the freedom of the activities. My hope is that they are able to keep this magic alive amid a likely increase in popularity.

While the theme for next year's conference is set--Confessions of a Dangerous Mind--the location is still "up in the air." (It's probably down to Minneapolis or Boulder.) Keep a lookout for

the announcement on their [website](#) as well as for more images and reporting from Gravity Free 2007.

3.

June 7, 2007

UK's Dare to be Digital 2007 Student Competition Kicks Off

In three host centers across Britain and Ireland, 12 teams of five students each kicked off Dare to be Digital 2007 – the UK computer games design competition which



first piloted among computer games students at Abertay in 1999 – with many new game ideas.

The generation of ideas initiates a fast-paced 10-week process of designing and building a fully functioning video game prototype.

This is the first time in its eight-year history that Dare to be Digital has been hosted in more than one location. Four of the teams are from Scottish universities, four are from universities in London and South East England, and there is one team each from Ireland, Northern Ireland, India and China.

The climax of the competition is a chance for all 12 teams to showcase their prototypes alongside the Edinburgh Interactive Festival at a special event on August 12-14, 2007. The event, "Dare ProtoPlay", will give the general public and industry experts a chance to play and assess the games before the final awards ceremony in Dundee on August 16.

In another first, this year's three winning teams will form the entire shortlist for the new BAFTA Ones to Watch Award, to be presented at the British Academy Video Games Awards in October.

The University of Abertay Dundee is hosting the Scottish, Indian and Chinese teams, Queens University in Belfast is hosting a team from Ireland and another from Northern Ireland, and four teams from London and South East England are being hosted at the Guildford studio of leading games development company Electronic Arts.

The teams selected for Dare 2007 are: Voodoo Boogy (Abertay University), Emergence Games (Abertay University), Carebox (Edinburgh University), Threshold (Dundee University and Abertay University), PS5 (Beijing University), Phoenix (Chennai College of Arts, Animation & Technology), Lucid Dreams (London

Metropolitan University and UCCA Farnham), Cold Sanity (Thames Valley University and City University), Super E.G.O (Bournemouth and Warwick University), Ergophobia (Bournemouth University), Artificial Entertainment (Ulster University) and zerO.One (Dublin City University and Carlow Institute of Technology).

“We are very excited by the caliber and creativity of the teams in this year’s competition,” said Paul Durrant, director of Dare to be Digital, which is organized by and based at Abertay University in Dundee.

“We are particularly interested to see how this year’s applicants are not afraid of taking on the challenge of designing with new consoles and distribution channels such as Steam and Microsoft’s Xbox Live Arcade in mind, nor trying out new genres and combinations of genres such as musical RPG, games targeted for women and an MMOG based on the age-old playground game of ‘Tag’.”

“I know that the judges in all three locations had a very challenging task, such was the high standard of all the dozens of applications we received. We are very grateful to Realtime Worlds, Proper Games, Denki, BBC, Cohort Studios and YooStar

Ltd for their efforts and for the very exciting line up. It looks like being our best Dare ever.”

To keep tracking of the running, interested parties can keep a watch on the official [Dare to be Digital website](#).

POSTED: 04.26AM PST, 06/07/07 - Beth A. Dillon - [LINK](#)

4.

TOKYO: Japanese computer maker Fujitsu Ltd on Friday said it aims to create about 5,500 new jobs at an offshore services centre in India as it focuses on fast-growing IT markets.

Fujitsu said the move would boost the number of employees at its business in India to 8,500 by 2009 from about 3,000 currently.

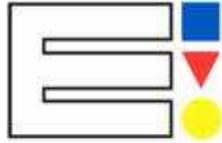
The company aims to boost its overseas sales to more than 40 per cent of its total over the next three years from 36 per cent last year as China's IT market grows by about 13.1 per cent a year, said Fujitsu president Hiroaki Kurokawa.

The computer maker also aims to expand global alliances through partnerships with SAP and Microsoft and boost its operating profit margin to 5 per cent by the year to March 2010 from 3.6 per cent now, Kurokawa said.

"The key issues to tackle in the next three years are to improve our systems platforms business, restructure the telecommunications segment and expand our services sector," Kurokawa said.

PROGRAM & EVENTS:

1.



EIDD – DESIGN FOR ALL EUROPE

ENHANCING THE QUALITY OF LIFE THROUGH DESIGN FOR ALL

**EIDD Annual Conference,
Milan Triennale, 28-29 June 2007**

Tourism for All

What is tourism in 2007 and how is it designed? Do the products and services currently available really cater for the demands and needs of a constantly evolving market? Is there a concrete dialogue between users and service providers that has developed sufficiently to guarantee an effective response? Is it possible to measure the accessibility of tourist services? And, ultimately, is this the sort of investment that pays?

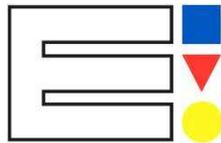
Exhaustive answers will be provided to these and other – not always easy – questions for those attending the Annual Conference of EIDD – Design for All Europe in the Milan Triennale on Friday 28 and Saturday 29 June.

For more information, registration and your hotel reservation in Milan, please go to:



www.design-for-all.org

**and click on the Tourism for All link.
See you in Milan!**



EIDD – DESIGN FOR ALL EUROPE

ENHANCING THE QUALITY OF LIFE THROUGH DESIGN FOR ALL

**EIDD Annual Conference,
Milan Triennale, 28-29 June 2007**

**Tourism for All
28 June 2007**

Morning:

9.30- 10.30 Registration of participants

**10.30 Opening and Speeches of Welcome from the authorities.
Moderator: Carlo Forcolini, President ADI**

11.30 Coffee break

12.00 First Session. Keynote speeches. Moderator: Umberto Croppi, Director, Fondazione Valori Italia, Rome.

- **First keynote: Setting the scene. Quo Vadis Tourism? Pete Kercher, President, EIDD**

- **Second keynote: The economic impact of tourism, Guido Venturini, Director General, Italian Touring Club**

13.00 Lunch

15.00 Second Session: Italy as a tourist destination: challenges for the future. Moderator: Maurizio Morgantini, President, ADI Foundation

- **Keith Richards, Head of Consumer Affairs, Association of British Travel Agents: changing market demands (invited)**

- **Renzo Iorio, Managing Director, Accor Hotels, Italy, President AICA (Italian Association of Hotel Chains): how service suppliers respond to change**

- **Michele D'Innella, Publications Manager, Italian Touring Club: targeted tourism, culture, cuisine, wine, fashion, wellness...**

16.30 Coffee break

17.00 Third Session: Conference Tourism – today's boom industry – session held in partnership with ICCA. Moderator: Rodrigo Rodriguez, Entrepreneur

- **Martin Sirk, CEO, International Conference and Convention Association: The Overall Impact of International Meetings: Tourism Spend ++,:**

- **Marina McKeague, Perth Convention Bureau, Australia: The Beyond Compliance Programme**

- **Diana Cora Tenderini, Florence Convention Bureau, and Achille Lanzarini, Marketing & Sales Manager, Milan Fair Conference Centre: Conference Tourism in Italy**

18.30 End of Day One

20.00 Gala Dinner, MC: Carlo Branzaglia, IIDD

29 June 2007

9.30 Fourth Session: The Three Legs of Sustainability in Tourism, Moderator: Arturo dell'Acqua Bellavitis, Milan Polytechnic

- **Oscar Lopez, Member of Parliament, Accessibility Without Exclusion, Republic of Costa Rica: Environmental: Practical experience in environmentally sustainable tourism**

- **Jesus Hernandez Galan, Director for Accessibility, ONCE Foundation, Spain: Social: Practical experience in accessible tourism**

- **Peter Neumann, President, EDAD, Germany; Department of Geography, University of Münster: Economic: Putting sustainable tourism on the business agenda**

11.00 Coffee

11.30 Fifth Session: Benchmarking in Tourism Services: the Pros and Cons of Accessibility Labelling. Moderator: Francesc Aragall, President, Design for All Foundation, Barcelona

- **Vincenzo Ferrari, Professor of Sociology of Law and Director of the Graduate School, Faculty of Law, Milan State University: Law in Society: How legislation and standards apply in practice; the socio-legal implications of third-party liability,**

- **Lillian Müller, Tourism for All, Sweden: Two approaches to accessibility labelling: the OSSATE model and Denmark's God Adgang.**

- **Roberto Vitali, President, SiPuò, Italian National Accessible Tourism Laboratory: CARE: From disability to user needs. A method for monitoring tourism structures**

13.00 Lunch

15.00 Sixth Session: Design for All in Theory and Practice. Moderator: Avril Accolla, Honorary Secretary, EIDD.

- **Andrea Stella, Lo Spirito di Stella, Padua: Sailing the Atlantic,**

- **Vesna Bogdanovic, CRID, Belgrade: The new Belgrade Olympic Village**

- **Maria Samova, STU, Bratislava: Slovakia: A model for tourism development in Central Europe?**

- **Leris Fantini – C.E.R.P.A. Italia, SiPuò, Italian National Accessible Tourism Laboratory: Experience in Emilia-Romagna: strategic approaches for a new culture of tourism**

16.30 Coffee Break

17.00 Final Session: Design for All in Tourism. Moderator: Michal Ozmin, Honorary Treasurer, EIDD

- **Finn Petrén, Vice-President, EIDD: Design for All: The Bigger Picture**

- **Pete Kercher, President, EIDD: Conclusions and Final Act.**

18.30 Closure

Save the Dates: EIDD Annual Conference 2007 - Tourism for All - Milan Triennale - 28-29 June 2007. More information will follow soon.

Apologies for cross-postings.

Riserva le Date: Conferenza Annuale EIDD 2007 - Turismo per Tutti - Triennale di Milano - 28-29 giugno 2007. Seguiranno ulteriori informazioni.

Chiediamo scusa per gli invii multipli.

2.

