

Design for All



Chairman's Desk:



Dr. Sunil Bhatia

Service sector has grown up manifold in fag end of the last century and its charges had been skyrocketing and these have gradually attained the status of beyond the reach of common man. Service cost has gone up so high in last decade that an individual with moderate financial support cannot dare venture in translating his new ideas into reality. Higher risks are faced by our present generation as compared to earlier one because of increased cost of the service. A few select elite classes are permitted for thinking of new ideas and there is conspiracy against the poor for deliberately keeping others out of this race of thinking. Its members believe they are authorized & have right to think for progress. They pretend to be thinkers, innovators and best managers. I call majority of so called care takers of the masses have very shallow knowledge, are pseudo-intellectuals and above all have malafide intentions- 'Gain at the cost of others'. These peoples are solely responsible for our current scenario of the world. Resourceful world is rule by select groups of persons with hollow ideas. Our current world is hungry for new ideas and facing acute crises of genuine thinkers. It is struggling for some new direction. We

have numerous so called distinguished personalities with number of international and national awards but their contributions are nothing for improvement of life of poorest of poor. They are over confident about their knowledge & live with illusion that the pulses of the masses are known. They are so confident in their judgments & actions that they feel they can never be wrong. They enjoy complete command that no one can challenge their authority. In my point of view the disarray of the current world is because of these hollow peoples at the helm of affairs and their hierarchical team of persons with similar characters lives in caucus of artificial mutual admiration society- 'you scratch my back, I will scratch your back.' They think themselves smart and question others 'If you are smart where your money is?' They do not have sense of human history that many of the new ideas have come either from economically weaker sections or those associated with ground realities. They understand the real need of the living beings. They believe in 'learning by doing and learning by using' and it leads them to personified tacit innovations. Their innovations are difficult to quantify. If you wish to quantify it is no longer tacit rather changes color to explicit. Their minds push them to ink for true ways & means by which the lives of the common man can improve. Common people with common sense were the real dynamos of the progress of our past society. Their ideas were well taken by our past society and they had never ignored the contributions of such individuals. Our administrative system was relaxed. Everyone was allowed to express and given proper chance to prove himself or herself. No one was in hurry & busy as present generation pretends.

Modern generation carries these traits as it is dress code for them. Individuals were encouraged for thinking new ideas. Presently a person with new ideas in his mind fears in translating his dream into reality. He feels helpless, lost & isolated in this world and feels without institutional support his dreams may not be realize. Individuals are under scanner and lives under suspicions; doubts & do not enjoy the confidence what an institute. This is wrong trend and society will never progress in natural way and it will never be in position to realize what their real needs are if institutes continue to rule over the individual. Experts and qualified laborers those are recognized by our different institutes practices imitation and bottom of their hearts know ` nothing is new under this sun` but keep singing in chorus in top of their lungs out of compulsion in safeguarding their survival in institute, `it is highly innovative. It is first time in the world. What a great innovation! He is a man of century.` They keep on trumpeting in praise of non significant contributions. They lack either basic understanding of genuine new ideas or deliberately ignore new idea of person from out of their caucus and place these ideas in cold storage out of fear of losing their respect in society what they enjoy with institute or it is difficult for them to digest. Reason may be many but action is same by top in hierarchy `destroy or use this idea for personal gain`. This practice of institute, `not to allow the individual for proving worth for society` will establish a wrong precedence for coming generations and lead to further deterioration. A few select classes will continue to behave in arrogant manner and feel like demigods. It is changing the face of humanity and human index

is lowering day by day. Our present society should not come under wrong trends of whatever will be imposed by so-called institutes and experts they should support and never dare to questions. This mentality should be arrested and need our proper attention immediately. In simple word peoples should not be at receiving end and live with thinking of 'beggars have no choice and never dare in opening their minds. These elite classes are lucky ones for being born with silver spoons. Our fates are like this one and continue to surrender to their fate'. Reason of crushing or bogged down the new fruitful ideas by a few select one may be either political or role of particular lobby to safe guard their interest and does not permit for surfacing any new ideas that may harm in future or it has not come from institution or above all their self pride and selfish motive ' How can an individual think, it is impossible? Or if I use this idea I will be awarded properly and I can progress.' One of the school drops out from interior part of the country has claimed that he has developed herbal petrol. I was surprise to see that academicians from premier institutes and scientific communities were called and that individual has to show his experiments, as this bunch of idiots are most knowledgeable person on this earth. We have still not learnt from our earlier mistakes of Galileo when an individual was right and so called intellectuals or those considered themselves to close to gods were proved wrong. My question is 'why he has to prove to the people who are enjoying the benefits of institute and their credentials are doubtful for the society and for common man. They may be individually successful because they are holding some position in any institute. That drama was live one in TV

and ultimately they have pronounced his findings as bogus and have given no scientific support. Whatever may be reason but his fears were genuine and with ground realities. A common man biggest fear is how to manage the service sector and to protect his ideas, resources from the shark of service provider. This is the ailment of the modern civilization. Political system is well entrenched that it does not permit the intellectual to defy. It appreciates 'yes man' by allowing them to hold prominent positions, decorate with many national awards and side by side enjoy freedom of work in crushing and pushing the genuine & deserving persons to extreme poverty and ultimately allow him/her to die with his/her misery .

The cost of the legal service is skyrocketing. The fees of consultants are beyond imagination and whatever they feel like they demands. There is no rationality. Doctors are miniature God and they unnecessarily advise for operation as patient is left with no option for survival. They operate for quick gain of money and their greed is so deep rooted that it continue to guide in such a way that they don't hesitate in taking out the different human parts for selling to the patient who does not need those parts medically . They wish to earn money by hook or crook even at the cost of life of the human. Teachers are in arm-twisting business. They are biggest crooks of the society who are teaching the wrong philosophy to their students and corrupting their tender minds. The knowledge is imparted but wisdom is robbed. The mechanical kind of education has elements of thinking in young ones. All the service sectors in our country like insurance, hospitals, schools, public transports

extracting money mercilessly and their greed is so low that even killing the person can be justified by them. Mahatma Gandhi had once written in 'Hind Sawraj' "Lawyer & doctor is service provider and day by day these professions will corrupt" That service is noblest which is rendered for its own sake.

There is no need of venture capitalists but they are service provider and earning by simply lending money in pretext of promoting new ideas for masses. They are no better than persons of 19th century those who enjoyed & lived luxurious life by earning from the service of renting their various properties. They are not better than our 'landlord class'. What our earlier society was playing the role of promoting the new ideas for no financial gain and believed it is our moral obligations for promoting these new ideas for welfare for betterment of the society. These venture capitalists are boosting & arguing their need in the society with no substantial logic, 'we are qualified professionals from world's best institutes and can judge better for identifying and selecting the emerging new ideas what a ordinary person can not do with no formal education. We know what the requirement of the masses is and we will finance for those ideas what we will feel good for the majority. These venture capitalists have replaced the social obligations of common person by providing institutionalized services and it is exploiting for their commercialized gains. State has also blessed the issue. They are flocking the masses with their hidden agendas and if someone rebels and defies them he/ she should be prepare for dagger may be out and consequences will be unimaginable. A

business absolutely divested to service will have only one worry about profits. They will be embarrassingly large. Pressed into services means are changed out of shape. It is our caution 'Move on from pigeon holing design as downstream product, service and experience creation.'

Earlier people were in committing crime either himself or by their paid staffs or those were associated. The current scenario has changed and we have contract killers and they are service providers. Avenging person has outsourced his intention of eliminating of his enemies or rivals. Previously it was easy to catch hold the person who has done the crime but with the introduction of new arrangements of outsourcing to contract killer is nearly impossible to prove his involvement & prove guilty in courts. It has changed the face of the crime. Police serves the public for protection. I am constrained to say the character of the police is same worldwide. They simply work to protect and safeguard their mean, selfish acts for earning money by unfair means. They enjoy special powers delegates by states and majority of the time they misuse those power to meet their malicious agendas. If person is right and law obedient they deliberately prove unlawful and threaten him to put other side of the law as criminals. They trap the innocents, jail or even send them for mental asylum where he received extreme tortures. Religious sects are in service sector and it has institutionalized and they are charging for performing some rituals or prayer. God is captive or under control of these so-called service providers. These are available in abundance in all world religions.

Accounting firms job is to maintain the records of the company as per the land law and in lieu they were charging some fees. They are nonproductive and wish to pocket some share of the profits of the productive companies. They advised unethical practices and demand more money in the name of tax savings or other benefits. Their greed inflated and a few grab the company either by fooling the clients or blackmailing by threatening of exposing their unaccounted practices. Their greed becomes their guiding force and ultimately both doomed in near future. These are few example of dark side of our service sectors. We are still at distance from these reformers who have not seen the light of the day.

Why these changes has come to the present society and behaving so low that no one respecting any profession and people are fearing to avail their services. Reason lies within us. Earlier society was sensitive toward their fellowman and thinking he is in need of my services and it is demand of the humanity. His survival was doubtful in isolation and he was compelled to maintain cordial relation with others in his community to fulfill his social obligations, family needs and personal requirements. He was responding to call of humanity and he was God fearing. He was well respected in the society. In modern times people are migrating from one place to another and their hearts are not associated with one group of people rather expose to different cultures. He has opportunities to live anywhere in the world if he has money. Money has one language and literate, illiterate, poor & rich, understands it.

Money has become the foundation stone of our modern society. Respect and good deeds of someone takes years to establish as good human. Money transaction quickly establishes the relations.

Earlier society was moving on the philosophy of 'if our goal is like a pure gold so our path should be as pure as gold. Modern society is working on the principle of everything is fair in love and war. End result is important and means does not carry any importance. Another factor is professionalism and specialization. Every doctor is specialist and focus only in his limited knowledge. He fails to think in totality. While treating the patients he treats for that specific diseases/organs and what is the side effects on others parts is beyond his knowledge or has knowledge what salesperson has explained at the time of detailing of the drugs for recommendations of prescriptions . Once any organs parts reacts in different manners he calls another specialist and he behaves in same way what earlier was behaving and damage the another. They both call the third and claim that your two parts are cured but new complication has arisen and another specialist is on the way for treatment. By the time patients dies and they claim he was suffering with multiple diseases and we could not cure all. They keep on praising one another for no reasons and blame their failure to invisible parameters that are beyond the control of human. This is the real condition of our service sectors. It is very clear that our educational system is producing mindless and insensitive professionals with no sensitivity and creativity. Their minds are molded with one world 'MONEY' .We have

forgotten the importance of selfless service. It is only restricted in question answer session by juries to contestants in international beauty competition while projecting themselves as a person with high sensitivity toward humanity and the condition of common man is paining. They cover their selfish agenda of winning the competition in pretext to be genuine good, sensitive human beings & after winning the award it evaporates from their thoughts. They enjoy one-minute fame and fades away in short time from the minds of masses. History paints all certain great personalities of the past demonstrating selfless service & sacrifices.

Service sector has become reliable, efficient with advent & introduction of new technology. Technology has saved many hours of manpower that was engage for billing and receipts. Man is gradually depending on machine and relying more on its outcome. He is machine dependent, isolated as an individual and makes him to think he cannot survive without the support of institute. 'Citizenship consists in the service of the country.' He has forgotten his inner wisdom, intuitions etc for caring his fellowmen. Man to man, heart to heart voice is missing and lost in the loud, sharp & focus voice of our various institutes. Doctors are showing more confidence on results of various machines, lawyers are arguing their cases based on outcome of machine findings and designers are in minimal use of human skills and more relying on machine skills. Is it necessary for a human to express his great confidence on machines? It is unwarranted, unnecessary and useless activities that we are expressing such a great confidence on results of machines.

These are the factors that are helping the service sectors. Earlier service of the products was a helping tool for the consumers and manufacturers were using it knowing that no one can produce 100% error free products and our consumers should not suffer because of our engineering or manufacturing defects. It was supporting in building brand image. A person can produce the products & service with high quality but ours is mass production era and it has its own limitations. To streamline mass production it needs little adjustment at the cost of the quality. It affects our thought process and we gradually develop the mind set of habit of compromising with qualities. Currently, manufacturer produces deliberately such products keeping his hidden agenda of interest of service business. I have washing machine of international brands and its spare parts are not available in open market except the manufacturer. He charges as he wishes knowing it is compulsion for users, either to discard the defective machine or get repaired from us at our exorbitant charges. Once they replaced the parts they take back old one with them. Their annual maintenance charges are beyond imagination and in my opinion it should not be any circumstances more than anytime 5% of the cost of the products. It is the only way to control their greed and it will help in arrest of unethical practices for gaining illogical profits. This is the real color of our service industry. There are many culprits, we are only victims of their conditioning of the mean, selfish mind and a few gain little at the cost of huge loss of majority. Is it real gain? Is our coming generations will not curse at our mean mentality? We are in era where humility is replaced with false pride and occasionally

with arrogance. Those are at helm of affairs believe themselves from other world and ruling, commanding is their birth rights and rest are foolish and they are bound to choose what we will serve. Why are people afraid to start the manufacturing rather going for service industry? Reason may be low investments, low risks, low technology, easy to enter & exit in this sector and above all it brings quick money for the nation. That may be reason nations are encouraging such business by giving special incentives. My advice to the government "Don't waste good iron for nails or good man for soldier."

Recycle business has adversely affected our environments. Plastic bags are convenient, durable and easy to design but it is destroying our ecological balance and adding more nuisance value. The cost of services forces the users to replace the defective parts. Earlier service sector was using that part till it was repairable and waste of natural resources was minimum. I buy decent plastic pack of few grams of peanuts or eatable. After eating we throw the plastic pack in dustbin. I feel sad that we are blindly following the developed nation's progressive model and it is destroying & choking our environments. Packaging industry is blindly following the technology that suits the developed nations or lack of innovation of local designers to use local material for packaging. I admire the old wisdom of earlier people. They were selling groundnuts in cart and we were allowed to buy that much what we need & used to break the cover and eat the nuts. We were not bothering for cover because it was natural & biodegradable or waste was useful as a food for animals. They

normally used waste newspaper envelope for packaging. Plastic packaging is forcing & compelling the person not to buy according to his need & how much he can buy. Rather it is compulsion what amount they are packaging and it leads to higher percentage of wastage of foods. Flexibility in weight choice is no more with people. E- Waste is another problem because no user can bear the cost of repair and they are advised by manufacturer or its agents replace with new products. What is the calculation of our so called experts who are advising the manufacturer for cost cuttings and push them to use the inferior quality of materials in their products just to achieve the utility of the products till they have offered the warranty and they work with the aim that life of the product should not be more than 5 years. These natures of advice suit the mindsets of such class. They justify their stand by saying 'we are in highly competitive business and to grab market share we are bound to follow the unethical practices for maximization of their profits. Their survival is because of earning more profits.' Hollow arguments are supported by wild expressions. I try to control their anxiety by saying your concentration on product that should not last more than five years and consumers should discard the products and go for new better one. Is it really better? I have serious doubts. If you make the product that last for 10 or more years you are saving lots of natural resources and instead of making one you are manufacturing two or more for the same period. Is it not advisable that invests 5% to 10% more in same products and increases the life of products double or triple or more? Rather waste two to three hundred percent or more natural resources

for same utility for that period. Our design schools are the real culprits and they are destroying the tender minds of the learner by teaching wrong philosophy of life. They never educate how to be sensible designers rather how to compete, lie, to cheat, to project one self-etc. Their entire life follows the philosophy of "Don't Be undersold". They add wings to their greed and are culprits for our generation as well for future generations. Students shall be victim of their conditioned minds. The design process also makes students to think in terms of the logic of industrial production. Mass production, scaling up, standardized design solutions, moulds, mechanization etc. One is taught to forget the strengths of their inner wisdom. And added to this if greed is also present then it completely distorts the way we see things (want to see things).

The tertiary sector of the economy (also known as the service sector or the service industry) is one of the three economic sectors, the others being the secondary sector (approximately manufacturing) and the primary sector (extraction such as mining, agriculture and fishing). The general definition of the tertiary sector is producing a service instead of just an end product, in the case of the secondary sector. Sometimes an additional sector, the "quaternary sector", is defined for the sharing of information (which normally belongs to the tertiary sector). I admire the role of wikipedia in modern commercial world where every one is competing with one another for grabbing the personal gain at any cost . He is doing selfless job and spending from his own resources for sustaining his selfless work of sharing information. Recently he has made an appeal for donation and I am surprise to know that few persons still

believe in selfless act of him and genoursly helped to continue his noble efforts. I salute those who are understanding his noble cause and helping him and I also salute the owner who has shown a light in the tunnel of dark world of selfishness .

One good example of this is the banking industry which has gone through enormous changes in recent years. Using information and communication technology, banks have vastly reduced the number of staff they need. Many banks and building societies have merged to form much "leaner" businesses capable of extracting more profit from a wider customer base. The key to this process is gaining information about their customers and constantly communicating new products to them. Earlier withdrawls of small money or large amount the clearks used to take same time and he was wasting his time for clearing the small amount . With the advent of ATM the account holder is not disturbing and keeping busy the staff for withdrawl of small amount . He can be utilized for bigger purpose. Similarly doctors used to sit throughout night at bed side of the patients for monitoring but that jobs are assigned to various machines and in emergency they beep and alert the doctor. Now the same doctor is avilable to many patients and attend many. Teachers are avilable to many students at different places with satelite teachings. Reuter has used the state of the art of technology to cover the visit of queen of victoria to France and they were the first to publish that news in London. It was the beginnig of new era of service provider in News and it was the reason of competition among other newspapers.

'Service is what life is all about.' Telecommunication including mobile, landline & internet has changed the thought process of common person and human face of modern world. Many minds of different part of the world may work on solution of the problems. Technology is supporting but our sincerity is doubtful in searching the solutions. Our nation is in hurry of development and these technological services have worked as catalyst for a few but ruined the mind set of the majority. We are still in process of learning for proper use of these advance technologies for our genuine, real progress. Designers are service provider and they should avoid indulging in such unethical practices. My advice is work like a nurse or like mother with dedication & honesty and always be true to heart. Design those products & services that may improve the life of the poorest of the poor. That creation will give tremendous satisfaction. When I look at the functioning and role of our post office in our country I admire their work ethics. They still carry the human values and work as duty to serve the humanity. They are largest money holder and account holders. Other side our commercial banks has inbuilt characters of carrying corruptions wherever they make their presence. They corrupt the innocent minds in the name of growth. There is another community who is serving the people with great honesty and changed the face of our nation from starving nation to surplus. Agriculture scientists have performed their duties from bottom of their hearts and averted the inevitable situation of civil war because of starvation. I feel like to salute for their services. Our designers' role is negligible in building the nation and no institutes or organizations are interested in social up- liftmen

of poorest of poor. Rather they are exploiting these weaknesses of nation for their commercial benefits. Few services are noble and the top of the list is mother's selfless service with complete devotions, love & affections. It is rendered when child does not know how to demand. Can an abandon new born child survive without the service of mother? Nurses in hospital look after the patients with their sense of duty and command tremendous respects in society. Why our designers are not designing with healthy culture of human mind and appeal should be universal? Even in the most critical of customer cultures, brands can use design thinking to revitalise the way they are perceived and foster new levels of popularity.

service design is all about clientele. We are not abstraction. We are men & women of flesh, blood and minds. Service design is all about working with real people to find out what they need. When designer will ethically strong and never allow the promotion of hidden agenda of the commercial venture to ruin our environments for their little profits that will be beginning of new era and replenish humanity. We are looking for those times when these maladies of present civilization are attended to. Each of every aspect referred above has been a brief description. The detailed investigation by each individuals of the world is solicited and their findings should be universal & they should not forget what is good for us and future generations . They are to challenge & revolt against such established practices which are shrouded by in large with

ignorances. Designer will work selflessly from that point they can feel 'The universe turns in their favour'

This issue is special with National Council on Disability Affairs, Philippines and their mission is "Towards Full Participation and Equality of Rights and Opportunities for Persons With Disabilities". This organization is providing selfless service for the cause of disability and helping in identifying the problems, implementation and evaluation of government policies .Recently they have constituted a new committee under the Chairperson Mrs. Romulo and she has appointed Mr. Mateo A Lee, Jr. as an officer in charge and advised him for collaboration for our special issue. Our request for publication of special issue was pending with earlier team and they were principally agreed for publication of special issue but were facing some technical problem in collaboration. There main hesitation was that there country has not done much in the area of universal Design/Design For All and they will face little difficulty in managing a few articles to fulfil the minimum requirement for qualifying for a special issue. I assure them 'let the world should know your sincere efforts and it may be possible a lot of minds may join your efforts of social movement after our publication of special issue and what for you are striving you may achieve quickly by joining many minds. Our sincer thanks



*Mrs Romulo
Chairperson, National Council
on Disability Affairs, Philippines*



*Mr. Mateo A Lee, Jr
Office-in Charge, National
Council on Disability Affairs
Philippines*

to team of NCDA and what you see our publication it is honest and true to hearts attempts of the past as well curent team. NCDA has given us an opportunity as a gateway to look into the philippines . I further requested EIDD ambassador Mr Pete Kercher to write a welcoming message and acknowledge their sincere efforts in area of Disability and role of Design for All . His message carries a lot value for those who are attempting to popularize the concept of Design For All in part of the world. Our role is to faciltate the social movement by giving helping hand whosoever is working for progress of humanity and noble cause. We are a small burning candle spreiding light in the dark room.

Dr. Sunil Bhatia

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IMPORTANT ANNOUNCEMENT:

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

Prof Peter Zec of Red Dot, Germany,

Prof Jim Sandhu, Uk

Mr Mike Brucks , ICDRI

Prof Lalit Das, India

Mr John Salmen of Univesal Design Consultant Inc, USA

Mr Pete Kercher, Ambassdor EIDD (2nd Volume)

Prof Ricard Duncan, USA,(2nd Volume)

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



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

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

Prof Peter Zec of Red Dot Min -8

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

Mr. Mike Brucks of ICDRI Min 1.5

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

Prof Jim Sandhu, UK Min-8

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

Index of the film Min-1.2

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

John Salmen of UD Min-3

consultant Inc, USA

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

Indian Example of Sari (female dress)

and Dhoti(Male dress) Min-4

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

Mr. Francesc Aragall Min- 5

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

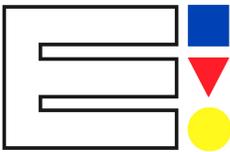
Welcome note of Design For All

Institute of India Min-1.3

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

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

A word of welcome tour friends in the Philippines



EIDD – DESIGN FOR ALL EUROPE

ENHANCING THE QUALITY OF LIFE THROUGH DESIGN FOR ALL

A word of welcome tour friends in the Philippines

The ever-active editor of the Design for All Institute of India Newsletter, Dr. Sunil Bhatia, was good enough to send me a draft of this newsletter before distributing it to you all, with a kind invitation to me to say a couple of words to welcome the efforts of our friends from the Philippines.

I shall not take up much space with this message, as I already loom larger elsewhere in this issue with an article of my own. So I shall keep it short and sweet.

When DfAII started out a few years ago, I was already deeply impressed by the energy and commitment shown by the team in India. I am now equally impressed to witness the gradual, inexorable and utterly necessary spread of our message in other parts of Asia.

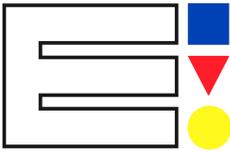
We are witnessing the changing of a major paradigm: while many politicians all over the world continue treading the same tired old paths as ever, never bothering to observe the real world around them or account for its needs, but persisting in the outdated mindsets I have described in my article in this issue, the old cultural divides are actually coming tumbling down everywhere. We are learning the need to put people first... and we are all doing something about it!

My warmest wishes go to the Philippines: if ever it is possible to convey positive thoughts across the globe and benefit on receiving them, I hope this will be the time when it happens. My thoughts go with everyone who works towards our common goal of inclusion, participation, equal rights and full human dignity for all.

Design for All is gradually developing into an essential instrument, the one that is converting theory into practice everywhere, the one that is making those fine intentions truly

achievable. I know that our friends in the Philippines will make full and meaningful use of this invaluable instrument and I also know that the Design for All Institute of India will continue to provide its invaluable assistance as a mouthpiece for our movement worldwide.

From now on, the Philippines are included!



EIDD – DESIGN FOR ALL EUROPE

ENHANCING THE QUALITY OF LIFE THROUGH DESIGN FOR ALL

Pete Kercher,

Ambassador

Content of March 2010 Vol-5, No-3

- 1. Chairman's Desk:.....2**
- 2. Welcome message by EIDD, Ambassador:.....23**
- 3. Peace by Design: a new look at the world's peace agenda:.....27**
- 4. Philippine Community –Based Rehabilitation
"An Inclusive Development Strategy":.....59**
- 5. The Creation of a Non-Handicapping Environment (NHE) for
Persons with Disabilities in the
Rural Areas in the Philippines:.....70**

Other regular features



EIDD – DESIGN FOR ALL EUROPE

ENHANCING THE QUALITY OF LIFE THROUGH DESIGN FOR ALL

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

A convinced believer in interdisciplinary cross-fertilisation and synergy, he has written articles and manifestos for political,

legal and design publications, chaired and addressed conferences, seminars and symposia all over Europe and the rest of the world and acted as consultant to several international projects.

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

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

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

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

Peace by Design: a new look at the world's peace agenda

Pete Kercher

Introduction: taking design into new terrain

For this article, I decided to venture outside the boundaries that we usually recognise as being pertinent to design in general and Design for All in particular. I must ask you, reader, to, be patient with me as I explain my thinking about the potential applications of design thinking to a far broader set of parameters than has traditionally been considered appropriate to it.

Over the years, I have lectured about Design for All to all sorts of audiences: sometimes designers, architects and town planners, sometimes businessmen and corporate decision-makers, sometimes politicians and civil servants working in and for governments, ministries and the like. As time has gone by, I have come to realise that we have developed a methodology whose pertinence is far broader and more extensive than the classical objectives of a design process.

So, on this occasion, I decided to take this process forward by analogy and develop something rather different, a little more adventurous, if you like. As this theory is still "under construction", as it were, you will forgive me if the reasoning sometimes comes across as being a bit complex: you will find

that I shall chop and change between social models and (for me) classical design references, in an attempt to keep design readers on track with where my thinking comes from and how it is progressing with a relevance to your own methods and mindsets.

From the previous articles I have contributed to the Design for All Institute of India's Newsletter, you will have understood that I believe it is always useful to consider history and have an historical perspective of the topic we are talking about, regardless of the specific nature of that topic, as it helps us understand who we are, where we are and why we are where we are: it is useful for us to have a reliable, familiar benchmark against which we can compare new situations.

What is war, what is peace? The classical approach

My aim here is to discuss the topic of the peace process. I have always been and remain a pacifist: thirty years ago, when I was very young, I was also active in youth politics, already then as a convinced pacifist. This, then is the classical scenario that usually confronts us when we discuss war and peace. Let's say that it is the "classical" approach to peace:

- 1. There is a war**
- 2. One side wins**
- 3. The winning side imposes its conditions, writes the history and calls the result "peace". Note that the winners are always the good guys and the losers are always the bad guys, as the world is that straightforward: it's black and white, like the good guys and the bad guys in**

Hollywood films, which taught us that good cowboys wore white hats and the bad ones wore black hats, remember? Although I am no expert, I dare say that Bollywood, as one of today's major movie-making locations, has plenty of comparable familiar clichés of its own. So the basic principle in war and peace, as we have been taught, is very simple: if they (whoever "they" are...) hit you, you hit back harder (if you can) and the one who ends up hitting hardest wins... and gets to write the history his way.

So much for film scripts and tub-thumping history lessons. In the twentieth-first century, we have to be a bit more realistic than that: we don't live in the Middle Ages any more, nor are we still fighting wars between Romans and Barbarians (although some world leaders have given evidence of still seeming to think in those terms in recent years). In the twenty-first century, we have to cope with a situation in which the world is a global community, not a series of separate communities that can be isolated from one another. We really do live in a global community: the things that happen in one part of the world influence what happens in all the rest of the planet. If there are tensions in any one place (and it's a natural enough phenomenon, part of human nature), those tensions always have the potential to escalate into a localised war.

We talk about "localised wars" because we try to confine them: the tendency these days is to try to keep wars within the bounds of countries that do not hurt those of us who live in the more affluent parts of the world. For us, it's far "better" for a

localised war to break out in the Congo, for example: it doesn't hurt us. But if it were to break out in Western Europe or the United States, it would hurt us... and how! 9/11 taught us how much it hurt the Americans to find a warlike situation on their home ground, even though it only lasted a few agonising hours, because they are simply not used to it at all. We Europeans are not the only ones to have had devastating war on our home ground within living memory, so have had years to ponder the need to avoid its repetition. Just as for the Americans, it is far better for us if a war takes place in a country about which we know very little, exactly like the Congo. History scholars will remember what Neville Chamberlain had to say about Czechoslovakia in 1938: "How horrible, fantastic, incredible it is that we should be digging trenches and trying on gas masks here because of a quarrel in a far-away country between people of whom we know nothing".

For those of my readers who are located in India, it is probably bitterly ironic that Chamberlain considered Czechoslovakia to be such a "far-way country" that it was not worthy of interference, although he obviously used a different yardstick for India, believing it to be close enough to warrant not only interference, but continued colonial domination by Britain.

Yet the corollary of the fact that we live in a globalised world is the knowledge that we can never again allow one side or the other to win even a "localised war", because it would inevitably fuel a further round of tensions that could easily lead to far worse global repercussions. As a result, the Great Powers tend to impose artificial conditions: they sweep the tensions under

the carpet, write the history of their ugly little compromises and call the result "peace", although they are perfectly well aware that it is no real peace, as we all know that the tensions will bubble up to the surface at the first opportunity. The anguished story of the Middle East and many other parts of the globe has demonstrated this time and again. I mentioned the Congo before: it is an excellent example of how a "peace" imposed from outside only leads to a temporary absence of open warfare, which is always followed by yet another conflict, flaring up as soon as the reporters have moved on to the next "hot spot". To outside observers, it all seems so frustrating: what is it that makes war break out continuously in the Congo? Why do they do it? But the massacre continues and innocents suffer: it's always the innocent ones who suffer.

After cobbling together yet another shabby "peace agreement", the politicians then duly award each other Nobel Peace Prizes. These days, an astute politician can even get a Nobel Peace Prize without actually doing anything at all, beyond expressing vague hopes... But the slaughter of the innocents continues in the Middle East, in Darfur, in Central Asia, who knows where else when this article goes to press...

It is no secret that the United Nations approach to the peace process is not working: our task here is start asking ourselves why that is. My suspicion, my thesis, is that this is because it is a process that is imposed from above... and solutions that are imposed by experts from above are not sustainable in a modern, globalised world: the time is ripe for a paradigm change in peace processes.

Changing paradigms: designing products, places and services

Human history itself is a series of paradigm changes. I shall discuss two here that are familiar to an audience of readers well versed in design theory: if I can convey a message that is convincing to you, maybe there will truly be grounds for exploring its broader political relevance. The first is the design paradigm, the second the human society paradigm.

Let's look first at how the design paradigm has been changing recently. In the classical industrial age, the focus of both manufacturers and designers was on designing and producing for a predetermined arithmetic "average" user, who often ends up with an uncanny resemblance to a 25-year-old male Olympic athlete. Francesc Aragall of the Design for All Foundation in Barcelona once described this approach as being much taking the number of vehicles in a city and the number of wheels on those vehicles: if you divide the total number of wheels by the total number of vehicles, you will probably find that the average vehicle has maybe 5.2 wheels. Of course, it makes no sense at all to argue that the ideal number of wheels for a vehicle would be 5.2, so it follows that averages are not the be-all-and-end-all: they are just a trick of arithmetic.

So what, exactly, does average mean? Can we talk meaningfully about finding an “average” between the two people (a blond Swedish woman in a two-piece bathing costume and a Muslim woman, probably of about the same age, wearing a head-to-toe chador) in this poster? It is one of the five posters produced by the awareness campaign organised by EIDD Sweden in 2005, called “Wanted: the average person!” I



chose it because it reflects the tensions that erupted in Mumbai just over a year ago: a true culture clash.

But is what we are seeing here truly a culture clash, or is it one that was created and imposed from above, exactly like the so-called “peace” processes that we know are imposed from above? I suspect that more than a few of the supposed “culture clashes” that take place in modern society are created and imposed from above: they are superficial. The fact that these two women dress differently and worship differently does not mean that they cannot be friends.

We are told by the politicians that these cultures are at war with each other, but I ask whether they would still be at war with each other without the interference of the “experts”, who are forever trying to influence and manipulate our opinions to suit their own agendas, using the mass media, political and

religious propaganda etc. It's a rhetorical question, I know, but one worth thinking about nonetheless. I do not claim to have any easy answers, but that does not absolve me from the obligation to think.

Those of us who come from the design community know – and design history confirms this – that there are always “experts” who know what’s best for you. In this traditional model, new designs are created for uses and users who are identified in advance. By reiterating this familiar concept about design, my aim here is to stimulate thinking about a comparable concept can also be applied to the processes of war and peace.

In the new Design for All paradigm for the design process, the focus is on manufacturers, builders, service providers and designers shaping the design brief to ensure that the result caters for a wide diversity of users: the focus is now on human diversity. We do this by actively including users and their experiences in the design process, because we recognise that they are potential “experts”: basically, people know, or have a fairly shrewd idea of, what they want. They may require some basic training before they know how to express it, but unfamiliarity with training methods and academic models should not be used – as it is now – as an excuse for saying that people are not “expert” enough to know their own needs, their own aspirations, maybe even their own minds... and so to disqualify them from having a voice in their own destiny. Generally, when they are given a chance to develop those ideas, we find that people also have a fairly shrewd idea of what they do not want: in particular, they do not want the

frustrating little things that make everyday life difficult for all of us, such as my mobile phone, which has an enormous screen, but no way of changing the font size. Frustrating little things like that are the triggers that persuade me not to buy the same brand of mobile phone in future... and that is a forceful negative message for the market. As a user, then, I am potentially an "expert" and have useful input to make to the design process, to those who are prepared to listen and are "expert" enough to do so.

But there's more: we know that unexpected uses will be made of every design, by unexpected people, in unexpected situations. I sometimes climb up on the table in the middle of a presentation when I am talking about this: it certainly surprises the audience, but why do I do it? To demonstrate that, when a table is designed, we also have to consider that it may be used in unconventional ways. We usually expect people to use it by sitting around it, to eat or work or discuss, but a table designer also has to make allowance for unpredictable uses: people who dance on the table at a party, children who play underneath it and must not be able to cut their heads open on sharp edges located in places where no "sensible" adult would ever go. Unpredictable use is a classic, because we human beings are unpredictable by definition... that is something that every designer must always remember.

Take the example of a simple ballpoint pen. We all know what it was designed for: for writing. We also know that a pen must be rigid, so that it is suitable for scratching those awkward points in the back that we cannot reach; it also has to be non-

toxic, as millions of people put it in their mouths to help them concentrate; finally, it has to make a satisfying click noise, which helps a lot of people drive away nervous tension (though it may raise it in others nearby). So those are three further characteristics that many of us expect to find in a pen, although none has any direct relation to its primary application as an object.

The classical design responses to identifiable categories consist in what we call “add-on” approaches. Especially in the case of products for disabled and elderly people, there is a plethora of these add-ons: a special adjustment that is made to an existing environment, product, communication or service after the original design process has been completed and the product etc. has been launched in the market. The idea is to make that product or service accessible to the members of a given category, but it always comes at a hefty additional price: by its very nature, an add-on is a more expensive solution than an approach that includes the people in question in the original design brief. The more add-ons, the more expensive the solution and the stronger the argument for a better way of designing. In fact, the process of actual designing is not the real challenge: the difference is made by a better way of drawing up the design brief.

Changing paradigms: designing the peace process

That’s all very well, you may think, but what does it have to do with the peace process? The answer is an extension by analogy: an imposed, top-down peace (like the design

approach in which “the experts know what’s best for you”) is a more expensive solution than an approach that includes the people in question in the original design brief. When I use the adjective “expensive” here, I mean more than just currency: an imposed peace is certainly also more expensive in terms of human lives and sustainability than an approach that involves the directly interested people in what I would describe as the “brief for designing the peace process”. The fact is that a top-down peace solution is no “solution” at all: it is merely an expedient that will not work in the long term, so is not sustainable. The more expedients are imposed from above, the more the participants will be alienated and the foundations will be laid for repeated explosions of tension: in other words, for more wars. And that is precisely what we see happening repeatedly all over the world in all these top-down so-called “peace” agreements.

I believe that most people want to live in peace: a just peace, one they do not perceive as favouring their opponents over themselves. I know I run a risk by making this assertion, as it is obvious that not everyone wants peace: there are those who have profound vested interests in provoking tension and war. And yet I think it is also fair to say that these people are not the ones who suffer from war and its effects, but the ones who profit from it. Considerable skill is applied here to manage both sides of every conflict at work, as various forms of propaganda (political and religious, or pseudo-political and pseudo-religious) are used to convey messages of hate in such a way that the opponents are always depicted as the culprits: as the ones who seek war.

It is my contention that, if we design and build modern society more correctly, the people on the receiving end of this hate propaganda will no longer allow themselves to be taken in by it. As things stand at present, however, we are certainly not giving the true peace process any chance at all, as peace is not achieved by closeting political leaders together in splendid isolation at Camp David – we have seen enough of that fail repeatedly in the last sixty years, we need only watch what happens with sickening regularity in the Gaza Strip and the West Bank to understand that it is not the right way to go – but by building peace by design.

Changing paradigms: our assumptions about human society

So much for the design paradigm – at least for now. Let’s now turn our attention to the human society paradigm. However modern we may be now, we all descend from ancestors who lived through primitive times: when it comes to how we react instinctively, in emergency situations, this means that we are all still cave-dwellers at heart, perpetuating the belief that it is our responsibility to adapt if we are to survive in a hostile environment. Indeed, the way in which we react to situations of war only serves to strengthen the thesis that we are still cave-dwellers at heart.

At the beginning of this article, I simplified humanity’s practice of war into a basic “if they hit you, you hit back harder”. This also applies to our social intercourse on a much broader scale: we react angrily to another driver who cuts in front of us on the

road or to people who just don't seem to be thinking about what they are doing. In a more highly evolved society, we ought to learn to contain that anger and to understand that those others may have a thousand legitimate reasons for behaving as they do, from the urgency to reach a doctor to mere preoccupation with personal worries. Of course, they may just be stupid bully-boys in big cars – the modern-day equivalent of the violent caveman – but paradigms do not change overnight.

This is relevant, because we no longer live in caves, but in advanced human societies: most of humanity now lives in modern metropolises. Of course, we built all these great cities (and also all our smaller towns and villages) ourselves, yet we still expect ourselves and all other humans to adapt to them, as to a hostile environment, as though we were still simply moving in and out of existing caves. There is something fundamentally and exquisitely illogical about the fact that, although we build these modern metropolitan “caves” ourselves, they are still eminently hostile environments to which we have to adapt if we are to be able to survive. I believe that the time has come to start building caves to suit our requirements.

George Bernard Shaw once wrote “The reasonable man adapts himself to the world; the unreasonable one persists in trying to adapt the world to himself. Therefore, all progress depends on the unreasonable man”. I believe that it is unreasonable to expect humanity to keep on adapting to a world that we created ourselves and for ourselves: the world of our modern

cities. It is unreasonable to persist in building the artificial environment as though we could and should evolve rapidly to adapt to it. The time has come for us to say that we have evolved enough: the time has come for us to start demanding progress, evolving our mindsets and the places where we live to make them better for all.

A model for peace: the meaning of safety and how to build it

Returning once again to my main theme: what does all this have to do with peace and the peace process? I may appear to gone off on a tangent, talking about cave-dwellers and the illogical approach that we, as the human race, have adopted to creating our artificial environments. I now have to knit this tangent back into the geometric scheme of things. To do this, I shall draw a parallel by discussing the meaning of safety, which I am confident will build the bridge between design and peace.

We react to danger instinctively, just like our cave-dweller ancestors. For example, let's suppose that there is a bomb scare in a large shopping centre or a conference venue, where one wall is entirely glazed, while the emergency exist is located in a dark corner: where will people go? They will rush towards the light, not towards the emergency exit because, although reason tells us that the emergency exit is the right place to go to, when we humans panic, instinct takes over and drives us towards the light, in other words towards the mouth of the cave: we still react like cave-dwellers. Architects have to be aware of this fact and take the real priorities of public safety

into consideration when designing any public environment: the emergency exits must always be located in the area where the greatest light is. One important feature that is often glossed over in this respect is that every time we talk about access to buildings, whether for disabled people or for anybody, there is a tendency to neglect to talk about the far greater urgency of exiting that building: in the case of an emergency, fast, safe and seamless egress is far more important than access.

So what is safety? Politicians and public administrators, who are particularly interested in public spaces, will tend to consider safety to be simply the absence of overt danger. Private administrators, building managers and facility managers will often adopt the same approach with regard to the private spaces under their direct responsibility. Both in the private and in the public sectors, administrators have also tended to go automatically for the add-on approach in their attempt to achieve safety. They install closed circuit TV cameras on every street corner to make us feel more secure. Every time there is an armed robbery, some politician grabs the limelight with the simplistic solution of calling for more and more armed police patrolling the streets, arming them more, inviting them to be more liberal in their use of force and calling for more prisons and longer and stricter gaol sentences. The incidence of road accidents automatically generates a call for progressively reduced speed limits, as though they would solve everything, but very little thought is ever given to educating and training drivers to be socially aware of other road users.

This approach is familiar enough: it's the "Big Brother" attitude that George Orwell warned us about in his masterful novel 1984 (not the voyeuristic television show that closes a group of supposedly "ordinary" people in a sealed container for a winter season and creates garbage-quality "entertainment" out of the obsessive observation of the neuroses that are bound to ensue). This is an attitude that restricts human freedom... and anything that restricts human freedom inevitably creates increased social tensions, so in fact works directly against safety: so the ultimate result of these attempts to increase security in society is in fact not to increase it at all, but to reduce it. Anything that increases social tensions will inevitably make society more dangerous for all its members, not less.

Precisely the same reasoning also applies to so-called "preventive wars" (the term that we are now instructed to use to describe them... I remember when we used to call them "wars of aggression"), which in reality work against the interests of peace, not in its favour... we need look no further than Iraq for a textbook example.

Safety is much more than the absence of overt danger. Safety is the sense of intrinsic security that comes from living, moving and acting in an environment whose basic precept is an holistic understanding of peace and safety, complete with the respect, tolerance and acceptance of human diversity, plus one more factor: awareness of the need and possibility to ensure that the environment itself caters for that human diversity more than just adequately, more than just by "reasonable adjustment". Note that I make deliberate use of this term, which is used as

the get-out clause that justifies non-intervention to make places and products accessible, because the cost of the adjustment is said to be “unreasonable”. But in the case of peace and of safety, there can be no get-out clauses: this is the point where the two processes, the safety process and the peace process, start to dovetail and become equivalent.

Applying the model of safety to the peace process

Just as there are two different ways of approaching the topic of safety, so there are two different ways of approaching the topic of peace. A few paragraphs ago, I wrote about public administrators who consider safety to be no more than the mere absence of overt danger. In the same way, the tendency among politicians is to consider peace to be no more than the mere absence of overt warfare. If we follow this logic, then we should presume that Europe was at peace from 1945 onwards. When speaking about this topic in Poland recently, I suggested that a Polish audience would probably agree that “peace” was not the most appropriate word to describe the social atmosphere in which Poland had lived from 1945 until 1990. From the many vigorously nodding heads, I saw that my audience had immediately understood my line of reasoning, because what we had in Europe during the Cold War could hardly be described as peace: while we certainly had an absence of open armed conflict, we did not have peace. We lived in a condition of potential conflict that went by the name of MAD, the highly appropriate acronym for Mutually Assured Destruction. To tell the truth, our lives are still governed by MAD: nuclear arsenals and warheads still account for 750 Kg.

of nitroglycerine equivalent for every single person on the face of this earth. MAD is anything but a thing of the past: we have just shut it away in a dark corner of our collective memory for the last twenty years.

Describing the real meaning of the Pax Romana after the conquest of Britannia in his Agricola (book 30), the Roman author Tacitus put these words into the mouth of the British chieftain Calgacus: "They made a desert and called it peace". The Roman policy, as criticised by Tacitus, was very simple: if you slaughter everyone, nobody will be left to rebel, so it is easy to say that peace has been achieved. I believe that there must be something more to peace than a desert in first century AD Britannia, or in twenty-first century AD Iraq for that matter: for pacifists, peace is a positive state of society that requires constant attention and a gradual development. No peace can exist between communities if it does not exist between the individuals who make up those communities: if there are tensions at work inside communities, they will also adopt the lexicon of tension in their relationships with other communities. Peace must be rooted in societal models, constituting a fundamental factor in the way we behave towards others: peace is built on a holistic approach of respect for others, of tolerance and of the acceptance and celebration of human diversity.

Pro-actively constructed peace is ultimately the purpose of Design for All, which is design for social inclusion, human diversity and equality, as defined by the EIDD Stockholm Declaration© in 2004. We are working for the same programme

and, similarly, we are very much aware that these things take time. Design for All sets out from the assumption of human diversity to achieve social inclusion and thus guarantee equality for everyone. Instead of making “reasonable provision” by providing all those costly add-ons for “special categories” of people (or not, as we have seen, whenever society or the entrepreneur can provide a “reasonably” convincing argument that they cannot afford them...), Design for All assumes human diversity as the basic precept for the design process.

The “special categories” for design that are treated (or not) to all these costly add-ons these days are primarily the disabled and the elderly. With our ageing population, children may be in a distinct minority in 50 years’ time. The same applies to immigrants, both permanent and temporary, to religious, ethnic, sexual minorities... the list could go on. Every time we talk in terms of “special categories” for design, even if the aim is to include them, what we are doing in practice is building new watertight containers to hold them, which in turn creates new blocks of social discrimination, because some people are bound to fall through the gaps that are left between those watertight containers.

Building a new peace process: mistakes to avoid

That much is a design message. Let’s now try to apply it to the peace process. A peace process that is based on catering for “special categories” will similarly be fated in practice to create new cases of social discrimination. Let me illustrate what I

mean with an example that is familiar to all of us. After a millennium of inhuman treatment, primarily in Europe, culminating in genocide during the Second World War, Europe and America decided to wash their collective conscience in 1948 when they catered for the "special category" of the Jews. Although they did not create the state of Israel, they created the necessary preconditions for the state of Israel to be founded: but Israel was imposed on the Arabs who already happened to be living there. This discriminated against those resident Arabs and the region has been paying an appalling price ever since. We in the west simply washed our consciences and our hands of our "problem" and delivered it up to others to deal with.

It would be a mistake to believe that this situation arose overnight in 1948: it had been brewing for several decades and was based on an act of blatant, cynical political insincerity. In fact, it could have been avoided if the British had not played a two-faced game during the First World War, making a promise to the Arabs that clashed directly with what they were promising to the Jewish community at the same time. Despite somewhat lamely stating that "nothing should be done to harm the rights of the current inhabitants", the 1917 British government's Balfour Declaration promised a Jewish homeland in Palestine at the same time as the same British government promised the exclusive dominion of the same Palestine to the leaders of the Arab revolt against the Ottoman Empire. It is now perfectly clear that the British government was only interested in drawing the Arabs into the war against the Central Powers (Germany, Austria-Hungary, Bulgaria and the

Ottoman Empire) and was not in the least concerned with the long-term harvest of conflict, bloodshed and war whose seed it was sowing: the region was not in Europe, so its future simply did not really matter, when compared against the short-term goal of drawing off Ottoman forces from the European theatre of war. In his *Seven Pillars of Wisdom*, T.E. Lawrence, otherwise known as Lawrence of Arabia, told the dirty story of British imperialist duplicity very well: it was obvious even then that the two promises were incompatible. And yet even under these dire circumstances, it might still have been possible to salvage peace from the appalling diplomatic mess, if the British had conducted their Palestinian mandate responsibly, involving the communities (and not just their leaders) in a constant, future-oriented dialogue, rather than continuing to make conflicting promises, then eventually pulling out in 1948, leaving unsolved the eminently avoidable mess they had created.

Similarly, certain Western governments are still today trying to make up for one historical mistake by making another one. In 1919, the USA, Britain and France created what became Yugoslavia: they practically forced it on the southern Slavs, despite considerable tensions between the different ethnic groups. Now it is interesting to note that the USA, Britain and France (the same First World War "victor states" that created Yugoslavia in 1919) refused to recognise the independence of its constituent republics of Slovenia and Croatia in 1990: while it could be argued that Germany and Austria (is it a coincidence that they were the "loser" nations in the First World War?) were perhaps a little overhasty about recognising independent

Slovenia and Croatia, maybe the 1919 “victors” were still unwilling in 1990 to admit to the mistake made by their foreign ministries seventy years before. Politicians are peculiarly unwilling to admit to such things as human error (maybe they all aspire to Papal infallibility...), even after generations. Yet even if it could be argued that the mistake was not so evident in 1919, it was certainly unpardonable to refuse for them to drag their feet over the principle of self-determination in 1990. In Serbia, there is no doubt that Milosevic interpreted this reluctance as tacit support for his wars of aggression. Now the pendulum has swung the other way and the same states that gave their implicit support to Serbia in 1990 have now manoeuvred NATO into backing independence for Kosovo, which in practice means the expulsion of Kosovo Serbians: population exchanges take us back to the bad old days of 1922, when Greece and Turkey exchanged populations, or of 1947-48, when the population exchanges forced on the Indian subcontinent by a colonial administration concerned only to get out at any price, regardless of the cost in human suffering, tore the subcontinent apart. The best response that the flower of world diplomacy can offer to Kosovo in the twenty-first century is to force the Serbian population of Kosovo to pay the price of the pride of their foreign ministries in 1990, drawing new borders and so creating new forms of discrimination in the misguided attempt to solve existing ones. Is this progress?

Woodrow Wilson was the first to try to draw racial borders in Europe, back in 1919: an error that verges on sheer stupidity in a continent where language and racial communities had never been divided by neat straight lines, as though they were North

Dakota and South Dakota. Despite all the untold suffering inevitably triggered by the Versailles settlements, it appears that we have still not learned our lesson. In Europe, there were never any conveniently separated regions where everyone spoke French on one side of an arbitrary line and German on the other side: there always used to be racial and linguistic border areas up to 150 km wide, home to a mixture of languages. In Italy alone, there are people who speak French in Val d'Aosta, others who speak German in South Tyrol and others who speak Slovenian in Friuli, while others still speak Greek and Albanian in Calabria and Apulia in the south, even though their ancestors have been living there for half a millennium and more, so that they feel no sense of belonging to modern Greece or Albania. It is obviously absurd to uproot all these people in the name of some questionable ideal of the "nation state" or racial purity.

Before 1918, Catholics, Orthodox and Muslims lived in a fair degree of harmony, for the time, as Ivo Andric relates in his *Bridge over the River Drina*. The anguish and suffering of the late twentieth-century Balkan wars could have been largely avoided if a real peace had been drawn up in 1919, based on that harmony and what we could loosely term "user consultation", rather than imposed from above by an idealist but misguided American President with a penchant for meddling in cultures he could not hope to understand – come to think of it, that's a fairly suitable description for many an expert in many a field. Yet there is hope for us all: learning from the horrors of our fratricidal European wars, the political solution identified by the European Union is based on gradually

making those artificial borders irrelevant, so as to defuse the tensions: it is a far more intelligent solution than the policy of drawing new borders.

Building a new peace process: a possible design matrix

The EIDD Stockholm Declaration states that “The practice of Design for All makes conscious use of the analysis of human needs and aspirations and requires the involvement of end users at every stage in the design process”. Obviously, we need to develop on this by clarifying what we mean when we talk about “users” in the Design for All process. Quite simply, to use the example of a product design (but this also applies equally well to an architectural design, to visual communications, to services and to systems), the “users” are all those people who have something useful to say to the designer, because they are involved in one way or another in the product’s lifecycle and the decision-making processes during that lifecycle: at the stages of the idea, formulation, creation, engineering, programming, production, evaluation, modification, maintenance, cleaning, repairing, decommissioning, recycling and returning to origin of a product and its component parts.

Although this definition of “user” is much broader than is usually the case for design practitioners, grasping it presents no particular challenges for readers who are well versed in design theory. So let’s now try to apply the same kind of thinking to the peace process and ask ourselves who the “users” are. If we try to draw a parallel, we can say that they are all the people who are involved in a potential or an open conflict: in other words, we are most definitely not talking

about the “politicians”, who are often just warlords masquerading as self-appointed “representatives”, as in a country like Somalia, where there is no real government at all. The “users” of a peace process are not these figures (far from it: they often have a vested interest in maintaining tension and a state of war, so can only be defined as “users” of the peace process in a negative sense): they are the people, the inhabitants of the regions that are torn apart by war and those nearby that are flooded with refugees; they are the people who are made homeless and the refugees themselves, the orphans and the abandoned children and the relatives of war victims; they are the child soldiers whose lives are distorted by never being able to experience a childhood; they are the local communities: these are the people who should be involved in the process of building a sustainable, lasting peace if we want to ensure that war will not break out again, not just the self-appointed “leaders”.

But we live in the real world, where power politics play a major role. So we must also envisage a degree of Realpolitik: the “users” of the peace process must also include the Great Powers and the rest of the global community, because there are often more or less legitimate real-world interests at stake too... and it would be unrealistic to ignore them. The global economy needs raw materials: indeed, they are often the real cause of wars and we cannot pretend that we do not need oil, iron and aluminium... above all, we all need global stability. But a real, well-designed peace process, like any pertinent real product or service design process, must also restrict the influence exerted in designing the peace by the Great Powers

(in the domain of product design, we might equate them to the overbearing influence of the all-powerful marketing office), because some of the interests they espouse are frankly illegitimate and often tend to get more attention than their legitimate claims. I am thinking in terms of their lasting and dubious claims to prestige and “spheres of influence”, for example, which smack of nineteenth-century gunboat diplomacy and the partition of the world between greedy colonialist nations: these are about as relevant to designing a modern peace process as Henry Ford’s approach to colour is to modern car design: you can have it any colour, as long as it is black.

It is my contention that the Design for All methodology can – and should – be applied to peace processes. The EIDD Stockholm Declaration states that “Everything that is designed and made by people to be used by people must be accessible, convenient for everyone in society to use and responsive to evolving human diversity”. Once again, we can paraphrase this to apply to the peace process: “Every peace process that is developed and put in place by people, so as to be experienced by people, must be sustainable, meet with the approval of everyone in society and respond to evolving human diversity”.

Conclusion: changing the world by design?

In conclusion, then, how can Design for All affect peace processes and change the world? In practical terms, I would suggest that we start by applying the analytical tools typical of a good design process to achieve a profound understanding of

the world as it is today and its potential for change. That sounds simple enough, but the fact is that, at present, our peace processes are hardly ever based on any attempt to understand the world as it really is today, but on rather antiquated models and benchmarks that date back to nineteenth-century mindsets and to colonial imperialism. No real progress has been made since then: just look at Iraq.

The next step is to involve all kinds of users in the process of designing a better world for everyone. This means setting out intentionally to design a peace process based on innovation and aiming to achieve a win-win situation for everyone, rather than accepting the lowest common denominator of political and diplomatic compromise, which leaves everyone on both sides with the sour taste of having come away with a bad deal. The results of the unending “peace” talks in the last half century in the Middle East and in other areas of tension in the world have always been distinctly mediocre: they have done little or nothing for the local people who are caught in the firing line and have always just tried to paper over the cracks: they have indeed been one lowest “common” denominator after another, often with little or nothing in common at all.

The two most frequent barriers to good design are prejudicial responses: “It cannot be done” and “It is too expensive”. But “impossible” is a word that has no place in a designer’s vocabulary: there is always a different way to try out, especially if you have the ability to step back, look at the bigger picture and ask questions about what other people presume to

be untouchable. Meanwhile “It is too expensive” is just the prejudicial knee-jerk reaction of cost analysts who only do one half of their job, because they look at short-term returns on investment alone and fail to consider the entire life-cycle of the product of the design process, as well as the reductions in ancillary costs that can be generated by a well-designed product or service.

The most frequent barriers to real peace are equally prejudicial responses. Indeed, the first one is the same as the first reaction to design challenges: “It cannot be done”. This one is trotted out repeatedly by those who are so focused on the latest case of tension and violence that they refuse to contemplate any possibility of doing things any other way, such as by removing some of the original causes for that tension and violence. On-the-spot reporters for 24-hour television news channels, with their absurd and nauseating reiteration of the obvious, come to mind as the tip of this particular iceberg, but a deeper and more worrying phenomenon is for example the resulting conviction among responsible decision-makers, certainly exasperated by its mantra-like repetition, that any real “peace between Muslims and Jews is impossible” by definition. This, of course, is not only gross misrepresentation, but also quintessentially stupid: quite apart from the fact that “never” is a very long time indeed, there is also the evidence, within living memory, of Palestine before 1948, when Muslims and Jews did indeed live together. Nor should we ever forget where the Sephardic Jews of Spain went when they were expelled by the Catholic Kings in the late fifteenth century: they took refuge in North Africa and the Ottoman Empire, areas

where they were safe and valued member of society, since they were ruled by Muslims. In our lifetime, this peaceful co-existence has been ruined for reasons of power politics that have little or nothing to do with the people on the spot, Muslim and Christian Arabs and Jews, the "users" of the process of designing peace, but it can be re-established.

Another frequent answer is: "It is not in our interest" or "It is not in the national interest of XYZ (Great Power)". At least this one is more honest: rather than hiding behind a veil of implausible and often insincere impossibility, it openly admits that the people on the spot, who should be the "users" of the peace process, are ultimately considered to be unimportant compared to the interests of the power in question (or at least of its ruling classes).

The third response is one that we in the design community find quite familiar, as it is often also used by the more conservatively-inclined clients when we propose an innovative solution that rocks their gently-sinking corporate boats: "It has never been tried before". That same instinctive conservatism also applies to politics and diplomacy, for much the same batch of reasons: those who have always been in control are afraid that they will lose their control, so automatically resist any innovative change. If we take a cool, detached look at the state of world society and world peace nowadays and appraise the situation generated by our leaders' traditional decision-making methods and impositions from above, then I would suggest that the fact that no attempt has ever yet been made to apply user involvement and a correctly designed attitude to the peace

process, based on an holistic and celebratory approach to human diversity and targeting social inclusion with true equality, actually makes this fact, that “it has never been tried before”, sound like a very good recommendation indeed.

Idealistic, impractical, out of touch with the real world... will these be the “keywords” used to identify this article, to blacken its very real and practical aims? Only time will tell. One thing is clear: I am arguing in favour not of social engineering, which runs the risk of attempting to engineer people themselves, but of social innovation, which I believe entails the courage to take a sharp innovative look at society to generate and propose innovation in social methods... and the method I am proposing to apply is that of the design process as identified and carried forward by Design for All.

Oliveto Lario, 28 January 2010

Mr. Pete Kercher

Ambassador, Design For All-Europe



DELFINA JALECO BAQUIR

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Ampid, San Mateo, Rizal***

WORK EXPERIENCES:

Planning Officer III

National Council on Disability Affairs

1989 – present (Programs Management Division)

- ***Formulates, coordinates, implements and monitors plans, programs and policies aimed at assisting the clientele with disabilities in their rehabilitation process and prepares project proposals for the Division***
- ***Assists the Planning Officer IV in the development, planning, implementing and monitoring of the programs/projects towards the intensification of measures for detection, intervention and rehabilitation of disabilities and equalization of opportunities for PWDs.***
- ***Assists the Planning staff in the implementation/monitoring of planned programs/projects of the Council.***

Focal Person

- ***Sub-Committee on Accessibility on Built Environment and Transportation
NCDA , 2000 - present***
- ***Non-Handicapping Environment (NHE) Project in New Lucena, Iloilo
NCDA, 2008 - present***

Planning Officer II

***National Council for the Welfare of Disabled Persons
1987 – 1989 (Programs Management Division)***

- ***Assists in the formulation, implementation and monitoring of various technical programs and projects and prepares project proposals for the division.***
- ***Draws specific task objectives, time tables and activities, planning framework and other guidelines and methodologies.***

Information Editor II

***National Commission Concerning Disabled Persons (NCCDP)
1986-1987 (Technical Cooperation Center)***

- ***Develops regional data bank as a component of the Asia/Pacific Regional Information Network through regular correspondence and collation of existing data/information from the Region and conduct research studies of the countries of the Asia Pacific region.***
- ***Sustains the direct linkages of the Division with other countries in the Asia Pacific Region and the UN Bodies through the institution and maintenance of communication & information activities.***

Researcher

***1983 – 1986
NCCDP***

- ***Conducts/initiates research studies and maintenance of the Databank Information System.***

**Secretary – Treasurer
Value Trading, Inc.
1980 – 1983**

- **Assists the General Manager in the day-to-day operations and disburses funds for office/export operations.**

EDUCATIONAL ATTAINMENT:

- **M.A. in Government Management - completed 36 units
Trinity College of Quezon City (1999-2000)**
- **B.S. in Business Administration Major in Economics –
University Scholar
Pamantasan ng Lungsod ng Maynila (1976-1980)**

ELIGIBILITY:

- **Career Service Professional Level**
- **Career Service Sub-Professional Level**

CIVIL STATUS:

Married with one (1) dependent

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PHILIPPINE COMMUNITY-BASED REHABILITATION “AN INCLUSIVE DEVELOPMENT STRATEGY”

The Asia-Pacific Decade of Persons with Disabilities (2003-2012) as declared by UN-ESCAP has given impetus for the establishment of an inclusive, barrier free environment and a rights-based society. The adoption of the Biwako Millennium Framework for Action (BMF) and its supplement, the BMF plus Five, as regional policy guidelines promoted a paradigm shift from a charity model in addressing disability issues to a rights-based approach.

The “UN Convention on the Rights of Persons with Disabilities” (UNCRPD) is an international instrument that promotes and ensures the full and equal enjoyment of all human rights and fundamental freedoms by all persons with disabilities. The Community-Based Rehabilitation (CBR) as a strategy in implementing the rights-based approach is a policy stipulated in this document.

The National Council on Disability Affairs (NCDA) as the national agency mandated to coordinate, monitor and formulate policies on all disability issues is also tasked to develop, promote and ensure the implementation of CBR in the country as provided in the Executive Order 437 dated June 21, 2005 entitled: Encouraging the Implementation of Community-Based Rehabilitation (CBR) for Persons with Disabilities in the Philippines. The EO enjoins the adoption by the local government units (LGUs) of the community-based

rehabilitation (CBR) as an approach/strategy in the delivery of services to persons with disabilities (PWDs). It involves measures at the community level using and building the resources of the locality for poverty reduction, rehabilitation, equalization of opportunities for the empowerment of persons with disabilities and for their eventual inclusion into the mainstream of society.

In partnership with the CBM-CBR Coordinating Office, the National Council on Disability Affairs (NCDA) has conducted CBR developmental activities to wit:

- **Organization of the CBR Technical Committee**

The NCDA organized the Committee to provide technical assistance in the development of the 3-years CBR Work and Financial Plan, CBR Primer, CBR Guidelines and CBR Manual. The Committee is an ad-hoc committee composed of key players/CBR implementers consist of one (1) GOs, three (3) NGOs and one (1) PWD.

- **Development of the CBR Guidelines**

In line with Executive Order No. 437, the Council was tasked to develop the implementing Guidelines to include the promotion and capacity building of the local government units to ensure adoption/implementation of the CBR. The CBR Technical Committee organized to carry out this task and a consultation with CBR

implementers/stakeholders prior to the passage of a NCDA Board Resolution on the approval of the CBR Guidelines was conducted.

- **Development of the Primer on CBR**

A CBR primer was developed to serve as a marketing tool for the adoption of CBR as a strategy by the LGUs. As part of info dissemination and advocacy on CBR, letters were sent to 1,608 LGUs furnishing copies of EO 437, CBR Guidelines and Primer.

- **CBR Orientation of the Regional Committees on Disability Affairs (RCDAs) and Social Marketing in Luzon, Visayas and Mindanao in 2006 - 2007.**

The activity aimed to provide insights on the basic principles of CBR as an approach in service delivery to persons with disabilities. This provided the RCDAs the knowledge and skills to advocate to local government units to adopt CBR as a service delivery approach/strategy. The orientation's major output was a plan of action on marketing CBR to local government units.

- **Development of Selection Criteria in the Identification of Pioneer Local Government Units.**

A set of selection criteria was formulated by the Council's CBR Technical Committee to assist in the identification of 30 LGUs to pioneer the CBR as an approach in service delivery.

The identified pioneering LGUs undergo orientation/training to ensure the effective and efficient delivery of services using CBR as a strategy. The Council coordinated with the 17 RCDA's in the identification/selection of pioneer LGUs in their respective regions.

- **Development of the Philippine CBR Manual: An Inclusive Development Strategy**

The Manual is intended for local government leaders and partners in establishing and sustaining CBR in their municipalities. It provides guidelines on cost effective and simple ways to start, or to complement existing programs using the CBR strategy, so that persons with disabilities are included and be contributing members of the community. It is the "general framework that will guide agencies/organizations how to start using CBR as service delivery strategy focusing on their respective domain.

The Manual is for the Local Committees on Disability Affairs, for the LGU focal persons on disability, for barangay leaders and for community workers and volunteers responsible for the management and implementation of programs and services.

It is also for people with disabilities and their families who are interested in organizing themselves to advocate for their rights and to work in partnership with the LGU and the community for an inclusive society for all.

- **Passage of NCDA Board Resolution organizing/designating a CBR- Training and Development Committee (TDC) as the lead executing body of the CBM-CBR Coordinating Office, to undertake training programs and implement CBR projects in the Philippines and approving the Terms of Reference (TOR) for the purpose.**
- ***Organization of the CBR Training and Development Committee (TDC) with the CBR-CBR Coordinating Office as the Secretariat. CBR-TDC members volunteer their services towards the attainment of its functions. The Council provide technical support and guidance to the CBR-TDC in the coordination/preparation/ implementation of CBR activities/undertakings such as:***
 - ***Conduct of CBR Orientation, Stakeholders Forum and Strategic Planning for the 15 pioneer LGUs.***
 - ***Conduct of Regular Monthly TDC meetings***
 - ***Development of CBR Training Designs/modules on CBR Training of Trainers (TOT), CBR Orientation and Stakeholders' Forum.***
 - ***Conduct of the First Regional Team Training on April 20-24, 2009. The training aimed at developing a core group of CBR trainers in Luzon, Visayas and Mindanao clusters who will be responsible for training the pioneer LGUs***

utilizing the CBR Manual. The team of trainers is responsible to address the training needs of LGUs in the region as they implement CBR as well as monitor implementation for sustainability. It also involves the adoption of the Philippine CBR Manual as a tool for the effective and efficient implementation of the CBR in the local government units.

- ***Conduct of Eight (8) CBR Pre-Congresses in Luzon, Visayas and Mindanao were conducted to ensure representation and participation at the Philippine CBR Congress.***

- ***Conduct of the First Philippine CBR Congress held on August 25-27, 2009. The Congress aimed at celebrating the gains made through CBR while addressing current challenges in the Philippines and promotes adoption of CBR by Local Government Units. One of the highlights was the development of the Philippine CBR Network which will be part of the CBR Asia-Pacific Network.***

- ***Finalization and launching of the Philippine CBR Manual: An Inclusive Development Strategy. The Manual was launched during the Philippine CBR Congress. Copies of the Manual were distributed to interested LGUs, DPOs, community leaders, professionals, and disability NGOs pursuing CBR approach.***

- ***Sustained provision of TDC members' mentoring/technical assistance with 15 pioneer LGUs in the institutionalization of CBR (including San Jose Buenavista, Antique; Dumangas, Iloilo; Opol, Misamis Oriental; General Santos City; Davao City; Tagum City; Surigao City and Cadbadbaran in CARAGA; Asipolo and Aginaldo in Ifugao; