# Design for All

## Asian Universal Design Network
### Environments and Products for all people

## Chairman's Desk:

When I pass through the streets of different cities of the world, I notice the big and the tall buildings are every where and that appears to be a concrete jungle. Each city appears to be uniform and has no distinct character. 'Standardization kills the uniqueness of each entity'. Other side is that it gives me satisfaction that knowledge spreads in its own way and people keep on adapting as it suits them and it slowly assumes the color of uniformity. No religion or any ideology can not prevent anyone those feel beneficial and serve their purpose by using that specific knowledge. Imagine the masonry workers they are without any qualification but style of working throughout the world is similar. How beautifully they understand the need of qualified architects of any country and translate their paper design into real buildings. I admire the masonry worker or those who are erecting walls of any heights of the building by using simple instruments like plumb (heavy metallic cone at one end of the thread); is use for vertical alignment.  Spirit level is used for horizontal alignment. When these workers do not have spirit level, they use transparent plastic pipe fill it with water and air bubble in it indicates for leveling. If air bubble is in middle it means level is proper otherwise it is not.

When I look at the world's different citizens they use comb for shaping their disheveled hair. It is convenient and serves their purpose. They are not bothering from where it has originated. The history of comb may be traced back to Persia but it is a household item of the each house of the world. Think about paper, mirror, compass, printing all were first used in China but it is useful for everyone and majority can not think of their lives without it. It is design for all and acceptable to all. I brood and ask myself 'What a simple design of these products and how beautifully they are shaping the human beings' I whisper 'small is beautiful. Simple is useful. Easily locally available items are resourceful' we find the elements of surprise in these things that are spread around us.

Every human being watches the world in his own way. That is inevitable. It is not determined by him. We choose not only what and how we think but what and how we see. According to me I can think and see in only one way: other see in another way. This is wrong, thinking and seeing are creative acts coming from the inside, not the outside. This is the reason our masons of any part of the world are generally illiterate and they learn their art as an apprentices under some established professional mason and it helps them to understand the language of others who have designed. 'Machines may make people's physical lives easier, but they do not make their thinking easier.' Imagine the thinking of mason when he is erecting the wall, a fraction of error may lead and invite a major disaster sooner or later. His instruments are helping him in furnishing the desired data of his current project but his

experience and his own judgments makes him an expert. He works with cool mind and experiences make him expert and confident.

As a student in school, I used to wonder 'why our study table has slope?' It is very difficult for any child to keep stay his book or notebook on top of the study table because of the slope. But I never dared to ask and thought people might laugh on my silly question. As a grown up man, I realized that reason of the slope on study table was to make the reading comfortable without putting exertion on the eyes. Best solution is, top of the table should be parallel to the eye sight. This small idea might have struck to those who acquired the lot of experience in designing this type of study table.  It is another example of simplicity along with better design.

I remember in the late 1970 eminent economist had written a book entitled 'Small is beautiful' and it was very much in discussion among the elite class for decades and Time magazine has rated  this book among top 100 books that has influenced the mind of the human in last century. Ultimately few selected groups that were enjoying powerful political clouts, after much discussions, concluded that this approach of small will not lead the world human to nowhere. They thought everything should be big and magnum and it would solve the problems of human race. They adapted everything in magnum scale. Result is, we are facing magnum problems of global warming, recession and the biggest lost of mankind is that common man has turned to insensitivity with his environments and in totality the present human is prove to be worst than

what the human was few centuries .  Degradation of human is visible and I am not sure how the earlier human was leading their life was and if we continue to follow them till today  I can't visualize what problems we may face today?  I can say he was simple, his habits were simple and his problems solutions were also simple. We have made our lives complex and while solving our problems we create new web of complexities. I personally believe in small and do those things which can satisfy only our needs in simplest way. Greed is complex and has no limits. We are suffering because of our greed. We are solely responsible for our current crisis and no one is to be blame for this. There are many ways to shout against injustice but clashes are always with individual vs. institutions. Individual has limitations and can not fight for longer time. But institutes are capable and meant for identifying and raising the voice against injustice as well as for correction of the system. Individual voice is unheard under the strong presence of institutes (that has taken over the responsibilities of individuals).  In modern time, Institutes are stronger than governments and this is the reason our generation has failed to produce the genuine great individuals till today. Who so ever is declared great is a product of institutes and he has a powerful hold in the institute. He is not shining person and his polices are also hollow- no impact for betterment of poorest of poor. All policies are directed for the benefits of those classes that are lobbyist and close to him.   Our world leadership is bankrupt and political system has ruined the present age. But no politician has courage to admit that because of his wrong policies system is collapsing. He has acquired the power by

marketing gimmicks and the real understanding about the world is nowhere visible in his thoughts. He has no shine in his personality and thoughts. How can they make our system shining?  If some one wishes to change the system than role of institute is doubtful and they are so strong that they never allow any changes. Traditional political ideological parties can not bring any slightest changes in our society because they have not sacrificed anything to seize these powers. They live in pompous style and they enjoy world's best things. They have come to helm of the affairs because of manipulation and cunningness. I am in strong and firm belief that earlier the perception of common person was responsible for progress of our system and future is also in his hand to make our world better. Simplicity in thoughts may again rescue us from further ruin .Those who designed the nail, screw and rope etc never cared for patents and never exploited those for commercial benefits. They were the real heroes and we are ungrateful that we use their designed products but never express our gratitude. I think our present society there is no demand for great people. I can't say why but this fact is simply obvious to me. Famous, notable, popular— yes . But not great , in the fullest sense of the word. The object of research is no longer nature itself, but man's investigation of nature is the real reason that he failed to give much to the people compared to earlier mankind. When I look at the sun that rises in the east and goes down in the west . This declaration is because of I have applied our common intelligence, observation and knowledge. My common experience about the sun and the

earth is both prior to and more basic than any astronomer's formula.

How an old idea hides the new? It is very difficult for new idea to replace the old thoughts. Once it gains its firm grounds it also hides the new one. Why our generation of designers are unable to contribute new in last few centuries masterpieces and useful for society of common person. Reason is, undeserving people have acquired those positions which they are incapable. They suppress the real talent because of fear of losing their status in the society. I always advocate from every possible platform that designer should master in simple thinking, their attitude, life and thoughts should be simple. Simple mind with simple habits can only solve complex problems with very simple solutions. When I look at James Watt, a simple man with very humble thoughts observed the simple things of the life that lid of kettle is open because of steam pressure. He translated the world's most difficult task 'how to translate the linear force direction to circular movements of the wheel'. He designed the D- chamber and made the movement of wheel possible I always believe him as a father of industrialization. Earlier all the inventions were directed for betterment of the society .As we have entered into industrialization era, all the inventions are directed and associated for progress of industrialization. Result is, everything became commercial. If it suits the industrialization, it is best, otherwise it is rejected. What is commercially viable is to stay and what is beneficial to millions can be shelved.

When I drive car   some where in the world I find the basic design of the car's helix gear system is almost similar. The shape of changing gear is H shaped. First forward, second backward then shift sidewise and push forward and backward for third and forth gear.  How beautifully and conveniently they have designed the gear system of a car? It is amazing and simple. First gear requires more power to move the vehicle and it is smallest pulley with teethes that gets connected while applying the gear with engine's movement and force the vehicle to move. Rest has larger pulleys. What a complex work of gear and how simple design of gear box.

When I look at the simple words of great poets and writers, how they use them with their experiences and there art of using everyone's vocabulary, simply makes them great. To make their ideas wonderful and it should touch the heart of everyone; they use the excellent design of the construction of their words.   Similarly, designers should work with simple ideas whatever complex problems may appear to them. Just like smoothing surface with naked hand is painful activities and human has limitation in smoothing the surface. But using the sand paper makes the job easy. The simple design of sand paper is excellent. To smooth the rough surface they have different size of sand glued on paper. Rougher surface needs high grade sand paper for smoothens and for fine smooth surface use low grade paper. This design has come with common sense and experiences. I call this type of designers natural and they keep on working selflessly for betterment of the society. Those who are trained in schools are cultivated,

such types of designers are busy in earning money and it is their means of earning bread and butter and they work with their selfishness for meeting beyond their need of livelihood. They are so engrossed in these activities and they are unaware when they switch to satisfying their greed. Designer must master their greed.

When I traveled by train somewhere in the world I notice the signal system of controlling the movements of railway train is yet based on centuries old system of clearance from one station to another. It works on simple battery and two lever at both stations; one at present and next connecting stations that has to give the clearance. When two station masters of two stations operate the lever simultaneously for the releasing of the token as a iron ball which the train driver is supposed to carry as clearance of railway track and can not begin their journey without it. Once he receives the token than both station masters are responsible for any accidents and driver is declared innocent. Once he handovers the last station token to destination station master he does the same with next connecting station master. This simple design is still foolproof but some time responsible person overlook or behaves in his own way, then accidents are inevitable.

Look at the toilet design of toilet seat in Indian railways; they are of stainless steel and having very huge slope. Reason of using steel is, it is easy to maintain because most of the public is illiterate and they do not have knowledge of using the toilet. Heavy slope and movements of train automatically clear the

toilet near to clean. It would have been the best design for Indian users if they would have thought about the flow of water from toilet tap. If they would have used this while designing the simplest design of stainless steel toilet for public where majority population is not access to toilet and unaware about use of toilet for defecate it would have been a major success.

I admire the person who has invented the concept of Contact lens. A contact lens (also known simply as a contact) is a corrective, cosmetic, or therapeutic lens usually placed on the cornea of the eye. The way he has used the two beautiful common prevailing principles of curvature of transparent material for refraction and principle of surface tension, it is great admirable  work and he deserve all the praise. How beautifully the designer has used the human tear which is natural for keeping eye wet by blinking and it creates surface tension to hold the light lens.

 When you look at the design of bicycle it has all the three ingredients. It is simple, local resources are used and simple technology of human interface with machine. How it works is still mystery for us? A bicycle stays upright while moving forward by being steered so as to keep its center of gravity over the wheels. This steering is usually provided by the rider, but under certain conditions may be provided by the bicycle itself.  Although bicycle is designed in Europe but entire Asia is using this environmental friendly, peddle driven, human powered machine for transportation. It is still a principal

means of transportation for many regions. The bicycle has had a considerable effect on human society, in both the cultural and industrial realms. The diamond-frame safety bicycle gave women unprecedented mobility, contributing to their emancipation in Western nations. As bicycles became safer and cheaper, more women had access to the personal freedom they embodied, and so the bicycle came to symbolize the New Woman of the late 19th century, especially in Britain and the United States Around the turn of the 20th century, bicycles reduced crowding in inner-city tenements by allowing workers to commute from more spacious dwellings in the suburbs. They also reduced dependence on horses and donkeys. Bicycles allowed people to travel for leisure into the country, since bicycles were three times as energy efficient as walking and three to four times as fast. If as a designer look at the saddle of the bicycle, woman prefer short and narrow for more free movements of their legs and comfort depends on height. It should be that much so that entire body weight should be thrown on handle bar and help in movements of cycle. Cycle has lots of scope for improvement and only designers with simple design can makes useful for all.

Above these ideas are best options for becoming any designer to be best in their class.

I am really grateful to the CEO Mr. Tony Chang of Taiwan Design Centre who thought to establish the link among different scattered groups who are engage in popularizing the concepts of universal design in Asia but their voice was

unheard and their impact was (unnoticed)invisible. He created a new network of Asia Universal Design Network in Taiwan and it was great honor for Design For All Institute of India who are international voice for propagating the developments in the areas of Universal/ Design For All/ Inclusive/ Barrier free design was invited to be one of the earlier members of AUDN. It was my idea that we should join together and publish special issue with us. I am grateful to Mr. Chang who has accepted our invitation of Guest editor and with sincerity and hard work he has invited the different authors of his choice and edited the newsletter. What you find in this newsletter is his efforts and his secretariat staff Ms Hollyyu. She has taken the utmost pain and helps us to publish this newsletter in time.

'Sometime less is more and simple is best.'

With regards

Dr Sunil Bhatia

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# Content of Newsletter of February 2009 Vol-4, No-2

*Other regular features*

# Forthcoming issue of newsletter

**1.**

**April 2009 Vol-4, No-4 is special issue with Design & Industry Department of San Francisco State University and Chair, Prof Ricardo Gomes has accepted the invitation of Guest Editor. This special issue is featuring "Universal Design @SFSU."**

**2.**

**Dr. G. N. Karna, PhD Honorary President,( SDRS)**  **Society for Disability and Rehabilitation Studies, New Delhi has accepted our invitation to publish a special issue with their organization and he will be our Guest Editor of our May 2009 Vol-4, No-5 issue of newsletter**

**3**

**We are celebrating the birth anniversary of Late Prof Ronald L. Mace of North Carolina state university who was responsible of popularizing the concept of Universal Design in United States of America. It is nice tribute from our newsletter that we should publish work of students of North Carolina State University Universal Design Centre. I requested Prof Sharon Joines to be Guest editor of that special issue and she has accepted our invitation. This special issue is coming out in the month of June 2009.**

***Those who wish to share their thoughts, ideas or experiences of Prof Ran Mace kindly submit the contribution before 10th May 2009.***

## From the Editor's Desk

The Design for All Institute of India is pleased to give you a glimpse of how the design institutions from Asian tiger countries are successfully managing the challenges of inclusive design, barrier free design & universal design while embroiled in the demands imposed by a fast growing economy. Asian Universal Design Network is an offshoot of such an initiative.

The objective of the Asian Universal Design Network is to link design cultures, administrative systems, and traditions of different Asian countries from the perspective of universal design and to integrate design resources of various countries so as to enhance the understanding of universal design in these countries. In 2008, Taiwan Design Centre, invited representatives from Korea, Singapore, Hong Kong, Philippine, and India to be founding members.

The first article in this issue is written by Mr. Tony K. M Chang, CEO Taiwan Design Center. This article speaks of Taiwan Design Centre and the Asian Universal Design Network (AUDN), as a platform to nurture a better tomorrow. Like Green Design, TDC sees universal design as one of the directions of future opportunities for manufacturers. In addition to defining

universal design as "design suitable for a great majority of users," TDC would like to interpret it as "Value generated as a result of thoughtful consideration towards wider application." The emphasis is not on design capability or approach, but on a return on ideas and concepts.

The second article written by  administration is a more detailed exposition on Asian Universal Design Network. The article details the thought behind the AUDN logo and the agenda of seven activities. This includes workshops and seminars, city explore, website, design guidelines and exhibitions.

The third article is written by Moses Wong Chiat Chang from the National University of Singapore. The article seeks Design solutions for the aging community in the fast growing Asian economies. In Singapore the effort is on elderly staying employed longer and special housing needs for the independent aged.

Moses Wong also writes the fourth article on greater then sixty design centres. These design centres are especially dedicated to needs of the elderly. The article also describes there first commercialized product: an interactive PC game called Fitto Fun.

Ms. Jackie Kwok Yan Chi, Associate Professor, Hong Kong Polytechnic University, School of Design writes on Inclusive Design in Hong Kong. She writes about faculty and student projects in Inclusive Design, research methodology used and gives an introduction to 6 fairly diverse projects of inclusive design in Hong Kong.

The sixth article is on the Taiwan Universal Design Award. The author, Mr. Fang-Cheng Tarng is the President of Free Universe Education Foundation. The article show cases award during the last three years. The foundation has used education of universal design values as the prime strategy for promotion of inclusive design. Setup in December, 2005, the foundation emphasizes human-oriented space design and figures out how environment and mental situations are integrated.

Asian Tigers countries are part of ancient cultures and as such posses a vast repository of design solutions. These solution often are utterly simple and beautiful approaches to inclusive design, especially in the context of elderly. The solutions often emerged from the joint family systems and the interaction of the young and the old in a symbiotic relationship that seamlessly bridged the physical and emotional needs of both. Unfortunately lack of constant creative inputs and appreciation of these age old practices have dissociated the modern design mind from the traditional design acumenship. I do hope  will also engage themselves in this direction and share the cultural design insights through this forum.

Happy reading. Happy sharing. Keep contributing for a better tomorrow.

Lalit Kumar Das
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Tony K.M. Chang

***Academic Qualifications：Chung Yuan Christian University
BA in Department of Architecture***

***Present Prosition：***

- ***CEO of Taiwan Design Center***

- ***Excutive Board of International Council of Societies of Industrial Design（ICSID）***

- ***President of Taiwan Design Aliance(TDA)***

- ***International jury of the red dot award 2007 and 2008***

- ***Jury of if design award China***

- ***Editor-in-chief of DESIGN magazine bimonthly***

- ***Director of TalentrePreneur Innovation & Collaboration Association International（TICa）***

- ***Executive Director of Taiwan Toy Research & Development Center***

- ***Director of Stone Industrial Development Center***

- ***Deputy Director of Culture Creativy Industry Promotion Division*** Ministry of Economic Affairs, R. O. C.

# AUDN to Nurture a Better Tomorrow

*Mr. Tony K. M Chang,*
*CEO Taiwan Design Center*

*Email: kmc@tdc.org.tw*

## Introduction on Taiwan Design Center

Established in 2003, Taiwan Design Center (TDC) is a non government organization (NGO) supported by the Ministry of Economic Affairs. To adapt to the knowledge-based era, TDC has positioned itself as a platform integrating services contributing to the development of creative design. As a result, a mechanism of division of labor among domestic government, manufacturing, academic, and research sectors is solidly established and partnerships among different industries and disciplines are strengthened through the implementation of design strategy, technical research, manufacturing support, and management of design knowledge with a nation-wide publicity campaign. With regard to cooperation with international design circles, TDC serves as a service platform integrating global design resources so that Taiwanese manufacturing and design circles can have more exposure in the international design arena. This will also help Taiwanese design circles to meet international fashion trends and develop capability of top creative design accordingly.

## Current Status and Future Direction of Taiwanese Industry

A main feature of Taiwan's industrial composition is a great number of small- and medium-sized enterprises. High-tech

industries have gradually replaced labor-intensive industries of the past. The percentage of agriculture in Taiwan's GDP has lowered to 2% from 35% of 1952. Now Taiwan has seen a trend of service and high-tech industries accounting for over half of its GDP. Taiwan is also faced with the problem of a rapid exodus of traditional industries. As early as its inception, TDC has decided to guide manufacturers to implement advanced design. So it has begun to promote "universal design" as early as 2004.

Like green design, universal design is one of the directions of future development of manufacturers. It is clear that in the future there will be a trend of people giving birth to less children and elders accounting for an increasing percentage of the population. TDC hopes that Taiwanese manufacturers will implement universal design as soon as possible with the support of their superior advantages of production and design and their experience and understanding of lifestyle with cultural flavor. They should build both quality and brands for their products and should no longer be satisfied to be contractors or OEMs (Original Equipment Manufacturer).

In those years of promoting universal design, TDC has discovered the difference between living pattern and culture. So it has taken local condition into consideration. Furthermore, TDC has also come up with the following comment regarding the development of universal design:
In addition to defining universal design as "design suitable for a great majority of users," TDC would like to interpret it with

the following phrase: "Value of wider application is generated as a result of thoughtful consideration." Its emphasis is not on design capability or approach, but on a return to idea and concept.

## TDC Serves as Platform Integrating Sources of Information for Universal Design

Taking into consideration successful models of universal design implemented by Japanese enterprises and great achievement in this aspect by the Japanese government and academic circles, TDC has from the start decided to learn from Japanese enterprises, including cooperation with Mr. Satoshi Nakagawa (Tripod Design). It has also introduced to Taiwan product development models of universal design of such conglomerates as TOYOTA, Panasonic, and so on. In the past two years TDC has coordinated Taiwanese exhibitors to participate in Toyota Universal Design Showcase held in Japan: We had held the UD50 exhibition in 2007 and the Taiwan Universal Design Award exhibition in 2007.

In addition to assisting Taiwanese manufacturers interested in developing universal design to conduct international exchanges, TDC also helps the government to introduce universal design to manufacturing and academic circles for application. This year TDC had invited Asian societies interested in universal design to form Asian Universal Design Network (AUDN) on the occasion of Taiwan Design Expo 2008. TDC hopes that through the said network knowledge and

emphasis of Asian design societies on universal design would be further enhanced.

## Participation in Asian Universal Design Network Activities Most Welcome

TDC would like to thank Design for all Institute of India to provide this rare opportunity to share our achievements in 2008, including such activities as Sensory & UD Classroom for elementary school students, Japanese Universal Design Experience Pavilion for general public, City Explore team workshop, professional seminars, and the Asian Universal Design Network concept, which has brought different Asia societies together to promote universal design.

TDC also has many friends to share ideas and projects. Mr. Moses Wong Chiat Chang, the director of>60 Design Center, Singapore, mentions the issue that corporations and industries have to consider design for the elderly as their corporate social responsibility. Miss Jackie Kwok Yan Chi, professor of the Hong Kong Polytechnic University, shares with us some of the inclusive design academic projects in Hong Kong.

Here TDC would also like to express our gratitude to all our friends. Let's work together and keep promoting in-depth thinking and solutions among designers and various relevant circles so as to solve problems through wonderful concepts of universal design.

*Mr. Tony K. M Chang,*
*CEO Taiwan Design Center*

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# Asian Universal Design Network

*Author: AUDN Administration*

As the global population structure is rapidly changing, new challenges pop up one after another. People's everyday life is affected. This is especially true for Asian countries, which are under heavy economic and environmental pressures. It is believed that universal design provides a solution to these issues, Professor Nakagawa at the University of Tokyo and Tony K.M. Chang, CEO of Taiwan Design Center, have come up with the idea of building an active network to promote the development and interpretation of universal design in Asia. The network is named "Asian Universal Design Network (AUDN)."

The objective of AUDN is to link design cultures, administrative systems, and traditions of different Asian countries from the perspective of universal design and to integrate design resources of various countries so as to enhance the understanding of universal design in various countries.

## AUDN LOGO

**The logo design is inspired by the 4 elements**:



the Everest

nature heritage

the ocean

the Asian nations

Snow on the Everest-- vast ground and fertile soil of Asia.
Natural heritage-- greenish landscape, rainforests, and plants
Day and night on coastline-- the ocean surrounding Asian countries
Asian countries-- ethnic and cultural diversity of each country

Also the colors were distinctly chosen.



■ Grayscale     ■ Protanope     ■ Deuteranope     ■ Tritanope
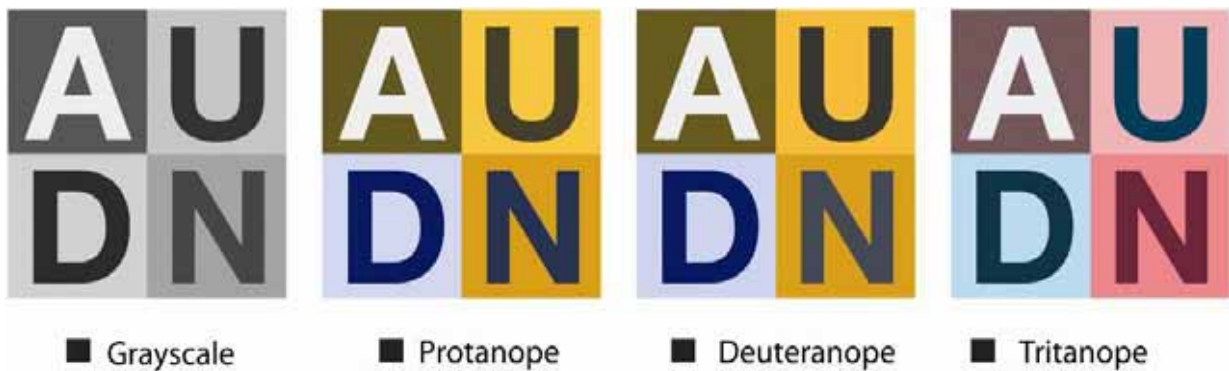
## AUDN Members

AUDN invites representatives in the field of universal design from media, education, and manufacturing circles from each Asian participating country as founding members . In 2008, it

has invited representatives from Korea, Singapore, Hong Kong, Philippine, and India.

## AUDN Activities

Preliminary stage

Publicity campaigns for universal design will be held to raise AUDN's popularity. Seminars and workshops will also be held to promote sound development of incubation of universal design products. The following 7 promotional items will be implemented by AUDN.

1. Workshop
2. City Explore Team
3. Seminars
4. A website for news releases and exchanges of relevant information.
5. Production of design guidelines
6. Production of design guidelines especially for public facilities
7. Exhibition

In addition, Taiwan will host the 2011 IDA Congress, which will serve as a platform of display of medium-term achievements of universal design. The aim is to build AUDN as a trail blazer in relevant issues.

With its inception in 2008, AUDN is in the preliminary stage of development. It serves as a platform to share viewpoints and experiences and exchange opinions among all participants. Please keep track of AUDN website:

http://audn.boco.com.tw

http://www.audn.org/ (under construction)

# AUDN Activities in 2008

**Workshop--City Explore Team**
*Date: Sep 27, 2008*
*Place: downtown Taipei, Taiwan*

The City Explore Team workshop is the fulfillment of the first workshop concept proposed by AUDN. Its objective is to enhance dialogue and exchange of opinions among many different ethnic groups, understand what people feel so as to work out proposals of improvement of the living environment. This workshop is organized by Free Universe Education Foundation, tripod design co., ltd., and Taiwan Design Center. It is supported by Graduate Institute of Innovation and Design, National Taipei University of Technology.





•Instruct Guild-book Cover        •Signed tasks

▲                                    ▲ Team members come form
various ethnic groups              Every team member gets an
instruction guidebook.





▲Cap of City Explore Team         ▲Documentary film (DVD)

The City Explore Team is taking elementary school children as its focus. Their parents, elders, physically impaired, and designers from both Taiwan and Japan are also invited. There are 45 people in 4 teams, and each team has been assigned with such city exploratory tasks as collecting information, shopping, and taking the Mass Rapid Transit to experience people's everyday living.



The assigned tasks have to done through teamwork.

This activity has helped children discover inconvenient environment and poor design around them. They were willing to do observation, listen to others and help them. It is actually an educational program.



A good opportunity to exchange viewpoints

This map pinpoints ideas and findings.

▲The size of City Explore Team map is 120*360 cm.

At the final presentation, all participants have voiced their concerns and findings. They have provided ideas about what a friendly environment should be. The workshop has produced many ideas of improve everyday living, including street facilities and hardware, signage redesign, training for service clerks, and so on. These ideas will be provided to relevant government agencies and the service industry as a reference to the future planning.

The following are some findings.

Part 1 __ Taipei City Streets and Taipei Railway Station:



Uneven pavements and puddles obstruct the mobility, and threaten the safety, of pedestrians.

**Gaps on streets pose danger or inconvenience to people.**




**Signage planning is important. It has to take the flow of vehicles and pedestrians into consideration.**




**Ramps increase the mobility of wheelchair users, so skid-proof materials should be installed for them.**

**Store shelving scheme, price tags and aisle width are crucial to customers.**

## Part 2 __ Taipei Station Front Metro Mall


**Signage planning is important. Over crowdedness and inconspicuous signs should be avoided.**


**The disabled, the elderly, temporarily encumbered individuals (people with baby-car, heavy baggage, strollers, etc.), and even ordinary people would choose to use elevators. So it would be better to provide more than one elevator in a crowded place.**

**Part 3 __ Grand Hall of Taipei Railway Station**

**Part 4 __ Taipei MRT (mass rapid transit) Station**



**Signs directing people to elevators in darker places should be highlighted for easier access.**




**MRT and the railway have different ticket vending systems. The two systems should be integrated to provide convenience to passengers.**




**Different heights of vending machines make the disabled and kids easier to buy tickets themselves.**

**Reserved spaces for the disabled are located at front and rear cars of a MRT train only.**

**(The above text is provided by TDC, Taiwan.)**

# Exhibition- Japan Universal Design Experience at the 2008 Taiwan Design Expo

*Date: Oct 4–19, 2008 (10:00 A.M. - 6:00 P.M.)*
*Venue: Hsiao-Long Cultural Park Tainan, Taiwan*

Taiwan Design Expo is an annually national gala event in Taiwan. Ever since 2003, when the "power of beauty" was widely discussed among Taiwanese industries, the expo has advocated an aesthetic viewpoint on lifestyle yearly and conveyed it to the public. It has also encouraged more exchanges with international design circles.

The slogan of Taiwan Design Expo 2008 is "Go Dream, Go Design!." The expo's theme of "Dream Life and Creative Launching" has reflected an aspiration to fulfill dream of the future: Design comes alive with wonderful dreams; and dreams are fulfilled with action. This year's expo interprets 4 profiles of "Living Aesthetics," namely, "interpersonal care," "Cultural Boundary Crossing," and "Green Environment" in dream life.



▲ Brochure covers of Taiwan Design Expo (left) and of Japan Universal Design experience (right)

The theme of the Japan Universal Design Experience is "equal society and UD." Being representatives to universal design, 29

Japanese enterprises have sponsored the event and demonstrated their achievements in universal design. Japan with a rapid increase of aging population is one of the pioneer countries in this field. Japan begins to instill universal design concept in public services and the industry very early. Its valuable experience serves as a good example for enterprises in Taiwan and other parts of the world which are in a preliminary stage of implementation of universal design.

In the very first week of its opening, TDC has sent out questionnaire to visitors. The returned questionnaires show that only 43.6% of respondents have heard of universal design or understood what universal design is. However, after visiting this pavilion 99.6% agree to the statement "universal design will be a decisive issue in the future." This indicates that this expo provides a good opportunity to convey design-related ideas to the public.



▲ The entrance of Japan Universal Design Experience

▲The display area is 230 m², with 100 products on display.




▲ President Ma Ying-jeou visited the pavilion on the opening day.




▲ President Ma experienced the i-unit (from Toyota Motor).
▲ Visitors include students and family members.

**(The above texts and pictures are provided by TDC, Taiwan.)**

## 2008 Design Innovation Forum
### Date: Nov 23, 2008
### Venue: University of Tokyo, Japan

Design Innovation Forum 2009 is held at Tokyo University at the end of November. With a perspective which integrates engineering, design, and management, the forum has contributed to the birth of innovative design. This Forum is organized by University of Tokyo and Nikkei Design magazine and supported by Cabinet Office, Government of Japan, Ministry of Land, Infrastructure, Transport and Tourism, Japan Design Foundation, Japan Industrial Designer's Association, and Toyota Motor.

600 people have reported their presence. The majority of the attendants are managers and design & development professions from different companies. This shows how much Japanese enterprises care about innovation and design.

Mr. Tony K.M. Chang, CEO of Taiwan Design Center, is invited to make a presentation on the AUDN project which is co-organized with tripod design co. ltd, Japan and its activities in Taiwan. Mr. Chang shares the achievements of "Taipei UD" City Explore Team "with a documentary. He has also introduced to the attendants the planned "2011 IDA Congress in Taipei" sponsored by TDC.

This forum also invites other AUDN members to give speeches. Miss Ryung Choi, Head Director of Life Environmental Design & Research from Korea, speaks about the aging problems and

universal design development in Korea. Miss Jackie Kwok, professor of the Hong Kong Polytechnic University, shares her research achievements on "the Design of Everyday Life Environment for the Elderly".



▲ Attendants pose questions

The AUDN booth
a documentary video on "Taipei UD

Explore Team."
on the definition and meaning
of "design" in each language.

AUDN will persistently publish research papers of representatives of Asian countries on its website and promote closer interaction among Asian countries. Resources of these countries will be pooled to promote universal design in Asia.

(The above texts and pictures are provided by tripod design Co., ltd., Japan)

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http://audn.boco.com.tw/

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# DESIGN SOLUTIONS FOR AN AGEING COMMUNITY: AN OPPORTUNITY FOR CROSS BOUNDARY CORPORATE SOCIAL RESPONSIBILITY

**Author: Moses Wong Chiat Chang ***

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The starring cast of the East Asian Tigers - South Korea, Taiwan, Hong Kong and Singapore — have evolved from devastated economies in the post-war years, to stunning economic powers in the new millennium. They have boasted some of the highest GNP in the world for over 30 years. Their miraculous transformation across such a compressed period of time has not been done without necessary adjustments by their respective societies.

In his book, End of Millennium, author Manuel Castells described the changes as bringing about *new social and political conditions* in South Korea, Hong Kong and Taiwan, while Singapore is described as *transforming itself into an extraordinary experiment of a cybernetic, global node.*

The rapid pace of transformation has largely, been homogenously adopted. The benefits of industrialisation in providing more opportunities for wealth generation, education and elevation of living standards, are embraced by a post-war generation impatient to get on with life.

In Singapore, the choice has been stunningly clear.

Economic progress confronts Singapore with new issues. As

livelihood becomes more comfortable, the unprecedented rate of growth of an ageing segment of our population shadows the economic growth, almost like a dual track.

Largely grouped as the baby boomer generation (those born between 1947 and 1964), this segment is predicted to increase three-fold from 300,000 to 900,000 by 2030, making up one-fifth of Singapore's total population (Source: Report on the Ageing Population by Committee on Ageing Issues, Singapore).

In my view, they are the generation which has witnessed the fastest pace of change and the greatest extremes.

They grow up during the fastest economic transformation of our time, and experienced the fastest pace of policy reforms which swung from family planning programmes to encouragement of marriage and procreation.

They have witnessed the accelerated shift from labour intensive agrarian societies to industrialised societies and now, the shift to the information age and the integration into the globalised economy.

Along the way, they have become the stunning examples of societal change. They have reaped the benefits of increasing wealth and affluence and the equal opportunities to education and employment for men and women.

Unlike their forebears, these new aged, as I call them, have access to healthier lifestyles, and the understanding of how to prolong their longevity at optimum quality levels.

I am aware that I am writing about the known and to the

informed as we are likely to share the same issues about a fast ageing population in our respective nations. My hope is to share about what Singapore is doing to recognise the needs of this ageing segment and to respond to the needs in a responsible, engaging manner. Hopefully, the likeminded will get together to bring our society to a whole new level.

Our ultimate aim is to provide the appropriate components in society, which will give people the options to age with dignity and independence. This enables social integration, and gives people the right to continue to be relevant to the community in which they live. The issue we grapple with in Singapore is whether or not we, as a society, are providing the necessary infrastructure and impetus to enable the new aged to thrive and age with independence and dignity. Populations are aging all over the world. The reality exists for every individual – we will get there someday, sooner or later. What we do now to address the issues will go on for a long time and redefine the way society works.

Since the 1980s, Singapore's Government has been working to address the ageing issues and the implications of how the demographic shift would affect the overall society and economy. Accelerated policy changes in the last five years or so are bringing about noticeable shifts in employment and housing policies, aimed at prolonging the economic independence of the older resident.

Today, we recognize the economic opportunities this burgeoning class of new aged presents. We want more of them to stay employed for longer; we want more employers to

employ more of the older group of workers. We have started to implement healthcare reforms and we have begun to look at special housing needs for the independent aged. The Singapore Government takes the view that the growth of the ageing population creates an industry of its own, which has strong economic potential for Singapore. The starting point must address how to meet this market's special needs, particularly with the changing profiles of the ageing individual.

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# >60 Design Centre

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Singapore's response to these challenges identifies a need for a centre of design research and development that specifically addresses the needs of the ageing sector.

In January 2008, this became a reality - Singapore opened its first and only National Design Centre for Ageing, called the >60 Design Centre (>60 is pronounced as "Greater Than Sixty")

The Centre resides within a school - Temasek Design School — which is part of Temasek Polytechnic, one of Singapore's top Institutes of Higher Learning. >60 is supported by Singapore's Ministry of Community, Youth and Sports (MCYS) and Spring Singapore, which is Singapore's agency for enterprise development. The >60 Design Centre is so important to Singapore that our President, His Excellency SR Nathan, officiated at the Centre's opening in June this year.

## The Work in >60 Design Centre

In >60, we design products and services that will directly respond to the requirements of the ageing population segment. Our design approach is *inclusive and universal design* — creating age-friendly design solutions with the over-60s in mind, but which have the potential to transcend all age boundaries and have lasting relevance and appeal.

We provide design consultancy to the industry and collaborate in the process of commercialising the products.