Design and Innovation Conference'08 (Di-Con 08)

The Di-Con 08 to be held in Bangalore on 24th and 25th Jan 2008

Di-Con '08 Chairperson and Secretary Organizing Committee

Prof. Prakash Unakal - B.Tech, Master of Design - IIT Mumbai,

Programme Manager, Product Design Centre,

M S Ramaiah School of Advanced Studies,

New BEL Road , M S R Nagar, Bangalore 560 054

Ph/Fax : 91-80-23605539 / 23601983 / 23604759 Ext : 112

email :

prakashunakal@msrsas.org/prakashunakal@yahoo.com

www.msrsas.org

3.



7th International Design Conference

"Esquina Norte" (North Corner)

Tijuana

september 27-29, 2007

Esquina Norte, the most anticipated expected design conference of Mexico's northwest region, is coming once again this fall to

Tijuana.

This year will include a series of interactive seminars and hands-on training courses.

This international signature event becomes possible thanks to a dedicated group of committed, responsible and independent professionals whose creativity has inspired over 2,500 students from all over USA, Mexico, and Latin America.

... graphic and industrial designers; visual artists, photographers, communicators, illustrators, architects ...

Six successful editions have turned Esquina Norte into a wide community of academics, students and professionals who intensely expand their minds in a once-in-a-lifetime opportunity

of dialogue with international known creators, within a unique atmosphere.

Speakers 2007

Rinzen



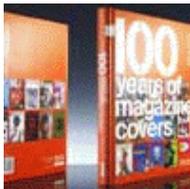
 **esquina norte**
tijuana

**Héctor
Esrawe**



**Quick
Honey**





Terrorismo Gráfico



The speakers line up can change without notice

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Speakers 2001-2006 (.pdf)

(spanish)

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Esquina Norte Images

2001 - 2006 (.pdf)

[Click here](#)

For more information:

Jhoana Mora

+ 52 1 (664) 6286220 Mobile Tijuana

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Jho.

JOB OPENING:

1.

We are looking for talented visual designers and web developers (freelancers) who have the passion for design and the heart to challenge

limits. This requirement is for a new consultancy firm of talented pool of people.

An opportunity to forge long lasting relationship with us . It is not just about doing one project and walk out but a long term engagement with exciting opportunities.

As a freelancer you should be able to meet deadlines in time with the best of your talent. You should be highly skilled professional because tomorrow you would be scouting for the talent in your domain for us and will become our pillars.

Please send your resumes, portfolios, or website addresses asap.

**Regards,
PraveenVerma**

**PrashantPoladiaVisualInterface Analyst
Portfolio Site ([www.PrashantPoladi a.com](http://www.PrashantPoladi.a.com)) | Blog Site ([www.prashantpoladia .blogspot.com](http://www.prashantpoladia.blogspot.com))
+91-9820987220 | 2861 6854**

2. We are looking for Sr. Usability Analyst for our (IA & UCD Department).

Please send your profiles if you are looking for good chance to work for a Usability / User Research Company.

Company Profile

Pure IT Usability Research helps you make digital interfaces effective by drawing on user research and information architecture principles.

We work with the best in the industry and leverage world class facilities and processes to deliver. Take a tour of our website to know us and how we can serve you.

Job Description

- Provide support for the creation of user interface designs.**
- Deliver UI designs in the form of sketches, story boards, wire frames, and interactive prototypes**
- Use methodologies like task analysis, heuristic evaluations, interface audit and cognitive walk-through for product analysis**
- Ensure all product designs meet usability objectives and user requirements.**
- Coordinate and communicate with development teams as part of product design**
- Web Strategic planning & Information Architecture**
- Create paper and electronic prototypes (hi-Fidelity / lo Fidelity Prototypes)**
- Mentor junior team members**
- Traveling, Client servicing and working at Client Place if project demands.**

Desired Profile

-Requirement Gathering, Information Architecture, Storyboarding, Design Detailing, UI Standards, Prototyping skills using VISIO, HTML, Flash, JAVA script, Graphic Tools (Photoshop, Illustrator, Macromedia) etc.

-Knowledge of RIA technologies such as Flex, Ajax Web 2.0/3.0, Usability & UCD principles.

-Candidate should possess excellent written and oral communication, presentation, project management and negotiation skills.

Preferred Education:

Bachelors Degree in design from reputed institutes like NID (Ahmedabad), Bachelors or Masters Degree in Human Computer Interaction, Information Design, Product Design, Industrial Design, Visual Design or good project experience in the field of HCI / Design. HFI certification would be an added advantage.

Experience

4 to 6 Years of experience Designing UI, Information Architecture, Usability & User Research, HCI , Web Design fields with good eye for detail.

Job Location: Pune

Send in your resume along with work samples to
ranzeeth@gmail.com

Ranjeet Kumar.T

Sr. Usability Analyst (IA & UCD)

PURE IT Usability Research,

PURE IT Group, Pune.

ranzeeth@gmail.com

www.pureuse.com

**4. Amazon India - Hyderabad Development Center* is looking for
*UI**

**professionals* who can develop innovative UI's using
JavaScript, XHTML, CSS and Flash**

Experience required in *UI development - 3 to 6 years.*

***Job location will be Hyderabad*.**

Revert with your resumes to *darshan@wengerwats on.com

***with subject name as UI**

Regards

Darshan

Wenger & Watson Inc.

Bangalore

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