

Design for All



Chairman's Desk:



Dr. Sunil Bhatia

“India occupies the center-stage in world affairs at the moment and more and more people of the world wish to discover its past and present. They wish to travel over the length and breadth to know why & how it assumes the kind of importance never seen in recent years (and happily, visitors with disabilities are acknowledged in the present scenario) Catering to needs of ALL and making the hospitality as core phenomena. What is being done & what more can be done?”

Our present Honorable Prime Minister is very keen that our premier institutes run by government funding should have concept of Barrier free environment (first remove the barrier from the existing infrastructure whether institutes, public buildings, street infrastructure etc) and time-to-time they are issuing official letters to respective agencies and institutes to implement these ideas. They are not only enforcing rather allocating special funds, monitoring by regularly asking the head of the institutes to submit the progress reports. It is welcome step. Our Honorable Prime Minister is also chairman Planning Commission of India and he has taken personal

interest and requested the Commission that they should work on to allocate the funds for the disabled with in some time frame and funds should be disbursed through Finance Commission in 11th Five year plan. This implementation would change the face of welfare schemes of various government agencies at all central, state & local levels. India is now a signatory to the UNCRPD (United Nations Convention on the Rights of Persons with Disabilities) so has all the more reasons to gear up to work in accordance with their directives of inclusion. India was among the first countries, which signed and ratified the convention. In doing so, India reaffirmed its commitment towards the international policy framework, with respect to persons with disabilities.

Our HRD ministry has passed a historical bill of 'Right of Education' few months back in August 2009 in parliament. In this act every child of the nation has the 'right of education' and it is the responsibility of appropriate governments (Central, state governments & local bodies) to provide the free education for primary level and every school should be barrier free by the year 2020. This bill is very significant for different abled children. To make the accessible this bill is bound to force other agencies to design & implement accessible environments or at least make it physically possible. It means an act has made in isolation without consulting other associated agencies but it will prove boom for accessibility. Once it is passed in parliament it is the collective responsibility of the government to make this act a success story. Our Honorable President has issued a letter to all the departments

of her government through cabinet secretary that all the files pertaining to approval of projects should have elements of inclusive growth otherwise should not be forwarded for approval. All agencies are modifying their projects to incorporate 'inclusive growth'. It is a landmark of thinking by our present governments.

Next great step by present government that they have reserved the 3% quota or seats in jobs and admissions in government sectors or undertakings for different abled persons. Once they join the job or admitted in institutes they need minimum basic environments for working. It will be compulsory for the institutes to build the accessible buildings. Major structural changes are taking place in those proposed buildings. Others at planning stage are introducing the accessibility as per government acts. Making shifts or with minor changes by introducing the ramp or hand rail or guiding floors are as additional structures are introducing in built up of the buildings. Most of the activists are still insisting these are inadequate. But my advice is that they should demonstrate patience .The past governments had shown only apathy for these problems except in 1970 Late Prime Minister Smt. Indra Gandhi had shown little interest and reservation was introduced for C& D levels of jobs in government sectors. It was a humble beginning. The wait would be worth. Present government is serious in tackling these issues with whatever resources they have at its command. Activists should help the government officials in fixing the priority not to condemn all the time whatever is implemented. Government is working with

three-pronged strategy. First is to control the disabilities at grass root levels. They are working extensively on polio eradication by 'pulse polio movement' in entire country. They wish to control the disabilities during the pregnancy period and after the birth of the children .It is most crucial time and there is some probability of disability may happen to newly born child. They are advising the women to eat complete foods supplemented with free medicines (from nearby government hospitals for iron and minerals tablets and vaccinations). Even huge numbers of disabilities are because of wrong traditional delivery techniques. Untrained woman handles delivery of the child and she is entrusted with this job because of either family has trust in because she is family midwife or modern medical facilities are out of her reach or somehow managing the delivery with what they can arrange the basic resources.

In recent year government has extensively trained the number of midwives who are qualified to handle the delicate work of to delivery of the child with all the safety. Earlier the lack of knowledge and ignorance were the reasons of majority of newborn children with major or minor disabilities. Once a child becomes disabled because of some human error or due to some disease it makes the life of that child extremely difficult and family has to bear the pain throughout the life of the child. It has become partially a state responsibility to look after the disabled. It is very expensive to for raise a disabled child for a moderate family. Help from the state is imperative. Contrary to what state expends on different programs to control at root level is economic and the best part is no one experience the

mental tensions & agonies. Other welfare programs are in pipeline to control at the initial levels. To make these initiated welfare programs work effective & efficient and to make a successes story, government should leave no stone unturned. Second stage is to introduce the amendments in various acts of different ministries and there should be uniformity in all acts and should be bindings for all. No more anomalies & ambiguities should exist. Indifferent & others manipulators who are taking advantage of different welfare schemes of the governments for their personal benefits, they deprive the genuine individuals to be benefited with prevailing schemes They should not be spared or take shelter behind anomalies of the rules. Third is, those who are suffering they should be benefited with all welfare schemes and must be included in country's mainstream. The government should be anxious about locating the numbers of disabled and target those crucial areas where high probabilities of disabilities are knocking at the doors of the poor & downtrodden. Fatal diseases are one of the priorities and these should bring under control. Other significant areas are improvement in the infrastructure-like road network, bridges. Government is not ignoring improvement in quality of life- like 'mission potable water for every village'-through connecting rivers. Accidents due to man-made error are one of the major reasons of increasing the number of disabilities. Improvement in 'quality of life' is related with the controlling the disabilities. Government issues timely advice 'what to do and what not to do' for controlling the spreading of disease through community educations. There advice may be of any nature like-'Use iodized salts in foods',

while eating 'wash your hands with ash or soap', 'don't defecate in open' ('mission sanitation' is huge successes in few states and it is catching up in other states) and proper vaccinations are different schemes are being introduced by the government at different intervals. There are many national programs like-'donate your eyes' 'eradication of leprosy' and 'Tuberculosis (DOTS program)' etc to confine social & physical disabilities. It will give eyesight to some who are blind & it is catching up and good numbers of people are donating their eyes for the benefit of blind. Government has educated the people with program "Leprosy and tuberculosis are curable' it has tried to remove the social , psychological barrier to isolate the suffering people from society is no more in general practice and expresses soft attitude. Still we have to go long way. India is a vast country says the largest population and maximum numbers of disabled (from autism to blind & visually impaired) in the world.

Private sector is not sharing its social responsibilities with governments inspite of lots of incentives are being introduced to create employment for the disabled. There is minuscule progress. Government intention is clear and it is extending help by establishing National Center for Promotion of employment for Disabled people (NCPEDP). They have announced special incentive for private sector for those employed disabled will be entitle of up to Rs 25000(US \$ 500) for three years in pension amount. We have nearly 7 millions disable of one for other reason and the government was expecting 1/10th of million jobs by this scheme in year 2008-9. Only a few hundred

peoples are employed so far in these incentives schemes. This area government must exert extra effort either by introducing punitive law or more stringent laws. This is very serious matter. It is unfortunate to state that human sensitivity is declining gradually. Social progress in real sense is one if the human index goes up. Financial growth is an indicator of a little elite class. Private sector does attend to that work where it gets tax benefits. Its leaders are manipulating the things in their favors for more profits. People's persuasion is missing for creating pressure for effective implementation of these schemes. I am still very hopeful and come across various organizations those are selflessly working for disables causes. The government job is to recognize & honor sincere & true to self-individual or groups or institutes for their great contributions. 'Society progresses with genuine appreciations & recognitions of individual or collective efforts.'

It is my personal opinion that government at different levels fails to establish regulators. If few agencies are thrust to look into the grievances and these are not adequately equipped with punitive laws. For better enforcement of the laws government should set a few standards and some moral, ethical responsibilities of the agencies. This part is either missing or undeveloped stage. We get the impression that at the moment government is not serious in this area and takes half hearted any actions which hamper the morale of the associated agencies/personalities.

Governments at different levels have realized the needs of inclusive growth but blue print of long road map is missing or it is still at development stage. Government is in stage where they are inviting experts to whom they find are accessible (like minded people with policy of government or ideology of ruling political party) or will support what government wishes to do or lack of coordination or those who are at the helm of affairs at different institutes are experts for government and to prepare the background they invite them in different seminars, workshops & meetings. The way they work it is reflected in their reports and operations. Gaps are such wide and starkly visible that their meetings results are far away and no near to any ground reality. Even a layman can say what rubbish the government is doing. We need competent persons with sincerity, dedicated to the cause and should have courage to act for what actually need of disabled.

Governments function differently it is beyond the perception of common people. Common man believes that state is meant for welfare of the people. I agree but majority of the time they live in this impression but they work differently. When leaders wish to save their power and positions they can forgo certain morals & ethics and destroy anything that creates hurdles for their power. There are pressures of various international & national agencies or groups working to meet their objectives. Sometime they agree and avoid confrontations. Our governments are at stage of designing the drafts for 'caring for all'. In one draft they are discussing about Universal Design (is very popular among academicians & scholars), another accessibility or

Barrier free (is popular in government plans) or inclusive (is popular in our current ruling party). This is the way states function. They are learning and implementing in their drafts for policies & guidelines and some good for the disabled would come out. When they have conflicting ideas of too many people with their own interpretations and these lead to understanding a chaos and they realize the difficulty to manage various concepts to justify in their plans & actions. It will force them to adapt one or develop uniformity in their approach. Their final step is bound to be unification of these different drafts & concepts. Our Urban ministry is facing the same heat of different drafts of guidelines of Social & Justice, National Building Code and Right of Education, Town & planning act etc. They have constituted a committee to review all and prepare a draft for uniformity. It is welcome step. New ideas are emerging on account of various developments in all areas of human activities. These are to be incorporated for comprehensive developments.

To me and most of my friends have opinion 'Barrier free' is inadequate because it does not express a vision that is ideal for people with disabilities - only a compromise with the status quo that is less damaging to people with disabilities. Universal Design, for example, is an intellectual construction arising directly to of disability culture. It is the positive expression of a consensually derived political vision of an ideal built for social environment. It expresses the political will of people with disabilities.

"Barrier-free" connotes capitulation to business-as-usual/design-as-usual with the weak plea that "at least it doesn't include barriers." Such a pitiful/pity-dependent outcome could result in simple accessibility (tolerance of people with disabilities). Our goal - the whole purpose of Universal Design - is complete social inclusion in all aspects of society.

Barrier-free as a concept is a 'barrier to social inclusion and falls for short of Universal Design'.

State has made mandatory for the issue of certificate of disability from government agency for availing government incentives and aids from different agencies. It is very sorry state of affairs that only 22% of disabled have authorized certificate till today. Either 78% are unaware or out of 78% , illiterates are 95% or majority suffering with 100% or multiple disabilities and they are bedridden are not covered under any schemes because they do not possess proper certificate. It is our humble request that government should expedite this process. Our second request in this regard is to the different authorities that they should not treat uniformly 40% to 100% disability when they disburse monthly pension. Disbursement of amount should have scaling of degree of disability.

The list of unhappy wrongs is endless but I must appreciate that Delhi Metro Rail Corporation has shown some sensitivity and respect for the aged, different abled persons. They have taken care by introducing guiding floor tiles; lift with audio, each accessible coach has space for wheel chair in each coach.

Delhi government has introduced the Low floor buses and each auto rickshaws are advised to use the Braille language number plates on side of the auto and they have kept the cost very low. Government is thinking to introduce the audio in the auto meter so that visually impaired can hear what distance and how much they have to pay. Even bus shelter is accessible in design and wheel person can ride the low floor bus without much difficulties. Indian Railways are taking lot of initiative to introduce accessibility and has advised the RDSO (Research Design standards Organization), Rail Coach factory (RCF), Integral Coach Factory (ICF) in their design processes to incorporate accessibility.

Government of India has very ambitious plan of 'Serva Shiksha Abhiyan' (Mission of 'Education for All') in this all the schools in the country will be made disabled friendly by 2020. For this they have allocated funds in 11th Five-year plan and monitoring is entrusted to these finance commissions. These funds are linked with time and performance and these funds can receive funds through the finance commission. It will clear most of the administrative and bureaucratic or in simple word red tapes in procedures and fix the legitimacy finance commission as well as the agency for monitoring the funds. It will change the face of program to enfold disabled into mainstream of the country of progress. These measures would stand India in good stead in discharging its accountability to the international community under the UNCRPD.

Election Commission has introduced the Braille EVM and dummy ballot paper in Braille. They have advised to different state election commissioners to provide ramp, and hand rail for accessibility for polling booth. They have yet to take decision on audio in EVM.

Ministry of Social & Justice has established physical, occupational and social rehabilitation centers throughout the country. Few are national, District Rehabilitation Centers & District Disability Rehabilitation centers. The Rights of Person with Disabilities (Respect for Dignity, Effective participation and Inclusive Opportunities), 2010 is under draft stage at the moment and the last date of submission of suggestions is over on 15th October 2009. We are expecting better modified acts suitable to meet the present as well as future need will replace the old Act of ' Persons with Disabilities(Equal Opportunities, Protection of Rights and Full participation) Act 1995.

Ministry of Tourism has included the accessibility in their hotel rating and it should have the minimum accessibility facility

f) Facilities for the differently abled guests (room with attached bathroom earmarked for this purpose, designated parking, ramps for free accessibility in public areas and at least one restaurant, designated Toilet (unisex) at the lobby level etc). All hotels at project stage will require conforming to the requirements by 01-10-2010

A penal provision is under consideration in new proposed Disability Act 1995. It is really required. They are proposing the concept of Universal Design in this act

(XVII) Penal Provisions

A new section 53A(" Punishment for contravention of section 44,45, 46, and 53") is proposed to introduce a fine for contravention of sections related to barrier free access in transport, on the road and in the built environment , and for violation of the provisions of the Act by registered institutions

Universal Design

SL 24 New provision

2(za) " Universal Design" means the design of products, environments, programmes and services to be usable by all people, including persons with disabilities to the great extent possible, without the need for adaptation or specialized design.

I am pained to say that few select from the urban populations are benefited with these initiatives and majority of the rural population is deprived. If we look at urban areas it is slow but some efforts are noticeable visible and integrity and sincerity of central government is not doubted but at the state & local levels it is totally missing. We need a mass movement of awareness for these guidelines because it is our future. One day everyone has to be old and we will face the same what present people are sufferings. We should work for our better future and our future generations should not curse for not leaving better world.

"Until not so long ago, the blacks couldn't board certain buses in the United States , and in Israel in the 1950s vocational schools were built exclusively for Mizrahi Jews," he explains. "In Israel circa 2009, we exclude those who are different. In my opinion, this is what makes special education 'special.' If we integrate disabled youngsters into regular classrooms, non-disabled children would find themselves with blind classmates on their right and a wheelchair-bound classmate on their left. With that kind of classroom experience, these non-disabled students would see nothing unusual in encountering disabled individuals on the street." Their psychic of inconvenience would disappear.

When I notice the disabled children at the public places and they have no shelter, food and clothes still they manage somehow are more intelligent & sharp in surviving than those who are under some kind of protections. It does not mean I am advocating that they should left at the mercy of God rather my advice that our role should be of a watch dog and allow the disabled to live as a normal human. We should not give them feeling that they need our special attention. "Some people think this sort of work is difficult physically or mentally. The truth is I do not find it hard at all. Like any other place, some days are better than others. There is less time to spend on such issues here, because we're always busy." These are the words that have come up in their life without expecting anything from the system. We should create that environments were they should have courage to dream to be President of the country like Franklin Roosevelt. Mind should that sharp that deafness

should not discourage them like inventor Thomas Edison who was credited with more than 1300 patents and few were remarkable in audio. Rana Sanga, warrior who fought the battle with multiple disabilities. When I read news that a disabled person had climbed the Mt Everest that makes me to stand and salute for his courage, will power & determination.

There are many conflicting reports and government is feeling the heat and is under pressure from every corner to do some drastically to make all round progress of the country. World Bank social department has severely criticized the way the government is handling such a sensitive issue and this type of observation by international agencies create embarrassment for government

Government's commitments to disabled people largely unfulfilled: World Bank But it made the government to come to actions.

There are certain areas where government performance is not to the stated a promised level and that needs proper attention. It also reflects a relative neglect of people with disabilities through weak institutions and poor accountability mechanisms. The report titled "People with Disabilities in India: From Commitments to Outcomes" states that people with disabilities remain outside the framework of policy and implementation. We should insure in key areas ,the disabled people are not falling further behind the rest of the population. This increase would the risk of further deepening an already significant poverty and marginalisation. Even a slow progress in expanding opportunities for disabled people in India results in

substantial losses to people with disabilities themselves and to society and economy at large.

“Corruption mars tricycle P.C.O. scheme for disabled people”

These types of news disheartens and discourage and raise the question on integrity of the government. It is not shame for the disable community rather all of us . It makes us to feel that we are at the mercy of a few. Filing a suit in the court by few is possible but rest can not imagine to appeal to law. Judiciary is too complex for them and aware that judgment takes years and it is sometime that goes beyond death of the persons. Literacy rate among disabled is very low and majority is living below the poverty line. Most of the people are surviving because we have very strong family system of close knit in rural area but urban side is more miserable. In rural area disabled are taken care by family members and such individual enjoys the same respect among his family members. Our rural people take care of the aged, old, disabled and provide emotional and social support. When government intention to help all .That particular moment Supreme Court pronounce the judgement ' for specific promotional policy for certain postion in government organization that person should have minimum disablity to qualify' or Border security person appealed to court for reinstate in job under the protection of Disability act they have quashed his appeal stating that Border security force are exempted at the time of framing the Disability act and let the authority should decide his fate in his own act. Most of the time courts show their sympathy and request the

authority to reconsider on humanitarian ground. Generally our judiciary is sympathetic for the disabled and eager to help them under the existing laws. Our conflicting acts are such that a clever legal expert takes the shelter of another act and runs free.

Show must go on and we should develop our mental state to that level without seeking or expectations of help from others where no one can say we are different, special in negative context rather others should while seeing our achievements that the normal human feelings should strike to him 'we are different, challenged and special.' These negativities should be overturned and become the indicators of their strengths.

In a world where wars, poverty and global crises scar the lives of many, the beauty and aesthetics of an idea called ESCAP, World Bank and many more are a pole star guiding our soul to a wonderful world, in a beautiful universe. And we are discovering it all over again.

"International Day of Persons with Disabilities-3rd December 2009" Each year the day focuses on a different issue: Year 2009 is declared by United Nations as "Making the Millennium Development Goals Inclusive: Empowerment of persons with disabilities and their communities around the world" and our team of Design For All Institute of India is committed to this noble cause and we keep on working selflessly to make this a social movement.

This issue is edited by our Guest Editor Prof. George Teodorescu and articles are invited, selected & edited by him.

This issue is year ending issue and when we look back and analyze our achievements we find we have moderate successes. We can not move forward from our last milestone if we do not receive the appreciations from our contributors from all over world what we have enjoyed in the past We salute to our readers for their perennial support.

Wishing you all a Joy filled Xmas time with Friends, Family and Self & Prosperous New Year 2010 Blessings

With warmest thoughts and wishes...

With regards

Dr. Sunil Bhatia

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IMPORTANT ANNOUNCEMENT:

We have released a video film of approximately 40 minutes on concept of Universal/ Design For All/ Inclusive Design in the Month of June 2009 and speakers are

Prof Peter Zec of Red Dot, Germany,

Prof Jim Sandhu, Uk

Mr Mike Brucks , ICDRI

Prof Lalit Das, India

Mr John Salmen of Univesal Design Consultant Inc, USA

Mr Pete Kercher, Ambassdor EIDD (2nd Volume)

Prof Ricard Duncan, USA,(2nd Volume)

Ms Onny Eiklong, Norweign Design Council(2nd Volume)



Those who are interseted in free DVD kindly write to us along with their postal address or you can download from our website www.designforall.in or download from below links for single clipping .

If you wish to download the film kindly click the below link of your choice

Prof Peter Zec of Red Dot Min -8

<http://www.youtube.com/watch?v=3JML2EbzxDM>

Mr. Mike Brucks of ICDRI Min 1.5

http://www.youtube.com/watch?v=4_7CbkLOkWc

Prof Jim Sandhu, UK Min-8

<http://www.youtube.com/watch?v=Std4PuK4CmM>

Index of the film Min-1.2

<http://www.youtube.com/watch?v=kFyCLPuQgkx>

John Salmen of UD Min-3

consultant Inc, USA

<http://www.youtube.com/watch?v=bU770Vqu19o>

Indian Example of Sari (female dress)

and Dhoti(Male dress) Min-4

http://www.youtube.com/watch?v=_vmAmRUFptE

Mr. Francesc Aragall Min- 5

http://www.youtube.com/watch?v=d-D3JH_JGpA

Welcome note of Design For All

Institute of India Min-1.3

<http://www.youtube.com/watch?v=yqW2vR-3kRg>

We solicit your cooperation and looking for feedback at Dr_subha@yahoo.com

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Other regular features

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 - 2009 Founder Innovation Alliance*
 - 2008 present Director Institute for Integral Innovation*
 - 2007 Jury member Red Star National Design Award - Beijing*
 - 2006 - present Executive Board Member of United Global Academy*
 - 2006 International Adviser China Design Festival Wuxi , PR China*
 - 2005 Honorary Member VNIITE , Russia*
 - 2006 External Consultant of Dragon Design Festival, Qing Dao*
 - 2007 Member East Asian Forum of German Universities*
 - 2005 Visiting Prof. Academy of Visual Arts Guangzhou, China*
 - 2005 Jury Member Shenzhen Design Award*
 - 2004 Visiting Prof. North West Univ- Xian, China*
 - 2004- Creating the Euronetwork Danubius Design (2004 Calarasi , 2005 Belgrade,)*
 - 2003- 2008 Member KDU, Konsortium Deutschen Universitäten*
 - 2002 Visiting Professor, Beijing Institute of Technology, China*

2001-2005 Member of the Executive Board ICSID-World Design Organisation

1992 – Present Head of Master Studies, “Integral Design” program, Tenure State Academy of Visual Arts Stuttgart, Germany

1992 – 2005 President of TESIGN- International Design Consulting

1997 – 2006 Head of International Institute of Integral Design(iiid), Stuttgart- Steinbeis

1997 - 1999 Consulting CII, New Delhi, India

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1996 – 1997 Professor, IDAS, Seoul, Korea

1989 – 1991 Professor, Wuppertal University- Design Department

1988 – 1992 Design Manager, Leybold A.G:

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1980 – 1986 Industrial Designer, Leybold A.G., Cologne

1972 – 1980 Architect and Designer, Romania

1972 M.A. in Architecture, Bucharest, Romania

1947 Born in Bucharest, Romania

Languages: German, English, French, Italian, Romanian

- **Expertise**

Invention, Product Finding, Innovation Training

Master Education of Inventors, Integral Innovation

Product Mix Strategy, Problem Solving,

Integral Design, Advanced Design

Design Management, Corporate Design, Product Design

Academic Education, Theory and Methodology

- **Customers**

Astex-Boston, duPont Europe,Bizerba-Balingen, Krauss Maffei-Munich, Leybold A.G.-Hanau and Cologne, Inficon Inc.-Syracuse N.Y., Vacuum Products Ltd. Pittsburgh PA, Holec B.V.-NL, Fissons Ltd.-UK, Finnaqua-Fin, Moeller A.G.-Bonn, Vissmann GmbH-Allendorf, RAU GmbH-Weilheim/T., Gebhardt GmbH-Waldenburg, Singulus Technologies-Alzenau, MAN-Offenbach/Augsburg, Voith-Suelzer-Krefeld, , Elgeba, Merkt, Compact Instrument-Boston, Nimbus Ltd.-UK, AL-KO, MBO-Oppenweiler, Hunkeler-CH, Focke GmbH, MiraeTech-Seoul, CIS-Seoul, Uniflex, Accuplace USA

- **Awards**

EWB Dubai First Award 2007

German National Design Award, Nominee 2005

IDEA-IDSA USA 1990 1991 2001

Chicago Athenaeum 1995 1996 1998 1999 2000 2001 2003

State Award NRW 1991

*Design Zentrum NRW 1988 1989 1990 1991 1992 1993 1994 1995
1999, 2005*

Design Center Stuttgart 1989 1990 1992

HIF Selection Hannover 1988 1989 1990 1993 2003, 2006

Eurodidac Award 1986

- *Member in*
- *United Global Academy*
- *Konsortium Deutscher Universitäten*
- *Deutscher Hochschulverband*
- *ICSID, Regional Consultant*
- *IDSA-USA*

International Design Award BW Jury,

Du Pont Jury, South Africa Design Award Jury

China Design Award Jury

- *Conferences*

ICSID 2001 Seoul

Integral Design 2002 Stuttgart

ICSID 2003 Berlin

Danubius Design 2004 Călărăsi

ICSID 2005 Copenhagen

Danubius Design 2005 Belgrade

OCM 2005 Seoul

IHPT 2005 Macao

Danubius Design 2006 Ulm

Design Leaders' Summit, ShenZhen 2006

ALADI 2006 Lima

Universal Design 2006 Beijing

EWB.-Forum 2007 Dubai

- *Publications*

El Comercio Sept 2009

- *Invest in Germany 2. 2006*

Mercedes Magazine Oct 2005

Financial Times Deutschland Oct. 2004

Danubius Design, Kvadrant, Belgrad, 2004

Design in Need, Germany, 2003

Design Net, South Korea 10.2002

ICSID News, 07.2002

Transfer, 07.2002

Monthly Design, South Korea 06.2002

MAN –Visions 11.2001

Design Report 10. 2001

Business Week 06.2001

Semiconductor, 04.2000

Form, 06. 2000

VDMA Magazine, 07.1998

Design for Emergency, Stuttgart 1998

ICSID News, 05. 1998

VDI Nachrichten, 03.1998

Design Net, South Korea 06.1998
Technique du Vide, 03.1997
Industrial Design Review 1996
Planning for 21-Century, Roorkee, India, 08.1997
Who's Who in Science and Engineering 1992-1998
Design technischer Güter, Stuttgart 1995
Handbuch für Ind. Design, 1993
German Design, Seoul, 1991
Design in Köln, 1989
Designpreis des Landes NRW 1991
MD 09.1998
Die Neue Sammlung –Staatl. Museum München 1989
VDID –Designer Portraits 5
Design Selection Stgt., 1989, 1990, 1992
Design Innovations 1988-1995
Innovation IDSA 1990
Design for Humanity USA 1990

- *Exhibitions*

Aeolian Installations, Waiblingen, Germany
Looking Beyond 2007 Waiblingen, Germany

- *Low flying Structures 2006 Stgt Germany*
- *Danubius Design, Belgrade 2005*

German World, Seoul 2005
Cacoco papadigms , Seoul Korea, 2005
Conceptual Innovation, Ludwigsburg, 2004
Integral Design , Karlsruhe, Germany, 2004
Cultures of living, Vienna, Barcelona, Stuttgart, Milano, 2004
Micromobility, Haus der Wirtschaft, Stuttgart, Jun. 2002
Parking Zero, Rathaus, Wendlingen Apr.2002
Design as a necessity, Design Center Karlsruhe Feb.-Mar. 2001
Integral Design, Design Center Stuttgart 2000
TIDEX 1999, Taipei
Hannover 1999, Design for Emergency
Design for Emergency- Design Center Stuttgart, Oct 1998
Product Ideas- Design Center Karlsruhe, Jun. 1998
Werkzeug Visionen- Nürtingen 1997
Public Transportation- Stuttgart 1997
Intl Design Exhibition- HongKong Sep.1997
Nameless Products- Reutlingen 1997
Waagen- Ballingen- 1996
IID, KOEX Seoul, 1996
Future Visions- workshops from 1993-1995, Liederhalle, Stuttgart 1995
Chicago Athenaeum 1996-1999
ICSID Ljubiana 1992
ICSID Taipei 1995
Design Zentrum NRW, 1988-1995
Design in Köln- Zeughaus Köln 1989

Didacta 1984, Stuttgart

Design for scientific research- Bucharest 1980

- *Workshops*
- *Creativity Training German University Cairo 2008*
- *Creativity Training - Wasser Hamburg 2008*
- *Water for the people – Hamburg 2006 / 2007*
- *Precision Scales . Sartorius 2006*
- *Horizont 2020 – FH Lippe*
- *Zukunftschmiede March 2006,PriceWaterhouseCoopers, Nürnberg*
- *Laser Technology Concepts. Trumpf 2005*
- *Interdesign, Transportation for South Africa, Rustenberg, und Capetown South Africa, 2005*
- *OCM Original Concept Manufacturing, Conference, Seoul, Jan*

2005

OCM Design for leadership , Guangzhou, Feb 2005

International Summer Workshop Making bright people Glow

2008

International Summer Workshop Looking Beyond, 2006

International Summer Workshop Unexpected Convergences,

2005

International Summer Workshop Extraordinary Trivialities,

2004

International Summer Workshop Acceptance Burg Wildednstein,

2003

International Summer Workshop: Rituals, Burg Wildenstein, 2002

International Summer Workshop: Integrating Senses, Burg

Wildenstein, 2001

International Summer Workshop: Gesturing, Burg Wildenstein, 2000

International Summer Workshop: Missing Link II, Burg Wildenstein

INNOVATION IS HOPE

Prof. George Teodorescu

An international academic network

WHY?

We are experiencing increasingly a shrinking diversity of local solutions, which are rooted in a given climate and in available regional resources. These solutions grew up in living scenarios and sublimated in cultures. Some of them might seem for us archaic or even awkward, but they are specific answers to the local problems, using regional resources, which a human group meets in his living context.

The Bolivian Sierra or southern Africa, Central Europe or South –East Asia offer a large variety of coordinates for living, each of them requiring a spectrum of adequate solutions, building up a specific strategy of living. This is the living humanity's portfolio of solutions, which is the testimony of the human' creative adaptability and ability to live quite everywhere on this planet, sustainably.

Unfortunately there is a trend of exporting "universal" solutions for increasing the volume of sales and creating with medial pressure the artificial need of importing them, generating thou a homogenous global-market.

The results are a wasteful, horrendous global logistics for sustaining solutions, which don't belong there. It is easy to forecast the eventual saturation of that global-market.

This steamroller is rooting out nuances and concepts and living scenarios, which might be in ultimo ratio the "surviving gene" of humanity. The younger generation leaves in droves the locally rooted living environment, attracted by the fresh image of the urban-universal model. There is still time to take action. It is about survival of life strategies not just of objects and procedures supporting them.

MAIN GOALS

1.A contemporary diversity of living models based on local resources.

There is a need for mapping out the actual diversity of specific living scenarios, for endorsing the ingenious ways, on which local opportunities have been transformed in chances and solutions and for transferring them to the contemporary economy and making them attractive for the young generation. Instead of ending up in museums and in souvenir shops, these results of human's imagination deserve a real, living presence, getting perceived, used and further developed.

2. Educating Inventors on Master level (Integral Innovation)

Besides the extensive and in-depth research of the field: needs-resources-solutions a high commitment and a professional profile centered on creativity and based on a solid technological

knowledge are required for transferring the traditional concepts into contemporary solutions.

These professionals are able to reflect on conceptual level and to implement original concepts, they bring an essential momentum of innovation on any economic model, igniting a higher exchange and refreshment dynamic on the market.

This goal needs an international effort of partner universities, working together for educating in time these professionals. This is the key factor of this initiative.

HOW?

In 2002 we have created a School of Innovation, a non-linear international Master Course Integral Studies, where engineers, architects, scientists and designers from round the world are educated toward to ability of perceiving and solving problems in an original way. The topics of our projects are approaching emergencies and chronic problems by involving regional resources and local talent for creating momentum of development and diversity.

RESULTS UNTIL NOW

In 2004 we have addressed with our regional partner Indian Institute of Technology, Delhi the topic of self-made structures for maternal school on rural level in tropical climate: TAPOVAN. In parallel we have developed a way of projecting slides without electric sources of light. We have experienced a vivid exchange

of docents and students involved in this project and a solid base of cooperation was established.

In 2005/2006 we have addressed with a large group of students, joined by our regional partner Cape Peninsula University, Capetown the life in South Africa's townships, involving local craftsmen and inhabitants for building a new type of homes and furniture. We have addressed as topics: the shelter, the UV-B screening and various body supports.

Our concepts have been understood as open source ones. The results have been transferred to local craftsmen in a Face-to-Face replication process, giving them full freedom in interpreting our concepts by their own skills and materials as well as to expressing their own formal sensitivity and tradition. Inspiring and challenging the local crafts-men and - women we have created a creative stimulus and an enthusiastic emulation among them.

Our creative input has been just the kick-start of a sustainable process for generating new ways of solving the daily needs and emergencies, with local resources and talent.

The results went sometimes beyond our initial suggestion, mutating both formally and functionally, igniting the individual's imagination, until they became genuine, anonymous local products.

Watching how a concept is shifting across cultures and educational background is a fascinating process, duplicating sometimes the natural pattern, which organisms use for adapting to context variety and challenges.

This concept mutation is a result of the copyright and blueprint free character of our methodology: „ non-prescriptive design“.

These results induce a new aspect, which is closer to the vernacular works, without authorship and copyright. Many inventions of humanity are anonymous, inviting everyone to use and improve them.

In 2006/2007 addressing the need of acquiring drinking water in low infrastructure areas, we have developed practical new ways for harvesting moisture and solar distillation.

The means involved are vernacular and realizing the devices doesn't require any technologic infrastructure, just average practical skills. The result is healthy, drinking water, for individual and family use.

The next project is TOTORA 2009/ 2010 in Peru, started together with our regional partner Pontificia Universidad Catolica del Peru. We are addressing the use of the totora- reed for covering essential needs of life and the potential of this special renewable resource for contemporary solutions.

We are inducing to our students the generosity of a really creative mind, which enjoys the multiplication of a great idea more, than fighting for copyright revenue.

We understand that they are no global solutions and no permanent ideas.

The problems are local; they can and should be solved with local resources and talent.

The problems are changing along the time and require a permanent reassessment: the inventor must be flexible in adapting to the problems evolution.

WHO?

The Network "Innovation is Hope"

This understanding and the shared commitment to these goals, converged in the initiative: "Innovation is Hope".

Our Master Program of Integral Studies of SAdBK, Stuttgart, Germany is working together with the colleagues from:

-South Africa	CPUT-Capetown	Prof. Bart Verweckken, Assist. Director
-India	IIT –New Delhi	Prof. Lalit Kumar Das, Ind. Des. Dept.
-Peru	PUCP- Lima	Lic. Fernando Pérez R, Coord. ID

for building up an international academic network for educating inventors with a generous mind and the skills of perceiving local opportunities, able to use them in endorsing specific, regionally rooted life strategies.

There is a need for harmonizing our curricular base and for a regular schedule of common projects. As our experience shows, we need:

- an homogenous platform of exchange (the cooperation agreement of the network)
- an international institutional frame (the Innovation is Hope network)
- a predictable and sufficient financial base for realizing efficiently our main goals.

AIMED TARGETS

For realizing the main goals of the network, the aimed targets are:

- a. Introducing the project-format: Non-Prescriptive Design in the partner universities.*
- b. A Project Program involving the teaching personal and the students of the partner Universities on a bilateral base or of the entire network.*
- c. Endorsing bilateral, regional projects among the network partners*
- d. Preparing the installment of the Master of Integral Studies in the partner universities*
- e. Medial exposure of our projects, encouraging more academic institutions to join our experience, addressing*

the variety of regional realities, extending this model of education and competence.

- a. **The Project Format “ Non-Prescriptive Design”:**
- Addressing relevant living models in an emerging economy
 - Hands-on research in problem field, as a pre-semester workshop
 - Diagnose, detecting and defining problems
 - Solving problems as a semester project, generating creative concepts
 - Replicating the concepts as an open-source with the local craftsmen

We are fathoming the local solutions, skills and materials, with the goal of transferring them to the contemporary expectations and markets.

We are encouraging the living continuity of traditional concepts and way of life with an actual understanding, new materials and technologies. Far of being just replicas of a remote past, the results support a regionally specific understanding of living; they contribute as such to maintaining and even increasing the diversity of solutions. Our quest reveals a gigantic treasure of intelligence, challenged by the steady challenges of the natural environment and inspired by the need to survive on scarce resources.

This is the portfolio of living scenarios of humanity. This is a great goal to work for.

b. The Network Program:

Innovation is Hope activities and projects (2009-2014)

1. PROJECTS:

-TOTORA- 2009, creatively using the reed from Titicaca Lake, Peru (see annex)

-OASIS-2010, life in desert areas (Namibia or Egypt), see annex.

-BAMBOO-2011, new solutions in bamboo, South East Asia, India

-VILLAGE LIFE-2012, Project in rural regions in Romania and Moldova

-ATACAMA-2013, Life in Andean desert area (Chile)

2. SUMMER SCHOOL – Burg Wildenstein, Germany.

Our yearly Summer School Burg Wildenstein will play as before a special role in the process of cohesion, facilitating the content discourse and methodological exchange. Converging for 14 days yearly since 1994 docents and students from our partner Universities, Burg Wildenstein is a platform for educational experience in the domain of creativity. As the Summer School of the Network, Burg Wildenstein will extend to the students of the partner Universities a wider ground for meeting and working together, creating and experimenting and preparing to team up in the joint projects. The format of

the summer school might be transferred to the partner Universities involving locations in their region.

3. INNOVATION IS HOPE – Network Conferences

The network conferences are the coordinative board of the network.

They are as well symposia on the topic of Integral Innovation.

After the Summer School SAdBK will organize every year a network conference, gathering all the professors responsible for the program, assistants and the administration' persons involved.

The conferences will evaluate the development of the cooperation, the progress toward the common goals, plan, and schedule and agree over future activities and expenses.

An apex topic will consist in planning the following Innovation is Hope project in one of the partners' country or region.

The network conferences will decide as well about the structure of the network.

Each conference will start with a symposium open to the students and will display in an exhibition the results of the previous' year Innovation is Hope project.

4. EXCHANGE AND RESEARCH PROGRAM

The exchange of docents and students between the SadBK-Stuttgart and the partner Universities is meanwhile many years old.

Their docents lectured and students attended the classes and workshops of each other Institutions. Both Prof. Bart Verwekken and Lalit Kumar Das have been with their students in Burg Wildenstein. Prof Teodorescu worked with the students of all three partners in their respective Universities and in Burg Wildenstein.

The networks will regulate and facilitate the already existing exchange on a larger and systematic base. The actual status of visiting students for a semester might be a rule after implementing the Master of Integral Studies in the partner Universities. There is a still unfathomed potential in joint projects with common topics on students' and thesis levels.

Projects related to cultural compatibility might join here competences and cultural perceptions from more than one network's partner.

The network will facilitate as well the access to the Master Programs, encouraging the doctoral research in each other countries.

5. INNOVATION IS HOPE –Internet site

The network will create an internet site: Innovation is Hope, as an open information and dialogue platform. The network members will link their internet presence with the network's site INNOVATION IS HOPE.

6. TRANSFER AND CONSULTING

There is a fact, that along the process of educating inventors on Master level, many original concepts occur. Among them they are some with a good transfer potential to the economic reality.

The intensive interaction of the SAdBK's Master of Integral Studies Program with the economic and social institutions in Germany and abroad gathered a wide experience including knowledge about evaluating the technologic risk vs market chance, the optimal level of further development, the ways of introducing the concepts to investors or companies.

Within the network we will gather and share the individual experiences in different economic and cultural environments and facilitate creating in the partner Universities the market specific Centers for Innovation-Services.

Such Centers have the potential to implementing the genuine concepts and the actualized traditional ones, stimulating the economy and enhancing diversity.

As a part of the network, they might facilitate awareness, interest and business on a larger scale than the home market.

On the platform of these Centers the specific expertise of the partners might converge in joint consulting projects and even in a multicultural Think Tank for problem evaluation and prognosis.

These Centers might create as well the economic momentum for extending the financing of the network beyond the planned tender 2010-2014.

c. The bilateral exchange among the network partners.

The exchanges within the partnership will win in regularity and would be focused on the shared goals and targets. The bilateral contacts and initiatives among the partners would be facilitated by the financial support of this project.

Bilateral workshops and symposia, exchange of docents and students will complete the networking process, enhancing the perception and the spirit of togetherness.

The partner Universities will facilitate mutually the research and study for each other's students, doctoral candidates and docents.

d. The Master Program Integral Studies

The asymmetrically growing 7+ billion humanity needs more than random inventions and small steps of optimization, based on a comfortable, low-risk strategy.

There is a major need of educating inventors, creating worldwide a generation of exquisite problem solvers. Our mission is enabling them to perceive the real problems, not symptoms and to address them creatively with local resources and skills.

The actual distribution of resources and the variety of ways in perceiving and using them related to a locally rooted life strategy, by the local inhabitants, might sustain a better balance of needs vs. resources, than the actual distribution by logistics, which is getting increasingly onerous and might collapse in the future under the own problems related to energy and emissions. Mapping out local living strategies and endorsing them by creative solutions to cope with the contemporary economy is one of our main goal, together with educating the minds, inducing the commitment and building up the competences required for this demanding work.

The actual academic portfolio contains worldwide quite exclusively linear programs aimed for educating

specialists. This focus increases the distance between the specialists and opens the gape between them, making the dialog and the exchange difficult, facilitating the upgrading of existing concepts, but not inspiring new ones.

As a result the tangent fields remain ignored or the domain of isolated research.

The conceptual creativity requires the cross over education and the integrative perspective, where the unexpected solutions and the non-consequent concepts are rooted.

The Master of Integral Studies Program converge postgraduate students with a various educational background: engineering, architecture, natural sciences and design coming from different cultural areas: Africa, Asia, Europe and Latin America. As such our program reflects already the study environment of our planed network.

This plurality of perspectives is a fruitful breeding ground for a curriculum aimed to develop the skills of perceiving problems and solving them creatively with regional resources, considering the local life strategy.

The 2 years Master Program comprises seven modules, summing up to 120 Credit-Points (ECTS) and 3600 hours. The course and examination language is English. There is

an admission examination with two components: a written one and an interview. The curriculum is focused on problem solving and is a project centered one. The projects "Innovation is Hope" have an essential role in the course. The Program ends up with a dissertation and grants a Master Degree MA Integral Studies. (For details, see annex –modular curriculum)

PROJECT PLANNING

1. NETWORK CONFERENCES WITH EXHIBITION

As off July 2010, every year

2. PROJECTS INNOVATION IS HOPE

TOTORA- creatively using the reed from Titicaca Lake, Peru (see annex) Sept 2009- March2010

OASIS-life in desert areas (Namibia or Egypt), see annex.Sept 2010- March 2011

BAMBOO-, new solutions in bamboo, South East Asia, India Sept 2011- March 2012

VILLAGE LIFE-, Project in rural regions in Romania and Moldova Sept 2012 – March 2013

ATACAMA – Life in the Andean desert area, Sept 2013- March 2014

3. SUMMER SCHOOL BURG WILDENSTEIN

As off July 2010, every year

Each partner represented by a Professor and one or more students.

4. INSTALLEMENT OF THE MASTER OF INTEGRAL STUDIES PROGRAM

2010-2011-Adapting the curriculum' modules

2011-2012-Designing a regional specific curriculum

2013-Introducing the Master of Integral Studies Program

5. CREATING CENTERS FOR INNOVATION SERVICES

Designing a regional specific portfolio of services

IP regional aspects

Technologic implementation

Planning specific modalities of transfer

6. STUDENTS' EXCHANGE PROGRAM

As off 2010-Each 1 student from each network partner to SAdBK-Stuttgart and 2 SAdBK Students to the network partners

As off 2010-Each 1 student of other partners among their universities.

In 2013 we plan 3 students in South-South exchange.

7. DOCENTS' MOBILITY

-As off 2010

From each partner University one professor at least once an year as a gast-lecturer in a network' University excepting Burg Wildenstein.

8. INTERNET PRESENCE AND MAINTAINANCE

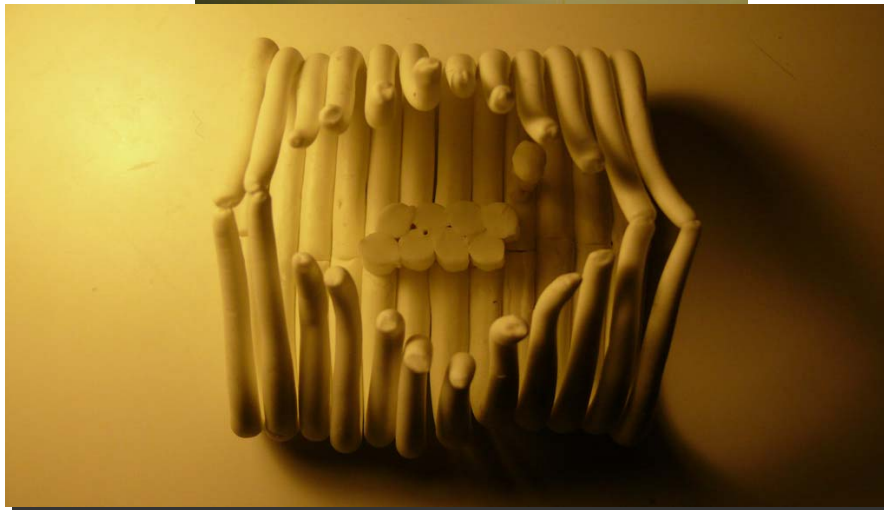
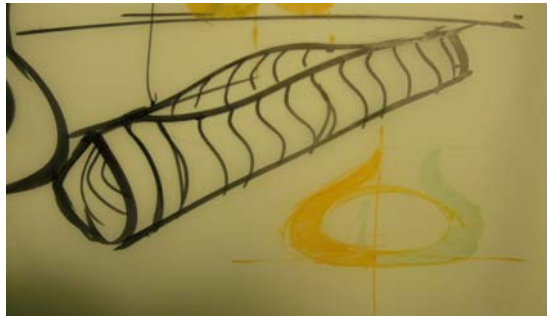
As off 2010

9. PRINTED PUBLICATION OF ACTIVITIES

As off 2011

Prof. George Teodorescu





THE REED AGE

"Tear down your reed house and built a boat" – Gilgamesh

Along the research about the Totora reed the data started converging toward a surprising hypothesis: -the oldest form of material civilization has been perhaps lacustric, but was for sure based on reed and rope.

The design of gestures and the hand motoric support both the skills necessary for: harvesting, transporting, tying, bundling, braiding, plaiting and wattling.

On the other side the reed features: reach, size, weight and consistency support without requiring tools the human handling them naturally.

Perhaps what we perceive today as natural skills and body motoric is the result of adapting to the plenty available, accessible, and easy to process and inspiring material: the reed.

It is perhaps a coincidence, that the still existing reed based settlements at Turkana Lake in Africa are just next to the abundant hominid sites discovered recently there.

It is no coincidence thou, that the Egyptian mythology describes the paradise AARU as a field of reed.

A paradise vision is a nostalgic look back into the most remote memory of a civilization. Still in the world of legends: the

genuine Ur' version of the "Noah's Ark" is well described in the Gilgamesh poem as a reed construction. The same citation includes the information about the material the houses have been made out of: reed as well.

The oldest representations of shelter and embarkations are obviously made out of bundles of reed (Uruk, Sumer, Babylon). They still are made in this way by the Ma'dan in the Tigris marshes in South-Irak, who are building out of reed community houses, shelters, boats and floating islands.

EPHEMERAL

Reed is a giant water grass, growing up to 4 meters in shallow waters and marshes.

When harvested it is ephemeral. It is decaying in just a matter of months if left unprotected to moisture and fungi. Unlike the tubular one, the spongy version requires a regular replacement and as such it become ignored by most recent civilizations, unless as a fodder.

But the ephemeral character of a material invites the frequent revisiting of the solutions allowing a critical evaluation and doesn't support the self congratulatory "job –done"feeling.

This sisyphian struggle is not everyone's cup of coffee, it is leading either to a steady flow of new approaches or to a conservative canon by reproducing the same again and again. But reed is indulgent too, absorbing mistakes by vanishing fast.

A failure is not there to stay forever, no bad feelings and for sure not strong ones.

As such the reed is perceived by someone as a challenge to his creativity and by many others as a terrible routine.

However the reed is keeping skilled and diligent, as an educational value of ephemeral materials for those using it.

SPONTANEOUS

Working with reed is a jam session, a rainbow of improvisation and fantasy, as long as someone doesn't intend to implement a blue print into this material.

Given the manufacturing procedure and along it, incoming ideas might shift, alter, change, divert the initial intention into a somehow unexpected result.

