Design for All

A publication of the Design for All Institute of India.   Vol. 3 No.1 January 2008

Chairman's Desk:

It is time for celebration and 'event' is that we have entered third year of publication of our Monthly Newsletter. Our first issue of the New Year marking is the beginning of our third year is in front of your computer screen and reason is obviously 'you all'. Whatever modest success we have made credit goes to all of you and specially those who have contributed their outstanding articles. Contributors for us from academic, industry and allied areas were working under a strong desire to do something better for the society and had found our platform just right for ventilating their emotions.

This latent strength is lying in everyone but some of us translate the same into action and do not bother for any personal gains. Mostly people have strong motivation and think under the influence of financial benefits out of it. Those who think in terms of money have their own illusions and they live into that. They live in present world and wish to take optimum benefits out of world for their personal or family interest. They cannot visualize beyond these. There are of course some minds that go where self-interests turn less consequential. I agree, we have competing visions for the future, but often lack the magic of Childhood dreams. I do not criticize them because their minds are not fully-grown up and family; keeps on dominating on their every action and that supersede the nation, society and universe.

Our intentions and convictions make all the difference. Being mindful and attentive to ones inner state is the key to making outward changes that matter and last. Unconscious intentions become actions that, unchecked, become unhealthy habits and convictions are truth we have made ours.

Some of us are of course aware that we all are living in illusions and there are few talents among us who wish to come out of illusion. The great masterpieces in the world history are not valued in lifetime of their creators. The best part was that the creators were not income tax payees. Such minds all had the common was a habit of looking at the world through curious eyes since they had never learned creative and intuitive possibilities which are unusual gifts of the nature given to the man. Most of us live rationalists and that works into us a matter of faith. Creators of Masterpieces were so passionate for their works that they were least bother in converting into money. It disturbs and compels me to question- 'Can anyone name the richest man of 20th century of their nation?' But you ask anyone 'who was the social reformer of 20th century or even in past 2500 years?' People with shining eyes, inflated chest and proudly announce as he is disclosing very precious thing to others, 'Jesus, St Augustine, Buddha etc.' Society always feels indebted to those who wish to give to it and think in Universal term and in return do not ask anything. Sacrifice and service are the

way of life for them to express their love for all living beings. Civilizations have habit of forgetfulness and have short memory for shorter gains from man's shortest life. We respect only those people who are enjoying at the helm of affairs and reaping benefits from the society. Time is not far when they would go to oblivion since they are not making any useful contribution for the mankind as a whole.

When we approached certain eminent personalities from design and its allied areas, some with overflowing emotions accepted our invitation and even they have guided us for our success and still continue to do so. Some promised to help us by contributing the articles and they have yet to fulfil. We have approached some brilliant minds relating to our tasks and hope they would respond sooner than later.

We are surrounded by two kinds of people. First, those who talk to you with their hearts and they expect the same response from us. We respect those who have concernment for others. If we take their advantage of their attitude, they will not mind but will not get influenced by their thoughts. They would keep on working rigorously since they are positive and constructive minds. Some people in this world are always governed by their minds and they do not know what lies in their innocent hearts. They may be

very successful, well respected but their hearts are voiceless.

I remember the story of some German Author "Shadow less man". In this story, a young man was carried away by the glamour of life style of rich landlord and sells his shadow to a poor old look like magician who was attending the party from a distant of landlord in lieu of all the materialistic gains for pleasure in life. When Youngman achieved all with the blessing of old man but taunted by the common people as 'Shadow less Man', he desperately searched that old man to whom he had sold his shadow to get rid of tag of Shadow less Man and failed in locating him. At last, he realizes his mistake of living in this life style which gives nothing in return to him as well to society, devotes his rest of life in a room in search of scientific developments so that his invention can do something betterment for society.

I feel pained to state that all progress and development around us are propaganda and orchestrated by vested interest. I find sufferings are also mounting. People are more miserable than ever before, why? I answer, Compassion: the forgotten virtue, is missing in everyone's life. The virtue of compassion can truly be called the shining jewel at the heart of Humanity, yet in West it has been ignored or repressed, or transformed into some misleading emotions. After all, compassion is taken

to mean, "to suffer with" and certainly sane people do not want to suffer and increase the total quantum of suffering in the world. Designers should not feel pity on any one who is approaching them with some problems. Compassion is right approach. The term pitiful indicates the lower status and therefore the separateness of the one who is pitied. The one who is pitied is seen as weak or inferior, or a victim of circumstances, which the one who pities is relieved to have escaped. Compassion is to affirm human equality and mutuality in that suffering, which is a mark of the correct human condition.

Those who do not listen or not trained to hear the soft whispering of voice of their hearts, are ignorant and they need our special attention of love. They die unnoticed or even in their lifetime people forget them. This trend is visible in every part of the world and people are experiencing that some outside forces are damaging their soft, delicate and sensitive fabrics of their society. Is culture shock universal? I feel effects of Globalization that contains two things: the source nations from whence come the universalized items; and the recipient nations that absorb such items. It affects both the source and recipients nations; it affects belief, values, income and through these means it could bring about local or international conflicts. Universalization is a complex process of rationalization in several aspects. Rationalization process is a principle of

consistency. The principle of consistency refers to the persistence of things in their own nature.

When, we all are aware that everything is perishable and real progress is when we move with our hearts, why do we ignore the voice of our hearts? When Napoleon was about to lose the war of conquering the world with mighty force and camping in unknown place, surrounded by all his Generals, he asked his one of the generals 'Why people are lighting candles and decorating their homes? They answered 'Today is Christmas and people are celebrating and welcoming Him'. Napoleon with sad voice uttered 'I wished to conquer the world with mighty force and I am lying and dying and no one bother for me. The person who has died long ago and had won their hearts by selfless services, people are remembering Him'

In my opinion we should go back to the barter system in knowledge. Knowledge should flow freely and benefits all universally. Sharing of knowledge and enhancing through talk, discussion, debate and writing was the barter system. Archimedes or Galileo or Benjamin Franklin were the blessed ones and passionate for sharing their knowledge. The moment Archimedes discovered the solution of his riddle he came out of bathtub naked and started shouting Eureka! Eureka!! We need the same passion of sharing the knowledge. The moment you value your

knowledge and expect commercial/ financial gain out of it, it gets restricted and shared among those who can afford, and never attain those heights what for it is struggling and has emerged and evolved. I advocate that blessed are those to whom knowledge wishes to shower their blessings and chosen them as a medium for propagating knowledge universally.

When I see carrying the old tradition of Greece of sharing the knowledge in Prof Dr. Margaret-Catherine Perivoliotis-Chryssovergis it touches our hearts. When we keep on requesting certain people and they keep ignoring our invitation and express their inability to share their knowledge, it pains our hearts.

When Dr. Rosemarie shares her experience that she faced after untoward incidence and makes her to move on wheeled chair, with our readers by contributing her writings. It is her efforts to make the world better and it makes us to sympathize her pain and allow us to understand the life of these people. We cannot take away her pain but we all can make her life less painful. We honour her for her selfless cooperation.

It is true that thought of handful people can make the difference. It is the declaration of Barcelona city which has changed the face of the modern Barcelona city and set an example for other cities that people can transform the city and express their love that 'you love All'. One of the Key team members Mr.

Michal Jan Ozmin, has contributed his article in our newsletter.

In continuation of our lecture series and we have invited the President Elect of World Academy of Art & Science Prof Jeffrey H. Schwartz of University of Pittsburgh , USA and it is great honour that he accepted our invitation. He has delivered his lecture on topic entitle "Reconstruction of Face-George Washington" on 16th January 2008 at IIT-Delhi Campus. Large number of academicians, scholars and students from Design and its allied areas attended this lecture.

In the month of February 2008 Dr. Scott Rain will present his lecture on 'Tourism and Universal Design' at IIT-Delhi campus.

I am humbly informal person. Some of you know, I welcome phone calls, E-mails and other correspondence. Feel free to contact me with article submission, book review, ideas or whatever.

With regards

Dr. Sunil Bhatia

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Content of January 2008 Vol-3, No-1, issue of Newsletter

Forthcoming issue of Newsletter

February 2008 Vol-3, No-2 is continuation of our invited authors' issues and we may publish the articles of the following eminent persons.

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

2 Prof. Richard Duncan, NCSU, USA

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

4. Dr. Henny Overbosch, Netherland

5. Prof Elaine Ostroff

6. Prof Sheryl Burgstahler, USA

7. Prof Lalit Das, IIT-D, India

8. Dr. Rain Scott

Bio Data of Contributors:

1.   ROSEMARIE ROSSETTI, **Ph.D.**

She is a powerful, internationally known speaker, trainer, consultant, writer, and publisher who walks her talk. On As a communication specialist, she offers seminars, workshops, and one-on-one speech coaching to clients. She works with organizations that want their people to communicate more clearly and convincingly, and with people who want to feel at ease in front of a group. Her tailor-made presentations are targeted at communication and presentation skill development, and train-the-trainer programs.

Rossetti is the president of Rossetti Enterprises Inc., founded in 1997, and Fortuna Press LLC, founded in 2003. She has been in the speaking and training arena for 27 years. She is a member of the National Speakers Association, and served on the board of directors for the Ohio Chapter from 1998-2003.

Rossetti and her husband, Mark Leder, are on a personal mission to increase the awareness and discussion of the home of the future. They are building a national demonstration home and garden, the Universal Design Living Laboratory www.udll.com in metropolitan Columbus, Ohio.

Rossetti brings the discussion about marrying universal design, green building, healthy home, and technology to the forefront of our minds. This home will not only serve as their residence, but also will be used to teach residential and commercial builders, architects, landscape architects, designers, interior designers, manufacturer's representatives/distributors, and home buyers. The 3,500 square foot ranch-style home will incorporate the finest craftsmanship and state-of-the-art products and services. Construction is anticipated to start in the spring of 2008.

Using her extensive research and first hand experience, Rossetti writes articles for national publications and speaks nationally about the features and benefits of universal design and green building. Since March 2006, her monthly columns about accessible housing are read in Action Magazine, a publication of the United Spinal Association. She has also written magazine articles for Ultimate Home Design, SpeciaLiving, PN, New Mobility, NAHB's 50+ Housing, and Ability. The National Association of Home Builders, New York School of Interior Design, Rensselaer Polytechnic Institute, U.S. Department of Justice, Custom Electronic Design and Installation Association, and The Ohio State University have utilized her universal design expertise and speaking talents at recent programs.

Her monthly inspirational column has been in publication since January 2000. Rosemarie is the author, co-author or contributor to 8 books including her latest "*Take Back Your Life!*" a collection of 20 inspirational articles from her columns. In the book, *Mission Possible!* Rossetti is one of 12 contributing authors including: Stephen Covey, Deepak Chopra, Les Brown, and Pat Summit. Her essays are published by Simon & Schuster in the books *Flowers are for Love and Flowers are Forever*.

Rossetti taught courses at The Ohio State University for fifteen years in oral expression, teaching methods, instructional media, and marketing. In 1995, she was presented an award from the College of Agriculture for her outstanding teaching. Her academic background is in the area of teacher education. Rossetti has a Ph.D. (1982), Master of Science (1979), and Bachelor of Science (1975) degrees from The Ohio State University, in Agricultural Education. She had a dual major in horticulture and agricultural education as an undergraduate.

Rossetti has eight years of experience in sales and marketing as vice-president of an interior landscaping company. She was a Certified Interior Horticulturist, and wrote for national gardening publications. She is the co-author and publisher of The Healthy Indoor Plant, a book on the care of interior plants. She was president of Rosewell

Publishing Inc. from 1991-2000. She served as a member of the Board of Trustees at the Franklin Park Conservatory & Botanical Gardens from 1992-1998. She taught horticulture in a vocational high school from 1975-1978.

Rossetti was selected as a national "Roll Model" and was on the runway in a New York City fashion show on February 6, 2007 for a spinal cord injury fundraiser sponsored by Discovery through Design. She holds the title, Ms. Wheelchair Ohio 2004. In 2002, she carried the Olympic torch in Columbus, Ohio on its way to the Winter Olympics. She also received the Remarkable Women Award and a service award from the National Speakers Association, Ohio Chapter, in 2002. In 1999, she received the Woman Business Entrepreneur of the Year Award; Franklin Park Conservatory – Recognition of Service Award - Board of Trustees; and the Women in New Growth Stages – Women Honoree Award. In August 2001, she founded the Rosemarie Rossetti Spinal Cord Research Fund at The Ohio State University.

Rossetti is listed in: Outstanding Young Woman of America; Marquis' Who's Who in America 2008, Who's Who in American Education, Who's Who in the Midwest, Who's Who of American Women, Who's Who in the World; World Who's Who of Women; International Who's Who of Professional and Business Women; International Who's Who of

Professionals; Who's Who of American Women 2007; 2005 Woman of Achievement Award; Woman of the Year – 2005; Manchester Who's Who Among Executive and Professional Women; Great Women of the 21st Century, Empire Who's Who 2005; ; The 100 Most Intriguing People of 2002; 2000 Notable American Women; International Commendation of Success, 2000, Who's Who in American Education 2007-2008.

Rosemarie has been married to Mark Leder for twelve years and lives in Columbus, Ohio.

2.

Margaret-Catherine Perivoliotis-Chryssovergis

Designer, Interior Designer, Textile Artist/Designer, Researcher

Studies: **National Technical University of Athens, engineering; Chicago V. College of Arts, USA; Interior Design degree, Specialization Fashion/Textile Design; Doctor of Textile Design work evaluation.**

Academic carrier: **Associate Professor with tenure of Textile Art and Design and History of Furniture/Decoration; Head of the Textile Design Studio, Interior Design Department; International Academic Coordinator of the Faculty of Graphic and Applied Arts, Technological Educational Institute, TEI, of Athens, Greece.**

Research Works: **10 International research projects on Design, Hellenic Traditional Textiles and Costumes, Cultural Heritage, Design Education.**

Publications: **12 Journal publications on Textiles, Textile History, Culture, Design and Education; 6 in Design Magazines on Textile Art and Interior Design; 50 International Conference Proceedings on Textile Art/Design, History of Textiles, Design Education, Distance Learning for women and minorities, Women**

Inclusiveness through Design Education and Cultural Heritage; 3 Books, in Greek language, on History of Textiles, Textile Art and Design, and History of Furniture.

Conference Participations: 55 International conferences on Design, Textiles, Culture and Heritage, and Education.

Textile Artist, freelance, with nine solo, eighteen group, eleven web international textile-art exhibitions and ten publications in art volumes.

Educational Collaborations: Greek private Educational Institution Petra, as head of the Interior Design Department; PRISMA Society for the Leonardo Da Vinci Program CRAFT; Dora Stratou Foundation for the study/preservation of Traditional Greek Costumes; TEI Coordinator for the Socrates European programs "Module in European Fashion Industry", www.madeineurope.org.uk and "European Module in Interior Architecture", www.kiad.ac.uk/europrojects/EIA; Hellenic SMEs Organization; Hellenic Pedagogical Institute; Athens Municipality; American College of Athens; Centre for Adults Education of Athens, Greece.

International Workshops and lectures, within the Erasmus/Socrates programmes to graduate and post-graduate students on Hellenic Textiles, Design and Cultural Heritage, Greek Art, Design and Education, Hellenic Furniture and Interiors. Ten International Workshops and six Art Exhibitions,

**within the framework of the Socrates/Erasmus programs, organised for TEI of Athens.**

Member: **Hellenic Chamber of Arts/Ministry of Culture, TEXERE/European Textile Network-ETN, Design Research Society/DRS, ATINER**

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3. Mr. Michal Jan Ozmin, MA, Dip.Des.Tech, MIDI

Michal was educated at the Academy of Fine Arts in Warsaw, Poland, Faculty of Interior Architecture and at the Institute of Science and Technology, Queen's University of Manchester, England, UK.
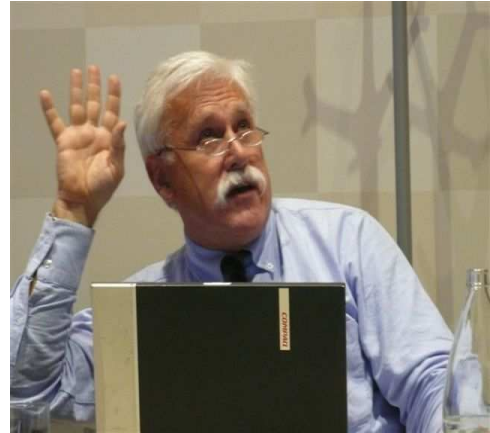
Over the last 35 years, he has held a number of prestigious academic posts. He was Professor of Design and Head of Faculty in the National College of Art and Design in Dublin. In 1985 he was appointed Dean of the Faculty of Art and Design and Dean of External Affairs at Southampton Institute (Solent University). In this capacity, he was responsible for EU educational programmes, such as ERASMUS, TEMPUS and FAHRE. In 1993, he returned to Dublin and joined the Tiernan Design School as a Director of Academic Affairs. After the Tiernan Design School became integrated with Griffith College Dublin, Michal was appointed Course Director of the Faculty of Design at GCD, He retired in 2006.

Between 2001 and 2004, he lead the Barcelona Declaration Project, co-authoring the "Disability

Proofing Template for Local Government", and was also responsible for designing training modules within the Project.

Other professional experiences include: management consultancy in public transport; setting up an international school of commerce in Poland; speaking in European conferences in Design for All and work on a European Commission Project on Public Procurement/Build for All.

2002 to 2005, Michal was Chairman of the Institute for Design and Disability, Ireland and he is a member of the Executive Committee of EIDD Design for All Europe.

Presently, Michal is a partner in the Design for All Consultancies, working on assignments and programmes commissioned by local authorities in Ireland.

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A National Demonstration Home in the United States: Universal Design Living Laboratory®

Dr. Rosemarie Rossetti, Ph.D.

My Story

By all standards I had it all. I had been married for three years to a wonderful man, Mark Leder. We were living in a home we had built when we were first married. My two year old speaking, training, and consulting business was doing well. Life was plump with promise! All this changed on June 13, 1998.

During a bicycle ride on our wedding anniversary weekend, a 3 ½ ton tree suddenly collapsed and came crashing down on top of me, leaving me paralyzed from the waist down with a spinal cord injury.   Six weeks after my injury, I came home from the hospital to face my new life from the perspective of a wheelchair user. Upon being pushed up the temporary wooden ramp that my husband,

brother and neighbors had constructed at our front door, I was faced with a major obstacle — our home.

Coming Home

The dream home that Mark and I had built in 1995 had become more of a nightmare now that I was disabled. When we built it, we expected to live here for an unlimited time. We had purposely built the home with a few wider doors and put lever handles on them, thinking this would be a benefit to us as we aged.

Once inside my home, I was faced with restrictions. The stairs to my home's second story and basement made those areas inaccessible to me. Doors needed to be removed so I could enter the master bath and shower area. I couldn't get in the bathtub without someone else's assistance. The laundry room door was removed to allow me access. Kitchen wall cabinets were beyond my reach.

As a speaker, trainer, writer, and consultant, I worked out of my home. Some of my home office furniture had to be removed and replaced so I could have access to my desk, computer, and files. Eventually, an electric lift was installed at the front door so I could get in and out of the house on my own.

Since the early days of my injury, Mark and I have been planning to build a home that would better accommodate both of us. In the beginning, we were

not knowledgeable about universal design; however, we knew that this house would never work for us in the long term. Universal design came into our lives by accident!

Day to Day Frustration

In the nine years since my injury, frustration continues to mount as I tolerate these inaccessible conditions. I get angry doing the laundry as I bang my manual wheelchair into the washer, dryer and walls in the tight laundry room. The process of taking clothes out of the washer is prolonged since my washer has a lid at the top and I can't reach down into the tub to remove the wet clothes. I must use a reacher to get clothes out, one sock at a time. I know a front-loading washer will make this job go a lot easier in my next house.

Fig Rossetti using reacher

Since I am the cook of the family, I need access to my appliances, pantry, and cabinets. It is difficult reaching items out of my freezer, since it is located on top of the refrigeration compartment. The bottom hinged oven does not allow me safe access as I remove a baked chicken from the oven.

Fig *of Rossetti at oven*

The items in the top of my pantry often fall on my head when I try pulling them out with the reacher. I have learned to only store lightweight items like crackers and cereals on the top shelf. I can only reach items in the bottom shelf of the wall cabinets, so I rely on Mark to get items off the upper shelves in all of the wall cabinets.

As we look back, we realize just how many features of our home and appliances made life more difficult for me. If we had known when we were building our current house what we know now, our home would have included universal design features throughout.

Universal Design Awareness

I first became aware of universal design housing while reading a magazine about a woman in a wheelchair who had built a new home. She had designed her kitchen so she could roll under her sink and cook top. Encouraged by this illustrated magazine article, I devoted my time to research. This included trips to the library, Internet searches, speaking with others who used wheelchairs and a visit with our independent living center director. Every article or photo we would see about universal design homes would be saved for future use.

As I learned more about universal design, I came to understand that it is more than just for kitchen design. It is for the entire house and landscape. Universal design is a framework for the design of places benefiting the widest possible range of people in the widest range of situations without special or separate design.

During our universal design research, Mark and I visited homes built by wheelchairs users and took photos and extensive notes on what features limited

accessibility for the owners and which features worked well. After months of information collection, Mark began to sketch out a floor plan for our new house.

Selecting a House Location, Builder, and Architect

The home building process began with choosing a location. We wanted to live in metropolitan Columbus, Ohio so in the summer of 2004, we began to drive around looking for our ideal location. We found a new subdivision where two builders had several lots available. However, we became discouraged because each builder had only one ranch-style floor plan to offer.

Our needs analysis of space within the home revealed these floor plans were not adequate for us. Our current home is 2,200 square feet. Mark and I each have an office in our home. The new home needed to be significantly larger to accommodate wider hallways, and larger bathrooms, kitchen, master closet, laundry, and home offices.

Based on referrals, we choose our builder and put a deposit on a lot. Our builder told us we could modify his existing floor plan by erasing all interior walls and redrawing a new floor plan within the original house footprint. As Mark and I attempted to modify

the plan, we quickly became overwhelmed and searched for an architect.

A colleague recommended architect Patrick Manley, RA, AIAA. Manley came to our home along with his construction manager and feng shui design consultant Cathy Van Volkenburg. He brought us his reference list and described previous projects where he worked on ADA compliant housing projects, as well as residential universal design. I called his three references and got glowing reviews! We hired Manley in September 2004.

Approaching the House Design Process

In the next few months, we held several meetings with Manley in which we tried to "shoe horn" our room and space needs into the builder's existing house footprint. We realized we were spinning our wheels, and this approach to designing our new home was not working. The only logical solution would be to create a unique floor plan from scratch.

As Manley presented blueprints to us, we monitored the square footage to keep the costs lower. The house was designed from the inside out. That is, first we positioned the rooms in relation to each other. Then we sized each room based on our furniture placement and pathways of travel for my wheelchair. We considered "point of use" when locating appliances in the rooms and rooms within the house. Finally, the exterior shell of the home was detailed.

We looked for space wasters like too large of a foyer or hallway.

The new house will have 3,500 square feet of space on the main floor, consisting of: two bedrooms, two home offices, 2 ½ bathrooms, kitchen, great room, laundry/wardrobe, and library in the hallway. There will also be a full basement, and space for four cars in the two garages.
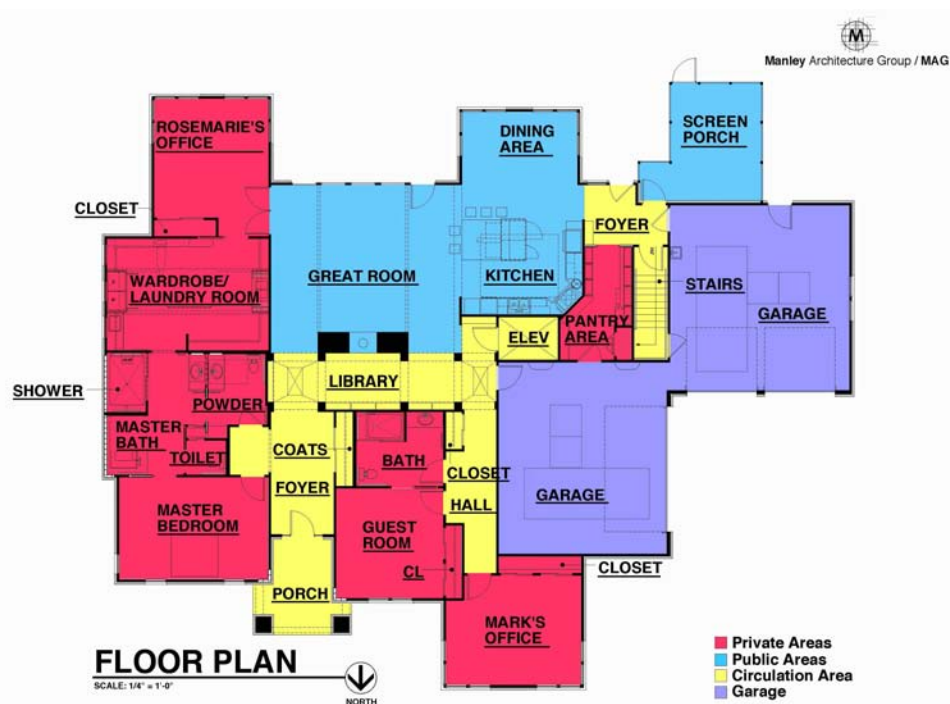
Fig Floor Plan

Reading blueprints was a learning experience for me. I needed help comprehending the architectural symbols. For example, throughout the blueprint I saw several red circles, and asked Manley what they represented. "Those are five foot diameter turning dimensions for your wheelchair," he responded.

At times it was difficult for me to envision the layout of rooms. Symbols for the kitchen appliances had to be explained. When I needed more explanation, Manley would draw a sketch of the elevation. We constantly reviewed my need for access to storage areas and work surfaces.

Fig of Manley, Van Volkenburg and Rossetti at kitchen table with house plans

The kitchen and bathroom are the most critical design areas in a home. To give these rooms expert consideration, we hired kitchen and bath designer and internationally known universal design specialist, Mary Jo Peterson, CKD, CBD, CAPS who lives in Brookfield, CT. We met Peterson at the National Association of Home Builders (NAHB), International Builders' Show in January 2005. She worked with Manley on the kitchen and bath floor plan and positioned the cabinets, appliances,

plumbing fixtures, and countertops. She also helped in selecting these items.

Fig Peterson and Rossetti at NAHB show

She has been a teacher to me during the design process and has directed me to many resources, other universal design experts, and products that have universal design features. I have enjoyed communicating with her, reading her books on universal design, being in her audiences, collaborating with her, and sharing the speaking platform at the NAHB International Builders Show.

One of my best friends, Anna Lyon, is an interior designer. She reviewed the floor plans and elevations during the planning process, and made suggestions for improvements. She also assisted us in drawing furniture to scale on the floor plan. Currently we are working with her to select the

colors and finishes for the cabinets, flooring, countertops, and walls.

Fig *Lyon and Rossetti*

In August 2005, I became acquainted with lighting design expert Patricia Rizzo, from the Lighting Research Center at the Rensselaer Polytechnic Institute in Troy, NY. We teamed up and delivered a NAHB universal design seminar on home design and lighting. As a result of our NAHB collaboration, she offered the services of seven graduate students in the school's lighting design center. These experts produced a complete lighting design for the Universal Design Living Laboratory®.

Fig of graduate students and Rizzo

Going from a Private Residence to a Public Demonstration Home

Up until January 2005, Mark and I intended that the house we were building would be our private residence. We thought about inviting a few people to see it when it was completed so others could learn from it. A major turning point in the project occurred during a meeting in early January 2005.

The idea to build a national demonstration home was given to us by a group of 8 members of a Mastermind group that Mark and I belong to. They suggested that the house not only be universal design but also be sustainable and green, utilize the latest technology, and be open to the public as well as the building and design industries. They recommended we find corporate sponsors, and that I

speak internationally about universal design and green building practices.

Mark and I returned home from that meeting, slowly tried to absorb the suggestions of the Mastermind group, and moved into action. We began contacting international, national and local corporate sponsors. Thanks to the efforts of S. Robert August in Denver, CO who we hired in October 2005 as our marketing consultant, we currently have 88 sponsors and more to come. These sponsors are providing specially selected products and services for the home.

Project Stalls and New Directions

In February 2006, our builder, Mark and I went to the sub-division where the lot was located and met with the homeowner's association board of directors to discuss the Universal Design Living Laboratory® project. Unfortunately they asked us not to build in their neighborhood because they didn't want the traffic and tour visitors. Mark and I were dumbfounded! Our project was delayed for several more months.

We immediately set out to find a new lot that was not in a sub-division. In April 2006, Mark spotted a 1.5 acre lot for sale by owner. From April until the deal was closed in December 2006, we worked with the owner to purchase her lot. This new larger lot in a rural setting inspired us to meet with Manley to re-design the house. Since he no longer was bound by any architectural guidelines from a homeowner's

association, he could design our house to be more creative, and that he did! Inspired by the architect Frank Lloyd Wright, Manley created a new look with a roof that includes a clerestory and added a portico at the front entrance.

Fig home – front elevation

In August 2007, we learned that our builder had gone out of business. This also came as a major blow to Mark and me and further delayed construction. After many builder interviews in the summer of 2007, Mark and I decided to build the home ourselves and hired UBuildIt, a construction consulting company to assist us.

National Demonstration Home

This Universal Design Living Laboratory® (www.UDLL.com) will serve as a national demonstration home for the building and design industries and the public. It will showcase universal design principles, and will apply for LEED certification from the US Green Building Council. We also plan to have the home registered as a Health House with the American Lung Association. The exterior landscape will incorporate universal design fundamentals, including a water garden feature. The design principles of feng shui will also be demonstrated.

Universal Design Features

Here are some of the universal design features that will be included in the kitchen:

- Sufficient clear floor space for work/traffic flow

- Easy to roll on hard surface flooring

- Point of use storage

- Open/visible storage; flexible pantry storage

- Flexible base storage allowing for use as knee space

- Single lever faucets, mounted on the side of a low profile sink

- Pot filler at cooktop

- Garbage disposer mounted in the rear of the sink allowing for knee space under the sink

- Pulls, rather than knobs on cabinets and drawers

- **Counter tops at a variety of common heights: 30",
  34", 36", and 42"**

- **Roll-out full extension shelves and drawers in lower
  cabinets**

- **Hardware to lower contents stored in wall cabinets**

- **Toe kick area at the base of lower cabinets: 9-10"
  high**

- **Side by side refrigerator/freezer (prefer 24" deep)
  w/ full extension shelves**

- **Roll-out carts**

- **Varied light sources and adjustable controls**

- **Built-in desk**

- **Side hinged doors on oven and microwave at counter
  height or lower**

- **Raise dishwasher to 42"**

- **Front-mounted controls on all appliances (Ex.
  cooktop, oven), with easy to read print**

- **Knee space under sink and cooktop**

- **5' turning radius in working areas**

**Here are some of the universal design features that
have been incorporated in the bathrooms:**

- **36" wide doors with lever handles and/or pocket
  doors**

- **Sufficient clear floor space for functional passage**

- **5' turning radius in key areas**

- **Point of use, easily accessed storage**

- **Multiple-height vanities with flexible knee spaces under the sink**

- **Toe kick area at the base of lower cabinets: 9-10" high**

- **Increased use of support rails and grab bars in the toileting, shower and tub areas that compliment the aesthetics**

- **Optional heat in the floor and towel warmers**

- **Anti-scald fittings on tub and shower**

- **Non-slip flooring**

- **Electrical outlets and controls within reach**

- **Full length mirror**

- **Vanity mirror at height for a seated person or able to tilt to adjust**

- **Flush threshold shower**

- **Shower designed for transfer (36" wide by 36" deep minimum) or roll in (36" wide by 48" deep minimum) depending on entry**

- **Shower chair or bench**

- **Hand-held shower spray on a sliding vertical bar, with 60" long hose**

- **Water controls within reach of person seated in the shower**

- **Tub deck with 15" extension for easier entry**

- **Tub with non-slip bottom**

- **Comfort-height toilets 17-19" from the floor**

- **Increased lighting from varied sources with adjustable controls**

- **Provide moderate light level for way finding and orientation from bed to bathroom during the night**
- **Light switches should have rocker switch, and be located within easy reach of user, (not back wall!) 42-48" off the floor**
- **Electrical wall outlets 18" above the floor**

The UDLL is receiving lots of international, national and local attention. Media and press coverage is ongoing and expected to increase once construction begins. This will likely bring visitors to the construction site starting in May 2008. When the home is complete, about May 2009, tours will be given before Mark and I move in. All net proceeds from tours will benefit spinal cord injury research at The Ohio State University. Once we move in, we will conduct tours of the home by appointment only.

When the home is complete, we will have reached a milestone in our lives. May our home serve others so they can learn from it, be inspired by the ideas they gather, and serve as a catalyst for change in the building and design community.

END

BYLINE

Rosemarie Rossetti, Ph.D. is an internationally known speaker, trainer, consultant, and writer . Rossetti is building the Universal Design Living Laboratory®, in metropolitan Columbus, Ohio . This home will serve as her residence and will become a demonstration site to bring about awareness of universal design to the public, building and design industries. She can be reached at 614-471-6100 or Rosemarie@UDLL.com Visit her Web site, www.UDLL.com, for information about the home and www.RosemarieSpeaks.com for information about her speaking business.

2. Article:

Women Inclusiveness through Textile Arts and Crafts

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ABSTRACT

The paper addresses women exclusion from society due to their physical, mental, and employment deficiencies, focusing especially to those leaving in remote and rural areas. It is also a pilot study on those women who are occupied with the production of artefacts, mainly textiles, without having any education in art and design, due to their physical situation, their nationality, their residential location and their life-style constraints. A proposed solution for women inclusiveness and employment was the finale of the total research work. The case study is an interaction of different disciplines, and an attempt to revive and apply traditional arts and crafts that have been part of women activities for centuries.

Introduction

Disability can occur due to physical or mental problems, but it can also appear as the negative side effect of social, ideological, political, and educational misfortunes. A special disability research field is the isolation of unemployed and uneducated women and the consequent effects to their life that can lead to a very special type of isolation and further disability. Women's lack of employment opportunities is still a serious drawback and global social phenomenon that result to their isolation, exclusion from society, economical extortion, and "disability", in a broader sense. A clear example is the more than 3.8 million unemployed women that are located only in the United States. Women have much more difficult time to find a job than men do, and their chances decrease with age. A recent European Commission report confirms that, despite efforts to promote sexual equality women are suffering more than men from the general deterioration in working conditions and complacency about poverty. In many countries women have no right to a job, symbolically, politically or ideologically. Women's unemployment is greater, deeper and more structural than men's. From this point of view, the picture over the last 20 years clearly shows there is under-employment among women: in France, women are less than half of the working people (45%), with more than half (51%) of the unemployed population being women.

This excessive unemployment is encountered in all age and socio-professional groups, but the situation is most critical among young, uneducated, rural women, under the age of 25. There is also another disparity, less well known but equally well established: when women are unemployed, they receive far lower benefits than men. In the European Union, one unemployed man in two, receives unemployment benefit, but only one in three unemployed women.

The majority of rural women declare as their occupation "farmer" or housewife, which actually means "unemployed", since it is an occupation that does not offer them any personal income, regardless of the efforts and labour involved. Many rural women wish to work, or work locally in the production of handicraft items, mainly textiles and textile product, without having any design, management or production education, and only a minimal basic one, parameters that often result to their further exclusiveness from society and "disability". Their rural location, the different cultural backgrounds and their low educational level result, quite often, in unemployment. Lack of know-how in the development of new textile products and designs, of innovation, of aesthetics, of any kind of art/design education, of new technology and its applications, and of the possibilities of reconciliation of the hand-made quality of cultural, traditional,

textiles with technology, are often problems of the rural female population of many developed and developing countries. Textiles represent a very valuable, important, form of local cultural expression, taking their roots in age-old traditions, arts and crafts, renewed by each generation. The interest of foreign visitors in local and traditional textiles is an increasing phenomenon that is much more evident during the high-tourism period. Unfortunately, designs that were handed down through generations and reflect local history, religion and customs, have been degraded during the last decades, due to massive and uncontrolled production. The cost of production was a major factor, but the rapidly increasing tourist demand for local traditional textiles was also a determinative reason for this phenomenon. In addition, handicraft producers face the competition of imported products that are inexpensive, but poor imitations of the original designs.

The research work and case study faced all the aforementioned problems, seeking solutions via textile design education and production renovation, promoting the home production, offering a basic design education and training. Within the framework of the case study, Greek designers experimented with a variety of well-known traditional textiles and designs, presenting and covering a great range of

possibilities and adaptations that could emerge from them. *The aim* of the project was to create new opportunities, directions and inspirations for unemployed women in the craft textile production, to help them obtain access to training and develop the skills necessary to become completive, to draw them out of their economical isolation, to help them succeed social inclusiveness, to promote equality of opportunity for women workers and to support mental and physical disable women to obtain inclusiveness in our modern, demanding and globalised world.

Craft Textiles

Handicraft textiles are still produced in many countries locally mostly according to the old ways of production and with various unique traditional materials. The textile production was, and still is, mainly a job for women, and the most time consuming one they undertake. Local products are used and the so produced artefacts are sold to local people or visitors. The major handicap of this production is that it results to poor repetitive reproductions with very limited innovation in design, products and materials. A basic characteristic of women textile handicrafts is that they are strictly limited to the production of large size traditional textiles, with high cost. Although it is very important

to keep the traditional character, it is also important to re-orientate their production towards new products or designs which can be produced effectively with low cost. This is a question of product diversification and the development of a range of products that may be addressed to different target groups, such as specialist, exclusive tourists and everyday users. The problem is that in many cases, traditional textile products exhibit lack of identity, due to a combination of factors. The producers' low educational level leads them to easy solutions, such as either entrusting the production to low cost companies, which produce cheap machine-made imitations, or "copying" traditional prototypes in a simplified reformatting way.

Textile producers can basically be categorised into two groups: professional producers earning their living from sales, and those who produce hand-made items, as an additional occupation. The first group is open to new developments, in seeing and learning about new techniques and design improvements. The second group retains a small but very important niche in the market, because it is related to the retention of local and regional traditions, and the presentation of a level of quality and exclusivity, which cannot be found in manufactured items. They are small businesses of self-employed artisans,

mainly women. This second group is the field of the case study.

The Case Study

The case study investigates the value of local cultural knowledge and heritage in the design process, among disable women, craft textile producers, and designers. The focus was on the development, by women textile producers, of high quality textile products that bear the local identity, with the implementation of traditional means and media and with the adaptation of new technologies. Targeting to offer possibilities to the request for innovation and product diversification, the case study was also an interaction of methods and techniques on the use and application of ancient arts to children marionettes and dolls. It is an art meeting the request for cultural identity, easily adaptable by textile artisans, with low cost and locally produced media of production/application. During the experiment participating textile design students selected marionettes for children theatrical presentations related to Greek mythology. They presented hand made dolls, made totally from textiles and fibres.

The research team faced the project in the applied research direction, by exploring connections within the areas of art, crafts, textiles and applied design. In order to support the local textile producers, a research was carried out among women that produce all kinds of textiles. The research was undertaken by the staff members of the TEI Textile Design Studio, together with undergraduate students of the eightieth semester in the framework of their degree projects and practical training, on the life-way of rural women, on their possible disabilities, on textile craft production, the designs they used, and their possibilities for innovation.

The interviewed women were mostly residents of isolated and remote rural areas, orienting their production to domestic markets. In many cases, their textile products were sold at the production units- their houses that also operate as exhibition stores. Textile production is a source of additional income for many Greek agricultural rural women. *The operational problems* these women have been facing were many and the efforts were focused on pointing them out and propose them possible solutions. Certainly it is unrealistic for all to receive education and training in design and in all the vital operations of an enterprise, and their low educational level makes this even more difficult. The

research was supplemented by selected data from governmental and semi-governmental associations.

The most important skills deficiencies of the interviewed women were in the areas of education, design renovation and management. Their design education is limited to what is offered at school, which is to say none, or minimal, or whatever is handed down to them through tradition, with the artistic creation depending on self-made decisions of self-employed artisans. Improvement of skills up to a certain level, especially through training provided at the workplace, could be the most realistic way for them in order to become gradually more competitive, survive in a global market and obtain inclusiveness. An encouraging fact was that all the interviewed ones wished to learn something on design and the younger women have even attended free basic design seminars by Governmental Organization. The result of the case study was the creation and application, through educational seminars among women textile handicrafts, of a simple teaching methodology on colour, design and textile design.

The Training Package

After two yeas of research and a year of designing, a special educating and training package was created

for the transfer of design know-how to women textile producers, offered in hard copies and CDs - a form suitable for e-learning. The total work was assisted by the development of a simple email and Internet network. Since it was of the utmost importance to them to be able to run a modern business, basic principals on entrepreneurship and technology were added, too. The vital reasons to move from traditional teaching and training processes towards e-learning were the women location and their educational differences. E-learning design education was identified as the only one that could meet their skill needs, regardless of their operational and educational differences, physical disabilities, and location.

The training program includes: Artistic design, with simple lessons on Colour, Designing, Synthesis, Design Application, Materials, Tradition, Traditional Arts and Crafts, basics on Management, Marketing and Production. The training programme uses a very simple language and methodology, adapted to the women's educational level, assisted with visual presentations and examples from their culture and heritage, in order to make it more educational and attractive, (figures 1, 2, 3).

| A | B | C | D |
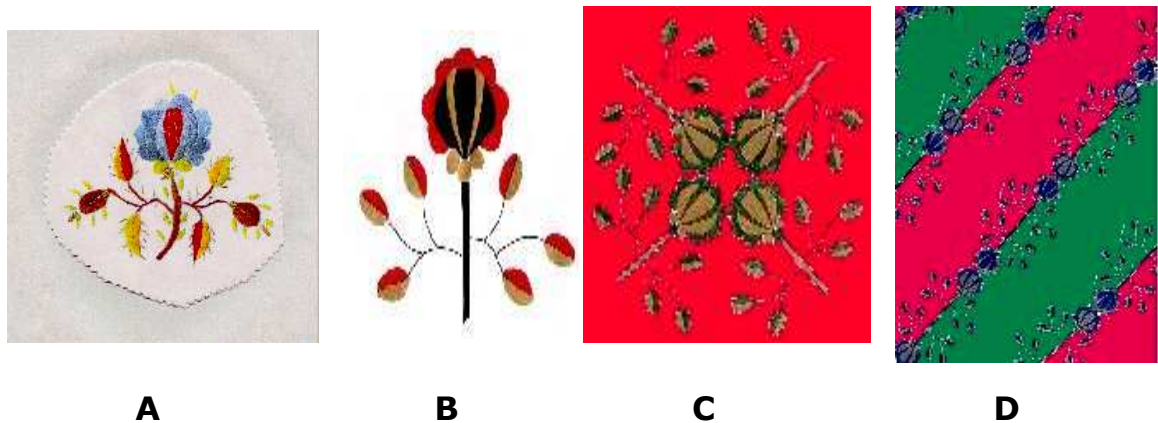
Figure1. **Example of the proposed by the module design/colour work methodology with the design developments and colour combinations/possibilities step by step:**

A, well known traditional embroidery design; B, the proposed simplification; C, proposed new development; D, proposed motivo; all transformations of A.

Simplified, basic knowledge in all areas was offered, particularly in the artistic field, hoping to inspire the imagination and creativity that has for so many generations nourished local traditional cultures. Introductory seminars on the module usage were offered to women volunteers. The design module is trying to help women textile producers to visualize evolutional, innovative design possibilities of well known and overworked designs, to open up their minds in designing, in new technologies and

possibilities, and not to force specific designs and applications on them. In the module all interested women can find ways for the development of new products and designs, knowledge of aesthetics and of the true tradition and heritage, and basic awareness of marketing, of new technology and of management. In addition we proposed the establishment of thematic networks, which can enable the creation of networks for cooperation and utilization of synergies, and will support young rural women textile producers to communicate, since if isolated, might be neglected or not utilized in terms of their advantages.

*Figure2.*Proposed examples of the possible uses/applications of the new design work of figure 1.

Figure3. **Example of product desertification is hand-made marionettes for children, created within an Interior Design diploma work. The marionettes are totally hand-made by textiles and fibres, inspired by Greek mythology.**

Results

The delivering of e-learning, transferring design, introducing ways of creating culture, value, social and environmental quality, provided opportunities to disable women and in remote and rural areas to obtain access in education, in order to develop the skills necessary to become competitive and inclusive. The training programme has opened new opportunities and possibilities for women, offered

them new visions, new skills, new technologies and new directions. At the same time has assisted in bringing more up to date knowledge and experience in the textile handicraft production. The theatrical handicraft marionettes opened for them new horizons and opportunities for new markets among specialist and exclusive tourists, especially for young women in both rural and urban areas, hoping to bring a long-term positive effect to their deeply rooted professional problems, and to help them realize that competitive power depends on cultural elements, human intelligence and creativity. On the other hand textile art has become an increasingly popular art in recent years, as youngsters discover its versatility, plasticity and power of expression, and marionettes offer the required by tourists and consumers local identity. Since October 2004, immigrant and refugee women in Greece are being given the opportunity to participate in the Athens-based project 'Eva', aiming at their integration into Greek society. They learn textiles arts and batik, and have opportunities to exhibit their newly acquired textile-art dexterities at exhibitions, targeting for jobs among the tourist enterprises. Additionally the organization of Small and Medium Enterprises is conducting special educational textile workshops for unemployed disable rural women where they also learn the art of batik. The so created artworks are

also presented in annual and semi-annual exhibitions.

In times of global networking, increasing competition, persisting unresolved economic problems, women must endeavour, more than ever before, to link their tasks to wider objectives, if they wish to escape from exclusives and disability and obtain the inclusiveness they deserve.

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Article 3

Design for All in Public Administration: the Barcelona Declaration Project

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Ireland,

The success of a project, whether it is a commercial venture or a social undertaking, whether it is motivated by business and financial profits or by political correctness and maturity, depends on certain conditions. These could be called pre-requisites and can be classified as follows:

• **Social, economic and political needs that are clearly identifiable by those who initiate a project.**

• **Political and legislative frameworks which motivate and assure the co-operation of stakeholders and various players who deliver the project.**

• **Delivery mechanisms provided by a selected team, be it a consultancy, an agency or an institution which is paid to deliver the project.**

• **Post-delivery mechanisms and a structure which oversees full implementation of the project.**

Even then, unless there is a strong and sustainable policy of commitment, initiatives and, in particular, projects that focus on social issues have a slim chance of success, if any at all. All of this requires a strategic design process. The purpose of this article is to illustrate an emblematic case of dovetailing between the interests of strategic, or process, design and Design for All, the theory and practice of the process of design for social inclusion.

The delivery of a social inclusion agenda and accessible environment through the Barcelona Declaration in Ireland is perhaps one of the most interesting examples where all the above conditions converged to create a success story.

At the time, when I enthusiastically agreed to lead the team put together by IDD (the Institute for Design and Disability, Ireland) to deliver an Irish Government initiative, I must confess that I did not realised how significantly those four prerequisites conditioned our inputs, our outputs, our efforts and our work on the Barcelona Declaration Project.

   A history of the Declaration (and the history of the Project) commenced with the hosting of the 1992 Olympic and Para Olympic Games in Barcelona. The preparation for the Games brought about an exemplary urban renewal. It also brought political, social and economic success. The policy of making the city accessible to all was an integral part of this

development. In March 1995, the Municipal Authority of Barcelona organised a Congress entitled "The City and the Disabled" and invited representatives of organisations and local governments from over all Europe to celebrate this success. The outcome of this Congress was a manifesto known as "The Barcelona Declaration."

Francesc Aragall, a Catalan project manager working at that time with the Municipal Authority of Barcelona, was the author of the Declaration, which consists of three parts:

- Part 1 highlights the barriers in society for people with disabilities. It outlines actions to be taken in order to establish the worth, dignity and independence of everyone.

- Part 2 is a preamble about rights and entitlements under the Universal Declaration of Human Rights, the International Covenant for Economic Social and Cultural Rights, the International Covenant for Civil and Political Rights, the Convention on Children's Rights, the Declaration of Rights for the Disabled and the Declaration of Rights for Mentally Retarded Persons. It asserts that people with disabilities are entitled to receive attention for their individual and social needs: they have a right to "equal

opportunities as citizens in a plural society respectful of difference and diversity".

- Part 3 is a list of 17 Agreements, which outline actions that local authorities should undertake after adopting the Declaration.

The Declaration advocates the right of disabled people to equal opportunities and it recognises their contribution to society and to the environment in which they live. Under the terms of the Declaration, each local authority agrees to devise a plan of action for the implementation of the Declaration and undertakes to consult people with disabilities and their advocates.

The fundamental tenet of the Declaration is that "Every person has a value and the right to be treated with dignity". This principle is imbedded in the social model which recognises disability not as impairment, but as an effect of social structures that prevent a substantial part of our society from participating in the mainstream of social activities.

At the Barcelona Congress in 1995, several representatives of local authorities in Europe, including Irish representatives, signed the Declaration. Over period of years to follow, apart from Spain and Luxemburg, the Declaration at best raised a certain amount of awareness regarding

disability issues but, at worst, satisfied the short-term political agenda of some local politicians. In the late nineties, the Institute for Design and Disability (IDD) promoted and pioneered the Declaration in Ireland, organising conferences, seminars and the "Citizen 2000" campaign, whose aimwas to haveng the Declaration adopted by every local authority in Ireland. At the time, IDD believed that the simple introduction of the Declaration itself to every local authority would be sufficient encouragement and incentive for them to adopt and implement its provisions Declaration, although in practice the situation proved to be more complex.

Although progress was very slow, our lobbying was successful. In 2000, IDD obtained a fund of € 21,000 from AHEAD (Association of Higher Education and Disability) to develop a business plan for delivering the Declaration to local authorities in Ireland. Subsequently, following intensive promotion and a campaign conducted by IDD and in particular by the IDD President Cearbhall O'Meadhra, the Irish Government took the initiative to promote and encourage the adoption of the Barcelona Declaration by local authorities in Ireland. The financial support for such an undertaking, calculated at €300,000.00 to €400,000.00, required that it would have to go through a public contract tender process.

Ireland's National Disability Authority (NDA), an independent Statutory Agency established in June 2000 under the aegis of the Department of Justice, Equality & Law Reform, was asked by the Department to set up a process for the promotion and practical implementation of the Barcelona Declaration involving all Irish local authorities. In June 2001, the NDA invited tenders for the Barcelona Declaration Project. IDD submitted a tender was awarded the contract (on 11 September 2001) and signed the Contract for €381,000.00 to deliver the Barcelona Declaration Project. Work commenced in December 2001 and the Project lasted for two and a half years.

The Project had clearly specified Terms of Reference, including raising awareness and promoting the Declaration, securing the adoption of the Declaration by at least 75% of Ireland's local authorities, delivering a programme which would enable local authorities to test their decision-making processes for social inclusion (in a process that came be known as "disability proofing") and issuing guidelines that would assist local authorities in developing pilot actions and projects for implementing the Declaration.

In response to the Terms of Reference, the IDD Team produced this mission statement: "to develop a situation in which all members of the community, including people with disabilities, can actively

participate in a process that will produce tangible evidence of an inclusive society achieved by the application of Design for All".

As we in the IDD team analysed the Terms of Reference, we observed with interest that, while three Terms were qualitative, one was quantitative. This regarded the percentage of local authorities which should adopt the Declaration as a result of our work. As Ireland has 114 local authorities, our target (75%) was to achieve 86 adoptions. Early in the planning process, we realised that organising seminars and workshops in the traditional sense, with all 114 local authorities (or to even just to visit them) would be unrealistic and unachievable in the time allowed for the project, as well as financially unsustainable. We were also aware that local authorities may have procedures for adopting the Declaration, but did not have the internal structures or procedures necessary to implement the undertakings it stipulates. This political consequence of the project's success or failure for all its stakeholders was continually in the team's mind: rather than creating unwelcome stress, it was a challenge, a strong motivating factor.

The project's structure was equally interesting. The IDD team was small, a core of four consultants (contracted for specific tasks) with expertise in disability issues, IT, the built environment, accessibility auditing, design,; local government

organisation and management, education and training, business and project management. The core team was supported by one administration officer appointed full time for the duration of the project. Other consultants were contracted for selected elements of the projects as required. The financial flow from NDA to the Barcelona Project was based on an agreed number of instalments. The team's track record of reaching targets (as agreed with NDA in the planning process and outlined in the status reports) was thoroughly and periodically evaluated by the NDA Steering Committee, which also co-operated with the team and assisted it with issues outside the scope of its Terms of Reference, yet influential to the project's progress.

The Project was launched in Dublin on 14 February 2002 by the Irish Prime Minister, Bertie Ahern. The launch planning, its timing, location and venue were all significant. As the Project was seen as a government initiative, the launch in the capital was a statement about the powers of central government vis-à-vis local government remits. So we knew that the launch would attract high-ranking officials, some politicians, some national disability organisations and national media. The significance of the Barcelona Declaration lies in its clear target audience: it is directed at local governments in Europe with a mission of making their cities,

boroughs, towns and villages more socially inclusive. So, as our target was local authorities, represented by local politicians, personnel and local disability groups and advocates, the national launch was followed by regional launches held in eight centres: Galway, Tralee, Athlone, Dungarvan, Dundalk, Neenah, Castle Bar and Cork. These events were not only a platform for introducing the Barcelona Declaration, but also enabled public representatives, local authority managers and disability groups to discuss issues relevant to their communities. In itself, it was an awareness-raising and mindset-changing exercise for all concerned. To the IDD team, the programme represented a sharp learning curve, in terms of observing attitudes shifts and communication incompatibilities that existed between the cool, cautious decision-making language used by local authority officials and personnel and the often emotional, personal and direct language used by people with disabilities and their advocates.

At the regional launches, the team emphasised that the adoption of the Declaration provides an opportunity for a local authority to operate at the political and social cutting edge, lead the way, resolve local issues relating to the needs of people with disabilities, bring pride to the community they serve and make it more socially inclusive.

One of the local authorities' main concerns was that adoption would force them to make a legal commitment, based on the Declaration's 17 Agreements, which they may not have planned – or be able to afford – to undertake. We analysed this situation and arrived at a conclusion, a first breakthrough for the project: our initial assumption that the Barcelona Declaration stands in its own right was incorrect. As the Declaration deals with disability issues, it was essential that Irish local authorities perceive the Declaration in the broader overall context of the Equality Agenda. In fact, as most of the agreements contained in the Declaration correspond directly with the Irish Equality Act, this set the Declaration firmly with the Irish legislative framework. We then determined that the essence of the Barcelona Declaration is in the consultation process that should take place between elected representatives, local authority personnel and people with disabilities and their advocates. Without the legislative framework and without a clearly defined implementation structure, it would be almost impossible to deliver the Declaration to the local authorities. At local government level, the adoption of the Declaration is a question of policy and follows the clear procedure in which the elected representatives (at a Local Authority Council) make the initial decision to adopt and then mandate the executive to organise implementation. Local

authority personnel then operate the executive function of implementing the decision through their management structure. As I said early, our difficulty arose from the fact that there was then no clear structure for implementing the Barcelona Declaration. As the Project progressed, it became clear that if senior local authority officials did not share the enthusiasm of the elected representatives, there would be little or no chance of implementation taking place. The IDD team therefore concentrated its energy on developing a process which would assure implementation.

Having defined the Declaration within Irish legislation's Equality framework, the team then focused its attention on the Declaration's 17 Agreements. This is the part of the Declaration that directs local authorities to undertake actions, using such phrases as "the Municipal Governments will ensure the access of disabled persons to information…", "the Municipal Governments will, within their area of competence, adopt measures towards the necessary adaptation of urban spaces… to allow full use by disabled persons". In November 2002, the Agreements were condensed to 6 major objectives that should be addressed by local authorities adopting the Declaration:

1. Promoting disability awareness;

2. Adopting policies and measures introducing disability-proofed decision-making processes;

3. Incorporating participative and consultative procedures into the disability proofing process;

4. Social Inclusion: providing disabled people with access to social and physical environments, as well as to information and services;

5. Making adjustments and developing policies for adapting the environment to the needs of people with disabilities;

6. Providing training programmes dealing with disability proofing and the decision-making process.

Further analysing the Agreements, the team came to the conclusion that it is the consultative process that makes the difference between before and after the adoption of the Declaration. Recognising this principle constitutes the first and most important step towards social inclusion. Furthermore, the Barcelona Declaration is concerned essentially with introducing a new disability-proofed decision-making process, as it concentrates on how a decision is made rather than on what has been decided. This constituted the second breakthrough for the project. This discovery induced the team to opt for assisting selected local authorities in developing models of good practice with training programmes as an integral part of the process. Local authorities that participated in this development had addressed

these issues and had evolved new structures to implement the Declaration. Community and Enterprise Departments usually led the development; in the case of Waterford City Council, the Social Inclusion Unit took the leading role.

In the course of the Project, 85% of Ireland's local authorities (97 out of 114) adopted the Declaration (the total number of adoptions has since risen to 101); a "Disability Proofing Template for Local Government" was produced by the IDD team and published by the NDA; a Training Programme was delivered to assist local authorities in structuring their pilot action plans for implementing the Declaration, thus developing models of good practice; a website was developed to provide worldwide promotion and information about the Declaration and the project and to facilitate networking among Irish local authorities (www.barcelonaproject.ie).

Working with local authorities, government organisations and disability groups, it was possible to establish three key objectives to be addressed by local authorities:

- To develop disability awareness, at all levels of management and administration. The social model of disability calls for awareness raising as the

prerequisite for a disability proofing decision-making process.

- To develop the consultative process, without which the disability proofing measures and decision-making process would be invalid.

- To provide tangible evidence of removing the barriers that prevents people with disabilities from participating and functioning within the community.

The success of the Barcelona Project must be seen as the success of an Irish Government initiative in response to the demand for social change leading towards the creation of an inclusive society. The Barcelona Declaration proved to be the right tool. Most importantly, the process did not finish with the completion of the Barcelona Project in July 2004. In September of that year, the Irish Government launched the National Disability Strategy to underpin the participation of people with disabilities in Irish society. A key part of this strategy is been the Disability Act, introduced in 2005. The Act imposes a requirement on six Government Departments to produce sectoral plans to be delivered by local government that mainstream disability services. Accessibility to the environment, transport and information are the major issues. By 2010, all local authorities must implement the sectoral plans. It is gratifying to see that the major recommendations of

the Barcelona Project have been taken on board by the Government.

I must add that for all of us from the IDD team involved in the Barcelona Declaration Project, it was a unique and challenging experience. Some of us now work in a consultative capacity with local authorities, assisting them with accessibility auditing, training, coaching and advisory programmes to implement sectoral plans. As one of the Government officials stated, the sectoral plan is a continuation of the implementation of the Barcelona Declaration on a larger nationwide scale.

Michal J. Ozmin
Project Leader
The Barcelona Declaration Project
Ireland,

Case Study:

The Sound-Web
Audible Wayfinding at San Francisco State University

M. Day, P. Evans, S. Rosen and H.Y. Chu

1.1 Introduction

Learning to navigate a large public space such as a college campus can be a difficult task for anyone. Common wayfinding tools found in these types of civic environments, such as signs and maps, are highly practical and can be very beneficial in helping to orient and guide a majority of site users. These tools however are almost always the only indicator as to the location of the facilities main features, and often fall short of meeting the navigational need of the entire user group.

In addition to signs and maps, sound has great potential to be used as a wayfinding tool in many situations, and in applications for people with vision impairments. Audible signals used at traffic crossings for example, help blind and low-vision pedestrians with timing and orienting their crossing. However, audible signals need not always come in the form of a warning tone, but can also be used as a pleasant cue from within an environment, indicating a local point of navigational reference in a given area.

At San Francisco State University, a pilot project has successfully been implemented using pleasing sounds as navigational landmarks. The Sound-Web is demonstrating that audible wayfinding can be achieved in a meaningful and unobtrusive way, and can enhance the overall experience of users to the environment.

1.2 Project Overview

The Sound-Web is an audible wayfinding program, consisting of a series of solar-powered audio playback devices, strategically placed within the San Francisco State University landscape. Each sculptural device indicates the type and location of an important campus feature by continuously emitting a localized pulse of pleasingly discernable sounds, acting as an audible landmark *within the campus geography. These installations provide users to the campus with an additional element of enjoyable environmental stimulation, as well as a location specific, informative network of* fixed audible points of reference.

These campus-wide audible features keep with the principles of universal design in that they are equally applicable to all users of the facility, and additionally highlight and enhance the sensory characteristics of the landscape by complementing its visual diversity with a variety of audible experiences.

Careful attention was given to the selection of sounds used to indicate each different style of

audible landmark.   A variety of sound clips from nature, music, and industry were tested in focus

groups and in the field, for elements of clarity, likability, obtrusiveness, and resonance. The results of the tests indicated a strong user preference for audio samples taken from animals such as frogs, birds and crickets, and for the simple tones of basic musical instruments such as the drum and the chime.

Figure 1 – An *audible landmark* on the university campus provides an additional source of wayfinding cues

A selected group of these samples were then paired to corresponding campus components through an inferred association of the sound clip, to the type of campus feature in which the installation is to indicate. An example of this type of intended correlation can be illustrated in the use of wind chime samples in all features marking the campuses major pathway intersections. The juxtaposing 'ding' and 'dong' tones of the chimes can be related to the

walkways dichotomous and continually variable patterns of travel.

Student support facilities such as the library, student center, and health services building are likewise indicated by the controlled and rhythmic beat of a percussion section; with drums emphasizing the stability and organization of the operations within. The primary entrance points to the campus are designated by the welcoming and friendly call of a non-native bird, and the chirp of a country cricket accompanies public transportation terminals.

Each sound installation is relatively easy and inexpensive to manufacture using off the shelf components, requires little to no maintenance, is reliable, and weatherproof, and can be customized with any variety of electronic sounds for use in different environments.

1.3 Project Partnership

The pilot program has brought together students, faculty and staff at San Francisco State University from a variety of departments and programs including the Design and Industry, Engineering, Special Education, and Broadcast and Communication Arts departments; and the Campus Grounds, Disability Programs Resource Center, and Whirlwind Wheelchair International programs. Together, they conceptualized, tested, built, and

installed seven audible landmarks to date around the 104-acre San Francisco State University campus, with three landmarks currently being constructed, and a number of additional installations in planning.

1.4 Conclusions

The pilot program has brought together students, faculty and staff at San Francisco State University from a variety of departments and programs including the Design and Industry, Engineering, Special Education, and Broadcast and Communication Arts departments; and the Campus Grounds, Disability Programs Resource Center, and Whirlwind Wheelchair International programs. Together, they conceptualized, tested, built, and installed seven audible landmarks to date around the 104-acre San Francisco State University campus, with three landmarks currently being constructed, and a number of additional installations in planning.

Authors:

M. Day, P. Evans, S. Rosen and H.Y. Chu

Letters:

1. Dear Sir,

I got the reference to your website through your newsletter and just browsed your website. Upon visiting "About Us" webpage, I noticed some small problems which I want to bring to your kind attention.

I downloaded the page and am now hereby enclosing the modified draft for your kind consideration. You may consider the same, if found appropriate.

Thanking you and wishing you all the best for future endeavours.

Best regards

Sugandh Malhotra

Program & Events:
1.

"600 million people with disabilities in the world, 60 million in India alone. Would you like to access this untapped market?"

Techshare India, 2008 – Breaking the Barriers is the first accessibility conference and exhibition in India that will highlight the needs of people with disabilities. It will showcase the role of technology in the lives of people with disabilities, looking not just at web accessibility but also software accessibility, and accessibility on the move for mobiles and PDAs. In addition, Techshare India will also highlight the importance of implementing accessibility standards and complying to different accessibility laws.

Techshare India 2008 will be held on 4th and 5th February, 2008 at India Habitat Centre, New Delhi , India .

Special Attraction: Keynote speaker will be Shadi Abou Zahra, World Wide Web Consortium, Web Accessibility Initiative (WAI) Activity Lead.

Key Highlights of Track 1: The Road Ahead - Envisioning the Accessibility Road Map

- **Section 508 and Electronic Information Technology Accessibility – David Baquis, Accessibility Specialist, US Access Board**
- **Building accessibility in a large scale web application - experience with Yahoo! Mail Classic - Omprakash Subarrao, Director Consulting Practices, Yahoo! India**
- **Envisioning the Accessibility Road Map - Shilpi Kedia, Managing Director, BarrierBreak Technologies**

Key Highlights of Track 2: Making a Difference

- **Braille, Large-Print, DAISY and MP3 with one simple but powerful tool - Dolphin EasyConverter - Steve Bennett, Sales Director, Dolphin Computer Access**
- **Achieving Accessibility with Adobe Flex - Sameer Bhatt, Computer Scientist, Adobe Systems**
- **Indian Child Intelligence Test (ICIT) as a Diagnostic tool for identifying Learning Disabilities - Dr. Analpa Paranjpe, Director, Morris Trust**

Key Highlights of Track 3: Bridging the Digital Divide

- **From a Digital Divide to a Digital Alliance - A future on the World Wide Web - Kenny Johar, Research, Architecture and Solutions Lead – Vision Australia**
- **Automatic Generation of Speech Interface for GUI tools/applications using Accessibility Framework - Naveen Kumar, Project Engineer, CDAC Mumbai**

- **Bookshare.org: The online library built by people with disabilities – Lisa D. Friendly, Director, BookShare.org**
- **Making mobile phones and PDAs accessible to the blind and visually impaired Access on the go - Dinesh Kaushal, Lead Developer, Code Factory**

In this India 's First Accessibility and Assistive Technology conference and exhibition, there will be an opportunity to meet:

- **US Access Board**
- **World Wide Web Consortium**
- **Yahoo! India**
- **Royal National Institute of Blind People , UK**

And many more accessibility specialist from across the globe!

Registrations are now open! Please visit http://www.barrierb reak.com/ conferenceregistration.php to register online.

To catch up with the latest news about Techshare India visit http://www.barrierb reak.com/ techshareindia. php

Thanks & Regards
Pooja Nahata | Strategic Account Manager

Barrier Break Technologies

India: +91 (22) 2686 0485/86

Cell: +91-98207 25102

USA : +;1 (781) 452 0677

Web: http://www.barrierb reak.com

BarrierBreak | Techshare India 2008 |Accessibility Blog

BarrierBreak Technologies a subsidiary of Net Systems Informatics

2.

M/s Bridgemont Limited of Staffordshire, UK are conducting an Design Engineering Seminar in Chennai on February 11th, 2008. As this is an introductory taster for the full *Design Engineering Training Course *this seminar is being offered *Free of Cost*.
*Attached herewith is a leaflet from M/s Bridgemont Limited describing the seminar and its salient features in detail. *
Top engineers from automotive companies from all over India are expected to be part of this seminar. This seminar would be very useful for Product Development engineers to do their work in much more efficient manner.
As we, Kalki Technologies
(www.kalkitechnologies.co.in), are representing M/s.Bridgemont for this seminar we take this

opportunity to invite you to this truly wonderful learning opportunity.

Please go through the attachment and revert back to us.

Creative Director

Kalki Technologies

Mobile:0091- 9345213804

www.kalkitechnologies.co.in

3.

Engaging Future Cities India 2020 Student Projects to Be Displayed for Delhi Public

Will Showcase Innovative Infrastructure Design Solutions for Commonwealth Games 2010 Project Site

Bentley Systems, Incorporated today announced that the public is invited to attend an exhibition of imaginative projects created by students from leading Delhi high schools for the 2007-2008 Future Cities India 2020 design competition. The exhibition takes place 16 January 2008, from 10 a.m. to 5 p.m., at the American Centre in Delhi. The project designs on display will focus on future redevelopment of the international zone within the Commonwealth Games 2010 site in Delhi. The annual forward-looking Future Cities India 2020 design competition, which was launched by India's Ministry of Science & Technology and Bentley in 2006, is a partnership among the government of India, universities, and the business community that encourages high school students to use their design skills – and Bentley's software for the world's infrastructure – to help prepare India's cities for the year 2020. That is when it is conclusion of the Games. Using Bentley software, provided through Bentley's BE Careers Network program, the teams had to consider in their designs the impact on the neighboring residential community and environmental concerns.

Judges in the competition will base their decisions on five criteria: project design solution report, computer model, expenditure summary report, physical model, and team presentation . Winners will be awarded scholarships and trophies, and the teachers and technical professionals who served as counselors and mentors will also receive awards and recognition.

Admission to the student projects exhibition at the American Centre is free.

About the Ministry of Science & Technology, DST

The Department of Science & Technology (DST) was established in May 1971, with the objective of promoting new areas of Science & Technology (S&T) and to play the role of a nodal department for organizing, coordinating and promoting S&T activities in the country. The DST has major responsibilities for specific projects and programs, including: formulation of policy statements and guidelines on science and technology and coordination of areas of science and technology, in which a number of institutions and departments have interests and capabilities; support of basic and applied research in national institutions throughout the country and provision of minimum infrastructural facilities for testing and instrumentation; support of critical technology programs; support of autonomous research institutions, whose specialization ranges from advanced medical research materials to astronomy; fostering international cooperation and establishment of special joint centers/projects; support socially oriented S&T interventions in rural areas for weaker sections; support knowledge-based and innovation-driven entrepreneurship development to create self-employment opportunities; popularization of science and technology; providing scientific services in terms of surveying and maps for defense, external affairs, state governments and several other developmental agencies through Survey of India (SOI) and National Atlas and Thematic Mapping Organization (NATMO); providing meteorological services for agriculture, water resources management, disaster warning, and

civil aviation, as well as providing seism city data through India Meteorological Department (IMD); Management of Information Systems for Science and Technology and Natural Resources Data Management Systems (NRDMS). The present program was initiated by NRDMS, which has a mandate of developing spatial infrastructure, GIS, and natural resources data collection for social and economic development. NRDMS, in its initiative to harness young minds' creative skills to address local issues by way of design, interaction, communication and spreading awareness, developed the Future Cities India 2020 program in India in collaboration with Bentley. For more information about Ministry of Science & Technology, Department of Science & Technology visit http://dst.gov.in.

About BE Careers Network

The mission of BE Careers Network is to help students graduate with estimated that more than 50 percent of India's citizens will live in the country's largest cities.

"This year's wonderful exhibition of Future Cities India 2020 project designs not only highlights the talent of our student participants, but also shows the effort put forth by their dedicated teachers and technical mentors," said Shri. Kapil Sibal, the honorable minister for Science & Technology & Earth Sciences. "We continue to expand the program to encompass an ever-wider range of students, who are the future of India and will potentially be served by the very ideas they create for this competition."

Bhupinder Singh, senior vice president, Bentley Software, said, "Hosting the Commonwealth Games is an added boon to India's rapidly growing economy. But how the infrastructure is repurposed when the games are over is a critically important question faced by virtually every city that has ever held an international event of this scope.

"This year's Future Cities India 2020 program is special because it puts that question's answer in the hands of India's creative young minds and involves the community at large. The exhibition featuring their innovative ideas to this very real challenge is something everyone in Delhi and the surrounding

region will find fascinating. The designs are not only imaginative, but also reveal an amazingly in-depth understanding of the complexities that typically must be addressed in these types of infrastructure projects."

The 2007-2008-design competition, which is sponsored by the Department of Science & Technology (DST) and Bentley, includes teams of 11th-grade high school students from Delhi and the National Capital Region. Guided by teachers and industry mentors, the teams were asked to conceptualize a plan to redevelop the international zone of the Commonwealth Games 2010, which will consist of temporary structures that will be dismantled at the conclusion of the Games. Using Bentley software, provided through Bentley's BE Careers Network program, the teams had to consider in their designs the impact on the neighboring residential community and environmental concerns.

Judges in the competition will base their decisions on five criteria: project design solution report, computer model, expenditure summary report, physical model, and team presentation . Winners will be awarded scholarships and trophies, and the teachers and technical professionals who served as counselors and mentors will also receive awards and recognition.

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infrastructural facilities for testing and instrumentation; support of critical technology programs; support of autonomous research institutions, whose specialization ranges from advanced medical research materials to astronomy; fostering international cooperation and establishment of special joint centers/projects; support socially oriented S&T interventions in rural areas for weaker sections; support knowledge-based and innovation-driven entrepreneurship development to create self-employment opportunities; popularization of science and technology; providing scientific services in terms of surveying and maps for defense, external affairs, state governments and several other developmental agencies through Survey of India (SOI) and National Atlas and Thematic Mapping Organization (NATMO); providing meteorological services for agriculture, water resources management, disaster warning, and civil aviation, as well as providing seism city data through India Meteorological Department (IMD); Management of Information Systems for Science and Technology and Natural Resources Data Management Systems (NRDMS). The present program was initiated by NRDMS, which has a mandate of developing spatial infrastructure, GIS, and natural resources data collection for social and economic development. NRDMS, in its initiative to harness young minds' creative skills to address local issues by way of design, interaction, communication and spreading awareness, developed the Future Cities India 2020 program in India in collaboration with Bentley. For more information about Ministry of Science & Technology, Department of Science & Technology visit http://dst.gov.in.

About BE Careers Network

The mission of BE Careers Network is to help students graduate with market-ready technology skills. It provides programs for students, teachers, and schools, including free and discounted software licenses, training, curriculum counseling, and scholarships. For more information about BE Careers Network, including its many competitions and

scholarship opportunities, go to www.becareers.org/competitions.
About Bentley
Bentley Systems, Incorporated provides software for the lifecycle of the world's infrastructure. The company's comprehensive portfolio for the building, plant, civil, and geospatial verticals spans architecture, engineering, construction (AEC) and operations. With revenues now surpassing $400 million annually, and more than 2400 colleagues globally, Bentley is the leading provider of AEC software to the Engineering News-Record Top Design Firms and major owner-operators, and was named the world's No. 2 provider of GIS/geospatial software solutions in a Daratech research study.

To receive Bentley press releases as they are issued, visit www.bentley.com/bentleywire. For more information, visit www.bentley.com. To view a copy of Bentley's April 2007 Annual Report online, go to www.bentley.com/April2007annualreport.

NEWS:

1.

United Nations

MEDIA ADVISORY

UNITED NATIONS RENAMES INTERNATIONAL DAY

UNITED NATIONS, 19 DECEMBER -- Yesterday afternoon the United Nations General Assembly renamed the International Day of Disabled Persons, observed every year on 3 December, the International Day of Persons with Disabilities.

The 192 Member States of the General Assembly took that decision unanimously when adopting a resolution on "Implementation of the World Programme of Action concerning Disabled Persons: realizing the Millennium Development Goals for persons with disabilities". The Assembly also called on United Nations agencies and bodies engaged in development, humanitarian assistance and protection of the environment to ensure that the disability perspective is incorporated in their work.

In a related development, the Convention on the Rights of Persons with Disabilities is now six ratifications away from coming into force. It was ratified by Mexico on 17 December, by El Salvador on 14 December and by Nicaragua on 7 December. Twenty ratifications are needed to bring the treaty into force. For information, see http://www.un.org/disabilities/

Also, the "Handbook for Parliamentarians on the Convention on the Rights of Persons with Disabilities" is available on-line at http://www.un.org/disabilities/default.asp?id=212

Contact: Edoardo Bellando, bellando@un.org; Daniel Shepard, shepard@un.org; United Nations Development Section, mediainfo@un.org .

2.

Usability/User Experience Specialist: Executive Summary

By Marty Nemko

Posted December 19, 2007

Usability specialists make sure that products, especially technical ones, are easy and pleasurable to use. How? First, they observe and interview potential users to identify their needs and preferences. After a prototype is developed, they watch and interview potential users again and suggest revisions. Not surprisingly, the job outlook

for usability specialists is strong. The number of new, complex products is proliferating, and many of them demand a usability specialist.

Related News

Usability/User Experience Specialist: A Day in the Life Best Careers 2008

Video: Overrated Careers

Discuss Best Careers

A potential downside of this career is that shortsighted companies believe they can make products without a specifically trained usability expert, so you may have to spend considerable time justifying your service's value. Another drawback is that you may need to make efforts to avoid being typecast as someone who can help design only one kind of product.

Those concerns are usually dwarfed by the good feeling of continually creating products that are a pleasure to use.

Median Pay

National: $98,800. More pay data by metropolitan area (Data provided by PayScale.com)

Training

People can enter this field with a wide range of backgrounds. They may have degrees in fields such as computer science, cognitive psychology, anthropology, human factors, library science, or marketing. They may have practical experience in

customer service, quality assurance, marketing, and product development.

A master's degree in usability [Listing of usability degree programs] can enhance your ability to get hired, but more important may be the ability to think rigorously and relentless curiosity about how to make products more user-friendly.

Key to getting hired is practical experience. Often, you can get your first projects by networking at major industry conferences and tutorials, for example:

SIGCHI 2008 conference: April 5-10, 2008, in Florence, Italy

Usability Professionals' Association 2008 conference: June 16-20, 2008, in Baltimore

HFI's four-course track to become a Certified Usability Analyst: offered throughout the year in major U.S. cities, Europe, and India

Other Resources

Usability Professional Association

Computer Human Interaction: a special-interest group of the Association for Computing Machinery

The Design of Everyday Things by Don Norman

Designing Web Usability by Jakob Nielsen

Don't Make Me Think: A Common Sense Approach to Web Usability, 2nd Edition by Steve Krug

2.

The current issue of the International Journal of Design was released yesterday. The International

Journal of Design is a peer-reviewed, open-access journal devoted to publishing research papers in all fields of design, including industrial design, visual communication design, interface design, animation and game design, architectural design, urban design, and other design related fields. It aims to provide an international forum for the exchange of ideas and findings from researchers across different cultures and encourages research on the impact of cultural factors on design theory and practice. It also seeks to promote the transfer of knowledge between professionals in academia and industry by emphasizing research in which results are of interest or applicable to design practices. The editors are now seeking papers for a special issue on Cultural Aspects of Interaction Design.

The special issue editors are Prof. Keiichi Sato of the Institute of Design at Illinois Institute of Technology and Prof. Kuohsiang Chen of the Department and Institute of Industrial Design at National Cheng Kung University, Taiwan.The deadline is February 28, 2008.

To read the current issue and to get more information on proposing articles for the special

issue, please visit the journal web site at:

http://www.ijdesign.org/ojs/index.php/IJDesign/

With warm wishes for 2008

 3.

A Design Tour of India for Design Professionals:

Organized by Pratt Design Incubator, USA

'India: Innovation from Necessity'

- **January 1-14, IDC, IIT Bombay, Pune, Jaipur, Thilonia, NID Ahmedabad**

India:
Innovation from necessity.
A tour of discovery for design professionals
January 1 — 14, 2008

http://incubator.pratt.edu/india/

4.

It gives me great pleasure to invite you to the Webdesign International Festival 2008 pre-elections. Ray+Keshavan| the Brand Union are the exclusive Indian Partners for WIF 2008.

This unique competition provides talented, skilled and creative designers (pros, students and aspiring-pros) to showcase their talents at a global level. The competition is based in Limoges, France and winners from India will travel on an all expenses paid trip to take part in the Grand Finale, which includes select competitors from across the globe. The festival in France will host a number of seminars, workshops and promises to showcase the newest developments in design and technology in the interactive arena.

Last year the winning team walked away with an all expenses paid round-the-world trip, visiting various leading designers and design firms. The year before, the winning team got a Million Dollars in Cash. More on this year's big Prize - watch the space.

Ray+Keshavan| The Brand Union will organise the

pre-selections to be held at the Park Hotel, Bangalore, India. At 4 pm on the January 18, a brief will be released to all participants. Each team will have 24 hours (till 4 P.M on Saturday 19 January 2008) to design, code and create a site, up and running on a specific FTP server. One Indian team will be selected out of the participants as the to compete in the finals at France.

Ray+Keshavan | The Brand Union is hosting the place, providing free Wi-fi Internet, food for 24 hours and entertainment at the end of the show. You may also participate via the net but then you would be competing with online participants around the world - whereas participating in Bangalore enormously increases the chances of winning an all expenses trip to the finals in France and the festival itself. And then it promises to be a heady party with some live music, eclectic crowds and inspiring design teams.

The numbers of teams are limited (each team can consist of 2 – 4 people) and we have had excellent response even with little or no efforts at publicizing the event, so if interested, please send in your entries quickly. Email Veena at: veena.soans@ rayandkeshavan. com and she will send you an entry via email which you can post/fax/email back to confirm attendance. And please do have a look at the festival website www.webdesign-festival.com
Needless to say, if you know someone who may be interested, please pass it on. Look forward to seeing some of you in Bangalore soon...
J Dutta | Creative Director,
Ray+Keshavan : The Brand Union

5. 10-12 July 2008
CHANGING THE CHANGE: DESIGN VISIONS, PROPOSALS AND TOOLS
An international conference on the role and potential of design research in the transition towards sustainability Torino, Italy

http://www.changing thechange. org

Organized by Co-ordination of Italian Design Research Doctorates in cooperation with the

Conference of Italian Design Faculty Deans and Program Heads In the framework of WORLD DESIGN CAPITAL TORINO 2008 An ICSID initiative of the IDA Endorsed by the Design Research Society

The conference "Changing the Change" seeks to make a significant contribution to a necessary transformation that involves changing the direction of current changes toward a sustainable future. It specifically intends to outline the state-of-the- art of design research in terms of visions, proposals and tools with which design can actively and positively take part in the wider social learning process that will have to take place. At the heart of the conference, design researchers will present concrete and documental research results. This will be complemented by invited keynote speaker presentations that will help paint a clearer picture of the common ground from which the conference will take off.

AIMS
the conference seeks to make a significant contribution to the twofold transformation underway. It specifically intends to outline the state-of-the- art of design research in terms of vision, proposals and tools with which design can actively and positively take part in the wider social learning process that we refer to as "changing the change." The conference has a double aim:
- to consolidate a design research culture and practice oriented towards a constructive critical attitude able to reach all design disciplines. The conference intends to focus on the way in which the question of "changing the change" is present and widespread throughout the research community and in relation to all design fields: from product design to communication design; from interior design to interaction, service and strategic design; from social design to fashion design.

- to outline the state-of-the- art of contributions that design research is today able to bring to social conversation about the future. The conference seeks to bring visibility to significant results. This with particular attention to visions of the future, to feasible solutions and to tools to help bring them into being . It will also enable us to make of the conference and its published output a tool for communication with the outside world; a tool able to demonstrate what design research can offer today to help re-orientate the transformation underway.

In view of these aims, the conference will centre on the presentation of research results that could make a positive contribution to 'changing the change'. It will welcome contributions that take as their starting point transformations that have already taken place and those underway, and the necessity to re-orient them towards more sustainable outcomes. It hopes to present the widest range of possible world visions, feasible proposals and the design tools that could bring them into being.

THEMES

the field of interest of the conference is vast and will be divided into various specific themes within which more precise, focused discussion will be possible. This organization into specific themes will be undertaken after contributions have been selected, so as to take into account what will actually be proposed. For the moment we only indicate an initial, general division into the three themes already introduced: visions, proposals and tools. Visions: this section will present research results that lead us to imagine possible worlds, or parts of possible worlds. It includes the results of activities in the field of scenario design and more general visions produced by research into specific products, communications and services. It also includes a comparative analysis of visions emerging from design history and from a comparison of different cultures.

Proposals: this section presents results of design research that give rise to concrete solutions

containing elements of systemic innovation. They are also legible as concrete steps towards a new generation of sustainable products, services and systems. So, products, services and product and service systems are proposed along with the communicative artifacts that link several actors and artifacts together. It also proposes places for a new everyday life, the activities that take place within them and the new production and consumption networks that emerge from them. Tools: this section presents the results of research that aims to redefine and develop conceptual and operational tools which enable designers to operate within change and influence its direction. Such tools enable them to participate constructively in new design networks, and deal with emerging problems. Tools may be proposed for conceptualization and representation, for calculation and appraisal of results or for stimulation and prototype making.

AUDIENCE

The conference will mainly be a meeting point for academics, researchers and research students in the field of design theory and practice. However, in uniting a high academic level with the effort
to present concrete results of activities carried out, it will also be of considerable interest to the wider design community and to those economic and social operators who recognize the potential of
design practice and design research.

CALL FOR PAPERS

Abstracts should be between 500 and 700 words long, excluding the bibliography. The deadline for the reception of abstracts is January 21, 2008. Reception of abstracts will be acknowledged and notices of acceptance or rejection will be sent by March 3, 2008. The abstracts will be evaluated and selected by a blind peer review process. Full papers are limited to 6000 words. The deadline for full papers is on May 26, 2008.

Selection criteria

The abstracts will be evaluated and selected by a blind peer review process. Coherently with the conference aims, the Peer Review Committee will

base its decisions on three major criteria: (1) relevance to the topics of "Changing the change"? as outlined below and in the website, (2) focalisation, in terms of clarity of the vision, of the proposal or the design tool and theory they present, and (3) reliability, in terms of the quality of the design research on which the paper is based.

More precisely:

- abstracts must be clearly defined as visions, proposals or design tools and theories (please select the proper option at the head of the abstract template and delete the others) : visions refer to scenarios of possible worlds, or parts of possible worlds; proposals present specific solutions to specific problems; tools and theories introduce conceptual and operational devices enabling designers to operate in contemporary contexts.

- Abstracts must clearly refer to the contemporary context and to its on-going transformations (considering the different ways they are taking place in different regions of the world). In this framework, they should present design research results that, moving from a deep understanding of these transformations, propose a design contribution involving a re-orientation towards more sustainable directions.

- Abstracts must present design research results and clearly indicate the specific research programme they are based on (with its aims, methodology and main actors). Given these three pre-requisites, abstracts (and the papers that will follow) can deal with any topics in any design fields: from product to communication; from interior to interaction; from service to strategy; from social design to fashion.

CALL FOR VISUALISATIONS

Special consideration will be dedicated to abstracts/papers presenting design research projects with highly communicative visual results.

Therefore, together with the abstract/paper, a visualization can be submitted as material for an exhibition that will be organized parallel to the Conference.

The visualizations do not substitute the papers. To be accepted for evaluation they have to refer to a paper that has to be selected by the Peer review Committee.

The conference will host an exhibition based on the visualizations proposed by selected papers. These visualizations are not the traditional scientific posters. They are visual presentations of design research results. They have to show visions of possible worlds and proposals for sustainable solutions. Whoever intends to deliver a visualization must submit a first draft together with the abstract of the paper presenting the research on which the visualization is based. (Deadline: January 21, 2008)

PUBLICATIONS

All selected and presented papers will be published on line, and placed in the conference website in printable form.

A special peer review jury will adjudicate the best papers submitted. The best papers and the presentations of the keynote speakers will be published in book form.

[http://www.changingthechange. org](http://www.changingthechange.org)

6.

Human Factors International (HFI) invites you to our free, live Webcast:

"What have we learned? Looking back at 2007: Highlights and takeaways from recent Human-Computer Interaction research"

Live broadcast: Thursday, January 10th at 3:30 pm ET (US)

Learn research-based design principles that you can apply immediately.

Download free whitepaper and connect to Web cast at:

http://www.humanfactors.com/downloads/webcasts.asp

Through a series of 2007 web casts and e-newsletters, HFI shared insights into the fields of human computer interaction, ergonomics, cognitive

and social psychology, computer science, marketing, and economics. We reported on relevant trends that significantly impact the usability profession and business.

In this Web cast, Susan Weinschenk and Dean Barker will examine 6 of our favorite studies and their practical impact on user experience design. Taken from HFI's Putting Research into Practice course, this includes research on:

- Trust factors in health Web sites
- Data-gathering methods for children
- Usable error messages on the Web
- Aesthetic perceptions of Web pages
- Eye gaze patterns for searching vs. browsing

The broadcast includes audio/video and slides, concluding with a live Q&A session where you can submit questions.

Mark Cohen, VP Marketing
Human Factors International
http://www.humanfactors.com
Usable. Experience. Design.

P.S. Download the whitepaper which summarizes the research at:
http://www.humanfactors.com/downloads/webcasts.asp.

7. Dear Color People,

Color Marketing Group is the premier international association for color design professionals. Our mission is to create color forecast information for professionals who design and market color. We are "the" place for color info exchange. Color sells and the right color sells better!
This is a great opportunity to attend an international color forecasting conference in vibrant India, in the pink city of Jaipur.
At the wotrkshops one will share ideas, key influences, color trends and together forecast the palette for 2010 onwards. An opportunity for color

marketers designers and color developers to interact with others in the fraternity discussing products, fashion, retail, real estate and communication.

Who knows the color of the year will be one that you have helped influence!

This interaction gives us tremendous advantage in our work as we focus and work towards projections made with knowledgeable peers.

Please do log onto the CMG website and click onto the Jaipur conference http://colormarketi ng.org <http://colormarketi ng.org/>

On the site you will find dates for meetings and activities for ColourFast, india. Download and send registration to head quarters as soon as possible. There is a form for hotel registration, which closes on January 9th 2008.

Do call or mail us for any clarifications. Call 022-24955286, 98-192-77777.

Asia Pacific Chair CMG

Design Director, Freedom Tree Design

8.

Innovation for India Awards
19 March 2008: Hilton, Mumbai

The Marico Innovation Foundation which has announced its 2nd Innovation for India Awards to be held on 19th March 2007 in Mumbai. Marico Innovation Foundation was formed by visionaries like Dr. Ramesh Mashelkar in 2003. The mission of the Foundation is to fuel Innovation in India and focus on providing the country with a belief that Innovation is a crucial way to leapfrog into the center stage of global business leadership.

As a step in this direction, the foundation institutionalized its first "Innovation for India Awards" in 2006. The purpose of these Awards is to acknowledge and reward projects in the field of Business and Social Innovation. The volume of nominations received last year was an indicator of the unique insights and the ability within India to incubate innovative ideas which positively impact lives. This year the Awards giving ceremony would

be held on 19 March 2008.

Economic Times is supporting this initiative and on behalf of the Marico Innovation Foundation is pleased to invite you to file in your nomination for Innovations in business and social sector. If you feel your organization has done something innovative, please apply using the attached application form or the link http://www.maricoinnovationfoundati on.org/awards/formsdownload.html

For any query with regard to the nomination, you may contact our Knowledge Partner, Erehwon Consulting at the following:

Gerald Jaideep: +91 99005 70798

Priya Iyer: +91 98451 19217

Innovation for India Awards,

C/0 Erehwon Innovation Consulting,

 # 1894, 8th Cross, HAL 3rd Stage, Bangalore 560075

Email: iia2007@maricoinnovationfoundation.org

Tel: +91 80 41153231 / 25263423

Fax: +91 80 41153230

The Economic Times

B2B Special Initiatives

Tel: +91 22 22735426

Fax: +91 22 22731027

Web: www.etintellegence.com

9. Design For All Institute Of India jointly with IIT-Delhi has organized the talk of Prof Jeffrey. H Schwartz of Pittsburg University, USA for students who are pursuing Bachelors, Post graduate and research scholars

Reconstructing George Washington

Recently, a team of experts headed by Dr. Schwartz have completed a 2-year long project to recreate the appearance of George Washington. Using computer imaging and forensic techniques, a more accurate picture of the first president has been constructed than what is normally seen in paintings and on the dollar bill.

An overview of the reconstruction, from the 2006 special issue of Scientific American:

George Washington at 19 years old

- *Dr. Jeffrey Schwartz was asked to make the first forensic reconstruction of George Washington. Part of a new education center at Mount Vernon, the project calls for full-length figures of the first president at the ages of 19, 45, and 57.*

- *The skeletal remains could not be used to furnish clues. A statue, portraits, a life mask, dentures, and clothing - all from the later stages of Washington's life - constituted the available evidence.*

- *A special three-dimensional computer program allowed Dr. Schwartz and his colleagues to combine and manipulate these clues to arrive at the three lifelike reproductions.*

A forensic reconstruction without using bones? Read how it was done in
the Scientific American article

Related Articles

Pittsburgh Post-Gazette - 3-D recreations by Pitt anthropologist bring new dimension to first president

USA Today - Science to unveil "the real George Washington"

YOU ARE CORDIALLY INVITED
FOR THE TALK

Speaker: Dr. Jeffrey H. Schwartz

Date: Wed. 16-1-2008
Time: 4 : 30pm

Venue: M. Des. Studio, IDDC
IIT Delhi

Those who wish to know more in this topic they can contact Jeffrey H. Schwartz, Professor and President-elect, World Academy of Art and Science Departments of Anthropology and History and Philosophy of Science

3302 WWPH
University of Pittsburgh
Pittsburgh, PA 15260
office: 001 412 648 7509
fax: 001 412 648 7535
website: www.pitt.edu/~jhs
Or
Design For All Institute of India
Dr. Sunil Bhatia
Dr_subha@yahoo.com

From Left To Right   Prof Jeffrey lecturing

Prof & Head Lalit Das, National Museum Director Mr. S.P Singh

Prof Jeffrey & Dr. Sunil Bhatia

Students interacting with Prof Jeffrey

10.

Pink will be the automotive color of the future, claimed 27-year-old Rajesh Kumar Gogu, as he enthusiastically explained the concepts behind the Maruti Suzuki's futuristically designed A-Star hatchback. India's largest carmaker had picked up Gogu when he completed his post graduation in Master of Design from IISc. A few years into his first job, Gogu along with 31-year-old Saurabh Singh was given the responsibility to design Suzuki's global car.

"This is our message to the world that Indian automotive designers have arrived," says Singh with a big grin on his face, as the crowd jostled to get a glimpse of the car. Just then, as if to prove him right, a Maruti Suzuki official informed that the company has increased the number of design engineers on its payroll from 300 to 1000.

But Maruti Suzuki is not the only company planning to bring into play Indian design ingenuity. After Girish Wagh's Nano, which showed the world that design is not a complex affair, almost every car manufacturer is banking on Indian talent. Automotive design competitions are being organised by the dozen and winners are being offered internships in top companies.

Says Dilip Chenoy, director general, Society of Indian Automobile Manufacturers (SIAM): "There is

a shortage of designers and companies Mahindra & Mahindra, Renault and Tata Motors are collectively asking us to organize design competitions to spot new talent." At the recently held design competition at the Auto Expo, IIT Delhi walked away with the first prize.

Auto Expo: The window to tie-ups, JVs & networking Auto majors to rethink strategy on ultra low-cost car Not only Nano but vintage too attract crowd at Auto Expo 9th Auto Expo at a glance

"These kids know and understand what Indian customers want. At M&M's BAJA SAEINDIA competition at Indore almost all the participants have been picked for internships. Even in the Automotive Mission Plan there is a proposal to build the country's first Independent Styling Institute."

Recently, companies such as General Motors, Renault and Hyundai among others expressed their intentions to use Indian shores as a base for design development. In a move to further strengthen its global presence and provide design services to GM's operations in India and other parts of the world, General Motors India opened the GM India Design Studio in Bangalore.

The new facility, which is located at the GM Technical Centre-India (GMTCI), is supposedly India's first digital design studio. Says GM India president and MD, Karl Slym: "The opening of the GM India Design Studio is an important step in GM's

growth in this crucial market for our company . It will serve as an important component of GM's 11-member global design network and will give us the ability to design vehicles in India for India to meet the unique needs of our customers across the country. At the same time, it will help us attract additional talent to GMTCI."

And fresh talent is what other auto companies are looking for. French carmaker Renault is also on the lookout. Explains a Renault spokesperson: "Design is a cross-functional activity at Renault, it contributes to the creation of cars for the group's different brands as well as commercial vehicles, two-wheelers etc . Earlier Indian students had little or no international exposure but now with the emergence of the global village and the proliferation of the internet amongst India's young about global design trends, there is no reason why they cannot quickly overcome their past deficiencies in the very near future."

The 'IndDesign' competition, which was launched in August last year, helped Renault DeSign to discover and develop design potential and talent across India. From a total of 77 students representing 12 design colleges from across the country who participated in the competition three winners from the National Institute of Design, were offered internships at Renault DeSign's Mumbai studio.

"Along with other global manufacturers who are in the process of setting up design studios in India, we want to better understand and respond to the needs of the Indian market and customers. Increasingly Indian carmakers are also setting up and/or developing their own facilities that rely less on European consultancies, as they previously did," adds the spokesperson.

Even Korean carmaker Hyundai is also thinking big. Hyundai has 100 people in Chennai and 190 in Hyderabad who are working on future models using computer-aided design. By next year the company plans to employ 800-1,000 more at its development centers.

And according to Siam's Chenoy, it is not only the big carmakers that are scouting for new talent. "There is an emergence of re-designers and aftermarket modifiers in the country. Till now they were family run businesses. But after the success of people like Dilip Chabria people are taking them seriously. And these companies are also looking for fresh talent."

And you can bet on it that the sudden rush for Indian designers is not an accident. And to prove it, Sherlock Holmes would have definitely said, "No, Watson, this was not done by accident, but by design."

Appeal:

1. Dear All

It is my great pleasure to invite you to the second annual Convocation and Mela for graduates of Kala Raksha Vidhyalaya.

Assured of the infinite creativity of traditional artisans, Kala Raksha has launched this first institution of design for artisans.

For one year, eleven embroidery artisans from suf, Rabari and Jat traditions of Kutch have studied with some of the finest designers from India and abroad. Learning colour, concept, product development and market trends, they have acquired knowledge and skills and applied these directly to the hand skills in which they are experts.

Come; experience the cutting edge of traditional craft... The graduates of the class of 2007-08 now proudly present their collections for spring-summer 2008. These are some of the first ever professional collections completely designed and produced by traditional artisans of Kutch.

The Convocation of the graduates will take place on 19 January morning at Kala Raksha Vidhyalaya, in Mundra Taluka, Kutch.

From the 18th evening through the 20th afternoon, we invite you to enjoy our village Mela. On the 18th evening we will host a Fashion Show under the stars. From the 19th afternoon learn weaving, block printing, bandhani and embroidery from artisans in our studios.

Take a camel cart ride to Tunda Vandh, our neighbouring Rabari village world famous for its mud bhunga homes. Listen to folk music of Kutch, enjoy snacks or a Kutchi meal, and of course visit the exhibition of Kala Raksha Vidhyalaya graduates! This is your golden opportunity to purchase or order

exciting and completely new art and craft of the finest design and quality.

On the 19th evening we will delight you with music and dance presented by local artists. All events will take place in the tranquil clear open air of our rural campus.

Please visit our website **www.kala-raksha.Org** or **www.kala-raksha.org/mela/vidhtalay.Htm**

for details of location, accommodation and schedule for this event. And please do join us in this gala celebration of our artisans' achievements

Kindly let me know if anyone is interested in coming for the event and if needed, we can book accommodation.

Looking forward to meeting you at the Mela,

Mela Coordinator

2.

Are you wondering how a visually impaired person uses a computer or how a person with cerebral palsy works with a computer?

Come to India's first assistive technology exhibition during 4th and 5th February 08 at India Habitat Center, New Delhi. The exhibition will focus on the range of technological products that can empower persons with disabilities.

Visit the Experience Zone, where you can see how people with different disabilities use assistive technology. You would get an opportunity to see technology used by different disabilities such as:

Visually Impaired – Screen Readers, Braille Displayers, Braille Embossers, Magnifiers

Mobility Impaired – Adaptive keyboards, Alternate Typing software

Learning Disabled – Scanning & Reading Software, Word Prediction software

Hearing Impaired – Assistive Listening Devices

Aids for senior citizens - Magnifiers

In addition, see website that are accessible and flash games that are accessible to all! If you are a technology enthusiast, or a teacher or a parent, come and get a new outlook on technology.

Some of our exhibitors are: Ash Technologies, BarrierBreak Technologies, Caretec, Digital Empowerment Foundation, Dolphin Computer Access Ltd., HIMS, i4d, Karishma Enterprise, Modular Infotech, Optelec, RNIB , UK , SightSavers, Uttejna and many more!

To register for the exhibition visit: http://www.barrierbreak.com/exhibitionform.php . Kindly note there is no registration fee to visit the exhibition.

Pooja Nahata | Strategic Account Manager

BarrierBreak Technologies

India: +91 (22) 2686 0485/86

Cell: +91-98207 25102

USA : +;1 (781) 452 0677

Web: http://www.barrierbreak.com

3.

 An international symposium defining graphic design for the future

9-11 July 2008
London College of Communication
University of the Arts London
United Kingdom

New Views 2 seeks to look in depth at the broader questions that graphic designers are facing today in terms of the profession and educational practices. At the same time, the symposium is meant to generate debate and to identify what new challenges might lay ahead for practitioners, academics, industry and the profession overall.

Themes to be addressed might include:

· Who are we? Problems of defining terminology: visual communication, communication design, graphic design, information environments
· the role of graphic design for the 'real world'
· graphic design and interdisciplinary
· graphic design and research methods
· design writing/criticism and repositioning debates
· practice-led PhD research in the field of graphic design
· responsive curriculums and shifting paradigms
· research, innovation and new critical thinking

An accompanying exhibition of posters from designers, students and academics opens in London 9th - 21st July, 2008 and then travels to RMIT, Australia. A digital exhibition will also be presented via the conference website.
Deadline for Paper Abstracts: 1 February 2008
Deadline for intention to submit posters: 1 March 2008
For full details:
<http://www.newviews .co.uk>
http://www.newviews .co.uk

Or, contact the co-organizers:

Professor Teal Triggs
Head of Research, School of Graphic Design,
London College of Communication

Co-Director,
University of the Arts London Research Unit for
Information Environments,
London, UK
<mailto:t.triggs@lcc.arts.ac.uk>

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Dr. Laurene Vaughan
Director of Research and Innovation, School of
Applied Communication, RMIT
Executive Member
RMIT Design Institute
Melbourne, Australia
<mailto:laurene.vaughan@ rmit.edu. au>
laurene.vaughan@rmit.edu.au

4.

Srishti's first batch of product design students enter into their final (fourth) year in 2008. In April and May, they are ready to do internships and this is a request for all those of you who can offer them 6 to 8 week internship opportunities during this period to please communicate with me at the earliest.
Each of the five students is unique and special in her/his own way, and we are keen to ensure that they are well matched with their interning organization (and vice versa) such that it could blossom into a long-term fruitful and mutually beneficial relationship. Yes, the next opportunity is for sponsored 3-month diploma projects that would officially commence in August 2008, but the preparatory work must commence by May latest. If you have any opportunities here, once again please get in touch with us sooner rather than later.
www.srishti.ac.in

Job Openings:

1.
Regalix is looking for firms or individuals in Bangalore who can take up usability and design consulting work on a project basis.

If you are interested, do contact us; will also really appreciate if you can point us to the right individuals or firms in this domain, preferably based out of Bangalore.

Please contact: nvohra@regalix-inc.com   or SMS/call on 98453 34981

Regalix creates innovative marketing and technology solutions to transform our customers' business. Know more about Regalix at www.regalix.com

2.
Fiberlink Communications Inc, a leading provider of Secure Remote Access solution is looking for experienced Usability professionals for its Bangalore R&D center.

Scroll down for additional information.

Interested candidates may get in touch with Narashimhan at VNarasimhan@fibrelink.com Fiberlink Communications Inc, the world's leading provider of Secure Remote Access solution and am responsible for our Portal and Backend applications.

We, at Fiberlink, are working on developing our Next Generation Platform that will help position ourselves solidly as a Laptop management and Compliance platform and are looking for a usability expert who can help us provide a world class User experience to our customers in our portal applications.
We are looking at someone with a significant experience in designing enterprise web-applications/ portals and would be interesting in

getting engaged with us in this initiative on a Consulting basis.

Can you please let me know if anyone you know would be interested in this opportunity.

A bit more about Fiberlink:

Fiberlink helps global enterprises improve information security and support mobile and remote workers with ease and confidence.

 Fiberlink's Extend360 Mobility Platform is a unique laptop management and compliance platform for endpoint security and wireless services.

 Fiberlink Security Services protect laptops against external and internal threats. Fiberlink Connectivity Services allow mobile employees to connect to the Internet and corporate networks quickly and easily.

 Together these services provide mobile employees with total endpoint and network security and true anytime, anywhere network connectivity. They help IT organizations improve security, maintain regulatory compliance, improve employee satisfaction, and reduce operations and networking costs.

Today Fiberlink's technology protects and connects one million mobile workers in over 700 companies.

 We are headquartered in Blue Bell, PA, USA and have a R&D center in Bangalore.

 More about Fiberlink at **www.fiberlink.com** **<http://www.fiberlin k.com/>**

 Mobile: 9886246190
 Office Phone: 080-66181842
 Email: **vnarasimhan@ fiberlink. com**
mailto:**vnarasimhan@ fiberlink. com**>
 Fiberlink Communications Corp.
 For more information on Fiberlink, visit
http://www.fiberlin k.com
 <http://www.fiberlin k.com/>.

3.

 Project brief: Develop website and certain intranet applications for medium sized Lighting Company.

Phase1: Homepage with basic information will be targeted by 8-Feb-2008

Phase 2: Other features/applications will be linked up as they're developed

Looking for: small/medium design house (Bangalore based) who can work closely understanding our needs and preferably be a one stop-shop

Scope of work: Website developers with full service of designing including

- website design (aesthetics, usability.)

- catalogue pages design

- intranet applications

- flash animations

- calculators

- firewall

- search engine registrations

- website hosting services for an initial period until we've our own web server

Contact details: <mailto:vijay_krishnan@ yahoo.com> vijay_krishnan@ yahoo.com; mobile: 9886085717

4.
Satyam UXM Team is looking for Jr. & Mid-level

Designer for Chennai Location.

Experience and qualifications:

●2 to 4 years of Designing Experience

●Excellent ability to conceptualize visually dynamic

and concise ideas

●Sensitivity to American brands and culture

●**Excellent aesthetic senses, design, color, and layout skills**

●**Excellent communication and customer-service skills,**

●**Experienced with Photoshop**

●**Strong organizational skills, Positive, flexible attitude**

●**A strict attention to detail and design guidelines**

Please send online portfolio URL or attach digital examples in an email.

Please note:

- Application with NO work samples will NOT be considered.

- Only short-listed candidate will be notified for interview.

- Immediate availability is preferred.

- Ensure state your current, expected salary, earliest availability.

Information provided will be treated in the strictest of confidence and will be used for recruitment purpose only. Kindly mail it to

lokesh_naicker@satyam.com or

lokeshnaicker@yahoo.com

5.

Company: Titan Design Studio

Location: Bangalore

Job Level: Industrial Designer

Field: Product Design

Job Functions: Industrial Design, Product

Development, Design Research, Styling, Project Management

Description

this is a world class opportunity for a high caliber Product Designer to join Titan Design Studio team. TDS is a dynamic studio made up of an energetic group of innovative designers. This is an opportunity which is best suited to a designer with essentially a broad background across a number of different product categories. As a Designer, you will be tasked to help create innovative solutions with strong sense of manufacturability and cost and communicate simple and intuitive solutions through cross functional team. The ideal candidate will be able to combine traditional brainstorming/ ideation abilities with the latest computer tools(Corel draw is must) to create fresh, innovative, ground breaking proposals.

We are ideally searching for candidates who have passion for creativity, innovation and the power to influence innovative products through their projects. Candidates will need to be with a degree in industrial design or equivalent. You'll also need a minimum of 2 years hands-on experience in Consumer goods/accessories segment.

We are particularly interested in seeing how you arrive at previous solutions & would like to see any evidence of your design process skills.

Pl mails your portfolio and resume to me at

Rajesh.Sangewar@ gmail.com and cc to Jeo Chako
(HR) at **jeochako@titan. co.in** , size of the file should
not exceed 1 MB .

Design Manger

Titan Design Studio

ph - 080- 66609803

6.
A brand of women's clothing by the name of 'RUH',
which caters to the domestic market.
We have a vacant post of a Textile or Apparel
Designer with a minimum experience of 1-2 years.
We need 2 designers, one designer for our Pret and
another for the Couture line.
 Anyone interested in the following work profile,
please contact me on this email address or the
following phone number: 0124 4228410/11.
For anyone who wishes to have a look at our
garments, we have two stores in Delhi, one in Khan
Market and the other in Select City Walk, Saket.
Work Profile:
Post: Textile / Apparel Designer
Experience: 1-2 years
Work place: Gurgaon

7.
 FICCI's Design Sector (Mumbai)
FICCI requires a Graduate, diploma / degree in
Design field at its Mumbai Office immediately.
Job Profile:
* Conduct research on Design.
* Monitor & analyze trends & devts nationally and
globally.
* Establish global partnership with academic
institutions and similar design associations.
* Organize conference / seminars / training
programs / workshops.
* Track projects of similar bodies working on design
sector.
* Business development through good business
practices leading to policy change.

Skills: Excellent command over English, Good in analytical, communication, interpersonal skills and computer knowledge. Should be competent to work in a team!

Experience: 2-3 yrs

For details contact:-

Dipti Verma / Swati Pandey

FICCI-Western Regional Council,

Telephone No. 24968000. Fax No. 24966631,

**Email: dipti.verma@ ficci.com,
<mailto:dipti.verma@ ficci.com,%20swati.pandey@ ficci.com>
swati.pandey@ ficci.com**

Applications with CV can be addressed to:-

Dr. Vaijayanti Pandit

Director, FICCI-Western Regional Council,

Telephone No. 24968000. Fax No. 24966631

Email: drvpandit@ficci. com

8.
Looking for a designer/architect who would like to work on products, furniture and spaces in an integrated manner .

I specialized in working with spaces (heritage, museum, public and retail spaces) and on branding and publications (books, brochures, posters). I have a strong interest in developmental issues addressed through design and work with various organizations that deal with traditional Indian crafts.
I have worked on museum projects with the Victoria & Albert Museum, London; Museum Rietberg, Zurich;

Victoria Memorial, Kolkata, Crafts Museum, Delhi; with developmental organizations ranging from the Agha Khan Foundation, UNWFP to smaller NGOs in Gujarat and craft communities across eight Indian states; and on public spaces and street furniture in Mumbai, Gujarat and Punjab.. Mobile +91.98101.22133

mail@siddharthadas.com

Studio:
Y 16 Hauz Khas
New Delhi 110016 India
Phone +91.11.2651. 1386
Telefax: +91.11.4165. 6242

9.
A job opening for Designer in Proteans , Bangalore. Please contact Vaibhav (vaibhav.khare@ proteans.com)

10.
   Fiserv India is looking for UI designers & UI Specialists / Engineers to be part of its Usability Engineering Practice. These roles will work closely with Technology Center of Excellence, Product management, multiple product dev teams across Core Banking, Payment solutions, Insurance, CRM & Business Intelligence domains.

User Interface Designer
Location: Pune / Noida
1 to 4 years experience in designing Wire frames, Navigation maps, UI Prototypes, Visuals and icons
Experience with task flow analysis and usability methods
Exposure to UCD, HCI principles & ability to contribute across SDLC
Good design ideation, presentation and communications skills

User Interface Specialist / Engineer
Location: Pune / Noida
2+ years of experience in rapid prototyping of web applications
Advanced understanding of HTML, D/XHTML, CSS, JS & XML/ XSL
Experience designing Standards compliant web pages / prototypes
Exposure to RIA and AJAX frameworks, visual

design tool, flash / Flex will be added advantage
Fiserv Inc. (NASDAQ: FISV), a Fortune 500 company,
is a leading provider of information management
systems and services to the financial and insurance
industries. With nearly 23,000 employees,
the company serves more than 18,000 clients
worldwide and is the leading provider of core
processing solutions for U.S. Banks, credit
unions and thrifts. For more information visit
www.fiserv.com
If you are interested, please send your profile to
ravi.shankar@fiserv.co.in
11.

Fair Isaac Corporation (NYSE:FIC) combines trusted
advice, world-class analytics and innovative
applications to help businesses make smarter
decisions. Fair Isaac's solutions and technologies for
Enterprise Decision Management turn strategy into
action and elevate business performance by giving
organizations the power to automate more
decisions, improve the quality of their decisions, and
connect decisions across their business. Clients in 80
countries work with Fair Isaac to increase customer
loyalty and profitability, cut fraud losses, manage
credit risk, meet regulatory and competitive
demands, and rapidly build market share.
This is regarding an opportunity that we have for
Technical Lead
Position. This position will be based in our Bangalore
office.
JOB DESCRIPTION:
● Creates pages or screens and interactive
prototypes for:
o Usability Evaluations
o Development Specifications
● Creates proof-of-concept solutions
o Particularly useful when told "it's too hard" or "it
can't be done"
o Critical to have someone with strong technical
skills, and a background or experience in Human
Computer Interaction, or Psychology, or User
Experience Design

Experience:

• **At least 3-5 years of experience in the designing and prototyping for consumer software products. A strong portfolio (i.e. a proven track record in designing successful consumer web applications and Web sites) demonstrating breadth and creativity in successful product design as well as versatility with design and prototyping tools.**
• **At least five years of user interface design experience. Experience in designing UI Software application for Enterprise-wide Finance software applications a plus Education requirements include either an MA/MS in interaction design, industrial design or highly related field, OR a BA/BS in one of the above fields with significant industry experience.**
• **Solid knowledge of the field of human-computer interaction, interaction design, affordance design, interface design and visual design is required. Strong interest in and aptitude for learning new technologies is a must. Additional, hands-on experience in a secondary field such as industrial design, software engineering, etc. is highly desired. Strong written and oral communication skills are required.**
• **Demonstrated experience with Adobe Photoshop, Image Ready,**
• **Illustrator, and Visio.**
• **Expert knowledge of web-related technologies including: HTML, JavaScript, CSS, DHTML, and AJAX.**
• **Additional programming experience Flash required and experience in Perl, ASP, JSP preferred.**

b). Technical Manager
Position. This position will be based in our Bangalore office.
JOB DESCRIPTION:

• **Plan, prioritize, coordinate, and conduct user requirements analysis, task analysis, conceptual modeling, information architecture design, interaction design, and usability testing.**
• **Design and specify user interfaces and information architecture using participatory and iterative design**

techniques, including observational studies, customer interviews, usability testing, and other forms of requirements discovery.
• Produce user requirements specifications, personas, storyboards, scenarios, flowcharts, design prototypes, and design specifications.
• Effectively communicate research findings, conceptual ideas, detailed design, and design rationale both verbally and visually.
• Lead in the design process to create UI wireframes and renderings, drive decisions, track issues, and assist in estimating resource needs and schedules.
• Work closely with development teams to ensure that design specifications are implemented.
• Participate as a contributor to an interdisciplinary team that includes other designers, project management, business and brand strategists, and hardware and software developers.

Additionally, work with the Prototype to guide prototype development to create pages or screens and interactive prototypes for:
o Usability Evaluations
o Development Specifications
• Creates proof-of-concept solutions
• Critical to have someone with strong technical skills, and a background or experience in Human Computer Interaction, or Psychology, or User Experience Design

Experience:

• At least five years of user interface design experience.
Experience in designing UI Software application for Enterprise-wide Finance software applications a plus. Education requirements include either a MA/MS in Human Computer Interaction, Human Factors Engineering, or Cognitive Psychology OR BA/BS in one of the listed fields with significant industry experience.
• Strong knowledge of user interface design processes and methodology, particularly as applied to Web-based applications and consumer

electronics.

• **Strong project and people management skills. Must be able to function as a project leader as well as an individual contributor.**

• **Proficiency with design and prototyping tools such as PhotoShop, Illustrator, Visio, and Dream weaver.**

• **Knowledge of capabilities and limitations of Web technologies such as HTML, JavaScript, Flash, and CSS. Demonstrated experience with Adobe Photoshop, Illustrator, Visio, and Image Ready**

• **Excellent communication and organization skills.**

• **Masters degree in Human-Computer Interaction or a related design or behavioral science discipline.**

• **A passion for creating products that resonate emotionally with people.**

Solid knowledge of the field of human-computer interaction, interaction design, affordance design, interface design and visual design is Required. Strong interest in and aptitude for learning new technologies are a must. Additional, hands-on experience in a secondary field such as Industrial design, software engineering, etc. is highly desired. Strong written and oral communication skills are required.

Additional programming experience Flash required and experiences in Perl, ASP, JSP a plus.

Please send across your updated resume if you are interested in pursuing this opportunity to dhanyacnair@ fairisaac. com

Our office address is:
Fair Isaac India, Titanium Building, 2nd Floor, 135 Airport Road, Kodihalli, Bangalore
Landmark: Opp. to Hotel Leela Palace, Next to Intel Building
For more details, visit our website:
http://www.fairisaa c.com

12.
We are looking for freelancers or organized sector animators for some corporate communication work that is currently being defined. The closest example I can think of is 'in-flight safety demo animations'.

Please send a small clip (compressed to less than 7MB) of your work to my email address below if you have the skill sets and the time
hari_nair@whirlpool.com

Global Consumer Design Asia
New Delhi Studio
Whirlpool Of India Ltd,
Plot No-40, Sector-44,
Gurgaon-122002 (Haryana), INDIA
13.
The National Institute of Design (NID) invites applications/ nominations for its prestigious O P Jindal Chair for Stainless Steel Product Innovation and Development to be seated at its Heritage campus Paldi, Ahamedabad.

The chair is expected to develop new areas and applications utilizing the stainless steel material and technology in order to contribute and benefiting industry in particular and society in general. The Chair will also direct and facilitate a range of projects and activities, particularly dealing with applications of stainless steel material and technology. The chair will have adequate project facilities, resources, and network for its functioning and would have good interaction with faculty and students at the campus at Ahmedabad, Bangalore and Gandhinagar and be part of the NID family.

Prof Gajanan Upadhyaya was the first incumbent of the O P Jindal Chair for Steel Product Innovation and Development. During the 3 year term (2004-07), Prof Upadhyaya has designed several products using stainless steel as material, including hospital furniture items. Out of these copy rights 10 designs have been selected by JSL for mass production and marketing by Jindal Architecture.

At present NID is in the look out for a new incumbent to take up the research further to new domains. For further information, please visit our website www.nid.edu . Further enquiry, if any, or application/ nomination along with bio data of the

candidate may kindly be emailed to reseach@nid. edu .

Shashank Mehta

Activity Chairperson, Research & Publications

National Institute of Design,Ahmedabad 380 007

14.
Job Title: Industrial Designer

Introduction:
 Kyocera-Wireless India (KWI) is one of the few organizations in India that is involved in end to end the design and development of cell phones. At KWI all the necessaries functional areas required for cell phone design and development like Hardware, Mechanical, Software development, Product Test, Industrial design, Interaction design, Systems
 Engineering etc operate under the same roof making the organization one of its kind.
 Kyocera Design Centre (KDC) deals with the user experience (Industrial design and Interaction design) aspect of the design and development
 cycle and is looking for talented and passionate industrial designers.
 Interested individuals may mail their resume and short portfolio in PDF format at deepaks@kyocera-wireless.com   and mark a copy to
 rpadma@kyocera-wireless.com .
Summary:
 The role of an Industrial designer is highly creative in nature and involves creation of design concepts that are in harmony with Kyocera Wireless product strategy and design language.
The role involves a deep understanding of the user psychology, creative problem solving and working in a multidisciplinary environment. The role expects one to develop professional expertise, applies company policies and procedures to resolve a variety of issues. An ideal candidate must be perseverate, hardworking and flexible to adapt to the business needs and opportunities.

Requirements:

Maters/Bachelors degree or diploma in Industrial Design .

0-3 years of experience in industrial design .

Experience and exposure in the field of interaction design, graphic design and accessory design is a plus. Excellent sketching skills, international and national design trend awareness and sound understanding of user psychology.

Proficiency in 2D rendering software like Adobe Illustrator, Coral Draw, Photoshop .

Comprehensive working knowledge of 3D modeling and rendering software like Rhinoceros, 3DS Max etc.

Team playing

Excellent verbal and visual communication skills .

Attention to detail and thoroughness of approach.

Ability to execute within tight schedule and business constraints . Ability to adapt to the business dynamics .

Responsibilities:

Communicate design intent through comprehensive documentation including highly descriptive 2D & 3D renderings, study models and CMF (color, material, finish) specification.

Supervise the vendor for making of appearance models. Reviews & evaluate industrial design ideas for feasibility based on appearance, function, cost and market characteristics. Assist and learn the product development skills. Innovate and file patents as per the defined process.

Perform other duties as assigned

15.

At TVS motor company, we are looking for an Apparel designer to design our uniforms. If there is anyone interested, please get in touch with Ms.Rimpi Vohra at 09894401092

(More jobs are available at our web site
www.designforall.in)

For free Registration: write to
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