We raise public awareness for issues related to the ageing industry, and the economic potential that this market presents.

We lobby for support and collaboration. We help to grow the industry by growing the interest and awareness level, and generating more opportunities for business leaders to capitalise on.

We organise industry forums, workshops, seminars and conferences to foster dialogue and knowledge exchange among specialists, professionals, entrepreneurs, academics, manufacturers, retailers, healthcare and medical experts.

Eventually, >60 hope that our work will also be able to respond to similar needs in other markets across the world. We are on the constant lookout for global collaborators and partners.

>60 plays a pivotal role in supporting Singapore's vision of 'Successful Ageing for Singapore' - which aims to empower every individual to age with dignity and security, and to be able to integrate into society and contribute towards a vibrant and cohesive society. As the National Design Centre for the Ageing market, >60 plugs the gap in the community of proponents behind this vision - the Government and public sector, the industrialists and commercial enterprises, the academics, medical and health care professionals and researchers — because >60 is the only component dedicated to the design and development of workable solutions for the ageing market.

But most of all, >60 directs its work towards the end-user — the

individual who is aged 60 years or older and for whom >60's work is dedicated.

## Projects of >60 Design Centre

The >60 Design Centre collaborates with various companies on various types of projects. Most of our work is focused on research, product design and development. Our expertise and knowledge provide the design solutions that directly address what is relevant to produce for the ageing sector. Our first commercialised product is an interactive PC game called Fitto Fun. This was launched in November 2008 marking the first product that we have brought from the drawing board to the open market.

The original concept behind Fitto Fun was developed by Temasek Polytechnic's Informatics and IT School and originally geared for rehabilitative patients. From that initial concept, >60's Design and Research team expanded its scope and application to develop a fun, interactive and user friendly PC game which people of all age groups can play together. It encourages the gamers to exercise while having fun at his/her own convenience, in the comfort and privacy of the home. It also acts as an educational tool by providing financial and healthy living information. Truly inter-generational, it transcends age boundaries to bridge any perceived generation gap and overcome awkwardness. From an economic standpoint, it is edutainment for all ages. We expect sales this Christmas to be nothing short of excellent.

## Working Model of >60 Design Centre

>60 adopts a multi-disciplinary approach to designing feasible and commercially viable solutions. The team, which comprises individuals from different disciplinary backgrounds, explores all possible angles and ensures that the final solutions are able to accommodate a wide range of the population's preferences and abilities.

The Centre applies inclusive design principles, engaging the users in the design process and taking into consideration a wide range of individual preferences and abilities. The Centre also intends to uphold the ethos of inclusive design, which is user-centred, population aware and business focused. Our Design Process will include market study and research, concept development, testing of concepts, prototyping, product analysis and evaluation and final review by the relevant authorities to ensure accountability and sound quality.

## Partnering >60 Design Centre

The Centre is a firm believer in forging strong partnerships with industry to achieve maximum impact on society. We believe there is strength in numbers. With like-minded partners, we can push a very gigantic door open more effectively than if each of us tried to address similar issues on our own. We can harness our different strengths and perspectives into a powerful effort that can make a significant impact on the lives of the ageing population. The Ageing population is a global issue and addressing it will be a challenge for developing and developed nations alike. By establishing partnerships and collaborations, we hope to tackle

such issues and problems via a multi-perspective approach that can result in global solutions and impact the world in a significant manner.

## >60 and Corporate Social Responsibility:

The world's ageing populations are presenting a whole new landscape, and a very exciting one. Certainly, societies are being redefined even as we speak.

Our shared concerns are starting to converge into shared opportunities.

>60's work identifies the tremendous potential that can be harnessed, and provides the means to realise those potentials. The scope for international collaboration is tremendous, not least because it can only galvanise the collective effort to catalyse the better good. Indeed the focus on ageing issues has given rise to some of the world's most eminent research centres. The UK has the Helen Hamlyn Research Centre in the Royal College of Art and the Oxford Institute of Ageing at Oxford University. In the USA is the Centre for the Ageing and Aged in Indiana University and the International Council on Active Ageing.

>60's focuses on design solutions, and we participate in joint research and development projects. We partner companies in realising the commercialisation of products. Our aim is to take products from the drawing board to the retail shelves.

>60 recognises the prowess of cross border collaboration in the field of designing for the ageing community. In fact, we have been advocating this since the day we starting

germinating the seed concept behind >60. We cannot imagine that what we do can be done in isolation.

The time is ripe for a consolidated effort an international basis. There is a lot of common ground in our shared agenda, and there is already the desire to work together. >60 knows this as we have been collaborating with various research and development centres in the world.

The proposition presents a strong case for cross boundary corporate social responsibility.

The dream is to set up >60 and its affiliates in every major city on our planet by the year 2020.

In a sense, this is a vehicle for governments, communities and influential individuals to manage their domicile's respective societal changes. The promotion of social responsibility is the foundation of ethical leadership. Increasing globalisation pushes CSR initiatives more and more into the international arena. The trend certainly applies to Singapore, where companies have been operating on an international dimension for some time.

The implications of this are clear to see: CSR has become integrated into a company's business practice, and has become a more significant strategy in helping to manage reputation risks.

The growth of ageing populations has galvanised nations across the world to tap new resources, find new solutions and capitalise on new intellectual capital to bring about a new way of living. We can be more effective by pooling resources, and by transcending barriers that impede the flow of knowledge

and expertise. The task is a shared responsibility among governments, industries and individuals to bring about positive change for generations to come.

CSR on a global level can take on the role of fostering the exchange mechanisms, implementing mandatory standards and providing international practices in the management of intellectual property. It will be a welcome initiative which will leapfrog the efforts of everyone involved in work to provide for the ageing populations. By its own volition, the industry will find new dimensions for further CSR initiatives in this field.

As an educator, my hope is that such social responsibility efforts will realise a new crop of design talent who are socially engaged and involved. My personal vision is to grow a generation of socially responsible designers whose work will "touch Asia, transform the World".

Will you be part of this journey?

Moses Wong Director >60 Design Centre

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        *User Oriented Design Lab*

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*Doctor at Maîtrise, Licence (Université de la Sorbonne Nouvelle, Paris III)*
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*Research Area :*
*Design research methods*
*Urban living environment*
*Cultural Studies on urban space*
*Chinese and Japanese design culture and history*

*Journal and Conference Articles:*
  *−Kwok, J. Y. C. & Ng, C. H. K.(2008). User Friendly Living Environmental Research and Design for Older Persons. In Langdon, P., Clarkson, J., Robinson, P. (Eds.) (2008). Designing Inclusive Futures. London: Springer-Verlag London Limited.*

  *−Kwok, J. Y. C. & Ku, B.H.B. 'Making a Habitable Space together with the New Arrival Women in Hong Kong: An Interdisciplinary Participatory Action Research' .Action Research, Volume16 (3):259-260*

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– Kwok, Y. C. J. (2007). Xianggang zainü xin ditu: Ertong ji qingshaonian weiben shanghuo huanjing yanjiu ji sheji. (Participatory Research and Design for the Living Environments for Children and Youth). Xianggang : Xianggang li gong da xue she ji xue yuan yong zhe wei ben she ji shi yan shi.

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– Kwok, Y. C. J. (Chief Writer & Editor) (1999). Ageing in the Community: A Research on the Designing of Everyday Life Environment for the Elderly. Hong Kong: World-Making Workshop

# Inclusive Design in Hong Kong

*Jackie Kwok Yan Chi\**

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## 1.  General situation in Hong Kong

**The Hong Kong government:**
- Rarely conducts in-depth research on the urban living environment and the real needs of people.
- Lacks creative methods to collect comments, preferences and suggestions form people on the urban living environment.

## Inclusive design approach adopted in School of Design The Hong Kong Polytechnic University

A group of researchers and designers of products and the environment from School of Design The Hong Kong Polytechnic University work together on inclusive design research.

We aim to study how a democratic and inhabitable environment with user-friendly objects that respect the traditional and everyday life culture of the user should be planned and designed.

Besides employing conventional research methods (such as observation, questionnaire, survey and interview) to understand the cultures and everyday life patterns of the marginal social groups(children and youth , older persons , the new arrival women from China to Hong Kong , blind

Persons and the grassroots ), we adopted Inclusive design research methods (such as photovoice , visual simulation modeling )that enable them to voice their needs and preferences with regard to their living environment as well as objects used in everyday life .

2. **Definition of Inclusive design adopted**

- It is a general approach to designing in which designers ensure that their products and services address the needs of the widest possible audience, irrespective of age or ability.

- Two major trends have driven the growth of Inclusive Design:  population ageing and the growing movement to integrate disabled people into mainstream society.

**Research on social inclusion and inclusion of ordinary people's design**

- Empowerment of the marginal social groups (children and youth , older persons , the new arrival women from China to Hong Kong , blind Persons and the grassroots ): research and design for enabling them to voice their right to live in the city
- We hope that the research can have implications on policy makers, design professionals, public and commercial city managers, as well as those concerned with public participation and citizens' rights.
- To improve the physical, social, cultural and economic well-being of people living in the neighborhood

## Research methods

Employing the research methods such as Photovoice and Visual simulation model workshop, participants (the grassroots/ socially marginalized communities) can voice out their preferences using the visual tools and verbal presentations.

## Introduction to 6 projects of inclusive design in Hong Kong:

- From Healthy Ageing to Successful Ageing
  User Friendly Living Environmental Research and Design for Older Persons (Principal Investigator: Yan Chi Jackie Kwok)

- Young People as Citizens: Participatory Design Research on the Living Environment of Children and Youth (Principal Investigator: Yan Chi Jackie Kwok)
- Chinese Chess for Visually Impaired People (VIP) (Principal Investigator: Professor Michael Siu)
- Public Facilities for People with Different Capabilities (Principal Investigator: Professor Michael Siu)
- Accessible Design: Devices for Blind Persons to Access Buses (Principal Investigator: Professor Michael Siu)
- Indigenous Creativity of the People:In search of tools design by ordinary people (2005) (Principal Investigator: Mr Kig Chung Siu)
- You are what you frezze: Food storage and our everyday life (2008) Community museum project (Principal Investigator: Mr Kig Chung Siu)

**Professor Jackie Kwok Yan Chi**

1. From Healthy Ageing to Successful Ageing User Friendly Living Environmental Research and Design for Older Persons

2. Young People as Citizens: Participatory Design Research on the Living Environment of Children and Youth (Principal Investigator: Yan Chi Jackie Kwok)

Here shows the Research output, Collaborative project with NGO:

1. Community project with the Evangelical Lutheran Church Social Service of Hong Kong

Collaboration with NGO to advocate for a better living environment for the older persons in the society is undertaken. Dr. Jackie Kwok Yan Chi was invited by the Evangelical Lutheran Church Social Service of Hong Kong to conduct a user —orientated research in Shek Pai Wan Estate.

Research findings were included in the news report after the press conference in 2007.

明報 港聞　2006·10·09　星期一

石排灣邨八成長者指設施不足



2. Collaboration with NGO to advocate for a better living environment for children and youth in the society is undertaken. Dr. Jackie Kwok Yan Chi was invited by the Boys' and Girls' Clubs Association of Hong Kong to be consultant of 'Sam Shui Po Child Friendly Network' since April 2006.

## Professor Michael Siu

Research projects :

1. Chinese Chess for Visually Impaired People (VIP)
2. Light and Sound Caution Devices on Caution Sign

1. Chinese Chess for Visually Impaired People (VIP)

- Project title: Inclusive Design: Independent Daily Life of Visually Impaired People (2005-2008).
- In collaboration with the government and NGOs.
- User participation research by VIP (including blind people).

- International Braille system for VIP of different countries.

- Design for both VIP and people without vision disability.

- Encourage independence of VIP.

- Encourage communication between VIP with people without vision disability.

- Geneva Expo 2008 Gold Award, ITEX08 Best Invention Award (Overseas) and Gold Award.

- Considered as the national standard for the VIP Chinese chess competitions in mainland China and Hong Kong.


2. Light and Sound Caution Devices on Caution Sign

- Project title: Accessible Design: Devices for Blind Persons to Access Buses (2004-2006)

- In collaboration with the government and NGOs.

- User participation research by VIP.

- Simple design; with no need to us high technology; fit Hong Kong's urban situation.

- The design is now being used by the blind people in Hong Kong for accessing buses.


Bus Number Card Holder and Accessories for VIP

- Project title: Accessible Design: Devices for Blind Persons to Access Buses (2004-2006)

- In collaboration with the government and NGOs.

- User participation research by VIP.

- Simple design; with no need to us high technology; fit Hong Kong's urban situation.

- The design is now being used by the blind people in Hong Kong for accessing buses.

# Mr. King Chung SIU

**Research and exhibition:**

1. Indigenous Creativity of the People: In search of tools design by ordinary people (2005)

2. You are what you frezze: Food storage and our everyday life (2008) Community museum project

1. In search of tools designed by ordinary people (2005)

- Exhibition project organised by the Heritage Museum of Hong Kong

- Inclusion of Design by Ordinary people

2. You are what you frezze: Food storage and our everyday life (2008) Community museum project

- Visual inventories of fridge-items collected and stored

- Comparison of more affluent fridge collections and the grassroots ones

- Understanding the urban livelihood of Hong Kong

- Oral histories told through the food storing process

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**Fang-Cheng, Tarng**
**Present Prosition：**
· **President of Free Universe Education Foundation, Taipei, Taiwan**
**Supervise committee for Barrier-free environment, The Construction and Planning Agency, Ministry of the Interior, Taiwan (Since 2005)**

**Honors and Awards**

**2007 the second President Prize for Education 100 (Taiwan)**
**2004 Outstanding Citizens of Taipei: contribution in Taipei barrier-free environment**
**2002 Golden Eagle Prize- Outstanding individual with physical disability (Taiwan)**

**Publications**
· **Fang-Cheng Tarng. & Tong-Yang Liu., 2006., "A Study on Education Strategies of Barrier-Free Environment from the View of Universal Design", The 2nd International Conference for Universal Design in KYOTO 2006.**
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# The Impressive Taiwan Universal Design Award

*Fang-Cheng Tarng*
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*President of Free Universe Education Foundation*

**To Promote Universal Design promotion by Education Strategy**
In my view, "Barrier-Free Design" is a passive measure that only removes man-made obstructions. "Universal Design," however, is a positive measure that emphasizes diverse value and fair and flexible usage.

I always believe that the development of "Universal Design" should be based on education. Only by connecting the bridge for users and products through student's design process, can the attitudes and values of users be instilled in products. Also enterprises and academic institutions should work together. On the one hand, enterprises can apply the Universal Design to their management strategies and product development. On the other hand, students can integrate their experience and knowledge of Universal Design into the real world, which can represent the physical and mental needs of users.

## Free Universe Education Foundation, FUSE

Free Universe Education Foundation, Taipei (FUSE) is the first Third Sector promoting Universal Design. FUSE was established in December, 2005, it emphasizes human-oriented space design and figures out environment and mental situation are integrated.



Combining "Free Space," Universal Design, justice, and

environment improvement, FUSE has tried to create a healthy, cozy, and safe living environment in order to make people's mind free. The ultimate goal of FUSE is "Creating free space, releasing people's mind." This part shows the outcome of applying Universal Design idea to Barrier-Free environment of FUSE.

FUSE collaborates with academic institutions, enterprises, communities, and government against diverse issues to achieve its ultimate goal "Creating Free Space, releasing people's minds.



▲ the posters, concerning the improvement of community living
   environment for the old, women, children, and the disabled.


## The Taiwan Universal Design Award

FUSE has held the "Free Space Universal Design Award" in order to promote the Universal Design idea to the public and to the design department of academic institutions since 2006.

http://www.ud.org.tw/2008/

FUSE chooses excellent Universal Design products from the participant work for commercialization; it can meet specific needs of minority. The support of the Third Sector is the basis for FUSE sustaining promoting Universal Design. Through the activity network connection, the academic and practical professionals would be familiar with Universal Design.



| 2006 Food | 2007 Clean | 2008 Clothing |

The theme of the first Universal Design Award 2006 is "food", the wording in Chinese can be interpreted as a Verb or a Noun too. Food is things we have to do everyday; it's a good proposition for students to re-consider the problems in it. The naming of theme has to be related to students' experiences, this is very important. We made "clean" for the second and "clothing" for the third.

In the First UDA, the best work is a disposable cup design named "who's Cup". It not only prevents people from the hassle of burning also helps to identify their own cup.

the first product to the market in Jan, 2007.

"Another hand" is the first work to the market in Jan, 2007. With a special shape on the plate, "Another hand "makes people eat up the food with single hand gracefully, and it provides the stability when using and for storage. The plate is made of ceramic, and it's also in a fair price, which is NTD 199(about UDS 6.5). We sold out ten thousand pieces in 5 month for charity.

In the 2007 Universal Design Award, the best work is a norm towel with a cross on it, and it's easy for people to dry it with out detail hand movements. The winner told me that his arm broke earlier and he encountered many inconvenient in that time, this towel can solve this kind of problem and it's not costly to commercialization. This year is also the first time we received 4 pieces of work from elementary school students.

**Taipei City Mayor awarded the special prize to the elementary students.**

Last year, FUSE was much honored that received an exhibition invitation from Toyota Universal Design Showcase. I organized the Taiwan Universal Design Award exhibition with tripod design co., Ltd, and we showed 20 products of the first and second Award and the traditional kitchen gadgets and cleaning tools used in Taiwan at early times. It was really a great opportunity that Toyota UDS provided us to show these brilliant ideas of Taiwan students.

**Taiwan Universal Design Award exhibition**
**Place: Toyota Universal Design Showcase**
**(Tokyo Japan)**
**Date: 2008/5/15 to 2008/6/23**

This first prize in 2008 is a raincoat with multi-function; it's called "donut in the rain". With the flexible ring installed, it's easy to open and fold it in a short time, and it provides more comfort when wearing in the rain. The third Universal Design

Award is a really special too, we found a diversified participants: students are from graph, product, industry, interior, fashion design and also from education. I consider universal design should be talked by most people rather only in design field.

Fuse has sought for business collaboration with interested parties in commercializing the great design. We hope these brilliant design work from students will soon be seen on the market instead of locking in the file cabinet. Also I wish this Universal Design Award is going to open to all Asian countries even to the international level in the near future. If anyone is interested in projects with FUSE, Just drop us an email! We welcome local and overseas collaborations across a range of fields.

## Conclusion: Expect the unexpected

Back from the Chinese New Year holiday, I was receiving a mail-package while entering my office. In this package, there are some paper money and a note with few lines on it. Actually, it is from the newly nominee team of TOP10 in the third Universal Design Award, because they want to convey their gratitude and encouragement to the Free Universe Education Foundation. I was rather emotional at that time. However, I gain more firm confidence in the future universal design promotion in Taiwan.

The Taiwan Universal Design Award has run for three years since 2006, it surely has a brand position in Taiwan design

industry. Not only stimulating the multi-level governments to place importance on UD promotion and development, also causing hot issues among different industry circles of the coming business opportunity. Especially the devotion of education and academy, they make almost a thousand pieces presented to the Award each year, what an international competition level.

Recalling this period of time, I, as the founder, often got many profound and touching feedbacks: many students tell me that they have gone to countless design competitions, but Universal Design Award is the one they always want to participate; and they felt inspired in the whole design process; I've made my research focus on the universal design issues, and so on. I deeply believe that to incubate and promote the value of universal design by education will bring Taiwan's plenty creativity to a right direction and come out a love & care design trend and to the excellent result. I'm looking forward very much the coming of next satisfying happiness generation in Taiwan.

**2006 First Prize: Who's Cup.**

**Designer: Jian-Ji Qiu**



N0.1 (John's Cup)

Who's Cup

How to use? ■手持波浪紋設計具隔熱效果 / heat insulation

■請選擇一個數字沿著螺旋往上翻摺 / identify

Design Material / 紙

Design Points

隔熱 / 波浪條紋設計解決人們使用衛生紙杯裝陳熱水灼熱感的問題。

辨識 / 利用紙張可彎摺之特性並且印製數字，於宴餐時刻選擇屬於
自己的數字往上翻摺，可解決多人使用紙杯時錯亂或紙杯浪
費的情況，符合通用、衛生、環保之精神。

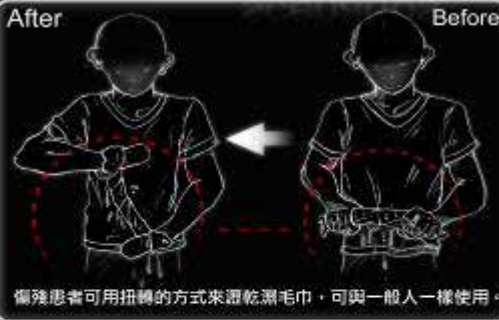## 2007 First Prize: Clean (Clean)
## Designer: Jian-zhi Chang
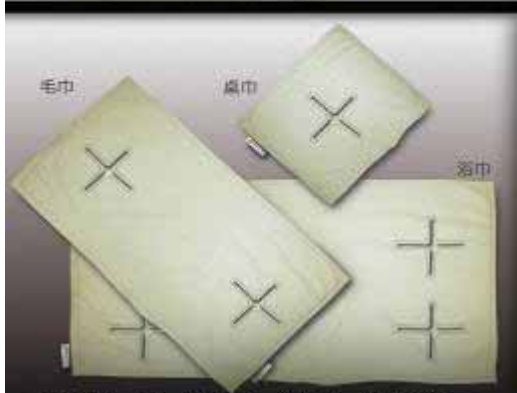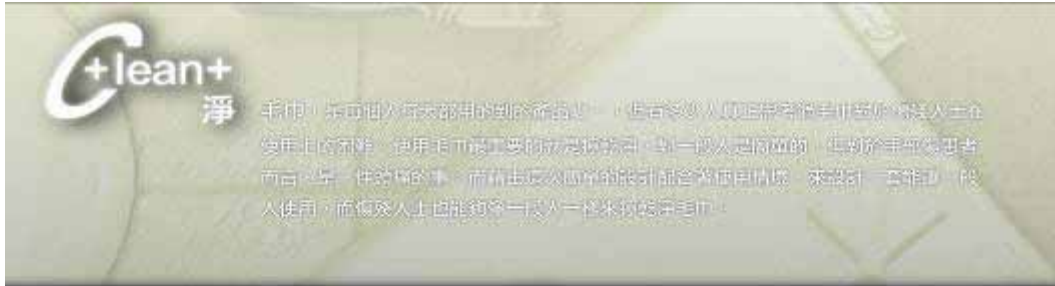
## 2008 First Prize: donut in the rain (raincoat)
## Designer: Xiu-Rong Shi, Yu-Ting Cheng, Wei-Ting Hong, Zi-Yi Luo
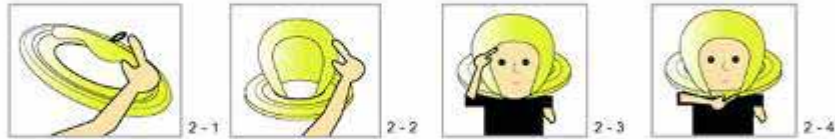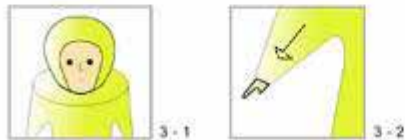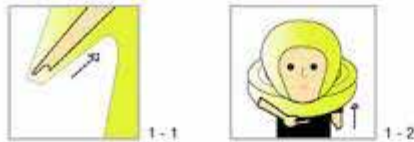
使用方法：

啪嚓!!
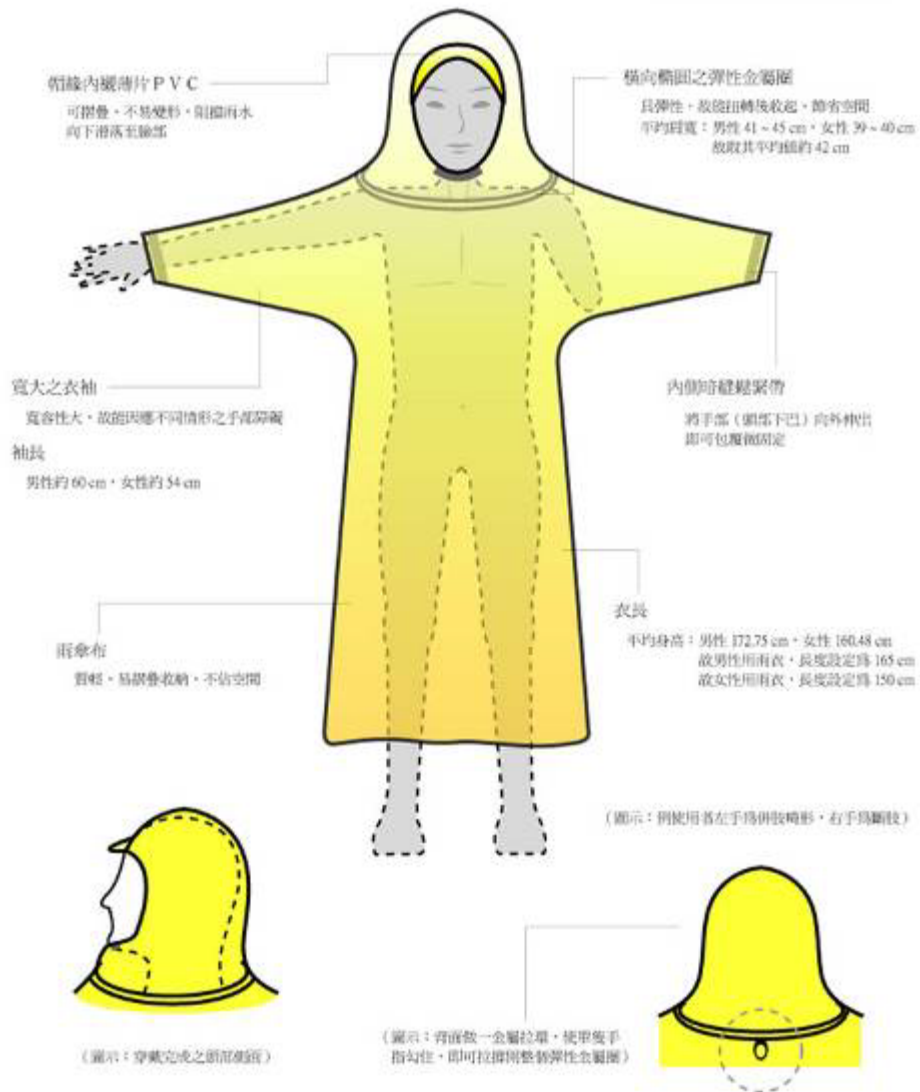
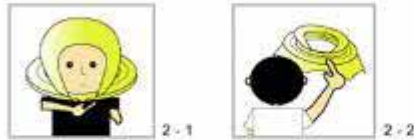穿－（1）手指勾住圓形拉環，拉撥開彈性金屬圈。
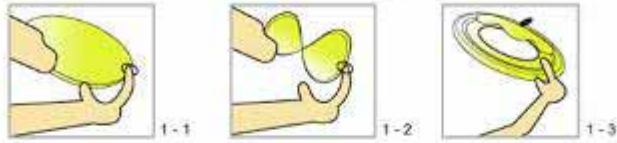
（2）拉出上方帽子部份，戴上（略微拉住帽子下方，使下巴伸出帽外）。

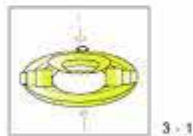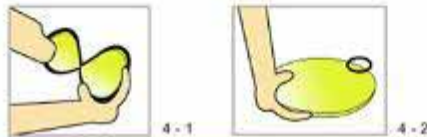（3）拉下衣身與衣袖，使其覆蓋住身體（手向外伸展，使鬆緊帶固定於手腕處即完成）。

脫－（1）將手收回衣袖內，拉起衣身。

（2）拉開下巴處之鬆緊帶（將彈性金屬圈與帽子部份一起脫下）。

（3）將帽子與衣身、衣袖部份，收折於彈性金屬圈內。

（4）扭轉彈性金屬圈，使其收疊在一起即完成。

***Fang-Cheng Tarng***
***deardan@hotmail.com***
***President of Free Universe Education Foundation***

# Introduction of Universal Design Award in Korea

*Text by*
*tripod design co., ltd*

The Taiwan Universal Design Award organized by Free Universe Education Foundation  is rather well-known, and it make a big contribution in raising the awareness of universal design in Taiwan,. The nearby country, Korea has an event in a similar vein, it's called "Universal Design Exhibition"

Universal Design Exhibition organized by"the Human Rights Forum of Persons With Disabilities in Korea" has  run more than  3 years. The organization had taken" the human rights protection, social and politic participation of the disable "as its concern and specialized in legislation and networking in their early stage.

In Korea, most activities regarding universal design took places in the universities for academic purpose. Till 2005, this organization took the lead to invite experts from Japan to hold a universal design seminar, and it was the first activity that brought enterprises to acquire what universal design is.

Ever since 2006, this organization has established the Universal Design Award in order to make universal design as a practical solution into daily life and  bring the disable people join the related campaign activities, in the meantime, they organized the Universal Design Award presenting as a nationwide exhibition trip. This project started a good beginning for the universal design promotion in Korea.

The 2006 Universal Design Award aimed to get more people to know the concept of universal design, hence the exhibition demonstrated the award-winning work and the universal design products from abroad, like stationery and living objects, and also showed some great students' work from Kyoto University, Japan. Besides, the exhibition is open for viewers to experience the benefits and importance of universal design themselves. It was rather educational, and it sure made a good step in cultural exchange.



The above products were displayed on the exhibition, and the following are 3 award-winning pieces:

This first piece is called "The Visual Space", which concerns about the living needs of hearing-impaired people. Even in the fire accident or other emergency situation, the Visual Space with structure itself and built-in function can compensate for the inconveniences in communication and expression of them.

**By using the visual sensory, it insures the safety and amenity of hearing-impaired people in the daily life.**

Doctor Capsule
노인을 위한 가정 구급함 & 약 타이머

In 2007, Universal Design Award started to have cooperation sponsorship from Hyundai Motor Company and added Vehicle & wheelchair design section. This year, it took "mobility of the disables" as the theme. The following are some tremendous work:

**Winning Prize of Environment and architecture section: PUZZLE**

## Outstanding Prize of product design section: NAVI STICK



## Outstanding Prize of vehicle & wheelchair design section : Crazy for Dynamic speed

The third Universal Design Award was held in December 2008. In order to extend the application fields, it has added graphic design section. With the support from the Korea government, it had a great promotion effect upon the participation; it received double pieces of work comparing to 2007. In addition, the organizer not only released the yearbook also sent out the poster cards for promotion, and it ended up with a good advertise effect in the Christmas and New Year season.

The winning work of graphic design section is a film that describes the leading role with visual impairment is interested in creating artwork. In order to share his work to his friend with normal ability, he held his friend's hand to touch and

sense his work slowly. His friend receives the message by the different subtle textures.

This film was shot in a new and original way; it made the audiences to feel in the scene touching those fabrics. This film impresses the jury very much.



The Outstanding Prize of the year is called"Universal Shopping Cart". The adjustable cart is not only for people with special needs also for everyone. The design concept is focus on dealing with the problem that everyone encounters; and it's really a

**good piece of universal design thinking, it obtained lots highly recommendations.**

# Outstanding Prize: the Universal escalator

## Outstanding Prize: TYPEFACE DESIGN

The Braille system has widely been used by blind people to read and write. The idea of this typography series is to transfer it to let everybody to use without difficulties. At this global village, this typography series will eliminate barrier in language communication, and it is a good interpretation of universal design.



The organization is going to publish Universal Design Book at the fifth and tenth year to make more opportunities for general public to understand the importance of universal design. Moreover, to make these great ideas integrated into real everyday life, the organization is now choosing ideas with big

business possibility from the award-winning work to the market.

The Human Rights Forum is actively planning to cooperate with other organizations oversea in holding exhibition, UD award and so on for the best synergy in universal design promotion.

For more information, please go to:

http://www.ableforum.com/

(The above text is provided by tripod design co., ltd.

And the above pictures are having the permission from the Human Rights Forum to release.)

**APPEAL:**
**1.**



**2**

**One of my friend wants to have a redesign of there website, concept, design, programing. Momentarily they are looking for design students and young graduates for support in Cologne.**

**Anyone interested in setting up a working routine with them in Germany? With the modern technical possibilities the distance should not be a problem I guess.**

**Warmly**
**Meghna Saraogi**
**www.seshdesign.com**

**3.**



**PET design in action on HFI Connect**
**Now featuring reviews of two well-known healthcare websites**

**Visit HFI Connect to see the newest in a series of PET design™ reviews of top company websites. Each month we review websites for persuasion, emotion, and trust. See how different elements of each site measure up to PET design best practices.**

**While you're there, link to TryPETdesign.com and try out The Simulator to rate sites based on 9 of the 70 PET design tools. Compare your score to others who have participated. Even upload your favorite sites to rate. You will quickly see how adding PET design to your user experience design process will optimize online interactions.**

**Visit HFI Connect: connect.humanfactors.com.**

**HFI Connect is an entire community of professionals dedicated to improving the user experience, engaging visitors, and moving them toward conversion. Read blog posts from HFI usability experts, join forum discussions with other UX professionals, watch PET design videos, listen to podcasts — and even enroll in upcoming events. It's your one-stop shop for everything about PET design and usability.**
**Join today: connect.humanfactors.com  .**
**Mark Cohen**
**V.P. Marketing**
**Human Factors International**
**www.humanfactors.com/PETdesign**
**Usable. Experience. Design.**
**About HFI**

**HFI is the world's leading strategic advisor and provider of user experience design services to the private and public sectors. HFI's Schaffer-Weinschenk Method™ process for user-centered design is built on principles from human-computer interaction, ergonomics, psychology, computer science, and marketing. Via an integrated blend of strategy, assessment, research, design, validation, and institutionalized usability, including training, HFI's customers routinely experience material increases in key corporate performance indicators as result of their efforts.**

**NEWS:**

**1.**

**User Experience Design Update Newsletter - January, 2009.**

**...just because. -- The persuasive pull of justified requests.**

**View online -**

http://www.humanfactors.com/downloads/jan09.asp

**(Web version includes references)**

**In this issue:**

**Chief Scientist Kath Straub, PhD, CUA, looks at the persuasiveness of simple justifications.**

**The Pragmatic Ergonomist, HFI's CEO Dr. Eric Schaffer, gives practical advice.**

**2.**

**Online Journal of HCI Vistas**

**Users on Social Networking Sites  User Behaviour & Psychology / Article 2.**

**Feb. 2009, HCI Vistas Vol-V**

**Author: Ganesh Bhutkar**

**The domain of social networking is enhanced by efforts from entrepreneurs to capitalize on the social networking theory. Recent commercial interest has resulted in the emergence of multiple new websites dedicated to helping users capitalize on their social networks for dating, jobs, e-commerce, professional development etc. This article presents a comprehensive overview about users on Social Networking webSites (SNSs) along with some observations about their behavior.  To read more...http://www.hceye.org/ UsabilityInsights/?p=103 And do vote for a poll on social networking sites followed by this e-mail! Submit your articles at-**dineshkatre@yahoo.co.in

**3.**

## Design for Social Impact and Innovation

In January 2009, Winterhouse Institute began a two-year project, funded by the Rockefeller Foundation with a $1.5 million grant, to develop collective action and collaboration for social impact across the design industry - and encompassing a range of other institutions that work on the needs of poor or vulnerable people. The funding will be used to develop specific programs for social impact by the design community, to host a major conference at Aspen in 2009(*), to develop case studies with the Yale School of Management, and to create an editorial website to monitor progress in the zone of design and innovation around social issues.

[The Rockefeller Foundation](#) has taken the lead in galvanizing an important and constructive, but uncoordinated, phenomenon: design as mode of innovation leading to social change. We believe designers can make consistent, sustained and human-scaled contributions to solving large social and environmental problems, particularly to benefit poor and vulnerable people in developing countries.

There are an increasing number of examples of design-thinking — or integrative thinking — addressing these problems, whether initiated by design firms, individual designers or NGOs, yet there are only isolated examples of success. All this signals growing interest in harnessing design creativity in areas where massive public sector efforts were attempted in the past. The power of this movement, though, would be amplified significantly with success-sharing mechanisms, documentation of best practices, matching of resources to needs, and promotion of the promise of design as one avenue to innovative solutions.

Effectively, the challenge becomes how to we get the best designers working with the right NGOs towards solutions against large and critical problems? How can we get enough momentum and participation that collective action by the design community is possible and self-generating? Are there models or structures needed to create systematic engagement with the social sector? The Rockefeller Foundation is engaging these issues on a number of fronts. The Design for Social Impact Workshop at Bellagio in June 2008 tapped into a diverse group of design players, addressing different aspects of the opportunity and audience.

Within this context, Winterhouse proposed a two-year engagement 2009-2010, taking a leadership role in this initiative, acting as catalyst, coordinator, community organizer, researcher, publisher and social entrepreneur. Winterhouse will work on a sustained basis to develop collective action and collaboration between known participants, as well as other design leaders, category experts, organizations, NGOs, corporations, and large foundations. Winterhouse will act as a champion of the initiative in the public sphere, writing, attending and participating at conferences, curating events and forums, and interacting with the blogosphere and press to create awareness in NGO and design communities. Specific projects include:

• Winterhouse will identify new opportunities for critical engagements by designers among large foundations, NGOs and

corporations through research, network development and personal visits. Simultaneously, Winterhouse will look for collaborative opportunities among existing social networks and online blogs which interact and intersect with the sphere of design and social change. An additional area for exploration will be museums and curators. Winterhouse will encourage each of the Bellagio players to continue their own respective efforts, yet seek to coordinate them in a way that will reinforce individual efforts and provide information to others interested in these opportunities. In this coordinative role, the goal would be to network the players and opportunities — to accelerate the collective network in a way that will allow it to sustain itself over                                                                                   time.

• Winterhouse will develop a larger, post-Bellagio design summit in partnership with AIGA at Aspen in November 2009. This design summit will seek to expand models for partnership between designers and NGOs, as well as to initiate concrete projects to demonstrate the ability of design to lead to concrete solutions.

• Winterhouse will identify and supervise the creation of a number of deep, professional case studies, developed in partnership with the Yale School of Management. Using an innovative, online case study model, these cases will be broadly disseminated, generating both success-sharing mechanisms and documentation of best practices. This is a critical component as the design profession (and its success stories working with NGOs) needs critical appraisal and evaluation in order to increase efficacy and scalability.

• Winterhouse will create a communications platform for the initiative. This will be especially important in the online environment where we see a number of independent projects emerging, yet where a shared online identity could accelerate awareness and participation by many players. Winterhouse will also create the "über" editorial online website to monitor and report on developments in this burgeoning zone of activity. The goal would be to professionally report on successes and failures, new models, places for engagement by NGOs and design firms, inspirational stories and critical appraisals, as well as summaries and guides to resources, tools and related news across the web. This website will generate the online traffic to give exposure to initiatives by other players, including the knowledge system and online case studies, and thus would act as the umbrella site relating many activities, initiatives and programs.

(*)The **Aspen Design Challenge** competition is the one I begged my team to [help me] put together an application (it is a student competition after all). Unfortunately, the culture of participating in competitions is not something that is throughly practice by our [design] students (plus, the seniors had on that day, the deadline for my Harriet Beecher Stowe assignment, so there was too much for them). Regrettably, we missed a unique opportunity for global exposure for the Water4India project.

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http://www.natachapoggio.com
+++  http://water4india.org  +++

**PROJECT 5 > final**
Designer as
Messenger and
producer

HARTFORD ART SCHOOL
**DES333: ISSUES IN DESIGN**
SPRING 08 – Tue & Thu 4:30 PM – 7:20 PM

NATACHA POGGIO, Assist. Prof. Visual Comm. Design
HJG E206 / npoggio@hartford.edu
*office hours by appointment*

*They say that time changes things, but you actually have to change them yourself.* —Andy Warhol

*The twentieth century will be chiefly remembered by future generations not as an era of political conflicts or technical inventions, but as an age in which human society dared to think of the welfare of the whole human race as a practical objective.*
—Arnold Toynbee, British historian

*Everyone designs who devises courses of action aimed at changing existing situations into preferred ones.*
—Herbert Simon, "The Sciences of the artificial"

*Good design is good citizenship.* —Milton Glaser

## Design for the real world
*Humanitarian Project: Water for Abheypur, India: Addressing real concerns and real needs*

Design has emerged as one of the world's most powerful forces; it has evolved from a narrow discipline dealing with the form and function of products and communications into a major new approach to develop new models of interaction. It is emerging as a multidisciplinary field where users' needs, globalization and interdisciplinary collaboration will inform the future. Thus, design is at a critical intersection between art, science, culture and technology, enhancing the quality of human interactions by responding to real needs and desires and improving the welfare of humanity.

For many of us, design is invisible. We live in a world that is so thoroughly configured by human effort that design has become second nature, ever-present, inevitable, taken for granted. And yet, the power of design to transform and affect every aspect of daily life is gaining widespread public awareness. No longer associated simply with objects and appearances, design is increasingly understood in a much wider sense as the human capacity to plan and produce desired outcomes. We need to evolve a global society that has the capacity to direct and control the emerging forces in order to achieve the most positive outcome. We must ask ourselves: Now that we can do anything what will we do?

"Human beings use symbolic processes to solve problems, reason, speak and write, learn and invent. By experimenting on the relation between problem difficulty and the way a problem is formulated, research has centered around trying to understand how problem solvers can discover more effective problem representations. Experiments and computer models of perception are also aimed at explaining why visual diagrams often provide powerful aids to problem solving." [From Herbert Simon's departmental web pages in 2001].

**Assignment:**
Visual diagrams, symbols and infographics are an excellent way to convey a message to a diverse audience (which may not be capable of understanding written descriptions because of literacy limitations). In this final project, you will create infographics that teach residents from a village in Abehypur, India, the importance of sanitation, using water resources appropiately and sharing them with their neighbors. This is part of an interdisciplinary collaboration that your professor has engaged with the Department of Civil, Environmental & Biomedical Engineering at the College of Engineering, Technology & Architecture (CETA).

THIS IS A TEAM PROJECT:
In teams of three students, you will research and create ALL the visual communication materials to transmit the following messages. You will brainstorm, come up with images, drawings, symbols, slogans, etc.

The goal of the project is to inform villagers and especially the children about the importance of:
**(1) Cleanliness / sanitation** (for example, the girls at the school can now wash their hands before they eat because they have access to a clean water supply)
**(2) Respect** (for others, for natural resources such as water conservation, and for property (i.e., don't throw rocks at solar panels or punch holes in plastic tanks)
**(3) Sharing** (with other members of the community, other castes).

You will primarily use graphic symbols that the villagers will recognize (i.e., aim to make them as universal as possible -or culturally neutral- as opposed to western images) **with few or no words to convey these messages** so one can benefit by seeing these images without having to be literate. We thought that the means for communicating this information could be:
(1)     Developing a graphic symbol (isologo) for this educational campaign.
(2)     Banner or Mural painted on school building wall (thus, you will design something that can be reproduced either by painting it directly, or by printing it in a banner that we will send to the village).
(3)     three posters (3), each one communicating each of the main concepts of the water campaign.

**PROJECT 5 > final**
Designer as
Messenger and
producer

HARTFORD ART SCHOOL
**DES333: ISSUES IN DESIGN**
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NATACHA POGGIO, Assist. Prof. Visual Comm. Design
HJG E206 / npoggio@hartford.edu
*office hours by appointment*

(4)     Two others options? Here is where you do the design problem solving and come up with two (2) possible options we could implement at a low cost to diseminate the information of this campaign. For example: Cover of notebook or pad of paper given to kids or Frisbees with campaign logo...

(5)     An animated video (2-3 min.) that teach in an entertaining way about cleanliness, respect, and sharing.  These videos will be created in English, but the intention is to provide same language subtitles where the words will be spoken in Hindi with Hindi subtitles at the bottom of the screen.  This technique has been very effective in increasing literacy rates.

**Submission Criteria:**
*Will be defined after Project 4 critique.*

As usual:
1) **A CD compilation with your team project with all the digital files as PDF.** The CD should have it's own designed envelope and the names of the team and class number **[DES333 Issues TR Spr08]**
2) **100 words-essay** describing your personal reactions to what you have learned about the villagers in Abheypur, India and their culture and traditions.

**Required Reading:**
All relevant documents, websites and URLs (below) plus the ones posted and announced through Blackboard.

**[Books]**
Citizen Designer: Perspectives on Design Responsibility Edited by Steven Heller and Véronique Vienne, (NY: Allworth Press, 2003)
**[Films]**
*Swades and Born into brothels* (are excellent movies about India and the problem about its poverty).
**[Web]**
NATACHA's BOOKMARKS FOR ABHEYPUR [PRINCIPAL SOURCE]
*http://del.icio.us/nyethiw/abheypur*
CETA STUDENTS [BLOG]
*http://ewbthejourney.squarespace.com/*
[ABOUT CHANGE AND ACTION]
*http://www.massivechange.com/*

**Calendar:**

| | | | |
|---|---|---|---|
| 10 | tue | 25 MAR | PIN UP (printed) of 3 screens and overview of slideshow – **Project 5 introduced (Guest speakers:** David Pines, chair of the Civil, Environmental, and Biomedical Engineering department and students.) |
| | thu | 27 | PIN UP (printed) of 3 screens – work in class |
| 11 | tue | 01 APR | **CRITIQUE FOR PROJECT 4  (in lab)** + submit **ARCHIVE !!!**  (Guest speaker: Sundeep R. Muppidi) |
| | THU | 03 | NO CLASS -- **JUNIOR PORTFOLIO REVIEWS** |
| 12 | tue | 08 APR | PIN UP – work in teams in class |
| | thu | 10 | PIN UP of conceptual designs – work in class |
| 13 | tue | 15 APR | PIN UP of improved designs – work in class |
| | thu | 17 | PIN UP of improved designs – work in class |
| 14 | tue | 22 APR | 1 hr PIN UP of improved designs – **FINAL CRITIQUE FOR ARCHIVE !!!** |
| | thu | 24 | Brief PIN UP -- *WORKSHOP: VISITING PROFESSOR ERIC BENSON ON SUSTAINABLE DESIGN* |
| 15 | tue | 29 APR | 1 hr PIN UP final ideas resolved – work in teams in class |
| | thu | 01 MAY | CRASH CRIT before D day– individual meetings |
| 16 | tue | 06 MAY | **CRITIQUE FOR PROJECT 5**  (CD with PDFs, process, etc) + **P1 ARCHIVE  -** Last class day! Cleanup. |

**4.**
**DIY "Eye Mouse" for Disabled People**
**via Neatorama by Queuebot on 2/5/09**

http://www.neatorama.com/2009/02/05/diy-eye-mouse-for-disabled-people/

Two students from a technical high school in Argentina (ORT) built a mouse that can be controlled by eye movements, which allows people with total paralysis to use the computer.

Named the "Eye Mouse" this idea is not really new but what makes this case so different is that it is a DIY mouse that almost anyone can build with cheap and easy-to-find components.

How it works? The software that they provide for free, divides the monitor surface in squares and asks the user what he wants to do -focus on an area, right click, left click, etc-, with yes and no answers. If the eye looks at the camera, that is translated as a "yes".

With just a webcam, an infrared LED, a small, flexible metal tube and the headband of a welding helmet the mouse can be built by anyone at a fraction of the cost of similar devices.

The students made a point of wanting this available to everyone so the software will remain free and they published the step-by-step instructions on how to build the mouse - originally in Spanish- but they have already been translated to English (http://www.uglydoggy.com/2009/01/diy-eye-controlled-mouse.html).

**5.**
**Invisibility Umbrella Would Let Future Harry Potters See the Light**
**Adrian Cho**

Two years ago, physicists blurred the distinction between science and fiction by producing a shell-like "invisibility cloak" that made both itself and an object inside it undetectable-- albeit when viewed with microwaves of a specific frequency. Now, a team from Hong Kong has gone one better with a theoretical scheme for an "invisibility umbrella" that can make both itself and an object placed *beside* it disappear. The previous cloak ferried incoming light around the enclosed

object, rendering it blind to the outside world. In contrast, the umbrella leaves the hidden thing out in the open, so it can "see" its surroundings.
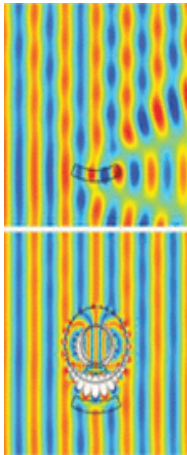


See? **An object scatters light waves traveling from left to right (top). With its embedded antiobject, the invisibility umbrella counteracts the scattering, rendering both things invisible.**

**CREDIT: YUN LAI/HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY**

It's still a far cry from the magic garment that enables Harry Potter to sneak around Hogwarts Castle unseen and spy on others, but the concept draws rave reviews from other researchers. "It's an absolutely brilliant idea," says physicist Ulf Leonhardt of the University of St. Andrews in the U.K., one of the pioneers of cloaking theory.

In devising the scheme, Yun Lai, Che Ting Chan, and colleagues at the Hong Kong University of Science and Technology in Kowloon melded two earlier approaches. In 2005, Andrea Alu and Nader Engheta, electrical engineers at the University of Pennsylvania, predicted that researchers could make an object nearly invisible by coating it with a tailored layer of "metamaterial"--an assemblage of metallic rods and C-shaped rings that interacts with electromagnetic radiation in novel ways--counteracting the thing's tendency to scatter light.

In contrast, in May 2006, Leonhardt and, independently, John Pendry of Imperial College London imagined stretching space so that the paths of light rays bend around an object. They then calculated how they might mimic that impossible stretching by sculpting the properties of a shell of metamaterial. Building on Pendry's implementation of such "transformation optics," experimenters David Schurig and David Smith at Duke University in Durham, North Carolina, produced a microwave cloak just 5 months later (*Science*, 20 October 2006, p. 403).

Chan and colleagues struck a middle ground. In theory and simulations, they first used transformation optics to perfectly cancel the scattering from a cylindrical post of ordinary material by coating it in metamaterial. The researchers then realized that they could make an object near the now-invisible post disappear, too.

The trick, they report in a paper to be published in *Physical Review Letters*, is to embed a matching "anti-object"--the metamaterial equivalent of a voodoo doll--in the outer layer of the post. The scattering from the embedded anti-object exactly cancels the scattering from the object, Chan says, "so it looks as if there is nothing there." Because the hidden object remains outside the post or umbrella, it can detect light from its surroundings.

The scheme does have limitations, Pendry notes. The umbrella works for only a single frequency, has to be specifically tailored to the object to be hidden, and won't completely hide something that absorbs light. Still, Pendry says, "that's carping on my part--it's really a neat idea."

Making an invisibility umbrella even for microwaves may be challenging. It requires "left-handed" metamaterials that bend light in an especially strange way and are difficult to make. Still, Leonhardt says, "it's clear that someone will do this in the future." Given current progress, don't be surprised if some wizard of an experimenter does it sooner rather than later. (Courtesy: Science)

5.

## Ten technologies which MIT sees as impacting lives

New York (IANS): Technology Review, the magazine of innovation brought out by the Massachusetts Institute of Technology (MIT), on Tuesday announced its annual list of 10 top emerging technologies, seen to impact the way we live and do business.

"These revolutionary innovations - each represented by a researcher whose vision and work is driving the field - promise fundamental shift in areas from energy to health care, computing to communications," the magazine said.

Technology Review editor-in-chief and publisher Jason Pontin will present them in New Delhi at the inaugural EmTech India

conference to be hosted along with leading publishing house CyberMedia March 2-3.

The list includes technologies both miniature and massive and from fast, cheap and capacious computer memory to batteries that can store enough energy to power a city. Here's a sneak preview of these technologies made available to IANS:

- Liquid battery. By creating a liquid battery, Donald Sadoway, a materials chemistry professor at MIT, has developed a new storage option that could allow cities to run on solar power at night.

- Travelling-wave reactor. John Gilleland, manager of nuclear programmes at Intellectual Ventures, has devised a new way of fuelling reactors that could make nuclear power safer and less expensive.

- Paper diagnostic test. George Whitesides, a professor at Harvard University, created an easy-to-use diagnostic test out of paper that could make it possible to diagnose a range of diseases quickly and cheaply in the developing world.

- Biological machines. Michel Maharbiz, an assistant professor at the University of California, Berkeley, has developed a wirelessly controlled beetle that could one day be used for surveillance or search-and-rescue missions.

- $100 genome. Han Cao, founder of Bio-Nanomatrix, has designed a nano-fluidic chip that could lower DNA sequencing costs dramatically. Once a viable sequencing option is found, Cao's chip could allow doctors to tailor medical treatment according to the patient's unique genetic profile, map new genes linked to specific diseases, and quickly identify new viruses and outbreaks.

- Racetrack memory. IBM fellow Stuart Parkin has created an entirely new class of data storage that holds the potential to revamp computing. If proved successful, racetrack memory could replace all other forms of memory and lead to ever smaller computers and extremely inexpensive memory for iPods and other portable devices.

- HashCache. Vivek Pai, a computer scientist at Princeton University, has created a new method for storing Web content that could make Internet access more affordable around the world.

- Intelligent software assistant. Adam Cheyer, co-founder of the Silicon Valley start-up Siri, is leading the design of powerful new software that acts as a personal aide. This virtual personal-assistant software helps users complete the menial tasks of everyday life.

- Software-defined networking. Stanford computer scientist Nick McKeown developed a standard called OpenFlow that allows researchers to tap into flow tables and essentially control a network's layout and traffic flow with the click of a mouse - all without interrupting normal service.
- Nano-piezotronics. Zhong Lin Wang, a materials scientist at Georgia Tech, is a leader in the emerging field of nano-piezotronics. Wang believes that piezoelectric nano-wires could power implantable medical devices and serve as tiny sensors.

6.

## India's auto design ind has come of age: Dilip Chhabria Devanshi Joshi
Monday, February 23, 2009
Ahmedabad: At a time when global meltdown is taking a toll on almost every sector of the economy with markets facing numerous crises, the automotive design industry seems unperturbed, said Dilip Chhabria, a renowned car designer, who has designed cars for James Bond films, Bollywood actors and other eminent personalities worldwide. The technocrat was in Vadodara on Saturday for 'Footprints-2009', a fest of MSU's faculty of technology and engineering.
He interacted with students about aspects of car designing and affirmed that the automotive design industry is unlikely to be moved by global slowdown because of its rapidly changing market that depends on people's tastes and preferences. With a change in people's taste, there is an increase in demand for the new designs, which come into the market every four years. This shows that the automotive designing market cannot remain the same for long which is why despite a slowdown the market is expected to grow.
Chhabria believes that the future of the automotive design industry in India is glorious. Like the European and other thriving foreign markets, the Indian market has also come of age and is getting active on the automotive design front. "Car designing in India has started to gain recognition. People are now taking interest in newer designs and the designers are also performing well. Besides, people's interest in designing vehicle and the level of creativity among Indian car designers are also showing good developments," he said.
While talking about the 'Ambierod' he recently designed for Sanjay Dutt, Chhabria said, "Sanjay needed a bigger car since he spends most of his time travelling for the shoots. His car is

aggressive looking, futuristic and sophisticated." Chhabria is also designing cars for other Bollywood stars like Shahrukh Khan and Hritik Roshan.

The trend of bigger vehicles is in and most actors, who believe their vehicle is like their second home, prefer the larger Volvo type designed car, which are equipped with all the facilities they need.

The designer is also opening a school for automotive designing at Pune. "I have been receiving umpteen calls from parents and students asking if there is a career in automotive design industry. It then struck me that a design institute for churning out competent designers is a good idea."

While interacting with students Chhabria explained, "When I design a car, the only thing I have in mind is how to make it durable for the next 10 years. I design it in a way that it has a long run value and for that imagination plays a very important role. The foremost thing any designer needs to do is to conceptualise the design; only then can he move on to the curves, style and the accommodation factor." When students inquired about the scope in this field Chhabria said, "One has to be very creative and imaginative. The Indian youth has immense potential and so does the industry; the combination of the two can make the future of the automotive designing in India a lot brighter than it is now."

7.

CHENNAI: The all-terrain vehicle (ATV) designed and built by 19 students of Sri Sairam Engineering College in West Tambaram has shown it can endure any track. In the two-hour endurance test of the recent SAE Baja 2009 student competition at Pithampur in Madhya Pradesh, it got the most points.

The students, all from the mechanical engineering department, said the ATV was their baby except for the 337 cc LGA 340 engine sponsored by Lombardini and the transmission system sponsored by Mahindra & Mahindra. These parts were given by the two companies to all participants. "Everything from bending pipes to fitting washers were done by us," said vice-captain and design engineer G Prashanth of the team The Most Wanted.'

The ATV, which had special features, was, at 433 kg, the second heaviest in the race, the team members said. This kept it from tilting while riding out the bumps. The hybrid brake system took the weight off the tyres and ensured the vehicle could be stopped efficiently. And the 8-part twin suspension

system ensured the shock was evenly distributed in the vehicle that could reach a speed of up to 70 kmph. The ATV was designed to carry 750-1000 kg.

Test-driven on a dried-up lake bed on the sprawling college campus in West Tambaram, it clinched the top place among participating Chennai colleges and placed second to the Trichy National Institute of Technology's creation in the state. Of the 58 vehicles that took part, 18 were from south India 14 from Tamil Nadu, including 10 from Chennai.
Completing 13 laps of 3.6 km each in two hours, the ATV placed sixth. The other tests included the brake, acceleration and hill-climb tests. The judges were the R&D heads of various companies.

**PROGRAM & EVENTS:**
**1.**
**How to Design for Persuasion, Emotion, and Trust (PET)**
**While traditional user-centered web design focuses on designing for usability, it is now critical to also design for persuasion. Does your website leverage the science of persuasion, emotion, and trust to influence users toward conversion?**
**Learn from the master! This course will be taught by HFI's CEO Dr. Eric Schaffer**
**Mumbai • March 18th – 20th, 2009**
**In this 3-day course, you'll learn innovative approaches to optimize online interactions.**
**Understand how to align website design with measurable business objectives Master research-based methods to influence online decision making Present PET Design research and user analysis with concrete deliverables, including personas, persuasion flow diagrams, emotion maps, and trust scorecards**
**Registration details and course outline is available following below link:**
**http://www.humanfactors.com/training/scheduleindia.asp**

**Please feel free to contact me if you have any further queries.**
**Archana Saraf**
**Asst. Manager – Marketing support**
**email : archana@humanfactors.com**
**www.humanfactors.com**

2.
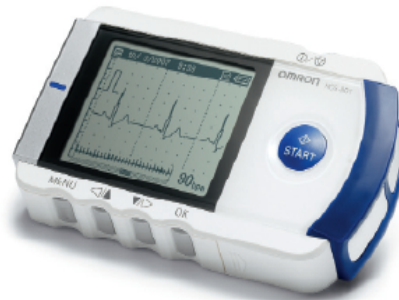
## Participation

The following groups are eligible to compete for a universal design award 09:

- **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

## 1.0 universal design categories

**1.1 Residential**
Living area
Kitchen
Bathroom
Bedroom
Garden
Houses/Flats

**1.2 Phone/Entertainment**
Telephones
Mobile telephones
Audio/Video
Computers
Accessories

**1.3 Leisure/Lifestyle**
Fashion/Sports apparel
Outdoors
Fitness
Travel
Accessories

**1.4 Mobility**
Mobility aids
Public transit
Bicycles
Cars
Motorcycles
Accessories

**1.5 Work**
Workplace
Work equipment
Commercial vehicles

**1.6 Public areas**
Municipal buildings and parks
Arts & culture
Sports facilities
Hotels
Restaurants
Shops

**1.7 Communication**
Marketing
Advertising
Packaging
Instructions

**1.8 Services**
Support
Safety/Security
Repairs
Shopping services
etc.

**2.0 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.

## Dates

**Registration of competition entries**
Final deadline: December 15, 2008

**Shipping of competition entries**
Delivery by December 22, 2008 at the latest

**Expert adjudication**
January 14, 2009

**Consumer adjudication**
January 15-16, 2009

**Notification of adjudication results**
By January 30, 2009

**Presentation of winners at CeBIT 2009**
March 3 – 8, 2009

**Awards ceremony**
March 4, 2009 at CeBIT

## Charges

**Registration fee**
EUR 600 per entry (add German VAT).

**Charges for winners**
EUR 1,175 per entry (add German VAT)

Total charges for winners per entry:
EUR 1,775 per entry (add German VAT)
(excluding shipping charges, import duties,
packaging costs or insurance fees)

universal design

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www.ud-germany.de

Managing Director
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mikio_yamashita@diary.ocn.ne.jp

**Shipping address for entries**

Kühne + Nagel AG & Co. KG
universal design award 09
Entry-ID xxx-xxxxx
Karlsruher Straße 4
30880 Laatzen
Germany

Sibylle Krautwurst
sibylle.krautwurst@kuehne-nagel.com
P. +49.511.82098015

3

A Vision of Sustainability from across Six Continents

## 15th - 22nd March 2009 Mumbai, India

# welcome
**Welcome to 'in a planet of our own - a vision of sustainability from across six continents'.**
**This is an invitation to be a part of a series of events concerned with sustainability and design:**

**World Expo Exhibition - in a planet of our own**

**Design Workshop on Sustainability for Students (entry is through a competition)**

**International Design Conference on Sustainability**

**Meeting with the Grandmasters**

**Public Installations based on Sustainability**

## Organisers:

**IDC, IIT Bombay**
**DesigninIndia.net**
**InDeAs**

**4.**

MARCH 6^Th -7th 2009, TEMPA, ARIZONA

# AN EVENT THAT WILL COLLABRATIVELY EXPOSE THE PRESENT AND FUTURE OF DESIGN RESEARCH

We'll be releasing a lot of information over the next few weeks. Stay up to date!
Contact us at [exposed09@asu.edu](mailto:exposed09@asu.edu)
A Design Research Exchange. The agenda for this conference will explore the present and future of design research practice through collaborative workshops, panels, and discussions. The topic of transformation in design research (where it is headed and how) is sure to be a center of discussion.

We have assembled a great group of speakers, workshop leaders, and panelists and are continuing to recruit more. Please visit the website for updates ([http://exposed09.com](http://exposed09.com) ). All are welcome and we hope to some group members there!

When: March 6th-7th
Where: Tempe, Arizona
Conference website: http://exposed09.com

EXPOSED: A Design Research Exchange
Organized by the graduate students at the College of Design at Arizona State University

**5.**

# The European Concept for Accessibility Network with the support of The Catalan Ministry of Social Affairs will organise an International Conference on Design for All in Business

Participation to the conference will be free of charge. Participants will cover their own travel and accommodation costs
The meeting will be held in Barcelona on Thursday 19.03.2009 (whole day) and Friday 20.03.2009 (morning)
Programme
Thursday 19th March 2009
09h00 Registration
09h30 Welcome and opening: Aim of the meeting, history of

**ECA**
**10h00 Design for all in Business in the construction industry**
**10h30 Design for all in Business in the horizontal and vertical transportation of people**
**11h00 break**
**11h30 Design for all in Business in architecture and urbanism**
**12h00 Conclusions of the morning sessions**
**12h30 lunch**
**14h00 Design for all in Business for public and private transport vehicles**
**14h30 Design for all in Business in the ICT equipments and organisation of information**
**15h00 Design for all in Business in the field of tourism**
**15h30 break**
**17h30 Conclusions of the afternoon sessions**
**19h00 Banquet**

**Friday 20th March 2009**

**10h00 -12h00 Thematic workshops**
**12h00 break**
**12h30 Final conclusions Identification of success factors of Design for All for Business**
**13h00 end**

**15h00 touristic visit of Barcelona with stops at particular Design for All examples**
**Silvio Sagramola**
**chargé de direction Info-Handicap**
**coordinateur EuCAN**
**Tél. : +352 366 466-1**
**www.info-handicap.lu**
**www.eca.lu**

**1. Registration**
**Organisation:**
**Name of representative:**
**Address**
**E-mail:**
**Telephone number: +**
**Fax number: +**
**Working language: ☐ English    ☐ Spanish ☐ Spanish Sign language**

## 2. ATTENDANCE AND PERSONAL ASSISTANT

• I will attend the EuCAN meeting on

Thursday 19th March  ☐ Yes            ☐ No

Friday 20th March        ☐ Yes            ☐ No

I will be accompanied by a personal assistant

☐ No          ☐ Yes (Name of personal assistant .........................)

## 3. TRAVEL AND ACCOMMODATION

(Participants are kindly requested to make their own travel and accommodation arrangement)

## 4. SPECIFIC NEEDS

• Do you have any specific requirements? (please specify)

......................................................................................

PLEASE FAX OR E-MAIL BACK BY 10 March 2009
 TO
EuCAN c/o Info-Handicap — 65, avenue de la gare — L-1611 Luxembourg
Fax : +352 360885 / mail eca@eca.lu

6.
An introductory course on HCI for working professionnals will be held  in the Industrial Design Centre, IIT Bombay from March 23 to April 3.
This course gives an exposure to user studies, interaction design,  usability evaluation and user experience metrics.
Details (contents, schedule, fees) are at  http://www.idc. iitb.ac.in/~anirudha/ HCI09_03.htm  . If you need any other information, please feel free to contact me.
Anirudha Joshi ,IDC, IIT Bombay INDIA
7
 C-DAC is orgonizing "Indo-US Workshop on International Trends in Digital Preservation" on March 24-25, 2009 at Pune. Many international experts are expected to participate in the workshop. http://www.ndpp. in/Presentations .html My team has been developing tools and technologies for digital preservation of cultural heritage. I am co-chairing this bilateral event with Joseph JaJa, University of Maryland, USA. The workshop is funded by Indo-US Science and Technology Forum. The programme schedule is evolving and should get finalized by mid of March. You may visit the above URL for more information. I can see very interesting and yet different kind of opportunities for HCI and Usability in the domain of digital preservation.
Dinesh Katre, Ph.D.(HCI), Group-Head,

## IAUD Universal Design Exposition in TOKAI 2009

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**Now inviting participants for**
### Special Workshop: The 48 Hour Marathon for Universal Design

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Term: February 25- February 28, 2009

*The "Review Session", participated by team members is scheduled on Sat. 28. Attendance is not mandatory, but strongly encouraged. * "IAUD Universal Design Exposition in TOKAI 2009" will be held simultaneously, 27-28 February 2009 at the same location.

Place: Nagoya Trade & Industry Center (Fukiage Hall)
2-6-3, Fukiage, Chikusa-ku, Nagoya-shi, Aichi-ken, 464-0856
Tel: 052-735-2111

Organizer: International Association for Universal Design (IAUD)

Summary of Activities:

With a designated team leader for each team, 5 teams will be organized. Each team will prepare for the competitive presentation based on the theme announced on the first day. The preparation time is limited, 48 hours.

On the first half of the event will mainly be spent <u>to extract problems by visiting real living situation with users</u>. On the last half will be spent <u>to finalize the proposals and prepare the presentation materials</u>. On the last day, in "IAUD Universal Design Exposition in TOKAI", each team will give an presentation, that is open to the member companies, general visitors who support our purposes and mass media. The presentations will be examined openly by all members of the meeting and prizes will be given to excellent presentations.

**Access** (information from the official site of Fukiage Hall: http://www.unet.city.nagoya.jp/fukiage/index.html



### By train from Nagoya Station
Take Nagoya Shiei Subway, Sakuradori Line bound for Nonami and get off at Fukiage station.
5 minutes walk from the 5th exit.

### By car through expressway
Higashi Meihan expressway via Tomei Nagoya I..C.
From Takabari JCT, take Haruoka exit of Nagoya expressway

Supervisor:
**Toshiharu Arai**
Professor of Kanazawa college of Art
Supervisor of "Universal Design Workshop"
2004, 2005, 2006, 2007

Director:
**Katsumi Makino**
Chairman of IAUD Promotion Committee

**Makoto Oshima**
Vice chairman of IAUD Promotion Committee

On the spot Responsible Official :
**Hideki Akiya**
IAUD Promotion Committee

Secretariat at:
**International Association for Universal Design**

e-mail info@iaud.net

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**Feb. 25th Wed. Meeting room3/ Each room**
Participants pre-meeting 13:30-14:30
Opening Ceremony/
Theme announcement 15:30-16:00
Team work 16:00-21:00

**Feb. 26th Thu. Around the event site/ Each room**
Outdoor survey 9:00-12:00
Team work 12:00-...

**Feb. 27th Fri. Each room/ Main hall**
Team work 9:00-...
Presentations 16:00-17:00
Open judgment/ Prize giving/ Comments 17:00-17:40
Get-together 1F Restaurant 18:00-...

**Feb. 28th Sat. Meeting room 3**
Review Session 10:00-12:00
*Attendance is strongly suggested

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# IAUD Universal Design Exposition in TOKAI 2009

Event name: IAUD Universal Design Exposition in TOKAI 2009

Schedule:  Symposium  Keynote lecture, Panel discussion, etc.) February 27 (Fri), 2009
    Admission free (Advance  reservation is required)
    Exhibition (UD items, UD research presentation panel display, etc.) February
27(Fri)-28(Sat), Admission free
    The 48 Hour Marathon for Universal Design  Team working / Open presentations,
etc.)              February 25(Wed.)-Feb Access information from the official site of Fukiage
    Free admission to the open presentations (Advance

Place: Nagoya Trade & Industry Center (Fukiage Hall)
    2-6-3, Fukiage, Chikusa-ku, Nagoya-shi, Aichi-ken, 464-0856
    http://www.u-net.city.nagoya.jp/fukiage/index.html
    Elevator access is available at the 5th exit of Fukiage Station for
    wheelchair users

Organizer:  International Association for Universal Design (IAU
Cooperating groups (Scheduled): Aichi pref., Gifu pref. Shizuoka pref., Me pref.,
    Nagoya city, Nisshin city, Hamamatsu city,
    Kyoto Institute of Technology, Nagoya Institute of Technology,
    Aichi Prefectural University of Fine Arts and Music,
    Kyoto City University of Arts, Nagoya City University,
    Aichi Sangyo University, Kyoto University Of Arts And Design
    Shizuoka University of Art and Culture,
    Nagoya University of Arts and Sciences, Nagoya University Of Arts, Nagoya Zokei University, AJU,
    the League of Organizations for the Disabled in Nisshin, Hakuhoukai, etc

Supporter (Scheduled): Cabinet Office, Ministry of Internal Affairs and Communications, Ministry of Economy,Trade and Industry
    Ministry of Land,Infrastructure,transport and tourism, Ministry of Health,Labor and Welfare,
    Ministry of Education Culture,Sports,Science & Technology , Ministry of the Environment,
    JAPAN DESIGN FOUNDATION, Japan Industreial Desing Promotion Organization,
    International Design Center NAGOYA Inc, The Chunichi Shinbun, CHUBU-NIPPON BROADCASTING
CO.LTD,
    CHUKYO TV. BROARDCASTING Co.Ltd, Aichi Television Broadcasting Co.LTD,
    NAGOYA BROADCASTING CO.LTD, Japan Society of Civil Engineers, Architectual Institute of Japan,
    Society for the science of Design Studies,Japan, Japan Society of Kansei Engineering,
    JAPANESE SOCIETY FOR THE SCIENCE OF DESIGNS, Japan Ergonomics Society

**Universal Design Exposition** | **The 48 Hour Marathon for Universal Design program (plan)**

Feb. 27 Fri.    Program(plan)
<Symposium/Result report/ The 48 Hour Marathon for Universal Design
    presentation >          10:00-18:00  Main Hall
 Reception starts from 9:00
    AM      Research Development Planning Division result report
    PM      Keynote lecture
            Panel discussion
            The 48 Hour Marathon for Universal Design presentation

<Panel display/ Introductions of each companies' items sale >
                10:00-17:30  Tenbo Hall
Feb. 28 Sat.
<Panel display/ Introductions of each companies' items sale >
                9:30-17:00  Tenbo Hall

Feb. 25 Wed.
    Opening ceremony
    Team work

Feb. 26 Thu.
    Team work

Feb. 27 Fri.
    Team work
    Presentation/Prize giving

Feb. 28 Sat.      Review session

**International Association for Universal Design  Secretariat**
225-0003  2-13-18-110 Shinishikawa, Aoba-ku, Yokohama-shi
Tel 045-901-8420   Fax 045-901-8417    Mail info@iaud.net
http://www.iaud.net/

**9.**

## TAITRA: Taiwan's Green Tech Will Vitalize Auto & Accessories Show in Aril, 2009

2009-02-03 08:10:26 - Which future car uses less in fuel/gas but drives in power? What kind of car body structure and materials make the car lighter, more stylish, and friendlier to our environment? In order to encourage the auto parts who sincerely concern the environmental protection, taking much time and efforts to develop energy-saving automobiles, the organizer will not only hold the AMPA Show but arrange some awards ceremony for the exhibitors.

Asia's largest and most professional auto accessories and auto electronics trade show-The International Auto Parts & Accessories Show (Taipei AMPA) combined with Auto Tronics Taipei, 2009-will be grandly held on April 14-17 at TWTC Nangang Exhibition Hall. This year the organizer, Taiwan External Trade Development Council (TAITRA), is going to orient the theme of Taipei AMPA toward current global economic

and environmental situation, tied with the global energy issue-Focus on Green Tech & Alternative Power.

Up to the latest statistics estimated by TAITRA, there will be approximately 1,100 auto parts firms and around 2,700 stands to draw domestic or overseas buyers' attention; much more than 51,700 purchasers in prediction. In order to create the utmost benefit towards both buyers and exhibitors, Taipei AMPA connects the related trade show-Taipei International Motorcycles Show, combining them all in one at the same place and the same duration for consumers to enjoy their visits and purchasing. Neither common visitors nor auto parts suppliers/traders shall not miss this grand occasion; Taipei AMPA in 2009 will absolutely green visitors' view with fresh eyes, the organizer proclaimed.

In order to globalize Taiwan's auto industry and link the green tech development up to international standard, TAITRA takes more time and efforts than before to invite more leading figures/companies to enhance this grand show; the presentation for future cars and modern automobiles with advanced green tech is to enrich the theme as well. Asian countries like Thailand, Philippine, India, China and etc., and western countries as German and US will all take part in The Show. BMW, Mercedes-Benz, BEHR, Automotive Lighting China,

and Robert Bosch, the guiding and foremost purchasers from Germany, will be on Taipei AMPA's guest list as well.

With no sign of recession, both domestic and overseas firms get ready for Taipei AMPA, and begin to prepare their uppermost techniques, latest products, and strong service team, attempting to stimulate massive scope of business as much as possible. Some outstanding manufactures like TYC Brother Industrial Co., Ltd. and DEPO Auto Parts Ind., Co., Ltd. and etc. will bring their newest application and auto products to draw buyers' attention; other leading auto companies such as Innotech Electronics, E-LEAD, SHIHLIN ELECTRIC, etc. will debut their brand new conceptual products and incline to present future automobiles tied tightly with new lifestyle to worldwide markets.

**Green Tech Vitalizes Auto Business

Environmental protection technology, nowadays, pushes forward auto industry with many peripheral business with full swing. The growing percentage of using environmental-friendly and green auto parts, accessories, wheels, tire repair kits, conversion kits, tailgate covers, door mirrors, LED lighting, plastic & rubbers components, and materials drive the auto market into a new era. Due to the trend, more and more firms dedicate themselves to focus on Green Tech Application, and aim to provide consumers the alternative automobiles or transport devices (e.g. small electric cars, mini motors, or bikes) in cosy car body with higher quality of safety, targeting to stimulate the sales getting through the business downturn in 2008.

Except new Green deigns and techniques, energy-saving materials and technical art are also essential toward the theme, therefore, the know-how to make a good use of Green Power becomes the popular topic. TAITRA pointed, by its former report, the alternative transport devices like personal electric cars/mini motors not only bring business opportunities to auto industry, but also uplift the chances for after-sale markets; the development of energy-saving and rechargeable battery combined with electrify-saving LED light stand for the environmental-friendly innovation today. By Frost & Sullivan reported in 2008, almost 18% growth rate shown to the public meant that the lithium batteries used for electric cars have raised the demands of the peripherals. Thus, engines in low fuel consumption combined with light car structure constructed of Titanium metal will drive the prosper way to future business.

**Innovation Award Competition to Encourage the Exhibitors

To encourage the exhibitors who sincerely concern the environment protection tech, the TAITRA is to hold a grand Innovation Award Competition, aiming to honor the designs and products which can green our environment. The Award Ceremony will be held on the same duration, and any participant will have the chance to be given name and awarded if his/her product is corresponded with the theme. Besides, TAITRA will invite Industrial Technology Research Institute (ITRI) as a leading example for the aforesaid participants, showing its conceptual designs for future cars. This is a highly-expected exhibition as the opening of 2009.

International communication and interaction for commerce and tech is also TAITRA's mission this time. The organizer puts much effort to invite some key-know speakers in auto field to make professional speeches for participants. Like key-know speaker for technical issue or marketing policy from Germany (e.g. from BMW) will take the chance to share their knowledge and experiences in the forum or symposium during The Show, promoting Green Innovation and Application by all means.

Today, greener future will bring the fortune; more and more people are getting good daily or industrial advantage from The Power. TAITRA in Taiwan, standing in the central position in Asia, plays an obligatory role for commercial and technical events, promoting its mission to the world. This time, by the grand Taipei AMPA, TAITRA will vitalize auto market with splendid achievement, ready to roll the global stage with all its strength.

**Contact Information
Company: Taiwan External Trade Development Council (TAITRA)
Tel: +886-2-2725-5200 ext.2626
E-mail: sinny@taitra.org.tw
Website: www.taipeiampa.com.tw/index.shtml

Contact Information:
Taiwan External Trade Development Council (TAITRA)
5-7 Fl., 333 Keelung Rd., Section 1, Taipei 11012, Taiwan ROC
Contact Person:
APOC
Marketing
Phone: 886-2-2725-5200 ext2626
Web: www.taipeiampa.com.tw/index.shtml
Author:
Mei Mei Lin

**Web:** www.allproducts.com
**Phone: 886 2 2789 2000**
**10.**

## Conference and Expo: Sustainable Transport and Travel for All

**Sub-themes**

- **Affordability and Accessibility**
- **Environmental Concerns and New Technological Development in Accessible Transport**
- **Accessibility Concerns and Solutions for those with Cognitive and Sensory Impairment**
- **Accessible Tourism**

**HONG KONG, CHINA**

**12th International Conference on Mobility and Transport for Elderly and Disabled Persons (TRANSED 2010)**

# Welcome to TRANSED 2010 Home Page

The Hong Kong Society for Rehabilitation (HKSR) is proud to announce that the 12th International Conference on Mobility and Transport for Elderly and Disabled Persons (TRANSED 2010) will take place in Hong Kong in 2010.

The theme of TRANSED 2010 is "Sustainable Transport & Travel for All".

Held every three years, TRANSED conferences are milestone events in the field of accessible transportation, attracting researchers, policy-makers, transport operators, consumers and other specialists worldwide to share innovations and best practices in order to make transportation and mobility accessible to everyone.

This event is hosted by The Hong Kong Society for Rehabilitation under the auspices of the U.S. Transportation Research Board. The objectives are:

1. to review the advances in research and profile of international breakthroughs, and
2. to explore perspectives for technological innovations in response to the challenges of an ageing population and of persons with disabilities in mobility and also the development of accessible travel.

The conference will be held in two official languages: English and Chinese.

We are looking forward to welcoming you to Hong Kong, the vibrant Pearl of Orient, in 2010.

11.

**BACKGROUND NOTE**

**NATIONAL SYMPOSIUM on**
**ROAD DESIGNS AND ACCESSIBILITY**
**FOR PERSONS WITH DISABILITIES IN INDIA**

**Organised under the auspices of**

*Society for Disability and Rehabilitation Studies, New Delhi*

**Venue : Auditorium/ Conference Room, ISIC, New Delhi**
**Date(s): 6th to 8th March, 2009 – Friday to Sunday**
**(on the occasion of International Women's Day)**

**(A) By Way of Introduction;** Road, rail and air transportation has become the bedrock of our routine life. The emergence of demand for equal opportunities and full participation of the persons with disabilities is basically targeted at addressing their physical and architectural barriers. The poorly designed and inaccessible transportation have aggravated their problems by restricting access to education, health facilities and employment avenues. Improving access and mobility of the persons with disabilities is presumably the most essential component of empowering the persons with disabilities as also alleviating poverty.

It must be noted that the Indian economy has progressed rapidly during recent couple of decades and is constantly on the way to development through an expansion of infrastructure (including highways linking major cities across along the golden quadrilateral). This has been accompanied by increased car ownership, increased traffic congestions in the major cities and increased difficulties for disabled pedestrians. On many of these highways, the lack of a median divider and sidewalks for pedestrians on either side of the road has become quite risky. The same highway could become hazardous during dusk, night time, or at sunrise, when many overloaded trucks regularly drive on the middle of the road to avoid the unpaved highway edges of an unlit, unmarked highway. While considerable attention has

been devoted to road designing, the issue of its impact on the communities around the highways, especially around villages on the outskirts of cities and the urban areas, has been completely ignored.

This despite the enactment of the Persons with Disabilities (Equal opportunities, Protection of Rights and Full Participation Act), 1995, which provides for making the roads as also modes of transportation barrier- free. There is also abysmal lack of awareness among engineers and architects to make an effective design change for roads and sidewalks. In many cities there are no rules and regulations to be enforced, while in other cities the regulations are not enforced at all or enforced cosmetically (due to local political compulsions--such as, not sleeping or begging on the sidewalks). Most cities have the police entrusted with the responsibility of enforcing traffic codes to a lesser or greater degree, or parking attendants who collect parking fees. Viewed from this perspective, the issue of road designs and accessibility for the persons with disabilities has been extensively researched in Western developed countries, the situation is completely reverse in India where transportation needs of the disabled have not been given due consideration. Hence, the greatest need of the hour is to make certain modifications in the usual design specification of roads, keeping in view the needs of such disadvantaged individuals. One of the most effective ways to tackle this pressing issue could be to impart education and know-how to the designers, engineers and stakeholders through workshops, trainings and exhibitions etc.

For the persons with mobility impairments, the ability to exit, whenever necessary, could provide them with the peace of mind and sense of security. Lift-equipped buses could serve as a dignified method of boarding and exiting at all times and places, there are no such guarantees for station-based lifts. The lift-equipped buses also require less advance planning by both the passengers and the operators, especially when only part of the fleet is equipped with lifts. There is also imperativeness of making improvements in onboard information and communication systems for passengers with sensory impairments. For persons with speech impairments, provisions must be made to communicate with the driver, either by paper and pencil, or other electronic means. Awareness and training for front line

personnel is highly required for providing dignified and safe service to the disabled passengers.

(B) **Aims, Objectives and Justifications;** Against this background, this 4 - day National Symposium on the theme of "Road Designs and Accessibility for Persons with Disabilities in India" is being organized by the Society for Disability and Rehabilitation Studies (SDRS) as a sequel to its nationwide social awareness campaign at Auditorium/ Conference Room, ISIC, New Delhi on 6th to 8th March, 2009--Friday to Sunday (on the occasion of International Women's Day) with the basic objective of generating awareness at the grassroots level about road designs and accessibility by way of empowering the persons with disabilities. Hence, this symposium is basically intended to provide answers to the following relevant questions--

(i) To what extent has illiteracy hampered the understanding and awareness about traffic rules for road safety, especially among the persons with disabilities?

(ii) Why are there no signages or audible signs or curb cuts at intersections on the roads for safety of the disabled pedestrians without jeopardizing safety of pedestrians (high curbs have been used in India to separate vehicular traffic in urban streets)? Is it not due to oppressive socio-political and economic environment for the persons with disabilities?

(iii) Is the planned width of pavements (side walks) adequate to allow for safe walking conditions for the disabled and other pedestrians?

(iv) How can the use of pavement be enforced for walking and providing adequate space for other uses, wherever feasible? How far are the maintenance of smooth pavement surface and low grade slopes carried out in India? .

(v) How could the bbuilding of gently sloped ramp be ensured for safe movement by wheel chair users and disabled pedestrians with assistive devices (such as, walkers or cane etc.)?

(vi) How could the building of safe crossing overhead/ underground bridges (which may include the use of lifts/ ramps to ensure safety both from traffic accidents as well as from crowded pedestrian environments) facilitate the smooth transportation / mobility of the persons with disabilities?

(vii) How could lift- based buses solve the transportation problems of the disabled travellers?

**(viii) To what extent the dissemination of information with regard to interpretation of universal symbols could help in mitigating the transportation problems of the disabled commuters?**

**(C) Subjects/ Contents proposed for discussion**; The following themes / sub - themes are identified for extensive discussion at the symposium: **(i) The Disabled and Highways/ Road Designs, (ii) Disability and Accessibility Issues, (iii) Road Safety for Persons with Disabilities, (iv) Universal Designs, (v) Strategies for Facilitating Transportation Facilities, (vi) Accessibility Provisions under Persons with Disabilities Act (1995), (vii) Architectural and Transportation Barriers for Persons with Disabilities, (viii) Need for Over the Road Buses for Disabled Passengers, (ix) Vehicle-based Lifts for the Disabled Commuters, (x) Dissemination of Information through Information and Communication Technology.**

CALL FOR PAPERS

NATIONAL SYMPOSIUM on
ROAD DESIGNS AND ACCESSIBILITY
FOR PERSONS WITH DISABILITIES IN INDIA

Under the auspices of

*Society for Disability and Rehabilitation Studies, New Delhi*

Venue: Auditorium/ Conference Room, ISIC, New Delhi
Date    : 6^(th) to 8^(th) March, 2009 --Friday to Sunday
(on the occasion of International Women's Day)

Dear Sir / Madam,

The Society for Disability and Rehabilitation Studies—SDRS (New Delhi) is organizing a National Symposium on "Road Designs and Accessibility for Persons with Disabilities in India"  at Auditorium/ Conference Room, ISIC, New Delhi on 6^(th) to 8^(th) March, 2009--Friday to Sunday (on the occasion of International Women's Day) with the basic objective of generating awareness at the grassroots level about road designs and accessibility by way of empowering the persons with disabilities. A SOUVENIR on the thematic issue is also being released to mark the occasion.

Considering your expertise and commitment in the area, we are inviting you to be one of the Resource Person(s) / Paper Presenter(s) of this National Symposium. TA/ DA by 2$^{nd}$ / 3$^{rd}$ AC/ Sleeper Class only (both ways) and accommodation (along with hospitality, including breakfast, lunch, dinner etc.) in Guest House(s) during the Symposium period will be provided to the outstation resource person(s)/ paper presenters/ participants because of paucity of financial resources. However, traveling expenses could not be considered in those cases, wherein there may be scope for the same being reimbursed by the parent organization or institution. The TA by 2$^{nd}$ AC / 3$^{rd}$ AC/ Sleeper Class to the Resource Persons/ Paper Presenters is subject to decision of the Organizing Committee.

The SDRS shall highly appreciate, if you could kindly submit by email at: drgnkarna@gmail.com or sdrs98@rediffmail.com or postage/ courier your Paper (along with Abstract in 150- 200 words) so as to reach (us) latest by 25$^{th}$ February, 2009. The tentative deadline for submission of full paper(s) is 28$^{th}$ February, 2009. Your participation will go a long way in our crusade for the cause of the persons with disabilities.

Look forward to getting your kind support for this venture.

With warm personal regards,

Yours sincerely

(G. N. Karna, PhD)
Honorary President, SDRS & Symposium Convenor
Mobile: 09810161358

12.

**WORKSHOP ON 'CREATIVITY AND INNOVATION'**

**Creativity in a Wink: The Art of unleashing your CREATIVE GENIUS!!!!!**

* Have longed to write poetry? * Have you dreamed of coming up with an undreamt of advertisement slogan? * Have you hankered for solutions to unsolvable problems? * Have you been seeking for that elusive, mind blowing design? * Have you yearned to break free of the stalemate of thought pattern ruts?

Here is a workshop that unshackles the chains that prevent your creative juices from flowing......
 Learn the simple techniques that will set you on the path to UNBOUND CREATIVITY!! !

*Creativity is not an inborn gift.*
*It is an art that anyone can learn.*
*It is a process that anyone can master.*
*It is a thought pattern that anyone can develop.*
*It is a technique that anyone can practice.*

 The CENTRE FOR TRAINING EXCELLENCE will be conducting a one day workshop on 'CREATIVITY AND INNOVATION' on March 21, 2009 [Saturday] at the SCM Hall, Behind Priyadarshini Handlom House,  Mission Road, [Near Unity Building, JC Road – Corporation] , Bangalore 560001.

Profile of Resource Person: Dr Lalitha Appachu, an educationist and trainer, has conducted many workshops on Creativity for College Students, Faculty of Schools & Colleges, Professionals in Corporate Organizations.
 The workshops will focus on: (a) Understanding Creativity (b) Techniques to Overcome Creative Blocks  (c) Strategies to Unleash Personal Creativity  (d) Creativity to Innovation: Workplace Application

Methodology: Hands on, Activity based, Experiential.
 Target Participants: (a) Professional working in Creative Fields: Design, Advertising, Innovation, etc.  (b) Individuals who want to explore and enhance their creative potential.

Venue of workshop: SCM Hall, Behind Priyadarshini Handlom House,  Mission Road, [Near Unity Building, JC Road – Corporation] , Bangalore 560001.
 Timings: 9:30 AM to 5:30 PM

Workshop Fee: Rs. 1,500/- per participant [Includes Training Handouts & Materials, tea / coffee & snacks, lunch, certificate of participation]
 Maximum number of participants: 30
 Note: Outstation participants could contact SCM for accommodation: Mr. Godfrey at 080-22223761
 For registrations contact: Dr Lalitha Appachu on 9945854378 or email to lalithaappachu@yahoo.com
 Dr Lalitha Appachu, M.A, B.Ed., Ph.D.
Director & Training Consultant, Centre for Training Excellence

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'User Centered Design for Revenue Centered Business'

TVD in collaboration with TiE is organizing a

## Web Usability Workshop

Date : Saturday, 14th March 2009
Time : 9.00 AM to 6.00 PM
Venue : Maple Room, India Habitat Center, Lodhi Road, New Delhi.

**Register Early and our Experts will review your product as a Case Study in the workshop**

## What you will Learn:

### Understanding your users

There are various ways in which you can study your users and their requirements. Learn simple techniques which you can help you create Profiles and Personas of your users which in turn can help you understand their needs.

### Learning how to design a user effective interface

End users are the final buyers of your product. They will buy your product, they will influence other people's buying decisions and they will Blog about your product. Learn why and how users are becoming more and more critical to your design and hence your business. How through your design you can get the right people to do the right thing on your website...

### Helping users buy the product

About a third of the time, users fail when they try to do something on an e-commerce site (for example, find a product, complete the purchase process, discover the answer to a customer service question). In reality, what happens is not just that the *user* fails, but that the *site* fails and does not sell a thing. Learn how and what makes the process and experience of buying easier for online users. How can you serve users better and close the sale?

**For Booking your seat at the workshop, you can do any of the following:**

- Call us at: +91- 22 - 4016 3004 / 09967621912 / 09867002191
- Write in to us at:
  info@techved.com, neham@techved.com, moharv@techved.com
- Drop by our Design Studio:
  122-133, Vmall Business Center, Thakur Complex, Off. W. E. Highway, Kandivali (E), Mumbai - 400 101. Maharashtra. India.

**Charges:**
Rs. 3500/- for TiE members
Rs. 4500/- for Non - TiE members

'To know more information, log on to http://www.techved.com/events.html '

## JOB OPENINGS:

**1.**

You have probably heard how Cisco is systematically globalizing in many emerging markets. Starting with a huge presence in Bangalore India, we are designing a new global company blueprint.

As a member of Cisco's central User Experience team, I am looking for the following kinds of talent in India. You could be individual freelancers or part of a company.

- Ethnographic Research
- Interactions Design (also HCI, Information Architect, User Experience)
- Usability
- Visual Design

If you consider one of these areas to be your core competency, please send me an email at anmagana@cisco.com and we'll go from there.

Anjali Magana
Senior User Experience Designer
Cisco Systems Inc.
170 West Tasman Drive
San Jose, CA 95134-1706
email anmagana@cisco.com Work phone (408)424-7379

**2.**

We are currently looking for professionals to join our User Experience team at our location in Hyderabad. Below are the jobs available. Interested people may send your resumes to Sanjay.talari@ca.com

UI Designer: 3 – 4 yrs of experience
Sr UI Designer: 6 –7 yrs of experience
Senior Usability Engineer: 6 – 8 years of experience
Principal User Experience Designer: 10 + yrs of experience

About CA:

CA is one of the world's largest IT management software providers. Our software and expertise unify and simplify complex IT environments in a secure way across the enterprise for greater business results.

Founded in 1976, CA today is a global company with headquarters in the United States and 150 offices in more than 45 countries. We serve more than 98% of Fortune 1000® companies, as well as government entities, educational institutions and thousands of other companies in diverse industries worldwide. In fiscal year 2008, CA reported $4.277 billion in revenue.

CA India, with its commitment to building business value for Indian customers, has been making significant investments from time to time. Since its inception in 1997, CA India has expanded its operations considerably with offices in 5 cities — Bangalore, New Delhi, Mumbai, Kolkata and Ahmedabad. CA expanded its horizons in product development to India in the year 2003. The India Technology Center (ITC), Hyderabad has seen a phenomenal growth to 1000+ highly qualified and innovative engineers in a short span of 2+ years.

**3.**

Rupa Thomas,Director Corporate Communications

of APJ Surredra Park Hotels and Group. They are a huge company that own the countriy's biggest real estates to shipping companies to Park Hotels to all Oxford stores and much more. They also have a media gallery that

promotes and showcases various Art and New media from all over India. Please visit http://www.apeejaygroup.com to read more about them.

Their head office is in Delhi and they need a Delhi based graphic designer to work with them on part time basis on their graphic design and retail design projects. The scope of work may vary from exciting posters, invites to other retail promotional print material.

Anyone interested please get in touch with Rupa Thomas.
E: rthomas@apeejaygroup.com
T: 011 2374 3737.
4.
Please send in your profiles if you have the below required skills:
1. Visual Designer - Photoshop, Illustrator/ Coreldraw. Knowledge of Web 2.0 is must positions 2 experience 3+ years
2. Usability Engineering, Research and User centered approaches positions 1 experience 3+ years
These are very urgent requirements for a product based company. Please rush your CVs to me at the earliest. These positions are for Bangalore office. Working on product based companies would be a plus point but not must.
Please forward your resumes to medhadeshpande@impelsys.com
Medha , Sr.User Experience Researcher
5.
weRead (A lulu company) is seeking a Senior User Interaction and visual Designer to improve existing and create new designs for our products. The right candidate will have specialization in visual design of consumer software products, with significant web-based experience. This position is based in Bangalore.
We build products that enable users to tap into the wisdom of their social network. Our offering takes on the mission of promoting readership of books by finding information that is customized and relevant to a user's personal tastes, needs, and context.
Responsibilities:
Design interactive mockups for social applications Think creatively about product features and evolution Ensure web site communicates with and engages users with world-class usability Assist in the development of effective products and features messaging and positioning Analyze user behavior data Interact directly with users via interviews or usability tests
General requirements:
3-5+ years experience designing new user interfaces & shipping consumer products
Excellent exposure to usability and user experience design in general Affinity for rapid prototyping
Comfortable with latest technologies, tools, and approaches to web design Flexibility when faced with complex challenges Experience in developing applications on Iphone/mobile is a plus
Interested people can write to: MekinMaheshwari : mmaheshwari@lulu.com
6.
A US based startup is planning to open design and development center in Bangalore and looking for a tag team of a backend and a frontend web

developer. Single entries are also allowed as long as you promise to be nice to your team member :-). BTW, the team will also have a designer on board and the three of you will be working together to create a kick-ass piece of software:

1)Web developer-backend: As a backend developer you will be required to design and develop a highly responsive fault tolerant database solution that will take in real time data from thousands of sources, store it and then process it for your front end team member to show to users and interact with it.

2)Web developer-front end: As the front end developer you will be required to work closely with the designer to come up with an exceptional information dashboard capable of showing real time data and allowing users to drive changes from the same.

Basic requirement is that you have to have exceptional software development skills and believe that you can beat the best in your field. Of course you need to have good experience in your chosen field and we expect you to know the ins and outs of whatever technology you love to work with. We have Linux, MySQL, PHP/Python, ActionScript 3.0/Flex/Flash, DHTML/CSS/AJAX/ Javascript, OpenLaszlo in mind but if you can convince us to look at better ways to do what we want to do we are open to change our mind :-)

If you think it interests you please email back at ihaveadream@suntulit.com with your latest resume and a short blurb on why you should be considered.

7.

Please contact vaibhav.khare@proteans.com  if you are interested in the profile mentioned below:

**Profile Description – User Interface Engineer**

**Skills and Responsibilities:**

•Will be working on Web and Desktop applications.

•To assist the project management in estimating and planning the user experience effort.

•To understand the user requirement for specific product domain with the help of various tools and methodologies ex. Contextual enquiry, Ethnography study, questionnaires and one to one interviews.

•Applying user-centered design process to create high quality user experiences

•Setting product UI requirements based on business, user and brand needs

•Designing detailed user interaction models, workflows and user interfaces

•Creating prototypes and authoring detailed interaction specifications
  Qualification:
  Possess any Bachelors, Masters or Ph.D. in Design/Engineering

•Possess 1-3 yrs of professional experience in product development as an individual contributor in Usability within the computer/software industry.

**Mandatory Skills:**

• 1-2 years of experience in design of software products and applications.

• Knowledge of User research methods to understand user goals, tasks and taskflows.

•Ability to detail down interactions with his knowledge of Use cases, DFD diagrams.

•Ability to quick prototype with paper, power point, visio and other relevant design softwares.

•Good knowledge of graphic design principles and an impeccable aesthetic sense.

- Creativity.
- Excellent knowledge of user research and design methods
- Excellent communication skills.
- Familiarity AJAX and other Web 2.0 technologies
- Ability to work in a team

Lead User Interface Engineer

**Proteans Software Solutions Pvt Ltd**

8.

We are looking for an HTML / CSS / JavaScript expert with a strong feel for usability, to work with us on two of our Web applications (one of them is yKAP - http://www.yKAP.com ). We are based in Chennai - and are OK with part-timers / freelancers or full-time.

Early responses are appreciated.

9.

we are looking for landscaping designers on consultancy basis for a large real estate (170 acres) residential project in Raipur.

Interested please get in touch with

Ritesh Jain

Mobile # 9970098083, 09370038638,

email: ritesh2040@yahoo.com v

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**An exciting position for Architect and Project Head at Hidesign**

Overview

HIDESIGN has an exciting and challenging opportunity for an architect with a forte in project implementation to oversee and maintain the in-store designs for all Hidesign boutiques and hotels.

Responsibilities

* Designing and developing the store layouts, creating 3D renders.
* Developing new in-store fixtures and furniture when required.
* Overseeing design requirements of associated Hidesign properties, such as Hotels, resorts, departmental store.
* Oversee and guide project timelines and deliver on target.
* Great people skills and ability to push the buck.

Qualification

* 2-3 years experience in project management.
* Excellent organizational and communication skills.
* Knowledgeable of local vendor sources or sourcing new vendors will be a plus point.
* Computer: Autocad, 3D Studio Max, email/Outlook, Microsoft Excel & Word.
* Theater or color display lighting experience a plus.
* Must be able to travel, as needed, regionally to various retail locations for store visits & installations.
* Will be based in Pondicherry.

Please send in your CV and portfolio / few examples of relevant work To dipen@hidesign.com cc: sabna@hidesign.com

Hidesign

Pondicherry

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Project detail:

Design project:          Women's Apparel line of Ikat fabric

Duration                    1st march – 30th April (probably can go till May)

Apparel                      50 – 60 apparel including western and ethnic

Targeting customer:    Indian women, age group of  20- 45 (Indian Retail)
Season:                Spring summers & Monsoon season
 We are looking for dedicated young (fresher) designer interested to work on a small project of Women's Apparel line: Western and Ethnic in Ikat craft. The project is its self very interesting from design development to photography and catalogue designing.
 We are looking for:
 Interested to work in Indian crafts
Passionate about apparel
Has good hand in various surface designing
Sense of good color compositions
committed to work
 Write us with note of inclination of the project and your specific portfolio related to the project.
 Reply as soon as possible
 Craft Designer
9899905287
Studio: Surface Craft
12.
POSITION DESCRIPTION
Division: Content
Department: Programming
Designation: Stylist at the level of an Associate Producer
Reporting to: Commissioning Editor
Location: Mumbai
The Profile:
To study scripts and give creative solutions accordingly in terms of costumes, set and the look and feel of the show in totality.
To research and suggest furniture, draperies, pictures, lamps, and rugs for decorative quality and appearance which depict given periods or locations.
Discuss with Production Houses on the above mentioned aspects and try to incorporate that in the show.
To have a keen eye on what is fashionable at any given time.
The Candidate:
Graduates NID/NIFT will be preferred.
Work Experience — 1-2 years.
The candidate should be research oriented, creative and have an eye for detail
The Recruiter:
 Star is a Transnational Media Corporation (Fully owned by News Corporation) and the Market Leader in the Indian Television Business. If you were looking for the best broadcasting practices in the sub-continent, you'd find quite a lot of it at Star. In terms of product and the level of service that has sustained that product.
contact  e-mail address is tanupaman@in.startv.com
Tanupama Nath
Human Resources
9819984336
13
A company based in Greater kailash II, New delhi that deals with innovative invite solutions is in urgent requirement of graphic artist/ illustrator. They are looking for the right balance of skill and enthusiasm for innovative thinking.

**Please send in your portfolio/samples of work at the below given mail ids:**

johnconnolly1@mac.com
paulami.saha@gmail.com

**14**

## Senior/Principal Member of Research Staff, Interaction Design

Nokia Research Center (NRC) is looking for a self-motivated designer or researcher in Human-Computer Interaction (HCI) field who is passionate about creating breakthrough user interface solutions for future mobile devices and services. Our team innovates digital user interfaces solutions for the fusion of mobile devices and the World Wide Web. We take a holistic approach by combining user research, interaction design, and technology disciplines.

The candidate will work on research projects that aim to deliver breakthrough innovation to Nokia's future devices and Internet services.

The successful candidate should be equally capable of cutting edge UI concept innovation and hands-on design work. The latter is required because we see our concepts through to iterative prototyping and user validation.

The candidate should be respected member of the international design and/or HCI community. Collaboration with academia and design houses will be part of your work. Publishing selected parts of your work is promoted.

For defining the fusion of mobile devices and the World Wide Web you should live and breathe Web 2.0: familiarity with the latest trends on the Web, new service concepts, modern UI design and interaction for the Web; strong own vision of the future of the Web are important.

Required competences:

- Proven strength in cutting edge UI concept innovation.
- Several years of experience with innovative interaction design for software-based user interfaces, preferably on mobile devices, and/or the Web.
- Interest to work in a multi-disciplinary, international team of user experience, design, and technology specialists.
- Knowledge of the state-of-the-art in mobile HCI and design.
- Master's degree in the area.

Additional desired competences:
- Prior research in the fields of HCI, interaction design, social services, and/or adaptive, context sensitive user interfaces.
- Relied-on member of the (mobile) HCI and/or design research communities.

Additional desired competences (cont'd):
- Graphics design skills.
- Relevant publications.
- On-going or completed PhD in the area.

Nokia Research Center (NRC) is the corporate research division of Nokia. User interfaces are one of our key research areas. NRC Web team in Helsinki focuses on providing solutions for the deep integration of the World Wide Web into mobile devices. In the past, we invented the Mini Map Web navigation method, a breakthrough in Web browsing on mobile devices, and brought the WebKit open source browser engine to mobile devices.

The position will be permanent and will be located in Helsinki (Nokia Ruoholahti office).

Contact:

Guido Grassel
Team Leader, Web UI and UX, Nokia Research Center, Helsinki
guido.grassel@nokia.com

15.
Cisco is systematically globalizing in
many emerging markets. Starting with a huge presence in Bangalore India, we are designing a new global company blueprint.
As a member of Cisco's central User Experience team, I am looking for the following kinds of talent in India. You could be individual freelancers or part of a company.
- Ethnographic Research
- Interactions Design (also HCI, Information Architect, User Experience)
- Usability
- Visual Design
If you consider one of these areas to be your core competency, please send me an email at anmagana@cisco.com and we'll go from there.
Anjali Magana
Senior User Experience Designer
Cisco Systems Inc.
170 West Tasman Drive
San Jose, CA 95134-1706
email anmagana@cisco.com
Work phone (408)424-7379

**16.**

We at Tata Elxsi are engaged in creating exciting products and equally engaging user experiences for those. As part of our User Experience Group, we have been developing numerous products ranging from TVs, Touch Screen Kiosks; Telecom based solutions, Hand--held media Players, to numerous STB solutions, apart from host of other PC Based solutions. We offer the most exciting work environment, and opportunities to work on varied products and platforms.  We are looking for Senior Interaction designer with 5 to 6 years of experience to lead our efforts in this area. Kind request to mail me your resumes at following address [satish@tataelxsi.co.in](satish@tataelxsi.co.in) You can alternately reach me on 990-257-8060 or 080-22979118.

**17**

We are an upcoming graphic design studio - Basil Leaf Creative in Andheri East, Mumbai and are looking out for talented graphic designers having worked in an ad agency.
 Please fwd portfolios or resumes to:
 [info@basilleafcreative.com](info@basilleafcreative.com)

**18.**

I have an opening for the position of a design and
development head. The person must have experience and should be able to handle a staff of around 7 – 8 designers under him/her. The job is related to the high end kitchen furniture segment. The person should have good leader qualities and be able to build a team. He/she will report to the management directly. He/she will interact with the production head, purchase and suppliers. The company for which this position is open is a very high profile company and unlike other Indian companies is really very open to new things. A Design head who wants to create news things would feel at home in this company. The placement would be in Gurgaon. It would be great if you have some lead to pass on to me along with the remuneration package expected.
 Best regards
Tarek Utturkar
Product Manager
Grass GmbH & Co. KG
Egerländer Str. 2, 64354 Reinheim, Deutschland
Tel.:      0049(0)6162802259
Fax:      0049(0)6162802221
Mail:      *[tarek.utturkar@grass.eu](tarek.utturkar@grass.eu)* <[tarek.utturkar@grass.eu](tarek.utturkar@grass.eu)>
Web:    *www.grass.at* <[http://www.grass.at/](http://www.grass.at/)>
Grass GmbH & Co. KG, 64354 Reinheim
Amtsgericht Dieburg, HRA 31244
Komplementärgesellschaft: Grass Verwaltungsgesellschaft mbH
Geschäftsführer: Helmut Kainrad

**19.**

Location: Bangalore, Full time / Contract
Symphony services is currently seeking a Visual designer to work on Adobe Flex based Enterprise Apps - Product Development projects.This position will be a member of the product team and will work closely with Product Stakeholders and Interaction designers in shaping and creating the user experience of cutting edge RIA products.

In brief, these are the following skills required:
- Superstar Visual design skills, ability to compose in Illustrator, Photoshop
- Ability to create/modify vector artwork in Flash, Illustrator
- Knowledge of creating vector artwork specifically for Flex/Flash is desired
- Ability to interpret low-fidelity mockups and produce hi-fidelity mockups for use in presentations and as a blueprint for implementation
Mandatory Skills: Passion, Enthusiasm, a portfolio and a very short notice period.
Please send your profiles to: shami.raj@symphonysv.com

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Feedback@designforall.in

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Editor@designforall.in
**The views expressed in the signed articles do not necessarily reflect the official views of the Design for All Institute of India.**

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