The planning is under these circumstances a foggy outline, the spontaneity is there the rule and the power of improvisation, the creativity meet the pleasure of experimenting and exploring the unexpected chances of the new challenge.

It sounds as it is, requiring a different mentality, closer to jazz and far away from the engineering' drawing-boards.

The fluid, organic shapes, interlacing new reed strings and plaiting them together in a new bundle, techniques which allow quite every turn of fantasy even in major structures.

This plasticity inspires and invites the open-mind to discover more opportunities and frontiers of the material, sometimes beyond any blue print back home.

Even the dimensions have a relative value, as the details are anyway a fluid matter. The planning turns into a possible suggestion for starting the action. Just for the start. The Reed as such is forming the character and trains the creativity.

TOTORA CULTURE

1. The ephemerid dimension.

First of all is Totora nonhistorical, a material, which doesn't let any traces behind, decaying traceless in less than two years.

Building a culture on this platform means a conscious deal with his ephemerid nature. Such a position across time inspires the spirit of recreating everything steadily, for experimenting and feeling free of any comparison with previous works.

Working with a material, which can't stand the time, is enhancing the role of spiritual content for the cultural continuity. In this understanding the forms and solutions are just temporary signs of it, open for any challenge. As a result any formal or pragmatic consequence is of lesser importance than the fresh exploration challenging the existing or past solutions.

Totora's plasticity invites the spontaneous creative act and is not punishing severely any mistakes : neither structural, nor planning ones.

A failing experiment, is just short living and didn't require any major investment of time, it is just a step in learning more.

2. Aproximativity

3. Human friendliness

IMPACT and SCHOCK ABSORBER (CUSHIONING) NM/M??
BUOYANCY (Kg/immersed QM ?)
ACUSTIC INSULATOR (dB/ M ?)
THERMIC INSULATOR (°C /M ?)
FILTER
LIQUID ABSORBTION (VOLUME/MASS/HOUR ???)
EVAPORATION COOLING
STRUCTURAL POLARITY (LENGHTS vs CROSS SECTION ??)
COMPACTABLE
COMBUSTIBLE (CALORIFIC VALUE ??)
CAPPILARITY
FLEXIBILITY (ANGLE DEGREES, BY %HUMIDITY ??, BY °C??)

-



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TOTORA 09

The coordinates

The Uros developed a special living strategy on the islands of the Titicaca Lake and off-shore of them. Their living environment lays on a 4000 meter high plateau.

They moved to live on water like the Venets in the Adriatic laguna and the settlers of Sipplingen at Constance Lake, but unlike them, the Uros built floating islands.

Even closer is the Uros culture to the Ma'adan settlements in the reed marshes between Tigris and Euphrat. The similarities of the living model on conceptual level and in the form language are striking coincidences or perhaps more, but 12000 km apart.

The main life sustaining resources are lake bound and comprise besides the lake' water the Totora-reed, the fish and the birds living there.

Noticeable impacts there have the high UV concentration, the low content of oxygen and the big temperature differences between night and daytime. There is as well a sizeable content of ozone there and a low air pressure.

These last regional features might be the real reason, for the Uros, settling in such a splendid but tough environment.

Everyone needs a long time of adapting there and this builds a natural deterrence against any aggressor, who wouldn't have any chance against an indigenous, high-altitude adapted population.

The Uros's creative concept of a life strategy under these circumstances includes: the use of Totora as a structural material for shelter, as an thermo insulator, as a combustible, as a buoyant material for embarkations, as food and first of all for building the floating islands as an original living ground. As such Totora covers a large spectrum of needs, illustrating the power of human imagination for solving creatively the basic requests of life by using local resources. The Uros are practicing the last echo of the first material culture of humanity, the Reed Age. This is an original life model indeed. Or at least it was one.

The reasons for a reclusive life in a modern state like Peru are questionable, as the young Uros feel already for a while. They enjoy a general school education and are aware of all the attractions of the contemporary world, not least by the afflux of tourists, who are attracted by the exotic life on floating islands, the literally breathtaking landscape and a boating experience at 4000 meters altitude.

The young Uros are aware nevertheless, of the intensive interest of those coeval tourists for the life way of their ancestors too. They are very much aware of the value of their special way of life and doubt, which way to go.

For sure they will not follow for long the position of show windows for selling some souvenirs without any authentic tradition.

The problem:

The Uros' Reed Age habitat is a unique example of harmoniously integrated life strategy in a high altitude lake environment.

The Totora as a basic material is plenty available (36 000 ha) and as a perennial water plant yearly renewable.

The already used features of the Totora reed cover roughly the life sustaining requirements, but the provided life quality lies meanwhile lower than the expectations of the younger generation's one. Even the parent's generation complains.

The problem' aspects:

Mainly the aspects of hygiene, shelter comfort (cold, leaks, space, privacy), water quality and energy (light, cooking, heating) are the subjects of these complains.

The potential of Totora is used at the level of traditional understanding; many of the material features are still unexplored.

The Uros's talent in processing Totora generated a number of procedures of mainly plaiting, wattling, braiding and binding as well as compressing the entire shafts of reed.

Mostly the progress of the Uros's life model is of empiric nature and includes already imports of global technologies, filling the gaps of need, where the known Totora applications can not follow successfully.

On this base a transition toward leaving the Totora solutions for imports occur. The implication is losing the traditional trust, that Totora can cover comprehensively quite all the human's needs.

Outgoing strategies:

For the Uros they are three possible strategies ahead:

1. the "global" one
-leaving the floating islands for an average life in the modern Peru.

This is the real risk today, as the reasons of isolation disappeared and the attraction of the wide world are calling medially.

But the family bounds and the tribal self-consciousness are too strong for many of them yet. Even higher educated ones come back, settling at least in Puno.

If no initiative occurs, this might be the end scenario of the last Reed Age civilization.

2. the purist one

-refusing any modern contribution as a contaminative element and isolating themselves from the touristic interest.

They are Uros groups, who are settling far away from the tourist routes and even refuse touristic visits, but they are few such families left and first of all, the Uros are not fundamentalists.

3. the creative-tradition one,

-reigniting the creative spirit of Uros's community upon Totora,

-discovering the inspiring power of original use of Totora and developing his rich, unexpected potential to new, contemporary, life-supporting applications

-generating an original, attractive, integrated, floating living habitat.

-implementing our actual, discrete technologies for water processing, alternative energy sources and sustainable material exchange within the Uros's world as an example of :

-developing fresh patterns of life on floating living islands

-implementing the structural creativity for designing a comfortable and attractive, contemporary way of life, based on the unique floating islands. Perhaps making as

such an example of a coherent and modernly equipped, comprehensive life model of Reed's Age in Andean altiplano. Not just tourists would then come and admire the original living style of Uros, but even those of them living today on the fest land would come back to the new comfort and freedom of tax-free Totorá-islands.

Revisiting the Reed Age

As any language experiences evolution and grows with upcoming generations as an evolutive platform of communication, the living habitat must follow the expectations of his users or getting museum-like and as such artificial.

As just few people like living in a museum, the Uros's habitat deserves a comprehensive revisit, with the goal of transferring the values of Reed Age to the XXI century.

Making this unique environment attractive for the youth and comfortable for their family is the second goal of the TOTORÁ 90 project.

The main goal is triggering the creative spirit of the Uros, enabling them to create further scenarios of life and solutions for this, beyond the established tradition, in the context of the actual reality, keeping their unique life strategy based on local resources alive and projecting it to the future by involving the young generations in the process.

The Project TOTORA 09

Addresses the topics:

- a. Uros's habitat 09 as a comprehensive approach including all the life and life quality supporting stations.**
- b. Totora as a basic material for a life sustaining strategy and as a potential for further applications**

Goals:

Working with Uros's families of craftsmen for researching and conceptualizing all the life-support aspects on a floating island, the international Master Program Integral Studies and the PUCP- University of Lima investigate all the aspects of a living strategy on Totora floating Islands, for conceiving with the inhabitants an exemplary habitat of Uros's families of XXI century, based on Totora.

International teams of students from both Universities will research, abstract, diagnose and conceptualize the experience in field and the Totora potential, as well and modern, discrete technologies for generating an attractive and updated living habitat based on the Totora and Titicaca-Lake coordinates of the Uros's environment.

The Platform of the project will be floating islands, but the structures, the equipment and the facilities will answer in

an original way the expectations of a young family, living in 2009.

Within the research, the Totora itself will be the material of reference, getting challenged for further, actual applications.

Procedure:

In order to realize these goals, the international students group will team up in smaller clusters addressing the specific topics, related to the living on a floating island: shelter, community plaza, cooking site, remote communication, hygiene, water harvesting, education, mobility, privacy etc.

- Developing these specific topics and
- integrating them in a comprehensive habitat concept,
- involving the local craftsmen as creative partners, the teams will experience a high challenge of an inspiring but demanding context.

Expected results:

Building up with the local craftsman's family this model, we aim toward a larger multiplication by the neighbors and to further development of an original approach to the actual problems by the local inhabitants.

We work for a habitat with actual comfort, but sustaining a Reed Age life concept, integrated harmoniously in the biotop of Titicaca Lake.

Who:

SAdBk- Stuttgart Master Program Integral Studies, PUCP

– Lima, DWH Dresden

Teams:

**TOPIC 1.SHELTER AND PRIVACY
COMMUNITY HOUSE (SCHOOL?)
HABITAT LAYOUT**

-Claudia A.,	PUCP
- Alejandra,	PUCP
- Alexandra P,	SADBK. Integral
- Moritz R,	DWH
- Rosio T.	Univ.Leiden

**TOPIC 2.COOKING AS A COMMUNITY FUNCTION
EATING AS A COMMENSUAL HABIT
FOOD STORAGE**

ENERGY (storage, source,warm water, warm and cold air)

-Nicola H.	SAdBK, Integral
-Alexandra M.	PUCP
-Renato L.	PUCP
-Gabriela S.	SAdBK, Integral
-Tobias K.	DWH

TOPIC 3. WATER (drinking water, draining&purifying)

HYGIENE 1 (body)

HYGIENE 2 (clothes)

HYGIENE 3 (refuse)

-Yu Lin Hou	SAdBK, Integral
-Franco E.	PUCP
-Hitoshi N.	PUCP
-Le Roy	Univ Stuttgart

TOPIC 4. WORKING AS A COMMUNITY FUNCTION

TOTORA DRYING AREA

MIRADOR AND REMOTE COMMUNICATION

HARBOUR, ANCHORAGE

-Xia Zhou	SAdBK, Integral
-Miriam A.	SAdBK, Architektur
-Ke Nan	SAdBK, Integral
-Juan N.	PUCP
-Pedro N.	PUCP
-Simon P.	Univ Stuttgart

TOPIC 5. EDUCATION,EVENTS, COMMUNICATION, PLAYGROUND AND ENTERTAINMENT AS COMMUNITY PROCEDURES

-Milind M	SAdBK, Integral
-Laura L.	PUCP
-Cesar M.	PUCP
-Harriet K.	SadBK, Integral

Research Plan:

TOTORA

Phase 1: Preparatory Meetings in Lima, Sept 07.-10. 2009

Date	Activity
Monday 07.09.09	Meeting Prof. Gelderes and Prof Perez in PUCP
Tuesday 08.09.09	Meeting Mr.Holger Stenzel First Secretary and Cultural Atachee in German Embassy
Wednesday 09.09.09	- Meeting with Marcial Rubio Correa, New Rector PUCP - Lecture in PUCP: Reorienting knowledge focus
Thursday 10.09.09	Meeting with Prof. Perez and Tatora Group of PUCP Students Briefing of research method

TOTORA

Phase 1: Research Workshops – Final Program

Date	Activity
Thursday 10.09.09	Arrival PUCP group
Friday 11.09.09	Arrival SAdBK Group
Saturday 12.09.09	- Meeting with PUCP and SAdBK Group - Project room discussions - Visiting Puno City
Sunday 13.09.09	Meeting with City Mayor of Puno and Uros Floating Islands of Uros - Visiting the Floating Islands with Uro's Mayor

	<ul style="list-style-type: none"> - Meeting and talk with Uros people - Meeting with Uros partner family - Project room discussions
Monday 14.09.09	Opening Project Ceremony <ul style="list-style-type: none"> - with presence of Puno and Uros City Mayor - press conference Totora types and process, in Chimu <ul style="list-style-type: none"> - Master class and Workshops with Omar Yhon Balcona - Project room discussions
Tuesday 15.09.09	Kesana crafts and strow rope, in Chimu <ul style="list-style-type: none"> - Totora Workshop with Omar Balcona and Chimu President - Working with kesana crafts people - Project room discussions
Wednesday 16.09.09	Visiting remote Floating Islands <ul style="list-style-type: none"> - Research the Habitat in the remote floating islands - Sleeping in islands
Thursday 17.09.09	Visiting remote Floating Islands <ul style="list-style-type: none"> - Research the Habitat and life style in Floating Islands
Friday 18.09.09	Visiting Floating Islands of Uros with Uro's Mayor <ul style="list-style-type: none"> - Workshop about boat building and structure discussions - Project room discussions
Saturday 19.09.09	Workshop about Floating Islands structures <ul style="list-style-type: none"> - Project room discussions
Sunday 20.09.09	Visiting other communities on the Lake Titicaca islands: Taquile
Monday 21.09.09	Preparing final síntesis and diagnosis <ul style="list-style-type: none"> - feedback with The Uros' community
Tuesday 22.09.09	Farewell ceremony <ul style="list-style-type: none"> - Final synthesis with presence of Puno and Uro's City Mayor - Defining teams and works
Wednesday 23.09.09	Departure to Lima / Cusco

Results of Research:

a. Data

A large documentation of more than 2500 photos and 10 hours video gathered an impressive amount of data, interviews and field research.

b. Experiments

An array of experiments with Totora has been carried out.

Among them was realizing a trilobate arch with a radius of 3.8 meters a high-light demonstrating the Titora structural potential.

Further more a new “block house- pitch” binding method promises to cover the isolation and light-weight requirements for the habitations.

Other “kesana-multi layer” experiments show, that the potential of Titora is just an open book, challenging the user’s imagination.

c. Contacts

The well prepared research occurred under the high openness of the entire Uros’s community, who accepted the research team as a chance for an outside fresh look and as a source for further inspiration and progress.

The self administration of the community as well as the regional government supported and encouraged the research.

The cooperation with the Uros’s craftsmen and their families was an example of constructive and open dialogue.

d. Understanding

The data of research are converging into the hypothesis, that we are addressing a sensitive habitat with roots in the oldest layer of human civilization. Beyond requiring respect and responsibility these coordinates have an inspiring effect and address a deeply rooted reflex in using the reed environment.

Working with Titora on the floating islands requires a specific mind set and

dedicated concepts for this unique context.

The Uros are very open to innovation and enjoy experimenting with Totora. Their skills and flexibility in processing Totora are a major asset in revisiting the living on the floating Islands of Titicaca Lake.





Prof. George Teodorescu

TEAM Energy



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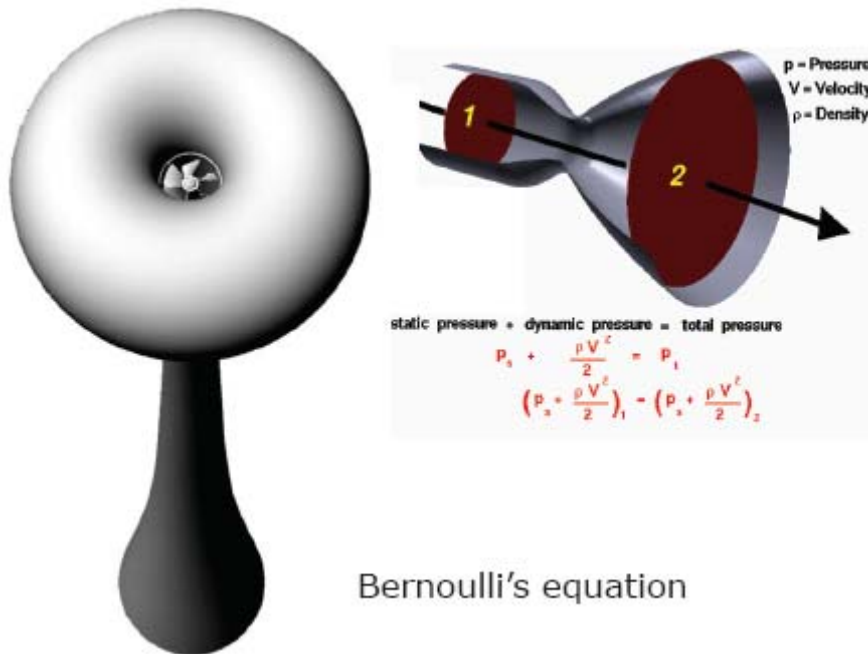
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1. Autarkic Energy

Concept:

Captive balloon and chimney effect



- pressure difference created by chimney
- chimney anchored on ground
- balloon (torus form) with (He) lifts the whole construction
- light-weight textile/PVC material (balloon and chimney)
- turbine and generator on top

2. Disaster relief

Mentality and attitude

- knowledge
- intelligence
- will and courage
- improvisation skills
- inventing talent

Tools

- portable
- autarkic
- rugged

Operation

- squeezing
- cutting
- lifting
- moving

Human and valuables Infrastructure bypass Information analysis

- | | | |
|-------------------|-----------------|-------------------|
| • locating | • air / water | • Easy to operate |
| • creating access | • energy | • multifunctional |
| • rescuing | • communication | • portables |
| • shelter | | • Autarkic |

2. Disaster relief

Concept:

Universal tool

multi-functional tool
multiplying human
power

(air bag pneumatic
principle)

light-weight but
strong material



Universal tool





Universal tool



Universal tool



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Walton D. Dutcher, Jr.

Mr. Dutcher is a quadriplegic, the result of a spinal cord injury in May, 1956 while serving in the Navy. His educational background includes the study of Architecture at the University of Illinois, a graduate of the Milwaukee School of Broadcasting, an AA degree from St. Petersburg College and a BA in Business Administration from the University of South Florida.

His passion is architectural design. He has designed and built 3 of his own homes and designed a number of others for individuals throughout the U.S. He does home modification assessments as a Medicaid Waiver provider and also consults with architects, builders and developers. He has designed other things such as a bowling stick; the prototype accessible workstation for the City's libraries; the accessible lecterns for the City Council Chamber which have 18 inches of height adjustment versus 8 for the commercial ones; the accessibility renovations and accessible docks for the Sailing Center in St. Petersburg, which is considered the finest small venue accessible sailing venue in the world; the ramp for the City's new competition pool, and an accessible kitchen wall cabinet using off-the-shelf parts.

Mr. Dutcher's first involvement in disability organizations and advocacy was in 1959 as a founding member of the Milwaukee, WI chapter of the National Paraplegia Foundation (NPF -now the National Spinal Cord Injury Association). In 1961, following

his move to Florida, he organized the Tampa Bay Area Chapter of NPF. In 1971 Mr. Dutcher participated in a committee to lobby City Council to establish an advisory committee of the City to address the needs of persons with disabilities. He was first appointed to that committee, now known as the City of St. Petersburg's Committee to Advocate for Persons with Impairments (CAPI), in March, 1997 and served eight years, including 3 years as Chair, as a member of CAPI. CAPI advises the Mayor, City Council and the Administration on matters pertaining to the inclusion of persons with disabilities as regards the City's facilities, programs and services. He served as a co-chair of the Pinellas/Hillsborough Real Choice Advisory Board. He assisted in the formal organization of the National Alliance OF The Disabled, Inc. (NAOTD), a virtual online national, cross-disability, grass-roots organization. He was a member of the Board of Directors and served as the Executive Director of Operations for from its inception in 1997 until its dissolution in 2002. In 1992 he organized Caring & Sharing Center for Independent Living, Inc.(CASCIL)in St. Petersburg,FL and served on the Board of Directors of from 1992until June, 2001during which he served three terms as President and three terms as Secretary. He was honored by New Mobility magazine (Jan. 1998) inbeing nominated, along with notables such as Stephen Hawking and John Hockenberry, for the "Person of the Year" award given by New Mobility. He was selected, along with 49 others out of 400 candidates, to be profiled in a book titled Roll Models: People Who Live Successful Lives After Spinal Cord Injury and How They Do It by Richard Hollicky. In 2006 the St. Petersburg College Alumni Association named him "Alumni of the Year" and inducted him into the Association's Hall of Fame.

After graduating from college in 1968, Mr. Dutcher organized and concurrently managed; a mutual fund, the fund's underwriter, and the fund's investment adviser. In 1980 he joined the management company for the Templeton Group of mutual funds and served as the Compliance Officer for the funds. In 1985 he accepted a position with a small, 5 employee, cabinet manufacturer and led it through its growth to become a 165 employee, \$6 million company in two and one-half years. This company was honored as Employer of the Year by Goodwill-Suncoast in 1988. He does small business consulting

and has conducted small business workshops focusing on startup.

Besides his volunteer involvement with CASCIL and CAPI, he organized the St. Petersburg Aquatics competitive swim club in 1978 and did meet announcing for 13 years. Mr. Dutcher enjoys singing and has been a member of the Alumni Singers since 1985.

THE RATIONALE AND APPROACH FOR THE INTEGRATION OF THE PRINCIPLES OF UNIVERSAL DESIGN IN ALL HOUSING

Walton D. Dutcher, Jr.

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Let me begin by stating that Universal Design (UD) is not a prescriptive set of features but rather a set of seven “principles” that, according to the North Carolina State University, Center for Universal Design serves to result in; “The design of products and environments to be usable by all people, to the greatest extent possible, without the need for adaptation or specialized design.” ¹

One might ask if the Americans with Disabilities Act Accessibility Guidelines (ADAAG) or the Fair Housing Accessibility Guidelines (FHAG), and the Fair Housing Act Design and Construction Requirements ² thereunder, would suffice as a set of prescriptive features. ADAAG does not apply to housing but it and FHAG only address the specific issues of accessibility for persons with disabilities. While UD does have some design factors in common with these Guidelines, a designer or builder must not hold to this limited set of features because UD applies to everyone. Who then is the arbiter of what design features in a home is UD or not? The answer is; Nobody, because there is no organization or group of individuals who dictate or establish what features shall be

¹ *Copyright 1997 NC State University, The Center for Universal Design*

² 24 CFR 100.205

included or certify whether a home can carry the title or imprimatur of being UD. Even if there was a set of standard features, would the homebuyer understand and see value in them? My guess is that they would first ask: what is UD? How would one respond to this question? Is there another concept that a homebuyer would initially perceive as having some value in the absence of knowing what features it includes? The title I prefer and use is Life Span Design.

I believe that the title of Life Span Design is intuitive because it implies that the home in some manner provides design features that will be beneficial to the homeowner during their lifetime. This sets the stage to develop a prescriptive set of design features that will give the prospective homebuyer a rational response to that intuitive perception. The principles of Universal Design make sense. The challenge, and therefore the difficulty, is divining how to design and incorporate features into a home that will not only cater to the principles of UD but also be cost-effective, esthetically acceptable, and be perceived as having value that equivalent to any added cost.

Life Span Design that incorporates the Principles of Universal Design has no downside. There are number of driving issues that should raise an awareness of builders as to the need for a change in how they design homes.

1. The aging of the population.
2. The expansion of the population.

3. The advancement of medical technology increasing the capability of recovery following traumatic injury or disease which also increases the potential for disabilities.

4. The current (2008) economic condition of the nation.

5. There is ample evidence to forecast a potential for an increase in the rate of disabilities based on obesity, which is the nation's number one healthcare issue, and low birth weight infants.

6. There is a rise in the rate of parents living with their children because of the cost of alternative housing or long-term care facilities.

Given the current housing market and the cost of building materials, builders have been adversely affected. The building boom, primarily fueled by the competition in the mortgage industry which eased credit requisites, increased the housing inventory beyond demand. Moreover, the homes that were built maintained the same design parameters for the bathrooms, other than the Master Bath, that have seemingly been held for a very long time in that they are defined by the width of a 5'-0" tub. As a Medicaid Waiver provider doing home accessibility assessments, I am constantly challenged to figure out a way to create an accessible bathroom within the small confines of these bathrooms. These and other modifications are paid for by tax dollars as attested to a study that showed that 87% of modifications to achieve accessibility

in homes were funded by sources other than the homeowner. This cost, to say nothing of the inconvenience and dust that must be suffered by the homeowner, could be totally avoided if all housing incorporated Life Span design features that allow a home to be adapted to any circumstance, whether it be temporary or permanent, that may arise during one's lifetime. Additionally, homes with more than one story had no provision for future vertical access. A home having these features also expands the market for its resale.

The current housing market demands that builders differentiate themselves in order to survive. Production builders tenaciously resist any suggestion to redesign on the basis of the cost of redesigning the homes. I would submit that the cost of redesigning is far less than the potential losses in today's market under a "business as usual" marketing plan.

Life Span Design requires a subtle marketing strategy and it should never use the word "accessible". The word "accessible" immediately conjures up the vision of an environment akin to hospitals or other institutions. It is associated with grab bars and other elements that they feel detract from the esthetics of a home. Once prospective buyers visit the home they will notice something different but not quite be able to put their finger on it. Wider hallways and doors make it much easier to move furniture. The absence of steps makes it easier for mothers with young children using baby strollers. The esthetics of the home is not altered.

There is another matter of curiosity to me. People spend large sums of money to purchase insurance related to an event they hope will never happen and the actuarial evidence indicates the likelihood of these events occur at a very low rate. This is how insurance companies make money. However, when it comes to considering an investment in a home that offers features that will be useful to them and potentially save them a great deal of money, to say nothing of the inconvenience, consumers choose to ignore the actuarial evidence that predicts a higher likelihood of disability, whether it be temporary or permanent, because they are more infatuated with “curb appeal” and other interior elements of “bling”.

Is Life Span design marketable? This requires a comparison of the cost of a Life Span design home versus typically designed homes in the same target market. What else should be considered in designing a marketable home? The following information should be considered in differentiating the Life Span home design from the other “me too” production builders. An article in the August 27, 2007 edition of the **Blue Ridge Business Journal** entitled “Women In Charge” by Michelle Long states that; “Women make 80 to 85 percent of the buying decisions for families, represent roughly half of the population and comprise nearly half of the working population.” Given the significance of this statistic, the designer should be aware of what features are priorities of women. In the Home & Garden section of the September 8, 2007 edition of *The News & Observer* in an article entitled “What Women Want in a House” by Marni Jameson the following items were listed:

- *Bigger kitchens*
- *More bathrooms*
- *Closets, closets, and more closets*
- *Smaller living room*

While these design features are important marketing considerations, they aren't actually considerations under Principle One because one cannot separate "marketable" from "people with diverse abilities."

Access to, and the reputation of, schools have a significant influence on families with children. For the retirement group and Baby Boomers, "Aging In Place" is another focus of consumer education. These issues make it obvious that a marketing strategy of consumer education as to the advantages of Life Span Design is an imperative.

LIFE SPAN DESIGN FEATURES

There is no established set of features for Life Span Design. When it comes to developing this set of features and integrating the principles of Universal Design, the process is entirely subjective. The scope can be simple and broad swept or complex and filled with minute details. In order to entice a builder, the focus is on added cost. Keeping this in mind, I developed the following set of features which are noted after the guidelines for each Universal Design Principle.

UNIVERSAL DESIGN DEFINITION:

The design of products and environments to be usable by all people, to the greatest extent possible, without the need for adaptation or specialized design. ³

³ *Copyright 1997 NC State University, The Center for Universal Design*

PRINCIPLE ONE: Equitable Use

The design is useful and marketable to people with diverse abilities.

Guidelines:

1a. Provide the same means of use for all users: identical whenever possible; equivalent when not.

1b. Avoid segregating or stigmatizing any users.

1c. Provisions for privacy, security, and safety should be equally available to all users.

1d. Make the design appealing to all users.

Life Span Design Features
<input type="checkbox"/> Accessible 4'-0" wide ADAAG* compliant walkway from sidewalk or driveway
<input type="checkbox"/> No-step entries
Life Span Design Features, <i>Cont'd</i>
<input type="checkbox"/> ADAAG* compliant thresholds
<input type="checkbox"/> 36" doors throughout
<input type="checkbox"/> Min. 44" hallways
<input type="checkbox"/> Electrical outlets and telephone jacks 18" from floor
<input type="checkbox"/> Switches 42" from floor
<input type="checkbox"/> Environmental controls 48" from floor
<input type="checkbox"/> Mobility device access to circuit breaker panel. Topmost breaker at max. reach of 48"
<input type="checkbox"/> Accessible traffic pattern to all rooms and activity areas

PRINCIPLE TWO: Flexibility in Use

The design accommodates a wide range of individual preferences and abilities.

Guidelines:

- 2a. Provide choice in methods of use.*
- 2b. Accommodate right- or left-handed access and use.*
- 2c. Facilitate the user's accuracy and precision.*
- 2d. Provide adaptability to the user's pace.*

Life Span Design Features
<ul style="list-style-type: none"># Blocking for grab bar and shower seat installations# Roll-in showers offering adequate maneuvering room for wheelchairs# Shower system including temperature set / pressure balance single handle control, diverter valve and hand held shower# Side and front transfer access space to commodes# Single lever kitchen and bathroom sink faucets# Adaptable bathroom vanities with separate sub-base that can be removed for clear access underneath# Telephone jacks placed for convenience and ease of access# CAT 5e, or higher, wiring to provide for technology requirements# Wiring available for future outlet at top of hinge side of exterior front and interior garage entry for installation of door operator

PRINCIPLE THREE: Simple and Intuitive Use

Use of the design is easy to understand, regardless of the user's experience, knowledge, language skills, or current concentration level.

Guidelines:

- 3a. Eliminate unnecessary complexity.**
- 3b. Be consistent with user expectations and intuition.**
- 3c. Accommodate a wide range of literacy and language skills.**
- 3d. Arrange information consistent with its importance.**
- 3e. Provide effective prompting and feedback during and after task completion.**

Life Span Design Features
Thermostat with intuitive features and directive notations or symbols large enough to read and with sufficient color contrast

PRINCIPLE FOUR: Perceptible Information

The design communicates necessary information effectively to the user, regardless of ambient conditions or the user's sensory abilities.

Guidelines:

- 4a. Use different modes (pictorial, verbal, tactile) for redundant presentation of essential information.**
- 4b. Provide adequate contrast between essential information and its surroundings.**
- 4c. Maximize "legibility" of essential information.**

4d. Differentiate elements in ways that can be described (i.e., make it easy to give instructions or directions).

4e. Provide compatibility with a variety of techniques or devices used by people with sensory limitations.

Life Span Design Features
Contrasting colors of floor materials delineating traffic passages.
Energy saving illumination with the following levels of minimum foot-candles (fc) for specific areas:
<input type="checkbox"/> Task surfaces: 50fc
<input type="checkbox"/> Passageways: 15fc
<input type="checkbox"/> Kitchen (counter, sink, range): 30fc
<input type="checkbox"/> Bathrooms at vanity tops: 30fc
<input type="checkbox"/> Showers and bathtubs: 15fc
<input type="checkbox"/> Various floor materials, all of which comply with FHADG, to differentiate areas

PRINCIPLE FIVE: Tolerance for Error

The design minimizes hazards and the adverse consequences of accidental or unintended actions.

Guidelines:

5a. Arrange elements to minimize hazards and errors: most used elements, most accessible; hazardous elements eliminated, isolated, or shielded.

5b. Provide warnings of hazards and errors.

5c. Provide fail safe features.

5d. Discourage unconscious action in tasks that require vigilance.

Life Span Design Features	
<input type="checkbox"/>	Low/no VOC materials and finishes
<input type="checkbox"/>	Fire extinguisher mounted on base cabinet wall next to range/cooktop

PRINCIPLE SIX: Low Physical Effort

The design can be used efficiently and comfortably and with a minimum of fatigue.

Guidelines:

6a. Allow user to maintain a neutral body position.

6b. Use reasonable operating forces.

6c. Minimize repetitive actions.

6d. Minimize sustained physical effort.

Life Span Design Features	
<input type="checkbox"/>	Lever handles on all swinging doors
<input type="checkbox"/>	Handles that accommodate grasp on all sliding or bi-fold doors
<input type="checkbox"/>	Kitchen, Bathroom and other cabinet doors fitted with D-shape or other style of handle that facilitates grasp and are ergonomic
<input type="checkbox"/>	Garage door opener

PRINCIPLE SEVEN: Size and Space for Approach and Use

Appropriate size and space is provided for approach, reach, manipulation, and use regardless of user's body size, posture, or mobility.

Guidelines:

7a. Provide a clear line of sight to important elements for any seated or standing user.

7b. Make reach to all components comfortable for any seated or standing user.

7c. Accommodate variations in hand and grip size.

7d. Provide adequate space for the use of assistive devices or personal assistance.

Life Span Design Features	
<input type="checkbox"/>	60" turning radius in bathrooms and Kitchen
<input type="checkbox"/>	Lazy Susan corner cabinets in Kitchen where indicated
<input type="checkbox"/>	Pull-out shelves in Kitchen base cabinets
<input type="checkbox"/>	Front control electric range
<input type="checkbox"/>	Switches for disposal installed in the front apron of the sink base and range/cooktop exhaust fan/light switch installed in the base cabinet next to the range

Please note:

These Principles of Universal Design:

§ address only universally usable design, while the practice of design involves more than consideration for usability. Designers must also incorporate other considerations such as

economic, engineering, cultural, gender, and environmental concerns in their design processes.

§ offer designers guidance to better integrate features that meet the needs of as many users as possible. ⁴

The cost of a Life Span design home will be 2% to 5% more than a typical home. That then brings us to issue of “value” as perceived by the customer. The builder can point out the features that set the design apart from others which hopefully establishes actual and perceived value. Cosmetic manufacturers practice this marketing approach religiously. There is an argument that I use that involves insurance to illustrate this differentiation. We buy all sorts of insurance in anticipation of an event that we hope will never happen and the likelihood of it happening is actuarially minuscule. I often wonder why we buy life Insurance when it certainly won't benefit us. Considering the fact that the likelihood of an outcome of an event would adversely affect us is greater than those events for which we buy insurance, why would anyone balk at buying something that obviously holds some value. Therefore, it is an imperative that an optimal approach in designing homes should incorporate the development and implementation of a creative marketing strategy and plans that will address the advantages and value of Life Span design.

Walton D. Dutcher, Jr.

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⁴ Ibid.

Appeal:

1.

Colleagues,

Significant changes are underway in the US regarding basic outdoor accessibility. This is an area of disability rights advocacy that we strategically sidestepped in the 1970's to focus on what would become the ADA.

On December 3, the National Network of ADA Centers will host a webinar covering the Draft Final Accessibility Guidelines for Outdoor Developed Areas recently released by the U.S.

Access Board. There is a period of public comment through December 18. The registration information follows at the end of this message and with the attached registration forms.

Provisions have significantly changed between the Notice of Proposed Rulemaking in 2007 and the latest final draft issued October 19,2009.

Significant scoping and technical changes have been made regarding access to trails. There are also different technical provisions based on whether the surface is concrete, asphalt, boardwalk or an alternative loose-fill surface such as natural stone screenings and soil. The scoping requirements for picnic tables have significantly decreased, as have the technical provisions for outdoor benches. There are new requirements for documentation and notification to the Access Board when not all portions of a trail may be able to be made accessible.

Public comments can be viewed as they are submitted through www.regulations.gov see <http://www.regulations.gov/search/Regs/home.html#docketDetail?R=ATBCB-2009-0006>

The US Access Board and the National Network of ADA Centers are pleased to announce that Registration is now available for the December 3rd Webinar titled: "UNDERSTANDING THE DRAFT FINAL ACCESSIBILITY GUIDELINES FOR OUTDOOR DEVELOPED AREAS" The session will be held from 2:30pm-4:00pm Eastern

On October 19, 2009, the U.S. Access Board released draft final guidelines for trails, picnic and camping facilities, and beach access routes. Once finalized, these guidelines will apply to outdoor sites managed by the Federal government, including national parks and recreation areas covered by the Architectural Barriers Act. This webinar session will provide participants with the opportunity to better understand the draft guidelines. This session will also highlight how the conditions for exceptions apply to trails and beach access routes, review "outdoor constructed features", and discuss the requirements for outdoor recreation routes and beach access routes.

Registration for this initial program will be done via a paper registration process due to some technical problems with the On-Line Registration process.

Forms can be submitted by fax (312-413-1856) or email (adaconferences@adagreatlakes.org).

The Series is provided at no cost. Individuals who are seeking Continuing Education Recognition may incur a fee. This session has been registered for AIA CES (Approved Course #ACCES1) and LA CES has been applied for. The cost of receiving either AIA CES or LA CES is \$25.00 each. Certificates of Attendance will be issued at no charge.

Instructions for accessing the webinar program on December 3rd will be sent via email to registered individuals prior to the session.

Questions regarding the registration process or if you experience problems with the registration process can be addressed via email to adaconferences@adagreatlakes.org or by telephone at 877-232-1990 (V/TTY).

AccessibilityOnline
Registration Form
December 3, 2009 Session

First Name: _____

Last Name: _____

Organization: _____

Position/Title: _____
Address Line 1: _____
Address Line 2: _____
City: _____
State/Province: _____
Zip Code: _____
Email Address: _____
Telephone Number: _____

Continuing Education Recognition

This course has been registered for the following professional education designation(s):

American Institute of Architects (AIA) Course # ACCES1

Landscape Architecture CES Applied For The seminar is provided at no cost. However, continuing education recognition for the above designations is provided at an additional cost or \$25.00 per person/per designation.

A Certificate of Attendance is provided at NO COST

Please check all that apply:

Certificate of Attendance No Charge

AIA CES \$25.00

LA CES \$25.00 (Applied For)

Total x \$25.00 = _____

Credit card payment accepted (Visa/Mastercard) (Great Lakes ADA Center appears on Billing Statement)

Name on Card: _____

Card Number: _____

Expiration Date: _____

CV code: _____ (From back of card)

Billing Zip Code: _____

OR Mail Check to: DBTAC-Great Lakes ADA Center, 1640 W Roosevelt Road, Room 405, Chicago, IL 60608 (CE Recognition will not be issued until Check is processed)

Fax Registration to: 312-413-1856

Email Registration to: adaconferences@adagreatlakes.org

Questions Regarding the Registration Process call 877-232-1990 (V/TTY) or send a email to

adaconferences@adagreatlakes.org

Visit Tour Watch at:

http://tournet.ning.com/?xg_source=msg_mes_network

2.



ICIC 2010: Call for Papers

**International Conference on Intercultural Collaboration
August 19-20 2010, Copenhagen, Denmark**

Call for Papers and Other Submissions

This conference explores the nature of *intercultural collaboration* and ways to improve *intercultural collaboration processes and outcomes*. It is a continuation of the former *International Workshop on Intercultural Collaboration (IWIC)* series, with this being the third conference.

The conference incorporates both *socio-cultural* and *socio-technical* perspectives, with the objective of creating *multidisciplinary dialogue and progress* in this important field. Topics include *collaboration support* (such as *natural language processing, Web, and Internet technologies*), *social scientific analyses of intercultural interaction*, and *case studies* that increase mutual understanding and learning in our multicultural world. Submissions will be considered for *archival papers*, to be published in the *ACM Digital Library*, and *non-archival panels, demonstrations, and posters*. Examples of relevant topics include but are not limited to:

- Conceptual frameworks, methods, and measures to study intercultural collaboration and/or learning
- Field studies of intercultural collaboration in global organizations and/or in local communities
- Intercultural issues in offshore / global businesses
- Laboratory studies of intercultural collaboration
- Cultural differences in collaboration styles and/or technology use
- Case studies of intercultural collaboration
- Computer supported intercultural collaboration
- Internet, web, ubiquitous, and/or ambient technologies for intercultural collaboration and learning
- E-learning in multicultural environments
- Frameworks for measurement of properties of intercultural communication
- The role of language, language proficiency, and language resources in intercultural collaboration
- Multilingual communication and communication technologies
- Interoperability of language resources
- Usability of technologies, including language resources, for intercultural collaboration

The conference will feature several prominent invited speakers (to be announced).

Papers

Full papers are solicited on any aspect of intercultural collaboration. Papers can describe studies of intercultural communication and collaboration or present new technologies to

Review Process

Submitted late-breaking papers, panels, and demonstrations will be reviewed by a panel of distinguished researchers in the area of intercultural communication and collaboration.

Important Dates:

ICIC 2010 Conference August 18-20, 2010

Full Papers and Panels submission and review timeline:

- Submission Deadline: February 1st, 2010
- Reviewer Deadline: March 16th, 2010
- Author notification for papers and panels: March 30th, 2010
- Papers due in camera-ready form for ACM Digital Library: April 30, 2010

Late-Breaking Papers and Demonstrations submission and review timeline:

- Submission Deadline: April 15th, 2010
- Reviewer Deadline: May 01st, 2010
- Author notification for Late-Breaking Papers and demonstrations: May 08, 2010
- Late-Breaking Papers due in camera-ready form for ACM Digital Library: June 1, 2010

ICIC 2010 Organization

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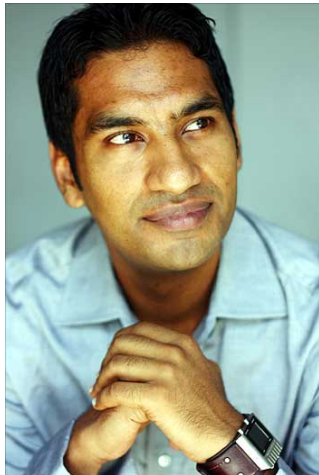
News:

1.

Industrial Design Centre, Indian Institute of Technology Bombay (IDC IIT Bombay) alumni Pradumnya Vyas (Master of Design batch of 1982-1984), Director, National Institute of Design, Ahmedabad, India and

IDC alumni Mugendu Kanampiu M'rithaa (Master of Design batch of 1991-1993), Faculty at Cape Peninsula University of Technology (CPUT) Cape Town, South Africa have been elected as executive board members of International Council of Societies of Industrial Design (Icsid) for the year 2009-2011.

2.



As a child, he made innovative toys, and later tinkered with electronic circuits. The creativity in him has today turned into a fine innovation.

Meet the enterprising Samarth Mungali who joined hands with classmate Bhavna Bahri to start a design firm called No Formulae.

When the Philips Simplicity Challenge in 2007 invited the most simple and innovative ideas, Samarth was quick to respond with a product that could be one of the best gifts for children across the globe.

The duo is thrilled at getting rave reviews for their patent pending product, Acceptor. The Acceptor is a child-friendly syringe, one that would distract the kids' attention and help them overcome the fear of taking injections. The syringes are brightly coloured with attachments in different shapes like a butterfly, an aircraft or a juice-bottle, which will conceal the syringes.

"As a child I was extremely scared of syringes. The Acceptor was the answer to a need that I could relate to," says 26-year-old Mungali.

The product is slated to hit the markets in the next 8 months. The company has an in-principle agreement with an Indian company and talks are on with a Sweden-based hospital, Dandreyds Sjukhus, to make the products.

The price of the syringe has not been finalised, but it is estimated to cost around Rs 10.

The firm that specialises in strategic design to enhance a product growth, visibility and viability, is all about identifying a

need and coming up with a solution. Besides, appreciating design, they could apply the creative design principles in the business world.

"The two years spent in the National Institute of Design, Ahmedabad, gave us more than a fertile platform to pursue our entrepreneurial dream. We presented the Acceptor before venture capitalists and networked with people in the industry. This not only gave us good exposure but also helped us understand the business concepts and dynamics which immensely helped in developing our own business model," says Samarth.

By the end of the academic tenure at NID, they had developed our business model and floated our company betting big on creativity and innovativeness that a design holds for businesses.

"We feel that the journey of entrepreneurship is like driving on a highway at night. You never get to see the end of the road, you only see a few hundred meters ahead, but as you keep moving ahead the road keeps unfolding. The only secret is to keep going, even if you do not see the destination," says a confident Samarth.

Samarth Mungali and Bhavna Bahri share their exciting experience of bringing profound changes in the business world with innovative and unique designs.

3.

TORONTO – November 30, 2009 – ESRI Canada, which provides enterprise geographic information system (GIS) solutions, today announced its green roof has received an honourable mention at Canada's prestigious 2009 Design Exchange Awards. A jury of leading business executives, designers and community leaders selected the roof garden as one of the winners in the landscape architecture category.

"For years, we have been helping thousands of customers make better environmental decisions through our products and services," said Alex Miller, President, ESRI Canada. "We strive to reflect sustainability in our own operations. With this project, we wanted to show that a green roof is affordable, viable and achievable. We're exceptionally proud that our efforts have been recognized by our peers in business, government and industry."

The project was initiated in 2007 and designed in conjunction with Scott Torrance Landscape Architect Inc. The 704-square metre area was designed such that each room in the offices looks out to a specific section of the green roof, extending the

interior space. The project was completed in June 2009 and has transformed the offices' paved terrace from grey concrete to lush green landscape that complements the surrounding urban architecture.

The roof helps reduce the urban heat effect and provides useable green space and an enhanced environment for staff and visitors. It also provides year-round plant interest and features more than 50 plant species including sedums, grasses, evergreen, flowering plants, shrubs and trees. It uses environment-friendly materials and plants obtained from local nurseries, and was built using modular trays that can be removed and relocated, making the rooftop garden portable.

"While we encountered several challenges in pursuing this project, we're glad that we persevered and completed our green roof. It delivers significant benefits to the environment and is also an excellent backdrop for showcasing how our solutions can make a positive impact," said Miller.

The Design Exchange Awards is a national competition that promotes Canadian design excellence and recognizes the critical role of design in all types of organizations. Award entries were evaluated based on the function, profitability, aesthetics, innovation, accessibility and sustainability of their design. The design awards were held on November 24, 2009 at the Design Exchange in Toronto. The winners are displayed in an exhibition at the Design Exchange from November 25, 2009 to February 21, 2010.

About ESRI Canada

Founded in 1984, ESRI Canada provides enterprise geographic information system (GIS) solutions that empower businesses, governments, and educational institutions to make timely, informed and mission-critical decisions by leveraging the power of geography. The company distributes the world's leading GIS software from ESRI, Telvent Miner & Miner, Azteca Systems and other technology partners. Headquartered in Toronto, the company serves over 10,000 customers from 16 regional offices across Canada. Information about ESRI Canada can be found at www.esricanada.com.

ESRI Canada

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4.

universal design Expertenkonferenz

November 12 to 14, 2009 Bauhaus-Universität Weimar

Weimar Declaration from the **universal design** expert conference from November 12 to 14, 2009

Preamble

universal design involves the design and development of products and environments that can be used by all people – as far as possible – without requiring any adaptation or specialized customizations. There are many differences between the worlds of the young and old, the healthy and the ill, of people with and without disabilities. One topic in the field of design, however, forms the basis of what they all have in common: well-designed products, properly planned architecture and services designed to meet specific needs.

In this context, design takes on a position of great responsibility. After all, functionality, ergonomics, the right choice of materials, visualization of intended use and user interfaces are just as firmly anchored in this discipline as aesthetics. We are already confronted with the demographical effects and developments in their entire breadth today. In the future, these developments will require us to make significant changes and to exhibit a high degree of willingness to innovate.

The significance of the tasks described with the words universal design has not yet been sufficiently communicated for the general public to truly understand and see what it is all about. It has not yet touched many different areas of society: universal design is the N^o 1 challenge to the field of design for the next decade! Germany has a long history of developing and evaluating products, architecture and services in the light of their demographic impact. There is much more that still needs to be done to transform this potential into future-proof, commercially viable and results-oriented strategies.

... "universal design" is the design of products, environments, programs and services that can be used by all people to the greatest possible extent, without requiring any adaptation or customized design.
Excerpt from the UN Charter on the Rights of the Disabled

The signatories of the Weimar Declaration hereby state that:

universal design places the main focus on people.

universal design is not only a design topic.

universal design is an interdisciplinary task.

universal design is open to all users.

universal design creates service systems.

universal design is a process, not a standard.

universal design promotes social inclusion.

universal design deals with questions concerning the future.

universal design is a mission and a responsibility.

universal design must be firmly anchored in the education system, early and continually.

universal design undertakes to enlighten the worlds of politics and industry.

universal design supports and promotes economic growth.

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Kloßmann, Michael	Hansgrohe AG; 77761 Schiltach
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Milbradt, Thomas	GDM mbH; 52070 Aachen
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Schitz, Reinhold	GILDEMEISTER Aktiengesellschaft; 57458 Prorban
Seib, Dietmar	Leben ohne Barrieren; 47533 Kleve
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van Boven, Aart	Metal Stories; 22751 Hamburg
Voigt, Hartmut	Burg Giebichenstein, Hochschule für Kunst und Design; 05009 Halle (Saale)
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Wrogmans, Ralph	IF International Forum Design; 30551 Hannover
Wittenbrink, Georg	Vauth-Segal Systemtechnik GmbH & Co. KG; 30521 Hannover

5.

2009 Design Exchange Award winners announced

The Design Exchange (DX) announced the 2009 winners of the Design Exchange Awards at a gala dinner on November 24, 2009. This national design competition is open to professional designers across Canada working in a range of disciplines, and the winning projects are displayed in an exhibition at the DX running from November 25, 2009 to February 21, 2010.

The Design Exchange Awards promote Canadian design excellence and recognizes the critical role of design in all types of organizations – national and international. The Awards celebrate the success stories achieved through close partnerships between clients and designers. Projects are recognized for balancing function, aesthetics, and economic success.

Award categories include architecture, interiors, visual communications, environments, fashion and industrial design. A special award is also presented to the CEO with the best design strategy. The winners in each category are listed below.

Architecture - Commercial

Gold

Project: RBC Centre

Design Architects: Kohn Pedersen Fox Associates, Sweeny Sterling Finlayson & Co. Architects Inc.

Production Architect: Bregman + Hamann Architects

Advocacy and Compliance Architect for RBC/RBC Dexia:

Sweeny Sterling Finlayson & Co. Architects Inc.

Client: Cadillac Fairview Corporation Limited, RBC Financial Group and RBC Dexia Investor Services

Silver

Project: George Brown College - Centre for Hospitality and Culinary Arts

Designer: Kearns Mancini Architects Inc. with Gow Hastings Architects Inc.

Client: George Brown College

Bronze

Project: Centre for Urban Ecology

Designer: Taylor Hazell Architects with architectsAlliance

Client: Humber College Institute for Technology and Advanced Learning; City of Toronto; Toronto and Region Conservation Authority

Honourable Mention

Project: Island Yacht Club

Designer: Montgomery Sisam Architects

Client: Island Yacht Club

Honourable Mention

Project: Southbrook Vineyards

Designer: Diamond + Schmitt Architects

Client: Southbrook Vineyards

Architecture – Residential

Gold

Project: 40R Laneway House

Designer: Superkül Inc.

Client: Elena & Jorge Soni

Silver

Project: Shift Cottage

Designer: Superkül Inc.

Client: Anonymous

Bronze

Project: aerieLOFT

Designer: Breathe Architects

Client: B. Puckering

Honourable Mention

Project: House 60

Designer: gh3

Client: Allison Granovsky

Engineering

Honourable Mention

Project: Versus Scoreboard - Portable, Electronic Scoreboard and MP3 Player

Designer: Cortex Designs

Client: Versus Ltd.

Fashion/Apparel Design

Honourable Mention

Project: R 320 Climbing Harness

Designer: Arc'teryx

Client: Arc'teryx

Industrial Design

Gold

Project: Artful Winemaker

Designer: Poissant Design Associates Inc.

Client: Global Vintners Inc.

Silver

Project: Xyrä Playground Equipment

Designer: Marc Boudreau Design Industriel

Client: Jambette Évolujeux

Bronze

Project: DNA Self-Collection Kit: Test Tube format

Designer: DW Product Development Inc.

Client: DNA Genotek Inc.

Honourable Mention

Project: LED Light 'Bright Cube'

Designer: Lumolar

Client: Lumolar with Arkalumen

Honourable Mention

Project: Planna

Designer: Inscape / Inscape Design Team

Client: Inscape

Interior Design – Commercial

Gold

Project: W Hotel Downtown Atlanta

Designer: burdifilek

Client: W Hotel / Barry Real Estate

Silver

Project: Scandinave Les Bains vieux-Montreal

Designer: Saucier + Perrotte Architectes
Client: Gestion Rivière du Diable Inc.

Bronze

Project: Sub-Zero Wolf Showroom
Designer: Cecconi Simone
Client: Maroline Distributing Inc.

Bronze

Project: Bennett Jones Client Centre
Designer: Frankland + Associates Ltd.
Client: Bennett Jones LLP

Honourable Mention

Project: Murale
Designer: burdifilek
Client: Shoppers Drug Mart

Honourable Mention

Project: Stantec Guelph Office
Designer: Stantec Architecture Ltd.
Client: Stantec Consulting Ltd.

Interior Design – Residential

Gold

Project: Shelf Life
Designer: Perkins Eastman Black Architects
Client: Perkins Eastman Black Architects

Silver

Project: Beach House
Designer: Dubbeldam Design Architects
Client: Sean Smith & Kate Halpenny

Bronze

Project: Russell Hill House
Designer: gh3
Client: Dale Burshtein

Interior Design – Temporary or Portable

Gold

Project: Lippincott Living
Designer: Cecconi Simone

Client: Blurredge Group

Silver

Project: Schad Gallery of Biodiversity

Designer: Reich + Petch Design International

Client: Royal Ontario Museum

Bronze

Project: ICE Condominiums at York Centre Sales Office

Designer: Munge Leung Design Associates

Client: Lanterra Developments and Cadillac Fairview

Honourable Mention

Project: Installation

Designer: Studio Junction Inc.

Client: Studio Junction Inc.

Honourable Mention

Project: Blue Note

Designer: PLANT Architect Inc.

Client: Nightswimming

Landscape Architecture

Gold

Project: Dymaxion Sleep

Designers: Jane Hutton and Adrian Blackwell

Client: Refford Gardens/Jardins De Métis International Garden Festival

Silver

Project: Square Des Frères-Charon

Designer: Affleck + de la Riva

Client: City of Montréal, Direction des Grands Parcs et de la Nature en Ville

Bronze

Project: West Toronto Railpath

Designer: Scott Torrance Landscape Architect Inc. with Brown and Storey Architects Inc.

Client: City of Toronto, Economic Development, Culture and Tourism Department

Honourable Mention

Project: Trinity College Quadrangle

Designer: gh3
Client: Trinity College

Honourable Mention

Project: Victoria University Forecourt
Designer: PMA Landscape Architects Ltd.
Client: Victoria University in the University of Toronto

Honourable Mention

Project: ESRI Canada Green Roof
Designer: Scott Torrance Landscape Architect Inc.
Client: ESRI Canada

Urban Design

Gold

Project: Shops at Don Mills
Designer: Rudy Adlaf for The Cadillac Fairview Corporation in collaboration with Giannone Petricone Associates Inc. Architects and pellow + associates architects inc.
Client: The Cadillac Fairview Corporation Ltd.

Silver

Project: Place des Festivals - Quartier des Spectacles
Designer: Daoust Lestage Inc.
Client: Ville de Montréal

Bronze

Project: Lakeview Legacy Project
Designer: John Danahy Centre for Landscape Research
Client: Lakeview Ratepayers Association

Visual Communication – Brand & Identity

Gold

Project: Bell TV Packaging
Designer: Ig2boutique
Client: Bell Canada

Silver

Project: Happy Planet Shots Packaging System
Designer: Subplot Design Inc.
Client: Happy Planet Foods, Inc.

Bronze

Project: Vancouver Convention Centre

Designer: Gottschalk+Ash and Terry Heard Design

Client: BC Pavilion Corporation

Honourable Mention

Project: Guelph Office Entry Signage

Designer: Stantec Architecture Ltd.

Client: Stantec Architecture Ltd.

Honourable Mention

Project: Lippincott Living

Designer: ninth+crux

Client: Blurredge Group

Visual Communications – Content Development & Editorial

Gold

Project: Agora Borealis: Engaging in Sustainable Architecture

Designer: Joel Harding / Manasc Issac Architects

Client: Manasc Isaac Architects

Silver

Project: Pug Awards

Designer: ninth+crux

Client: Pug Awards

Bronze

Project: Vancouver Matters

Designer: James Eidse, Mari Fujita, Joey Giaimo, Christa Min (editors); Lori Kiessling (photo editor); Robin Mitchell of hundreds & thousands (graphic design)

Client: Blueimprint

Honourable Mention

Project: [un]Fold[in]

Designer: Borxu Design / Borzu Talaie

Client: atelier rzlbd

Honourable Mention

Project: Leaf A Legacy

Designer: Signals Design Group

Client: BC Cancer Foundation

Design Exchange Staff Choice

Project: Phonofone II

Designer: Science & Sons
Client: Science & Sons

Canadian Company or CEO with the Best Design Strategy
Gareth Brennan
Principal/CEO, Founder of Eventscape Inc.

For more information on the DX Awards, please visit
www.dx.org

6.

Apeejay Institute of Design (AID) organises “Design Showcase 2009”

Submitted by editor on December 7, 2009 - 15:14



Apeejay Institute of Design (AID) organises its “7th Design Showcase 2009”, a Graduate Show of the Research and Design Projects undertaken by graduating students in four Design specializations: Interiors, Fashion, Textile and Graphic Design. Prof. Jyotindra Jain, Member Secretary, Indira Gandhi National Centre for the Arts is to inaugurate the “Design Showcase 2009” while Ms. Manjari Nirula, Chairperson, Delhi Crafts Council will be the Guest of Honour and Mrs. Sushma Berlia, Vice President, Apeejay Education Society will grace the occasion.

The show provides a strong platform for AID's students and industry to interact and exchange ideas. The "Design Showcase 2009" will remain open from 4th to 8th December 2009.

A total of more than 45 students have put in their heart and soul and worked on a variety of approximately 50 innovative topics and issues related to day-to-day life. The topics cover an interesting range of themes such as: IPL, Carnival of Venice, Vintage, Future Perfect, Pipli, Phiran, Public Restaurants, Chocolate Boutiques, Punk Fashion, Pop Art, Naturopathy, Hast Mudra, African tribal Art, & Herbal cosmetics, etc.

Design Showcase provides an opportunity to students to realize their creative potential in developing future designers and taking up the challenging tasks when they face the real competitive world. The students of Apeejay Institute of Design have been suitably placed in leading Organisations, Business Houses, and Industrial Firms, which advocates of AID's 100% placement record. Not only in India, AID's students are handsomely placed worldwide in all the leading organisations also, which tells the success story of the institute.

The names of Industries where the students have been placed: Marks & Spencer, London, UK, Timber Land Store, Milano, Italy, Zoneone International, Shanghai, China, Kothari Associates Pvt. Ltd., India Today Group (India Today Plus), Discovery Communications India, ITB Jeans, Istanbul, Turkey, San & Soni, New York, Ogilvy & Mather (P) Ltd., Mccann Erickson India, FCB Ulka Advertising Pvt. Ltd., just to name a few.

More than 30 leading organisations/agencies from India and abroad are conducting campus recruitment in this "Design Showcase 2009".

Apeejay Institute of Design (AID) has many firsts to its credit. It is the only Institute conducting a Professional Degree Programme (4 Years) in Multimedia and offering Professional Degree Programmes of 4-years duration in various Design course in different areas of specialization.

The institute ambience lives up truly to its name. The moment one enters the Institute, one gets the feel of design. The essence of creativity flows through the environment. The aesthetically well-designed and spacious building of the Institute is itself an insight into the high education standards. The Institute attracts students from all corners of India and abroad- from countries like Canada, Indonesia and Malaysia etc. Approximately 80% of AID's students' comprises of all over India and abroad.

Apeejay Institute of Design stands for an honest commitment in spreading the value of true educational philosophy.

7.

Helsinki or Eindhoven to be World Design Capital 2012



Their skylines may not be the most spectacular in the world but according to international design authority ICSID (International Council of Societies of Industrial Design based in Montreal, Canada), the two cities in Finland and the Netherlands have all it takes to become the world's leading design sites.

Criteria for their selection were educational design programs available and the number of design professionals working in both cities as well as architectural sites, urban redesign projects and sustainable design initiatives.

Eindhoven deputy mayor and design councillor Marriët Mittendorff commented: "I am very proud that we have been selected amongst the final two cities. [...] Eindhoven's place in the final offers even more opportunities for the Netherlands to highlight Dutch Design's place on the international map."

Jussi Pajunen, mayor of Helsinki, added: "Design has a key role in all of our strategies, so being shortlisted means that the jury understood our goal to create the city of our dreams by expanding the scope of design to all activities of society. [...]"

ICSID jurors will visit both cities next month to further discuss their applications. The jury's final decision will be announced

during the World Design Congress in Singapore on November 25.

The World Design Capital is a biennial designation. Seoul (South Korea) will carry the name next year, following Turin (Italy) in 2008.

Site: www.worlddesigncapital.com

8.



Press release

New Aiap Executive Board 2010-2012

The President is Daniela Piscitelli

On Friday the 6th of November the first meeting of the new Aiap Board took place. As established by the association's statute, the new President, Vice-president and General Secretary were chosen among the board, for the 2010-2012 three-year period.

Daniela Piscitelli is the new President; She is an architect and graphic designer, is a researcher at the College of Architecture of the Second University of Naples since 2004, where she works on research and teaching at the Degree Course of Industrial Design. She is also a member of the Teaching Board of the international design and innovation Ph.D.



She has been part of national research groups, attended seminars in Italy and abroad and collaborated with International School of Design and Polytechnics, having also cultural exchanges with many faculties in China, USA and North America.

Her works have been published by national and international magazines and displayed in several exhibitions such as "S'affiche: Le Jazz Européen" Toulouse 1990; "Roma Pecs Milano: grafici Ungheresi, grafici Italiani" Rome 1993; "I love Pompei" Naples, 2002; "Posterama: Manifesti italiani per le strade di Bruxelles" Bruxelles 2004; "Muri Parlanti", Salerno 2005.

At the moment she is involved in two main research lines. A more speculative one aims at investigating the relation between ethic and communication. The other one aims at noticing the stylistic transformations and the historical evolution in the graphic design of the Pacific area. In this way were born her researches on the Californian design and the Asian design.

The Vice President is Cinzia Ferrara and the General Secretary is Massimo Porcedda. Moreover in the new executive board there are: Matteo Carboni, Beppe Chia, Gaetano Grizzanti, Francesco E. Guida (former AIAP's director), Cosimo Lorenzo Pancini, Lucia Roscini.

Beppe Chia, Aiap President from 2007 to 2009, therefore leaves his office to Daniela Piscitelli, who will be joined by Cinzia Ferrara and Massimo Porcedda, elected during the Naples-based October General Assembly: these nominations indicate the will to move forward continuously, to involve new energies and diverse points of view.

9. IDEA 2009: Designing a Better World



Many of this year's International Design Excellence Award winners created products that could have a global impact

IDSA

UK Folding Plug

Gold Award

Category: Student Designs

Design: Min-Kyu Choi, Royal College of Art (U.K.)

The UK Folding Plug transforms from a bulky three-pin plug into a portable, hassle-free plug ideal for people on the go. When not in use, it is a 10 mm-thick flat object.

Program & Events:

1.

Let's Think Ideas India

December 17-19, 2009, New Delhi

If ideas can change minds, can they change a country? We spend our lives discussing the issues affecting India, in the privacy of our homes, our offices, our minds but never on a stage like this. Aspen Institute India, proudly presents, Ideas India 2009. A conclave of the great minds of our generation, discussing the next big ideas that will shape the future of India. Come join the debate, where what you say can steer the direction that India will take in the coming years. The spectrum of issues is larger, the speakers are more prominent, the stage can't be grander, all its missing is, YOU!

Let's not let Ideas entertain the walls around our offices or homes, let them be heard, discussed and understood. Let's dissect the problems and solve them. Come join us use India's ideas to change the course forward. The idea is not to lecture, but to create a launching pad for action, to exchange ideas and force introspection.

DON'T MISS THIS OPPORTUNITY!!!

OVER A 100 SPEAKERS IN 27 SESSIONS!!

COME JOIN THE DEBATE ON INDIA'S DEVELOPMENT!!

TOPICS THAT ARE BOUND TO CATCH YOUR ATTENTION!!

LIMITED SEATS, PLEASE SIGN UP NOW!!

PLEASE [CLICK HERE](#) TO SEE PROGRAMME STRUCTURE.

[CLICK HERE TO SEE FULL LIST OF SPEAKERS](#)

Sponsorship opportunities to support Ideas India 2009 are available.

When

Thursday, December 17, 2009 9:00 AM - Saturday, December 19, 2009 1:00 PM

Where

Taj Palace Hotel
Sardar Patel Marg, New Delhi, Delhi-110 021

RSVP
Wednesday, December 16, 2009

REGISTRATION: NOMINAL FEES APPLY

ARE YOU INTERESTED?

Please respond by clicking one of the buttons below



2.

Let's Think Ideas India

December 17-19, 2009, New Delhi

“The 1 Big Idea that will Define India in the 21st Century”

Ideas India 2009: Essay Competition

THE DEADLINE HAS BEEN EXTENDED TILL 7TH DECEMBER, 2009

Dear Dr. Bhatia,

IT'S THAT TIME OF THE YEAR AGAIN!

December is approaching and it is time once again for a new edition of Ideas India. From 17-19 December, Aspen Institute India will bring together some of the brightest minds to debate, discuss and talk about the biggest challenges and opportunities facing India today.

This year we want to take the conversation to a new level and we invite fresh and innovative Ideas for India. **We want to hear from you!**

Do you have ideas that could address some India's problems? Can you suggest ways that India can live up to its true potential? Do you want to become part of the debate?

If you do, send us your thoughts in the form of a 500-word essay on the topic
"The 1 Big Idea that will Define India in the 21st Century"

The essay should reach us by December 7th, 2009.

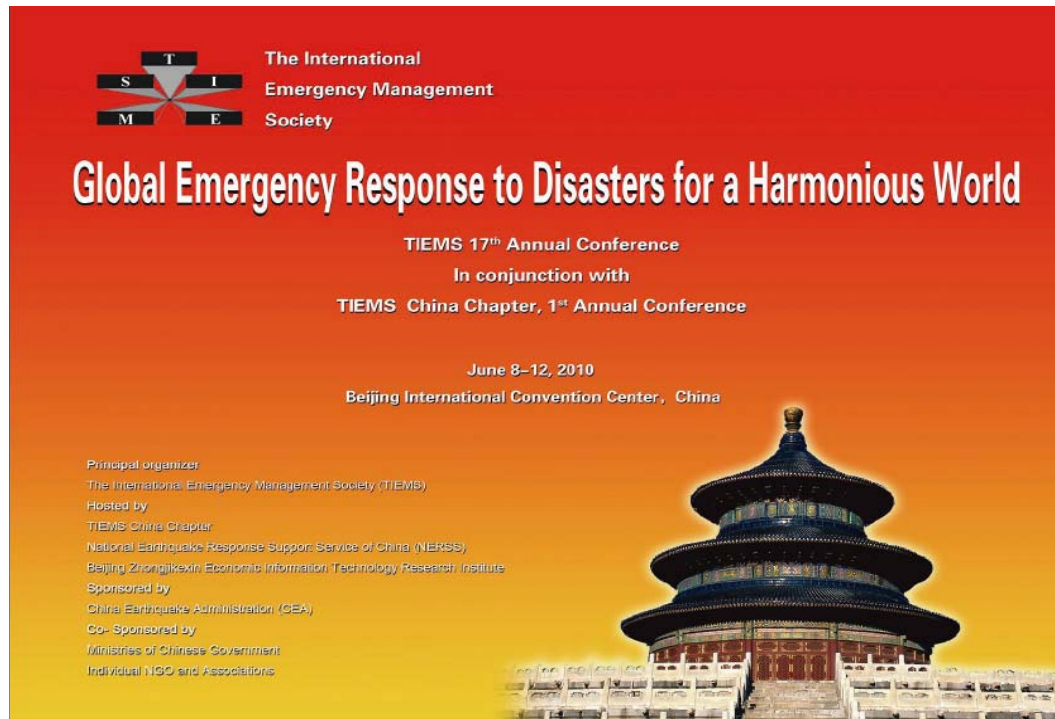
The author of the winning entry will receive a cash prize of Rs.5000 and have the chance to be published in the Ideas India proceedings report. The author will also have the opportunity to be part of a panel discussion during the conclave

**So don those thinking hats and send us your entries at ideasindia2009@aspensindia.org
Don't miss this opportunity to be heard.**

I hope that you will forward this opportunity along to students, friends and colleagues.

Kiran Pasricha (Ms.)
Executive Director and CEO
Aspen Institute India
2P, Sector-31
Gurgaon 122 001
Tel: +91 124 421 8619-23
Fax: +91 124 421 8624

3.



The poster features a red-to-orange gradient background. At the top left is the TIEMS logo, a cross with 'T' at the top, 'S' on the left, 'I' on the right, 'M' at the bottom, and 'E' at the bottom right. To its right is the text 'The International Emergency Management Society'. The main title 'Global Emergency Response to Disasters for a Harmonious World' is in large white font. Below it, in smaller white font, is 'TIEMS 17th Annual Conference', 'In conjunction with', 'TIEMS China Chapter, 1st Annual Conference', 'June 8-12, 2010', and 'Beijing International Convention Center, China'. At the bottom left, a list of organizers and sponsors is provided in small white text. At the bottom right, there is a photograph of the Temple of Heaven in Beijing.

**The International
Emergency Management
Society**

Global Emergency Response to Disasters for a Harmonious World

TIEMS 17th Annual Conference
In conjunction with
TIEMS China Chapter, 1st Annual Conference

June 8-12, 2010
Beijing International Convention Center, China

Principal organizer
The International Emergency Management Society (TIEMS)
Hosted by
TIEMS China Chapter
National Earthquake Response Support Service of China (NERSS)
Beijing Zhongjikexin Economic Information Technology Research Institute
Sponsored by
China Earthquake Administration (CEA)
Co-Sponsored by
Ministries of Chinese Government
Individual NGO and Associations

Conference Organizing Committee

The Conference Organizing Committee consists of TIEMS President and Vice-President, regional and department TIEMS directors, the President and leading members of TIEMS China Chapter, leaders and experts from relevant international organizations, and representatives and officials from a number of authorities of the People's Republic of China (PRC).

Background & Objective

In recent years, emergencies, both natural disasters and technological accidents, have required multi-national and cross-border involvement and co-operation.

The degradation of our global environment, climate change, changes in economic development including the recent global economic crisis, and the rapid progress of modern science and technology, have resulted in increasing occurrence and complexity of natural disasters and man-made calamities. These events now pose great threats to the public security of countries all over the world.

Under such circumstances, the response mechanism built by a single country or region has obvious limitations, thus making international information exchange and cooperation within the field of public security significant to an unprecedented level. Furthermore, countries around the world should work together to leverage the latest developments and applications, introduce new technologies, and create new research methodologies in emergency management.

TIEMS 17th Annual Conference will devote itself to continual improvement of our ability, both nationally and internationally to avoid, mitigate, respond to, and recover from emergencies and disasters.

Conference Form

● Scientific Discussion & Communication

The scientific program contains the following elements:

- ▶ Keynote Speakers
- ▶ Papers and Presentations
- ▶ Panel Discussions
- ▶ Workshops
- ▶ Posters

Delegates will have the opportunity to exchange ideas and discuss important issues of global emergency management with international colleagues and experts in security management.

● Training Base Visit

On June 12th, conference delegates will have the opportunity to visit the "China National Training Base for Urban Search and Rescue (CNSART)". Located in the Phoenix Mountain in Haidian District of Beijing, this base is the largest facility of its type in the Asia Pacific Region. Delegates will experience an earthquake simulation, as well as having the opportunity to watch a seismic emergency rescue drill.

● Emergency Rescue Equipment Exhibition

During the annual conference, there will also be an exhibition of emergency rescue equipment.



Paper Submission

TIEMS annual conferences provide delegates various opportunities to express new ideas. Original submissions, either a paper proposal or a poster proposal, are solicited within the field of security management, covering (but not restricted to) the topics listed below:

- ▶ Systems and Mechanisms of Government Emergency Management
- ▶ Risk Management
- ▶ Natural Disaster Emergency Response
- ▶ Accidental Calamity Emergency Response
- ▶ Public Health Emergency – Effective Response to Cross-border Epidemics
- ▶ Medical Care
- ▶ Fire Fighting
- ▶ Counter-terrorism and Security
- ▶ Critical Infrastructure Protection
- ▶ 3S(GIS, GPS, RS) Technology Applied in Emergency Management
- ▶ Global Cooperation within the Field of Emergency Management
- ▶ Application of Information and Communication Technologies in Emergency Management
- ▶ Disaster Psychological Intervention
- ▶ Training, Exercises, and Drill.
- ▶ Emergency Management Case Study
- ▶ Role of NGO in Emergency Management

Workshops will also be conducted which will concentrate on practical solutions/treatment relating to homeland security and emergency management.

These workshops will cover (but not restricted to) the topics listed below:

- ▶ "Wenchuan" Earthquake Emergency Response and Rescue
- ▶ Global Prevention and Treatment for H1N1 Influenza and Epidemic Diseases
- ▶ International Emergency Treatment, Field Coordination and Management
- ▶ Technologies and Development of Emergency Management IT Platform Establishment
- ▶ Business Continuity Planning under Global Economic Crisis and Disasters

For English abstract and paper submission, please visit www.tiems.org For questions about Abstract and Paper/Poster, please contact Nils Rosmuller at: nils.rosmuller@tno.nl.

For Chinese abstract and paper submission, please visit www.tiems2010.org or mail to paper@tiems2010.org.

Important Due Dates

Title and Abstract: December 1st, 2009

TIEMS Approval: December 20th, 2009

Full Paper/Poster: February 15th, 2010

TIEMS Approval: March 31st, 2010

Contacts

TIEMS International

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E-mail: khdrager@online.no

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Deputy Director (Chief Engineer), and Prof. National Earthquake Response Support Service (NERSS), China Earthquake Administration (CEA)
Director, Asia Pacific Area of TIEMS, and Vice President of TIEMS China Chapter
Address: Yuquan West Street No.1, Shijingshan District, Beijing 100049, China.
Tel: +86 10 8825 5929 E-mail: quguosheng@tiems2010.org

Secretaries of Conference

Ms. Juan Wang & Mr. Gang Sun
National Earthquake Response Support Service (NERSS), China Earthquake Administration(CEA)
Address: Yuquan West Street No.1, Shijingshan District, Beijing 100049, China.
Tel: +86 10 59956325, 59955509
Email: wangjuan@tiems2010.org sungang@tiems2010.org

Ms. Yang Zhang Assistant Secretary (TIEMS China Chapter)
Address: B-8/9F In.Do mansion, No.48A Zhichun Road, Haidian District, Beijing 100088, China
Phone: +86 10 5873 2299-916 Fax: +86 10 5873 2388
E-mail: zhangyang@tiems2010.org

Ms. Mei Chen,
Beijing Zhongjikexin Economic Information Technology Research Institute
Address: No.9 Maliandao Road, Xuanwu District, 100055, Beijing, China.
Tel/Fax: +86 10 6339 2937 E-mail: chenmei@tiems2010.org

Exhibitors & Sponsors

TIEMS annual events are a stage for bridging the gap between theory and practice in emergency management. Exhibitors and sponsors are welcome to propose their ideas and demonstrate and promote their products in the exhibition area, thus meeting the delegates and engaging in fruitful dialogue.

A special Exhibitor and Sponsors Speaker Corner will also give the exhibitors and sponsors the opportunity for exposure to all delegates in a plenary session.

TIEMS believes that, with this arrangement, the annual event will attract all actors in the global emergency management community to an event that will be a successful feast of interactions, education, and discovery.

TIEMS Student Support

Through the establishment in 2007 of the 'TIEMS – The Rohmann Student Foundation', TIEMS aims to assist research students who wish to attend the annual TIEMS conference and present their research. Each year the Foundation aims to provide support to two young researchers through a scholarship arrangement.

Students are a critical part of the future of emergency management, therefore TIEMS believes they should be assisted and encouraged to join the TIEMS' framework and international emergency management community as early as possible. The TIEMS – Rohmann Student Foundation Committee aims to select two students every year for support, based on applications received.

Global Emergency Response to Disasters for a Harmonious World



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www.tiems2010.org

Call for papers

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- ▶ Fire Fighting
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- ▶ International Emergency Treatment, Field Coordination and Management
- ▶ Technologies and Development of Emergency Management IT Platform Establishment
- ▶ Business Continuity Planning under Global Economic Crisis and Disasters

Conference Paper Review Committee

Abstracts and Full Papers will be reviewed by an international Paper Review Committee comprising the following TIEMS members who are all well credentialed and experienced in many facets of emergency and disaster management related research methodologies:

Chairman: Nils Rosmuller (NETHERLANDS)

Members:

Alan Jones	UK	Sverre Roed-Larsen	NORWAY
Jim Hagen	USA	Charles Kelly	USA
Norm Free	AUSTRALIA	Audrey Heffron	USA
Teodora Ivanusa	SLOVENIA	Christer Brown	SWEDEN
Susan Smith	USA	Steve Jenkins	AUSTRALIA
David King	AUSTRALIA	Yanning Yang	UK

Chinese Paper Review Committee

Chairman: Lan Xue Jing Li

Members:

Chun Chang Shan	Guosheng Qu	Huadong Guo	Tiem in Liu
Hui Ding	Ji Zhang	Qiang Zhang	

Important Due Dates

Title and Abstract: December 1st, 2009 Full Paper: February 15th, 2010
TIEMS Approval: December 20th, 2009 TIEMS Approval: March 31st, 2010

Instructions to Authors can be obtained from www.tiems.org

For English abstract and paper submission, please visit www.tiems.org. For questions about Abstract and Paper/Poster, please contact Nils Rosmuller at: nils.rosmuller@tnc.nl.

For Chinese abstract and paper submission, please visit www.tiems2010.org or mail to paper@tiems2010.org.

Should you have any questions or require further information, please contact:

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President of TIEMS
Tel: +47 91 69 30 12
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Guosheng Qu,
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Tel: +86 10 8825 5929
E-mail: quguosheng@tiems2010.org

Sincerely welcome you to join TIEMS 17th annual conference! We look forward to seeing you in Beijing!

Conference Location



Beijing International Convention Center, opened in 1990, is well known in China. It has served almost 1,000 different international and domestic conventions, exhibitions and meetings each year since its conception.

Beijing International Convention Center is a five star tourist service unit with 48 different conference rooms. The exhibition hall is 5,000 square meters large, making it the ideal place to conduct international and domestic conferences, display cultural exchange and hold business meetings.



Conference hall No.1 is a Multi-function Room, Spanning 1,900 square meters, with 2300 seating capacity. This conference facility has two floors, which can offer about 70 exhibitions. This conference hall is equipped with the perfect auxiliary facility, the simultaneous interpretation equipment of ten languages, high light projection device and adjustable light system.

For more information about Beijing International Conference Center, please visit <http://www.bcghotel.com/english/huiyi/guanyu/gwym.html>

4.

management at the grass root'

4-5 February 2010 at 'WeSchool' Mumbai

To review the issues relevant to the development and management of rural areas.

To look into the areas of sustainable growth of the people of the hinterland and identify areas of active participation of all stakeholders.

to review the issues relevant to the development and management of the rural areas. the objective of the panel discussion is to look into the areas of sustainable growth of the people of the hinterland and identify areas of active participation of all the stakeholders.

Panel discussions with people who have worked at the grassroots.

Panel Discussion 1 Panchayatraj

Panchayatraj and Balanced Development

Identifying Management Pedagogy needed at Grassroots

Panel Discussion 2 Health Care

Quality Health Care at the Grassroots

Need for Management Intervention- Connectivity, Diagnosis, treatment economics

Panel Discussion 3 Energy

Design and Planning of the Energy Ecosystem of Rural India

Management of Energy Needs, and sustainability

Panel Discussion 4 Agriculture

Agro Products and Services-Unlocking real value

Transfer of Know-how for manufacturing processes ,

Technology and services to rural producers.

Panel Discussion 5 Entrepreneurial Education

Culture specific and Customized entrepreneurial Education

Perception of Key Indicators about entrepreneurial Success in Rural Environment

Panel Discussion 6 ICT in Rural

Development

Management of ICT in Rural Development

Role of New Technologies for Enhancing the competitiveness of Rural Areas

Panel Discussion 7 Micro Finance

Management Challenges of Macro Finance for Sustainable Development

New Developments in Micro Finance: Micro Saving, Macro Insurance, Money Transfer Vehicle

Registration: Corporates Rs. 5000/- per head (Rs. 20,000/- for a group of 5)

NGOs, Government Agencies, Academic Institutions- Rs. 2,500/- (Rs.10, 000/- for a group of 5)

Local Cheque (Demand draft for outstation) should be drawn in favour of ' Welingkar Institute of Management Development and Research'payable at Mumbai.

Contact Details: meragaon@welingkar.org

Prajakta Patwardhan Tel:022 24178300 Ext 216

Core team

Prof. Sudhakar Nadkarni

Prof. Pradeep Pendse

Prof. Kaustubh Dhargalkar

Prof. Anuja Agarwal

Prof. Harshad Parashare

Prin. L. N. Welingkar Institute of Management Development & Research |

Lakhamshi Napoo Road | Matunga (Central Rly.) | Mumbai - 400019 India.

Fax: 0091-22-24105585

5.





universal design award 2010

Increasingly, the global demographic shift and the resulting impact on our quality of life is perceived as a social challenge worldwide. Despite extensive knowledge and research on the topic, there are until today no international standards for universal design, nor does a common, intercultural understanding of future-oriented architecture, interior design, product design and service design yet exist.

The consistent implementation of universal design criteria represents a major challenge for designers, manufacturers, planners and government decision-makers. The mission of universal design is to provide, or even guarantee, the greatest degree of independence for users young and old, at work and play.

Residential dwellings, buildings, public spaces, everyday products and, above all, the broad field of household-relevant services not only need to reflect this demographic shift, but also proactively influence its course. In particular fields, universal design also needs to exhibit intercultural conformity and a responsible use of global resources.

What is special about the universal design awards is its active inclusion of representative user groups.

All entries submitted are eligible for:

- Adjudication by a jury of experts, with award-winning entries here receiving the distinction of "universal design award 2010"
- Consideration by a representative consumer survey consisting of 100 test persons, with award winning entries here receiving the distinction of "universal design consumer favorite 2010".

This competition not only sensitizes the public to the topic of universal design, but invites it to actively participate in deciding which entries promise the greatest possible benefit for their target audience.

Thomas Bade
Managing Director of universal design GmbH



participation

The following groups are eligible to compete for a universal design award 2010:

- **Product designers**
Generationally sound products or product groups
- **Graphic designers**
Generationally sound design of websites, print products etc.
- **Manufacturers**
- **Service providers and service designers**
Generationally sound concepts and services
- **Architects**
Generationally sound, sustainable design of residential quarters, houses, industrial buildings, office buildings and public facilities
- **Interior designers**
Generationally sound design of public facilities, offices, hotels, shops and industrial buildings





universal design categories

- Residential**
 Living area
 Kitchen
 Bathroom
 Bedroom
 Garden
 Houses/Flats
- Phone/Entertainment**
 Telephones
 Mobile telephones
 Audio/Video
 Computers
 Accessories
- Leisure/Lifestyle**
 Fashion/Sports apparel
 Outdoors
 Fitness
 Travel
 Accessories
- Mobility**
 Mobility aids
 Public transit
 Bicycles
 Cars
 Motorcycles
 Accessories
- Work**
 Workplace
 Work equipment
 Commercial vehicles
- Public areas**
 Municipal buildings and parks
 Arts & culture
 Sports facilities
 Hotels
 Restaurants
 Shops
- Communication**
 Marketing
 Advertising
 Packaging
 Instructions
- Services**
 Support
 Safety/Security
 Repairs
 Shopping services
 etc.
- assisted living**
 Assisted living includes products, architecture and services for people in special situations which help preserve and promote a lifestyle which is as independent as possible.



contacts

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 universal design award 2010
 Project ID
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6.

Workshop: *Universal Design - An All-Inclusive Approach for Faculty and Students*, Dec. 4



Please join us for the last “We Value Our Students” professional development workshop of the semester!

Leo Bissonnette, Coordinator of the Access Centre for Students with Disabilities at Concordia, will give a workshop on ***Universal Design - An All-Inclusive Approach for Faculty and Students***

When: Friday, December 4, 10:30 a.m. - 12:00 p.m.

Where: AD-308, AD Building, Loyola Campus, 7141 Sherbrooke St., West.

“Universal design” is “the design of products and environments to be usable by all people, to the greatest extent possible, without the need for adaptation or specialized design” (Definition from Ron Mace, founder of the Center for Universal Design at NC State University).

It is an approach to course design with the course syllabus exemplifying the concepts of multiplicity and flexibility. The syllabus would speak to the fact that content is represented in multiple ways, that there are multiple ways for students to engage, and that there are alternative yet equally effective methods for students to demonstrate mastery.

There are different ways of outlining principles of universal design that can be put into practice in higher education learning environments. The basic idea is that if we design learning environments with a full and natural range of students in mind, we reduce the need for accommodation.

During the workshop we will examine together a framework or paradigm for understanding the principles of universal design. Participants will be provided with a list of references. Leo Bissonnette is the Coordinator of the Access Centre for Students with Disabilities here at Concordia University. In 2006, he received his Doctorate in Educational Technology from Concordia University; his Dissertation is entitled “Teaching and Learning at Concordia University: Meeting the Evolving Education Needs of Faculty in Providing Access for University Students with Disabilities”.

NB: Although this session is designed for faculty members, staff are also welcome. If interest is expressed, Bissonnette can put on a session specifically for staff next semester.

Please confirm your presence with Jasmine Stuart at jasmistu@alcor.concordia.ca or call 514-848-2424 ext. 4877.

For more about the We Value campaign, [visit the website](#).

7.

ConfER 2010

3rd CSI National Conference on Education & Research

March 6-7, 2010

“Impact of Globalization and Privatization on meeting India’s IT
Human Resource needs”

Hosted by

Jaypee Institute of Engineering and Technology,
Raghogarh (Guna) MP (INDIA)

Organized by

Computer Society of India, Div. V, Region-III, Bhopal Chapter
MP Council of Science and Technology, Bhopal
IEEE MP subsection of Bombay Section



Globalization has deep and widespread effects on all aspects of human life and, especially, on the world economy. These effects are to the extent that in our era all spheres of economic and political development are influenced explicitly or implicitly by this process and its implications. If we consider privatization as one of the main requirements for economic development, it has to be dealt with and studied in close relationship with the globalization process.

In this context what deserves special attention is the study of the impact and the implications of privatization on meeting India's IT HR needs. This study should be conducted in a manner that safeguards and strengthens the national interests of the country as well as maximizes the nation's capacity and minimizes the challenges of globalization.

In the above backdrop, the third National Conference on Education and research on the theme “Impact of Globalization and Privatization on meeting India's IT HR needs (ConfER 2010) will be organized at Jaypee Institute of Engineering and Technology, Guna during March 6-7, 2010 by the CSI Division V (Education and Research), Region-III, Computer Society of India – Bhopal Chapter, IEEE - MP subsection of Bombay Section in association with MP Council of Science and Technology.

We are optimistic that the outcome of this conference, in which national and international figures, academia, international organizations, and government officials participate, will help provide the necessary means for an effective presence and participation in the evolution of a just and equitable process of globalization.

The first conference (*ConfER-2008*) was hosted by VIT University, Vellore, Tamil Nadu on the theme “ICT as the Key Enabler for Innovation and Growth” during 27-29 March 2008. The ConfER-2008 had an excellent blend of expert advisors/eminent speakers from

Indian *Academia* and a very good *representation from abroad* apart from an overwhelming support from *Industry* and a reasonably good participation of Indian *R&D/Government* organizations. The second conference (*ConfER-2009*) was hosted by Rajagiri School of Engineering and Technology (RASET), Kochi, Kerala on the theme “ICT for Inclusive Development and Sustainable Growth”, during 12-14 March 2009.

Target Audience and Objectives: It is expected that the *ConfER-2010* would receive an overwhelming support from *Academia, R&D organizations, Industry and Government sectors* and would realize some of the following aim/objectives:

- To facilitate interaction and collaboration among academicians, researchers and practitioners
- To enrich participants through technical paper presentations, tutorials, workshops and exhibitions
- To show case state/territory-specific education/research competence and identify growth areas
- To promote innovation through presentation excellence awards for path-breaking projects
- To prepare ‘GenNext IT Professionals’ through workshops, career guidance and entrepreneurship support

Topics (not limited to):

Network Communication and Security
Signal Processing
Distributed Processing and Grid Computing
Mobile and Pervasive Computing
Embedded systems
Software Engineering
Data Mining
E-governance
Open Source Technology
Social Computing
IT for older and disabled
Speech Processing
Fault Tolerant computing
Soft Computing
Educational Technologies
ICT and Internet applications in rural sector
ICT in Agriculture

Important Dates

Submission of Papers : 15 Dec. 2009

Notification of Acceptance : 01 Jan 2010

Camera Ready papers : 20 Jan 2010

Registration Fee

	Upto 20 Jan 2010	After 20 Jan 2010
Industry, Govt (CSI Members)	Rs. 2500/-	Rs. 3000/-
Industry, Govt (Non-CSI Members)	Rs. 3000/-	Rs. 3500/-
Author, R & D (CSI Members)	Rs. 1500/-	Rs. 2000/-
Author, R & D (Non-CSI Members)	Rs. 2000/-	Rs. 2500/-
Students (CSI Members)	Rs. 500/-	Rs. 750/-
Students (Non-CSI Members)	Rs. 750/-	Rs. 1000/-

At least one author must register as delegate with full registration fee applicable as above.

Registration fee include Registration kit, refreshment, lunch during conference hours.

Accommodation:

For students: Rs. 100 per day in institute campus on sharing basis (including food)

For others: (Industry, Academia & R&D): Rs. 200 per day in institute campus on sharing basis (including food)

For more details, please visit: <http://www.jiet.ac.in/confer2010/index.html>

or contact:

Prof. M. Chandwani

Chairman, IEEE MP Subsection
chandwanim1@rediffmail.com

Mr. P.P. Khare

Chairman, CSI Bhopal Chapter
kharepp@gmail.com

Prof. Swarnalatha Rao

CSI Division V Chairperson
div5@csi-india.org

Prof. S.G. Shah

CSI RVP Region-III
rvp3@csi-india.org

Dr. Vipin Tyagi

CONFER-2010 Organizing Convener
Dept. of Computer Sci. & Engineering
Jaypee Inst. of Engg. & Technology
Raghegarh - GUNA (MP)
dr.vipin.tyagi@gmail.com

8.



The 11th Biennial Participatory Design Conference (PDC 2010)

Participation :: the challenge

November 29 – December 3, 2010
Sydney, NSW, Australia

Follow us on Twitter: [@PDCSydney](https://twitter.com/PDCSydney)

This site is an early prototype! We will publish notifications of updates on Twitter.

Call for Proposals now Available!
[PDC2010_cfp_1.pdf](#)

9.





The 3rd International Conference for **Universal Design** in HAMAMATSU 2010

Dates : Symposium / Concurrent Sub-sessions
October 30 (Sat), 2010 — November 3 (Wed), 2010
Exhibition in parallel: Open to public (for free)

Venue : ACT CITY Hamamatsu, etc.

Host : [International Association for Universal Design \(IAUD\)](#)

Announcement

- [Call for abstracts of paper has now begun.](#)
- Please check Report of The 2nd International Conference for Universal Design in KYOTO 2006 to get a general idea of what is expected to take place on the day.
[Go to: Organization of conference reports](#)
- Details of the conference are now public.



International Association for Universal Design

- [IAUD official page](#)
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UD2010 Secretariat

e-mail : info@ud2010.net

Fax : +81-(0)45-901-8417

Invitation to Paper Submission

Japan's first international Universal Design (UD) Conference was held in Yokohama in 2002. The declaration adopted on the last day stated that UD means the building of a social environment that respects the dignity of each individual, and that it was of urgent importance to create a more humane social system by rebuilding relations between users and designers and producers and by reinventing a system that places human beings at the center in all respects. Since then, we have all been involved in realizing the principles and philosophy contained in the declaration. Following on another successful Conference in Kyoto 2006, we will seek to achieve a higher plateau of UD society by coming together in Hamamatsu City, Shizuoka Prefecture in 2010 to share with our global friends and partners outcomes of our latest research and practices as well as to send our collective vision for the sustainable future through a cordial and constructive exchange of information among men and women committed to the realization of UD society everywhere.

The theme of the third conference will be *For the People and the Earth of Tomorrow - Towards a Sustainable Co-existence*. We plan to have special lectures and keynote addresses at the public symposium on the first day and a very active dialogue and exchange of opinions throughout the plenary and sub-sessions.

With those plans in mind we invite all those actively pursuing the realization of UD in business, government, academia and civic activities to make presentations on your past achievements as well as issues and policy recommendations as you see them for further disseminating the UD concept in all its ramifications. We invite papers on your research, as well as reports and editorial articles.

Papers are invited from every sector of society: educators, merchandisers (product planning and developers), administrators, consultants and civic activists of NPOs, and students. "The 3rd International Conference for Universal Design in HAMAMATSU 2010" is your opportunity to share with your friends and the rest of the world your dreams, your

struggles, and your accomplishments in making life better for all.

[to top of this page](#)

Call for Papers

1. Papers being invited:

Abstract and the full paper

· Deadline for abstract for review: January 31, 2010

· Deadline for the full paper: May 31, 2010 (Submission deadline after any revision, August 31, 2010.)

Note: Only those who passed the abstract review are requested to submit the full paper.

2. Qualification requirements

Any person involved in research and development or otherwise actively engaged in universal design may apply. Applicants who pass the "abstract" review are requested to complete registration to attend the Conference no later than July 31, 2010 and make a presentation at "The 3rd International Conference for Universal Design in HAMAMATSU 2010" to be held in Hamamatsu in October, 2010.

3. Invitation for papers and the review schedule (As of September 30, 2009)

Please refer to the following schedule regarding the invitation for papers and the review. Further details will be posted on the official website as soon as they are finalized.

Oct.2009 Start receiving abstracts for evaluation

Jan.31,2010 Deadline for the abstracts

Feb.1 Review and assessment of the abstracts

Mar.1 Notice of results are sent out and the submission of a full paper is to be requested (only to those who passed abstract review)

May.31 Deadline for the full paper

Jun.1 Review of the full paper

Jul.15 Notices of final results are sent out. Necessary correction of the full paper is to be requested.

Aug.31 Deadline for all the papers

Oct.30 –Nov.3 Presentation at the International Conference

4. Important guidelines in writing your paper

Please select an item from Perspectives, Topics/Categories and Keywords listed below.

Perspectives

1. Principles and practices for building a sustainable society that enables all to live in harmony and co-existence.

2. To promote understanding of the need for diversity and inclusiveness (of traditions, cultures, lifestyles and individual differences), to positively include, rather than exclude, minorities, and to realize an enriching and happy life for all.
3. To build a spontaneous and sustainable dialogue among business, governments, research institutions and NPOs, and a sustained pattern of exchange and relation-building among citizens.
4. Inheriting wisdom and skills across the generations-nurturing members of the next generation to carry on the timeless concept of universal design.
5. Others

Topics/categories

1. Universal Design in General (Ideal / Philosophy / Others)
2. Architecture / Regional Planning (Urban Development / Public Space / Parks / Others)
3. Mobility (Public Transportation / Automobiles / Others)
4. Houses / Household Equipment / Interior Design
5. Commodities / Equipment and Tools Used in Daily Life / Product Design / Industrial Design
6. Packaging Design / Fashion Designing
7. Telecommunications / Information / Broadcasting & Mass Media / Sign Design
8. Software / System Design / Web Design
9. Ergonomics / Human Engineering / Sensibility Engineering (Inspirational Engineering / Emotional Engineering) / Other Engineerings
10. Disaster Prevention & Rescue / Medical & Nursing / Health & Hygiene / Social Welfare
11. Environment / Ecology / Sustainable Design / Green Design
12. Education, Enlightenment for Popularization / Ethics, Morality / Standards, Certification / Legislation
13. Personnel Development / Personnel Recruitment and Management / Work Management
14. Others

Keywords

1. Accessibility / Usability
2. Barrier Free / Normalization
3. Inclusive Design / Design for All
4. Social Design / Social Marketing
5. Human Centered Design / Human Interface

6. MOD (Management of Design) / MOT (Management of Technology)
7. Regional Management / Community / Super-aged Society
8. Social Responsibility / Social Security / Philanthropy
9. Diversity / Inclusion
10. Humanity / Human Dignity / Human Rights / Fairness, Equality / Divide between Poor and Rich
11. Functionality / Comfort / Understandability (Visibility / Accessibility)
12. Global Warming / Resource Conservation, Energy Saving / 3Rs (Reduce, Reuse, Recycle)
13. Safety, Relief / Security / International Contribution toward Peace
14. Others

5. Notes on abstracts and papers to be submitted:

Abstracts:

- Your abstract may be written in either English or Japanese.
- An English abstract should be approximately 200 words; in Japanese, approximately 1000 characters.
- The content of the paper should be unpublished.

Full papers:

- Submission of a full paper will be requested from authors whose abstracts have been reviewed and accepted.
- If possible, please submit the full paper in both English and Japanese. Submission in English only is also acceptable.
- Please prepare your text, photographs and illustrations etc., on no more than ten pages of the designated paper format (A4 size).
- For details of full-paper format please check our URL notifying the result of your abstract submitted.
- Collection of abstracts will be distributed in the form of CD-ROM on the day of the Conference. Also, the full papers will be compiled to a book or the other publication for sale. Please be noted that copyright license of such publications will be owned by International Association for Universal Design.
- We will inform you of the date and type of your presentation (Oral or Poster), as well as the results of the review of your full paper, around August 2010.

6. Submission of Abstracts

- Please use [the Submission Form](#) provided on the official website except in special circumstances, as below.
- If you have difficulty using the online Submission Form, please provide all necessary information by e-mail addressed to paper@ud2010.net (Subject: Sending Paper)



Click here and you can download the MS Word file: [Forms for submitting your abstract as an attachment to your e-mail \(ud2010abstract_mail_en.doc\)](#)

- If you have difficulty sending an e-mail, you may submit your paper by FAX. In the case of a FAX submission, use the FAX number +81- (0)45-901-8417.



Click here and you can download the MS Word file: [Abstract submission form by fax \(ud2010abstract_fax_en.doc\)](#)

- Submission by postal mail is not acceptable.
- Confirmation of receipt will be sent to the applicant as soon as your submission is received.



[Go to abstract submission form.](#)

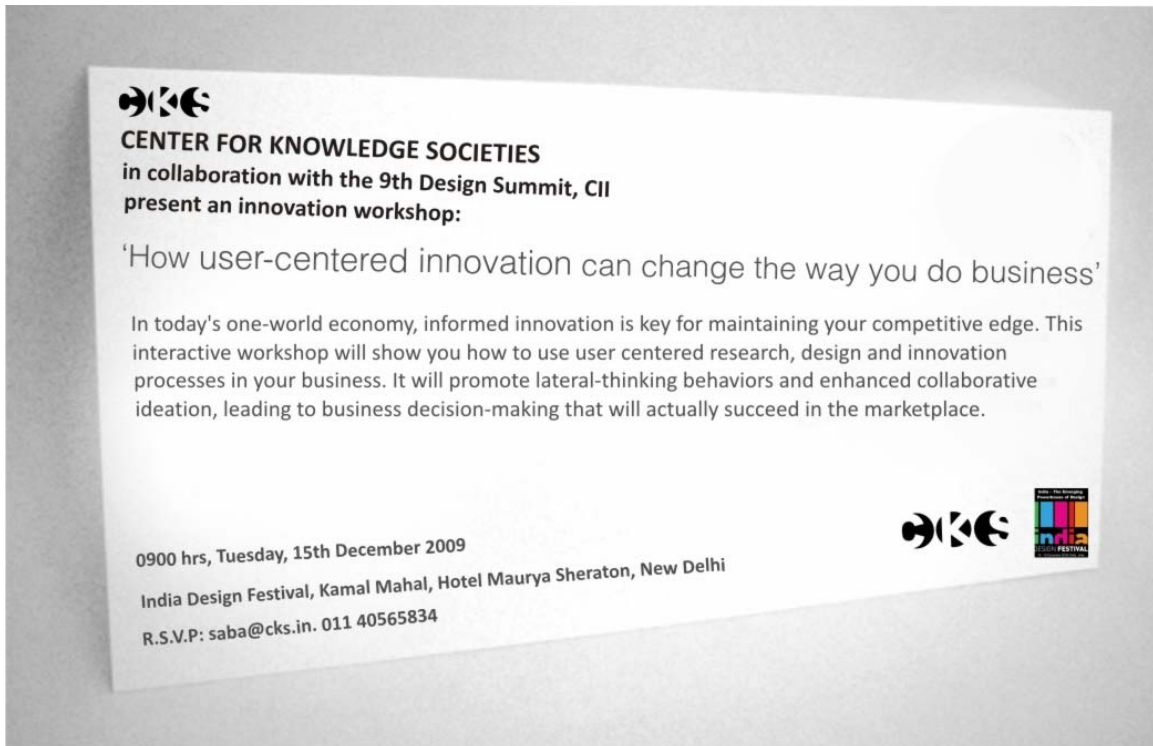
10.

Hope you are well. We'd like to invite you to an interactive innovation workshop, being conducted by 'Center for Knowledge Societies' in collaboration with 'India Design Festival' under the 9th Design Summit.

Theme - 'How user-centered innovation can change the way you do business'

While most global business practices are striving for innovation, the processes or methodologies for achieving such innovation are not cognizant. This single-session workshop will introduce participants to each stage of our user-centered innovation process. Focus on innovation in telecom, healthcare, rural technology, consumer goods, development and non-profits industries.

The workshop is scheduled from 9:00 am to 11:00 am, Tuesday, 15th December 2009 at the Kamal Mahal, Hotel Maurya Sheraton, New Delhi.



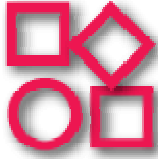
We hope to see you at the workshop!

Saba Kidwai
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E: saba@cks.in
W: <http://www.cks.in>

11.



designing for children



international conference

International conference on 'Designing for children' with focus on 'play + learn'

Wednesday 3rd to Friday 5th of February 2010, Venue: IDC, IIT Bombay

Speakers - List of accepted papers for presentation: [click here](#)

Aim:

This international event is aimed at exchange of viewpoints, deliberations and discussions concerning design and research issues related to children. The event is expected to throw light on the role of designing for children as related to design of objects, media and environment with focus on 'play + learn'.

Participants:

The events are centered around the interests of students, educationists, practicing designers and children related interest groups. The event has been designed to be lively, interactive and thought provoking and will provide great opportunity to interact with thought leaders, listen to visions by researchers and for networking.

Call for papers:

The call for papers for the 'International Conference on Designing for Children' is closed.

Deadlines:

Deadline for Abstract submission (500 words maximum): extended till 31st of August 2009

Acceptance of Abstract: 15th of September 2009 (over)

Deadline for full paper submission (3000 words maximum): 29th November 2009

Guidelines for full paper submission: [Click here](#)

Template for full paper submission: [Click here](#)

Call for posters:

The call for posters for the 'International Conference on Designing for Children' is open.

Deadlines:

Deadline for full poster submission (A3 size posters - maximum 8):

25th December 2009

Guidelines for poster submission: [Click here](#)

Poster Session:

The fourth day afternoon on Friday 5th of February 2010 session is dedicated to presentations through poster.

You can submit upto 8 sheets each of dimension A3 size (297mm x 420 mm) either

in horizontal or vertical formats.

You'll be provided with two numbers of 3ft width x 4ft height panels where these

A3 sheets could be pinned. A table of size 2ft x6ft would be provided to display of

items connected with your poster topic or to demonstrate your concept.

Themes for the conference on 'Designing for Children with focus on Play + Learn':

We invite interesting experimentation, different perspectives, innovative design applications, in-depth case studies, research outcomes and position papers centered on the theme of the conference.

The following are the suggested main themes and sub themes for submission of papers:

Products for children with focus on 'Play + Learn'

Issues involved with design of products for children

Toys, games and puzzles for children

Design with sustainability issues for children

Process, methods and theories on designing for children

School for children with focus on 'Play + Learn'

Design as a subject in school curriculum

Design as a methodology for learning other subjects

Alternative methods of learning systems for children

Learning and play theories

Learning through play activities

Design of school textbooks and other learning materials

Children's environment with focus on 'Play + Learn'

Design of play environment for children

Design of living environment for children

Design of parks, schools, hospitals, playgrounds, etc. for children

Children and media with focus on 'Play + Learn'
Design of storytelling methods for children
TV and film programs for children
Illustration, comics, animation for children
Design of children's publications
Communication design for children
Typeface and readability issues for children

Interactive environments for children with focus on 'Play + Learn':
Design of interactive systems and technologies for children
Social networks for children
Design with new technologies for collaborative activities
Usability issues and human factors as related to children
Design of virtual environments for children

Children with special needs with focus on 'Play + Learn':
Design for children with special needs

Development issues of children with focus on 'Play + Learn':
Children's behaviors, perception, and emotion
Development of sensorial skills in children
Issues connected with innovative and creative potentials in children

Paper and Presentation Details:

The selection of abstract is through blind jury. Notification of acceptance of abstract is 15th of September 2009 (over). The submission of full papers is by 29th of November 2009.

Selected papers will need to be orally presented by the author/s during the conference from 3rd to 5th of February 2010 at IIT Bombay. The time duration for each of the paper presentations is 20 minutes followed by 5 minutes for discussion and Q and A. All the selected papers will be published during the time of the conference. The papers will also be made available online after the conference.

Registration:

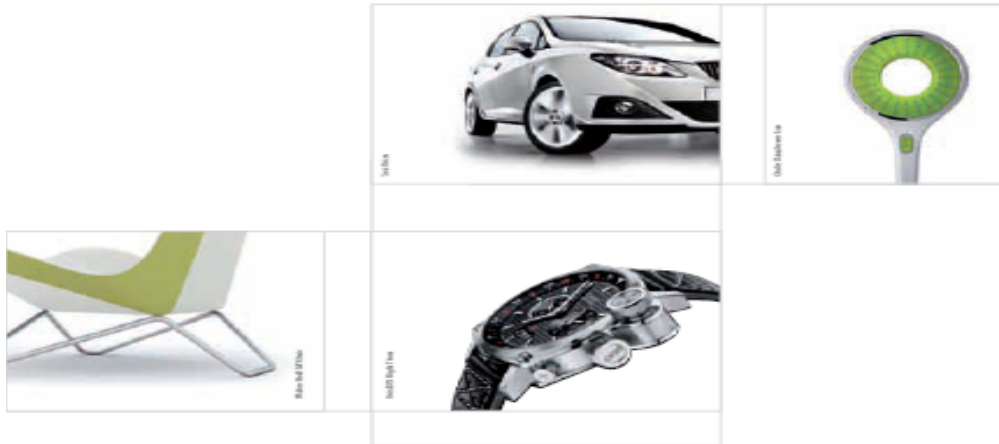
The registration for the conference is on. An early registration before 30th November 2009 includes an early rate.
For further details [click here](#).





reddot design award
product design 2010

red dot award: product design 2010



in search of excellence in design since 1955



Welcome...

The red dot design award enters a new round – and with it several thousand applicants for the sought-after quality seal, the "red dot". They all show courage by facing the international competition and investing: in design, quality, and innovation, despite the economically uncertain times. However, it is exactly this courage that will pay off – particularly now during the crisis. Experience from the red dot design award has shown that quality and design awareness are constantly growing and design-oriented companies are particularly profitable. Quality and innovation are crucial differentiation factors when it comes to surviving in the global market. Therefore, never before has it been more important to bank on design quality and never before has it been more important to also communicate this design quality.

Receiving an accolade in the red dot design award makes your achievements visible, because the red dot label is a worldwide recognized quality seal for outstanding design. The red dot design award's jury consisting of international experts guarantees an objective and fair comparison on an international scale. In by now seventeen competition categories the red dot jury assesses the products in direct comparison on site and selects the solutions with the best quality.

Do you also have the courage to face the international competition? We hereby invite you to submit your products to the "red dot award: product design 2010". Receiving a red dot award is always the beginning of a campaign in which you as a winner are the centre of attention – worldwide.

I look forward to your competition entry and wish you great success!

Professor Dr. Peter Zec
Initiator of the red dot design award

Welcome to the red dot world of design!

Today, the red dot design award, the origins of which date back to 1955, is one of the biggest and most renowned design competitions in the world. In 2009, the competition received more than 12,000 entries from more than 60 nations in its three disciplines "red dot award: product design", "red dot award: communication design" and "red dot award: design concept".

The studies by the red dot institute for advanced design studies show impressively that design creates value in the long-term and that it pays off to invest in design –

particularly in economically uncertain times. The quality label for outstanding design, the "red dot", does not only make you belonging to an international design elite visible, it above all makes this achievement communicable.

Receiving an accolade in the red dot design award opens up many opportunities to communicate your success. The red dot design museum, the red dot online exhibition, the red dot design yearbook, and the red dot on tour touring exhibitions – all doors of the "red dot world" are open to the winners of the red dot design award.



The awards in the red dot design award competition

red dot: best of the best

The "red dot: best of the best" is awarded for pioneering design and the highest award in the "red dot award: product design". Only the best products in a category receive this prize.

red dot

The red dot is the award for high design quality. Only products that clearly stand out from comparable products due to their outstanding design receive the sought-after quality seal from the international jury.

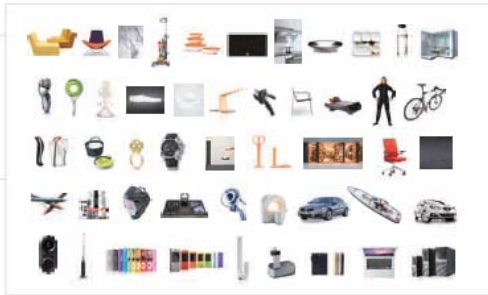
honourable mention

In order to highlight outstanding detail solutions of a product the red dot expert jury awards honourable mentions. Such a mention praises particularly successful aspects of a product and is to encourage winners to continue on their successful design path in the future.

red dot: design team of the year

Receiving the title "red dot: design team of the year" is a very special accolade teams cannot apply for. Since 1988, red dot has annually selected a design team which with its continually innovative design work has made its mark on international markets. The list of winners of recent years reads like a who's who of international design – among the winners are renowned names such as Apple, Nokia, Pirellafarina, adidas, LG Electronics, BMW, Bose, and Tupperware.

The "red dot: best of the best" awards 2010



The product categories

The products are adjudicated in seventeen different categories which represent the complete spectrum of product design. For each product category, experts are chosen to assess the entries. Thus, the adjudication results ultimately reflect the future of each industry with regards to design and serve as orientation for manufacturers and designers worldwide.

Product categories in 2010

- 1 Living rooms and bedrooms
- 2 Households and kitchens
- 3 Tableware
- 4 Bathrooms, spa and air-conditioning
- 5 Lighting and lamps
- 6 Gardens
- 7 Leisure, sport and games
- 8 Fashion and accessories
- 9 Watches and jewellery
- 10 Architecture and interior design
- 11 Offices
- 12 Industry and crafts
- 13 Life science and medicine
- 14 Automobiles, transport and caravans
- 15 Entertainment technology and cameras
- 16 Communication
- 17 Computers

Fair and independent – the red dot jury

The jury is the heart of the red dot design award, because the quality of a competition not only depends on the rules of its adjudication, but also on the consistency with which these rules are applied. Therefore, red dot invests a lot of time and care in the composition of the red dot jury. Besides high-class expertise, our jury members also guarantee absolute independence – a factor that plays a very special role in the red dot design award.

Thus, only self-employed and independent designers can be appointed to the jury. This avoids conflicts of interest. Every year design luminaries from all over the world come together to test and assess the submitted products according to strict rules. Furthermore, it is obviously not permitted for members of the red dot jury to assess their own products.

A logistical masterstroke – the adjudication on site

The consistency and care with which the red dot jury is chosen is also reflected in the adjudication process. In the red dot design award there are – in contrast to other design competitions – no pre-selections using images, because the same conditions should apply to all entries. Therefore, all registered products are adjudicated on site – a logistical masterstroke. Selecting the achievements

with the highest quality in by now seventeen competition categories on site is a responsible task, for which the jury members have spared neither effort nor time: all products are thoroughly examined, tested and judged against criteria such as degree of innovation, functionality, self-explanatory quality or ecological soundness by the jury teams.

Naoto Fukuzawa



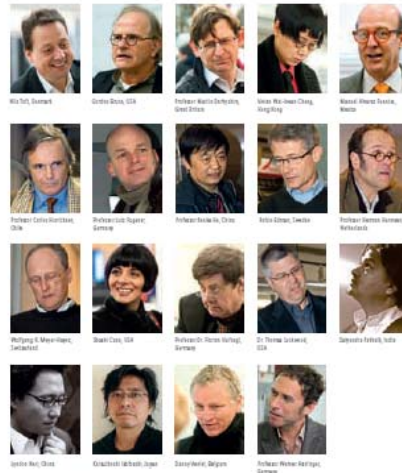
Assessment criteria

- Degree of innovation
- Functionality
- Formal quality
- Ergonomics
- Durability
- Symbolic and emotional content
- Product peripherals
- Self-explanatory quality
- Ecological soundness

"red dot is a top-ranking design competition that brings into question the quality of emotional, intuitive, beautiful designs."

Naoto Fukuzawa

Among the 30 jurors of the "red dot award: product design 2010" are:



An evening revolving around the red dot

Glamorous highlight – the red dot gala

One glamorous highlight of the competition is the red dot gala in the Essen Aalto-Theater, an architectural masterpiece and thus an appropriate setting for the festive awards presentation. In recent years, annually more than 1,200 guests came to the red dot gala from all continents: international design stars and design experts, politicians, business experts and international media representatives came together to celebrate the award-winners of the "red dot award: product design".

During the awards presentation all winners of the "red dot: best of the best" are asked to come up onto the stage individually to receive their red dot trophy. One of the highlights of the evening is the honouring of the "red dot: design team of the year" with a festive laudatory speech and the presentation of the "Radius" touring cup. A supporting cultural programme of the highest calibre is guaranteed by the performance of the Aalto Ballet Theater Essen among others.

A glimpse into the fully occupied Aalto-Theater



A Red dot gala in the programme of the awards presentation: the performance of the Aalto Ballet Theater Essen



In the "Red dot: best of the best" award ceremony the winners are on stage

Into the small hours – the Designers' Night

Following the awards presentation, the red dot design museum will open its gates for the by now legendary Designers' Night. In the impressive atmosphere of the "Sobriestrand" (the stoker's position), the "cathedral of industrial culture", the winners will be celebrated in a glamorous party lasting into the early hours. Simultaneously, the special exhibition "Design on stage – winners red dot award: product design 2010" will be opened. Furthermore, the Designers' Night will offer the opportunity to exchange views with design experts from all around the world, get inspired, meet colleagues, and make new contacts while enjoying the red dot cocktail which was created especially for red dot.

Culinary splendour – the Winners' Dinner

Winners who wish to kick off their evening with culinary delights can book a seat at the exclusive Winners' Dinner. Some 400 persons – winners of the red dot design award with their guests, as well as guests of honour from business, politics, and media – will be catered to by one of the most acclaimed chefs in Germany, Frank Rosin, and his crew. During an exquisite meal conversations can be deepened and valuable contacts made. Wines bottled especially for red dot are served with the meal.

Celebrating in the early hours the Designers' Night in the red dot design museum



Social get-together of the winners: the Winners' Dinner



Michelin star chef Frank Rosin is busy preparing the Winners' Dinner

Design on stage

A stylish setting for design products – the red dot design museum in Germany

With its more than 1,500 exhibits on an area of more than 4,000 square metres, the red dot design museum is the largest exhibition of contemporary design in the world. For at least one year, all products that have received a red dot are exhibited here. In the breathtaking setting of the former "Zaehle Zillvereins" colliery, which has been part of the UNESCO World Cultural Heritage since 2001. The former Kesselhaus (Boiler house) was redesigned for the red dot design museum by the British architect Lord Norman Foster. With its imposing architecture it is one of the most impressive industrial buildings of the first half of the 20th century. The red dot design museum, which receives more than 140,000 annual visitors, is not only a magnet for design and architecture lovers, but also a sought-after location for company and press events as well as marketing and distribution events.

Special exhibition: "Design on stage – winners red dot award: product design 2010"

The special exhibition "Design on stage – winners red dot award: product design 2010" will open on the night of the awards presentation as part of the Designers' Night with guests from all around the world. All award-winning products will first be presented to the public in the four-week special exhibition at the red dot design museum. After the special exhibition has come to an end, all award-winning products will become part of the red dot design museum's permanent exhibition.

When setting up design products: the view of design products in entrance



Receiving visitors: customer care employees in vestibule museum entrance



Setting up stands: demonstrators of the red dot award winners in the red dot design museum

Communicating successes

red dot label

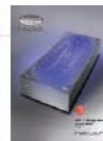
When a product receives a red dot this should only mark the beginning of a whole series of PR and marketing activities. Above all the use of the label, which alone due to its memorable appearance generates high awareness for each product that carries it, contributes to immensely increasing the awareness of a product and to make sure that a brand is associated with good design in future. For this purpose many tools are available such as acrylic displays, posters or stickers, which can be used at the point of sale. Furthermore, the red dot more and more often features in advertising campaigns and editorials.

Particularly interesting are our media collaborations with the Japanese AXIS Magazine, the Australian design magazine Curve, and WirtschaftsWoche, one of the leading German business magazines. red dot's activities are further strengthened by the diverse media and advertising activities of the award-winners, who use the red dot as a quality label in a prominent fashion – a right that is reserved exclusively for award-winners.

Communicating: the red dot at quality fairs in the best-known department stores



Advertising the red dot: the correct advertising campaign designed for the respective brand



Registration details

red dot award: product design 2010

Eligibility criteria

Manufacturers and designers of industrially manufactured products from all around the world are invited to take part in the "red dot award: product design 2010".

The products must have either been launched onto the market or gone into serial production between 1 January 2008 and 1 July 2010. Unique handcrafted designs are not eligible to participate in the "red dot award: product design" competition. Each participant can register an unlimited number of products for the "red dot award: product design".

Product categories

- 1 Living rooms and bedrooms
- 2 Households and kitchens
- 3 Tableware
- 4 Bathrooms, spa and air-conditioning
- 5 Lighting and lamps
- 6 Gardens
- 7 Leisure, sport and games
- 8 Fashion and accessories
- 9 Watches and jewellery
- 10 Architecture and interior design
- 11 Offices
- 12 Industry and crafts
- 13 Life science and medicine
- 14 Automobiles, transport and caravans
- 15 Entertainment technology and cameras
- 16 Communication
- 17 Computers

Registration

To register for the "red dot award: product design 2010" and to view important entry information as well as the rules and conditions of the competition please visit

www.red-dot.de/registration

Registration fee:

Early Bird: 190 euros

Regular: 210 euros

Latecomers: 230 euros

All prices are net of statutory value-added tax (VAT)

This registration fee includes the basic presentation for the adjudication. All products will be adjudicated on site.

Dates

Closing dates for registrations:

Early Bird: 4 December 2009

Regular: 22 January 2010

Latecomers: 10 February 2010

Adjudication: February 2010

Participants will be informed about the adjudication results at the beginning of March 2010.

Awards presentation:

5 July 2010

Special exhibition:

6 July 2010 to 1 August 2010

Permanent exhibition:

as from 2 August 2010

Online exhibition:

as from 5 July 2010

red dot design yearbook:
will be published on 5 July 2010

Contact

Phone: +49 (0)201 30 10 4-37

Fax: +49 (0)201 30 10 4-40

E-mail: team@red-dot-award.com

www.red-dot.de

12.



**DESIGN
CURRENCY**

DEFINING THE
VALUE OF DESIGN

**icograda
IDA**

design week

vancouver, canada • 26 – 30 april 2010



Bordered by the Coast Mountain Range and the Pacific Ocean, Vancouver is recognized as one of the world's most livable cities.

Bordered by the Coast Mountain Range and the Pacific Ocean, Vancouver is recognized as one of the world's most livable cities.

ABOUT

Design Currency: Icoграда Design Week In Vancouver

Cur"rency\ The state or quality of being current; general acceptance or reception; a passing from person to person, or from hand to hand.

Design has the power to influence our core values, our identity, our expectations and our worldview. Design brings clarity and enhances meaning. **Design Currency 2010** offers designers, business leaders and government the opportunity to experience current design thinking. Reshape your understanding of the value of design.

- [Online registration to Design Week Vancouver is now live!](#)
Online registration is now live so take advantage of the early registration rates.
- [GDC Icoграда Delegates Off to Beijing](#)
Canadian delegates fly to Beijing and launch Canada's 2010 Design Week event.

13.

**Biennale
internationale
design 2010
Saint-Étienne
17 nov. au 5 déc.**

Here we are. The Cité du design inaugurates its equipments and its scheduling on the site of Saint-Étienne former arms factory. From now on, the Saint-Étienne School of Art and Design is based in the heart of this symbolic place and welcomes its three hundred and fifty students since 5 October.

The Cité du design is displayed in five architectural elements: three renovations and two contemporary constructions designed by the LIN agency and its architects Finn Geipel and Giulia Andi. The building called "la Platine" for instance is a modular space, configured to adapt to our diverse activities: exhibitions, professional encounters, information meetings as well as educational workshops. These new spaces are meant for everybody and we are very pleased to welcome you here. We have been particularly attentive to each group of public (professional, academic, scholastic, familial) through fitted plan to answer everyone's questions.

The programme of our sites will indeed change according to the seasons especially during spring and summer as well as during autumn and winter to satisfy the different missions of the Cité du design. We will go from pedagogic and economic topics, higher education, research or even forecasting during the autumn to a spring we can already imagine lighter but full of imagination, maybe even playful, and firmly turned towards all kinds of publics.

The 2010 Saint-Étienne International Design Biennial will take over la Platine and the exhibition sites as well as the auditorium and lecture rooms. The biennial

2010 Saint-Étienne International Design Biennial

The theme of the 6th edition of the Saint-Étienne International Design Biennial will be around *Teleportation*. It will deal with an extreme view of our society, a kind of ideal (or not) that we could yearn for and that could enable us to solve many issues we are faced with, as for the problems related to ecological emergencies or transport demand, as well as resulting from the continual lack of time, that puts our everyday lives under pressure. But difficulties also stem from the new communication media and technologies that provide us a kind of ubiquity. Working from home, transferring data and documents to work - that's all very fine, until the system breaks down, and you suddenly find yourself wishing you could just snap and be there.

Teleportation appears to us as a reasonable dream to make. On the other hand, when such a dream comes true, time will accelerate. Movement will become dematerialized. We may lose our marks, if not our identity.

Different themes may be developed around the subject of teleportation. Ubiquity. Mobility. The world getting smaller as we travel faster and faster. Visiting new potential life spaces (under the sea, off the ground, on new planets). Virtuality, making reality double. Time T. Changes in space and time, or on the contrary, the concept of durability, anchorage to the ground

Design & companies, part 2

General information

Venue: Cité du design, former arms Manufacture of Saint-Étienne.
The Biennial organisation will see to the general staging design of this exhibition.

Dates: between 17 November and 5 December 2010

Wednesday 17, Thursday 18, Friday 19 November will be dedicated to professionals.

Entry terms and conditions

The projects must be recent ones: from January 2008.

Only the selected projects will be displayed at the biennial.

- Closing date for receipt of applications: **13 February 2010**
- Selection committee response: from **2 March 2010**
- Closing date for receipt of descriptive sheets for selected projects: **30 April 2010**
- On site reception of selected projects: **from 2 to 16 November (before noon)**
- Removal of objects: **from Monday 6 December at 9.00 AM to Tuesday 7 December at 6.00 PM**

APPLICATION FORM Design & companies, part 2

Please return this form by **13 FEBRUARY 2010** at the very latest to:
Biennale Internationale Design 2010 Saint-Étienne
Cité du design - 3, rue Javelin Pagnon - 42 000 Saint-Étienne – France

Company or group of companies:	
Address:	Postcode:
City:	Country:
Tel:	Fax:
Web:	Email:
Name of project leader:	
Tel:	Email:
Designers' names:	
Completion date of the exhibited project:	
Name and brief description of the project:	
Prize(s) already awarded for this project:	

Application terms

- Free entry.
- Transportation and packaging are the exhibitor's responsibility. Insurance fees as well as any customs duties for the selected exhibits will be borne by the exhibitor.
- The organisation of the biennial is covered by public liability insurance.
- The overall scenography will be handled by the biennial organisation. However, the Cité du design reserves the right to refuse to assemble and install a project or work, if this appears to be impossible for technical, logistical or financial reasons.
- Ambient lighting is provided by the scenographers. Requests for special lighting and/or audiovisual equipment will not be entertained by the biennial. The biennial organisation reserves the right to choose to use its own sign system and visual identity to keep the coherence, homogeneity of the whole event.
- Unpacking, assembly/dismantling, setting up, upkeep and maintenance are the responsibility of the participant. They will be performed by the exhibitor. On request, the organiser may take over these procedures, in which case the exhibitor and his insurer waive all right to recourse against the organiser and his insurer in case of problem or damage.
- Applications submitted imply that the general regulations of the exhibition have been agreed. Applications will not be accepted without full and complete acceptance of the exhibition regulations and conditions.
- A detailed copy of the regulations must be signed by the applicant when his or her involvement in the biennial is confirmed by the selection committee. Until then these regulations can be downloaded from the Cité du design website, and copies are available, on request, by email.
- Authorisations given freely by the exhibitor to the organiser without consideration: - The exhibitor authorises the organiser to display his or her work during the exhibition time of the Saint-Étienne International Design Biennial 2010.

14.

Da: Carlo Vezzoli [mailto:carlo.vezzoli@polimi.it]

Inviato: venerdì 11 dicembre 2009 17.21

Oggetto: Sustainability in Design: NOW! - LeNS CONFERENCE AND CALL FOR PAPER LAUNCH

SUSTAINABILITY IN DESIGN: NOW!

Challenges and Opportunities for Design Research, Education and Practice in the XXI Century

INVITATION TO THE CONFERENCE

Sustainability in Design: NOW!

Challenges and Opportunities for Design Research, Education and Practice in the XXI Century

Bangalore, India, 29th of September – 1st of October 2010

Deadline for abstract submission 31st of March 2010

Get more info and register on-line at www.lensconference.polimi.it

The *Sustainability in Design: Now!* conference is a platform for **sharing the latest knowledge and experiences in product, service and system design, to promote sustainable systems thinking in design education, research and practice communities**. The conference approach is to look at various stakeholders in this arena - designers, design educators and design researchers - as a unique learning community. The objective is the creation of a **new ethos**, within such a community, enabling all possible synergies and fruitful processes of **knowledge and know-how osmosis and cross-fertilisation**.

This conference is promoted and organized as the conclusive event of the LeNS - Learning Network on Sustainability - project, funded by EU under the Asia-link program, that aims at the development and diffusion of design for sustainability in design institutions.

There is no conference fee and proceedings will be published (with ISBN).

For more information on the conference please visit www.lensconference.polimi.it or contact lens.conference@polimi.it

For information on the LeNS project please visit www.lens.polimi.it or contact lens@polimi.it

Looking forward to meeting you in Bangalore!

The LeNS partners



funded by the Asia Link Programme, EuropAid, European Commission

Politecnico di Milano, INDACO Department, Milan, Italy (coordinator)
Indian Institute of Technology (IIT), New Delhi, India
King Mongkut's Institute of Technology, Bangkok, Thailand
Srishti School of Art, Design and Technology, Bangalore, India
Tsinghua University, Academy of Arts & Design, Beijing, China
Delft University of Technology, Delft, The Netherlands
University of Art and Design (TAIK), Helsinki

Job Opportunities:

1.

A global TV Channel is revamping its Indian operations and setting up a full fledged Design Cell. They are looking at a Head of Design and also Graphic designers and animators for this cell. This cell will spearhead their new look and feel and carry it across various different channels. They will also closely work with the international design cells.

A wonderful opportunity especially the next two years which would give immense international exposure especially interacting with global brand companies and design cells. Please mail me if interested. The position is immediate.

Kyoorius Exchange | Kohinoor Estate, 2nd Floor | No 165 Tulsi Pipe Road | Lower Parel, Mumbai 400 013 | India

Tel Board +91 22 4236 3600 Direct +91 22 4236 3603 | Cell +91 98200 93069 |

Email: rajeshkejriwal@kyoorius.com

2.

Looking for a Copy writer / Content Developer for a Chennai based IT company, members with 2-3years experience can submit you profile to tnarayan@gmail.com , tnarayan@gmail.com . With your salary expected.

HP :91-9790870190

3.

Looking for a freelance web graphic designer in Mumbai for a short project (with a potential long project following). Please contact me at 9969078134.

4.

eMids Technologies is looking for an Independent Sr. Usability Architect for a period of 3 to 4 months. Usability Analyst will have to work closely with client at their US office.

Prior experience in Health care domain would be an additional advantage.

If you are interested in exploring this further, please drop in a mail with your credentials.

Mobile: +91 9008960055

Yahoo : maverick_ravi@yahoo.com

AOL : ravishyam75@aol.com

gmail: ravishyam.s@gmail.com

5.

SAP User Experience is a truly global team, spread across various SAP locations, including India, Germany, and Israel. The team's mission is to design user interfaces that provides users with a truly seamless experience within and across SAP's various product suites. This is driven via SAP's User Centered Design methodology which allows for the creation of a harmonious user experience. This is achieved through user research, task analysis, development of detailed use cases, interaction design based on SAP's UI Standards and Usability Testing. The team does usability consulting for various Application and Technology development groups.

For more information on SAP and User Experience go to:

www.*sapdesignguild*.org/

RESPONSIBILITIES

- Run UI design related projects successfully, well coordinated with other team and project members.

- Design and conduct user research at customer and partner field locations, e.g., leading development of task analysis and measurement of usability issues, and the generation of new product requirements.
- Interaction design, including definition of UI patterns (interaction behavior and UI controls).
- Design the information architecture of a software component.

EDUCATION AND QUALIFICATIONS/ SKILLS AND COMPETENCIES

- Excellent English/ Communication skills
- Proven Interaction design skills
- Strong experience in translating user data and human-factors principles into UI designs via prototypes, and detailed UI reviews/ specifications.
- Experience with developing user profiles, use cases, and scenarios. Must have experience in conducting task analyses, field studies, formal UI reviews, usability tests, and survey.
- Theoretical and practical knowledge of user research methodologies.
- Formal Education in Human factors, Computer Human Interaction, or closely related courses. Candidates from institutes like IIT, NID, IISC will be preferred.
- Some background in a technical area, like programming, system administration or modeling tools, desired.
- Experience with working in distributed teams is a plus

WORK EXPERIENCE

2- 4 yrs relevant experience.

WHAT WE OFFER

Contract Type: Permanent, Full time

Job Location: India, Bangalore

Email your Resume's to: srividya.v@sap.com

6.

Urgent UI Developers opening with MSAT, Hyderabad

Role: UI developer with strong experience (Min 5 years) in Html, CSS, JavaScript, Jquery, Web 2.0, Dojo with good communication skills

UI Design

Understanding business requirements and convert into wire frames

Understanding UI Specifications and convert into html prototypes

Html & CSS

Optimized Div based layouts

Cross browser compatibility

W3C (Level 2) Accessibility

JavaScript

Must have:

- Advanced JavaScript, Jquery, Ajax, Dojo, must have used either framework to build pretty detailed applications
- Applications that run on portlets and handle more than one asynchronous calls

Good to have:

- ability to have written a plugin or component on using ajax framework
- ability to look under the hood of Dojo/ JQuery and over ride any functions etc, for custom needs

- ability to read/ decipher and describe code on a whiteboard

Salary

Best in Industry

- **Location:** Offshore- Hyderabad / Onsite- CA

Please send your profile to: murthy_vishnumahanthi@mahindrasatyam.net
7.

Tata Elxsi Bangalore we need a lead for the Graphics and Branding Division. Ideally a creative person with Graphic Design background and atleast 3-4 years of branding experience.

If interested pl Contact for a chat

ghate@tataelxsi.co.in

8.

Job Title: HTML CSS Web Developer (1-2 years experience)

Job Summary: Paper Plane is looking for young & dynamic web designers with 1-2 years hands-on experience working with HTML,CSS,Flash and Photoshop. We need Front Developers with hands on experience in xhtml/css. Programmers and Software developers SHOULD NOT apply

Job Details: Requirements and Skills:

- 1) Minimum of 1-2 years experience in developing web pages using HTML/CSS
- 2) Proficiency in working with Photoshop, Flash & HTML tools like Dreamweaver and GoLive
- 3) Prospective candidates will be asked to provide a portfolio of their work and sample URLs

Responsibilities:

- 1) Develop web pages using HTML, CSS or Flash as required
- 2) Be responsible for website updates and maintenance on an ongoing basis
- 3) Candidates should be quick learners and be able to apply best practices with minimum support
- 4) Must be extremely attentive to detail
- 5) Must be able to meet tight deadlines and work in a fast-paced environment
- 6) Should keep him/her self up to date with the latest Web Technologies and Web Standards

Additional Preferred Skills:

- 1) Ability to develop table-less layouts/pages using div's.
 - 2) Proficient in using semantic and scalable XHTML/CSS
 - 3) Basic knowledge of JavaScript
 - 4) Knowledge of cross browser optimization
 - 5) Knowledge of W3C standards
 - 6) Prior work experience at a web design agency or an internet company
- Key Skills:** HTML, CSS, Flash, Photoshop

9.

responsibilities will include:

- # Developing prototypes and writing design specifications.
- # Communicating conceptual ideas and design rationale
- # Applying user-centered design to develop high quality user flows, wireframes, and detailed visual UI designs.
- # Working closely with a cross-functional team to develop stellar user experiences that elegantly achieve product and business requirements.

Job Qualifications:

- # Intermediate level position primarily for 2-4 years experience ONLY
- # Strong coding/prototyping skills in HTML, JavaScript, Advanced CSS, or Flash
- # Experience with RIA technologies like JQuery, JSP, openLaszlo etc.
- # Strong visual design skills in color, typography and layout.
- # Expertise with Adobe Illustrator, InDesign and/or Photoshop
- # Extensive experience creating detailed wireframes, user flows, and detailed UI design specifications
- # Strong organization skills and an eye for detail

Contact details:

Manoj.Kaushik at isofthc.com
company site : www.isofthealth.com

10.

Think Design Collaborative, Hyderabad requires 2 Interns for an ongoing User Experience Design project.

Interested candidates may apply by sending CV and portfolio to rama@thinkdesign.in with Design Internship as the subject header.

Basic Requirements:

- Working knowledge of the principles of information architecture, usability, and user experience design
- Ability to convert the requirements into wireframes and mock-ups.
- Strong time management, communication, and interpersonal skills
- Excellent creative and problem-solving skills
- Good knowledge of Photoshop and Illustrator

The project duration would be 2-3 months.

About Think Design:

Think Design is a Global Research, Design and Innovation consultancy with focus on User Experience Design and Industrial Design. We work across a broad spectrum of industries, including Appliances, Telecommunications, Automobiles, Education, Retail, Software Products, Enterprise & Web Application, Mobile Interfaces and Embedded Applications.

Established in 2004, Think Design operates from New Delhi and Hyderabad, with partners across the globe.

Think Design Collaborative Pvt. Ltd.,
C-61, Second Floor, DDA Sheds, Okhla Phase 1, New Delhi 110020
Ph: +91-11-41318387, Fax: +91-11-26814679

www.thinkdesign.in

11.

Role: Freelance UI Designer

Experience: 2 years + in Online agencies, dotcoms or software companies

Job Description

Responsibilities:

- Understanding the problem and convert that to User Interface flow
- Prepare low fidelity prototypes and brainstorming them internally
- Prepare High Fidelity or Visual Design prototypes of the pages and share them with the client
- UCD process steps like user research and usability testing

Qualifications:

- Should have a solid background and portfolio of web based designs (applications and web sites)
- Should have the capability of converting concepts to UI; Designers make their own wireframes here.
- Should have complete and deep understanding of authoring tools like Photoshop, Illustrator, Corel Draw
- Should have good eye for aesthetics, colors, balance and typography (important)
- Should have understanding of the limitations of the web in terms of use of images and gradients
- Formal education in Interaction design is a plus

E-mail me back with the following details:

Portfolio with best UI design work

- Updated Word format resume
- Billing models & Charges
- Availability in December and January

About Dotahead

DotAhead is a company specializing on the web. We partner with organizations to help them leverage the web in areas like lead generation to employee communication and work on projects ranging from website redesign to managing Internet Marketing. www.dotahead.com

Gurpreet@dotahead.com

+91 9822774646

12.

Rural Opportunities Production Enterprise (ROPE) is a social enterprise started and incubated at IIT Madras which provides global customers access to rural artisans who manufacture diverse products. ROPE's village production centers manufacture items per customers' requirements while ROPE ensures product quality, timely delivery and high labor standards. ROPE's target customers are large global retailers and buyers. Currently ROPE focused on natural fiber home furnishings, accessories and packaging products. You can learn more about ROPE at www.ropeinternational.com

Product Designer / Animator**

Job Description

The Product Designer will be a member ROPE's design and product development team. The Product Designer will work with the Manager Product Design and Development to create product lines to showcase to large international buyers. They will also finalize product designs for these customers. The product designer will be responsible to creating all visual materials: including product brochures and customer presentations. The ideal candidate will have a strong background in product design and preferably in natural fibers and/or home furnishings and experience in working with large international retailers and buyers. The ideal candidate will have an interest in social enterprises, environment friendly design, and

working with rural artisans and communities. In the first year of work, the person will be offered a fellowship from ROPE's partner organization, Villgro. This is awarded to encourage the person's work with an innovative social enterprise like ROPE. The Product Designer will report to the Manager Product Design and Development.

Requirements

An ideal candidate will have the following:

- Degree in Design.
- Minimum 2 years of work experience.
- Excellent verbal and written communication skills.
- Excellent manual and computer design capabilities.
- Excellent Adobe Photoshop and Corel Draw skills.
- Knowledge of CAD and 3D animation a plus.
- Excellent drawing skills and ability to sketch freehand.
- Understanding of studying trends and forecasts.
- Knowledge of Tamil a plus.

Job Location: Chennai

All interested candidates should send cover letter, CV and sample portfolio to jobs@ropeindia.com by 16 December. Only shortlisted candidates will be contacted.

Managing Director

ROPE

rural skills meeting global demands.

www.ropeinternational.com

13.

Think Design is looking for User Interface Designers (2 Positions).

Professionals with relevant qualification and experience can also apply.

Interested candidates, please send your CV and portfolio to

rama@thinkdesign.in

This position will be based in Hyderabad.

Requirements:

- Execute the User Interface design projects successfully.
- Ability to convert the requirement into wireframes.
- Creating high and low-fidelity wireframes, task analysis and work flows.
- Good understanding of usability and user centered design principles.
- Ability to analyze product, gather user feedback through methodologies like task analysis, usability audit and usability methods.
- As a UI designer you will work closely with Visual Designers and if required with development teams to assist with user interface and specifications.
- Ability to work independently and in a team.

Basic skills required:

- Strong time management, communication and interpersonal skills.
- Working knowledge of UI prototyping tools, such as Visio, Photoshop, MS Office and other related tools.
- Excellent written and verbal communications

- Bachelors or diploma in Visual Communication or any design related field.

About Think Design:

Think Design is a Global Research, Design and Innovation consultancy with focus on User Experience Design and Industrial Design. We work across a broad spectrum of industries, including Appliances, Telecommunications, Automobiles, Education, Retail, Software Products, Enterprise & Web Application, Mobile Interfaces and Embedded Applications.

Established in 2004, Think Design operates from New Delhi and Hyderabad, with partners across the globe.

Rama Brahmam Aleti.

Head - User Experience Design

Think Design Collaborative Pvt. Ltd.

rama@thinkdesign.in

14.

White Light Design Pvt. Ltd is hiring copy writers. Experienced people can get in touch at info@whitelight.in

15.

If interested please contact sivaturi@cisco.com or apujari@cisco.com

ABOUT THE COMPANY:

Cisco Systems, Inc. (NASDAQ: CSCO) is the worldwide leader in networking. Cisco products address the broadest range of networking solutions available from any single supplier, including hundreds of Internet, telephony, voice, video, telepresence, online meetings, and Web 2.0 collaboration applications that are aimed at a broad range of customers including Internet service providers, enterprise users, small/medium businesses, and consumers.

JOB DESCRIPTION:

Cisco is looking for a Visual Designer to work in our User Experience Group. In this position you will work with other stakeholders to define the look and feel of Cisco UI design language for all Cisco products.

RESPONSIBILITIES:

- Define the look and feel of UI components and design patterns used by multiple platforms (web, desktop, TV, mobile)
- Work with other stakeholders (application development teams, UI designers, other visual designers and UI developers) to qualify requirements, and negotiate successful designs
- Create easy-to-understand redliners of the visual specifications

QUALIFICATIONS:

- BA in graphical design, digital media or related fields
- 2 to 4 years of experience designing software-user interfaces
- Expert in Photoshop / Fireworks / Illustrator
- A STUNNING Portfolio
- Excellent time-management, multi-tasking ability, and the ability to prioritize

- Excellent interpersonal skills with the ability to collaborate in a cross-functional team
 - Experience designing desktop and Web-based applications
- Experience designing TV, mobile, or data visualization is a plus
- 16.

SAS R&D India. Pvt. Ltd Pune seeks an Intern for its R&D Usability team.

As a member of the R&D Usability team, this person will work on a short-term independent project in the field of data visualization. The duties of this position will include conducting usability studies, prototyping and producing detailed UI design specifications.

About SAS:

SAS is the leader in business analytics software and services, and the largest independent vendor in the business intelligence market. SAS help their customers solve their most complex business problems, with an unmatched analytical capabilities and deep industry expertise.

Project Summary:

Design Flex based graphs to deliver rich interactive experience. This will include skinning and styling Flex graphs, designing intuitive interactions with the graphs and designing animated transitions to reveal large information on-demand.

Educational Preferences:

Specialization in information design, interaction design or data visualization.

Skills Sets:

- Creates prototypes of various fidelities using tools like Photoshop, Fireworks, MS Visio or Catalyst.
- Preferably develops interactive prototypes using Flex.
- Excellent user-centered design knowledge and skills.
- Knowledge of design aesthetics and specifications.
- Excellent communication and presentation skills.

To apply, please submit your resumes using the following ID: Yogesh.bhide@sas.com. Please provide links if you have any existing portfolio of work samples

17.

Katha - Quality publishers for Children and adults since 1988, the profit-for-all nonprofit organization working in education, translation and culture, is looking for designers URGENTLY! Katha has been working with children and women since 1990, and have strong links with the 54 communities we work with. Katha also works at the leading edge in literary translation and publishing. We see translation as a vital and non-divisive tool to culture link the country as a whole. Uncommon creativities for a common good is our motto. Visit our website www.katha.org

Katha publishing division is committed to bringing out the highest quality of literature from 21 Indian languages, combining great stories with sound translation, style and immaculate grammar, while working according to deadlines and as a team.

Qualifications: Applicants should have a sense for story and be able to visualize and implement innovative editorial projects/books, and should be resourceful in terms of scouting talent. We also look for people who have a keen sense of illustrations for our children books. We are looking for individuals driven by passion and sensitivity towards storytelling.

Fresher and experienced individuals are invited to send in their resumes and work samples at edsoffice@katha.org , design@katha.org , kathakaar@katha.org

(More Jobs are available at our website www.designforall.in)

For free Registration: write to
subscribe@designforall.in

Write to us about change of e-mail
address:

address@designforall.in

Advertising:

To advertise in digital Newsletter
advertisement@designforall.in

Acceptance of advertisement does not
mean our endorsement of the products
or services by the Design for All Institute
of India .

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seminars/conferences /workshops.

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Feedback:

Readers are requested to express their
views about our newsletter to the Editor

Feedback@designforall.in

Forthcoming Events and Programs:

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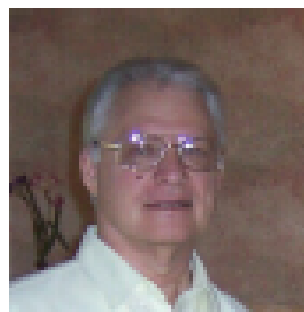
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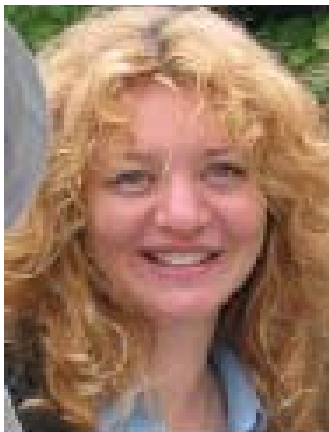


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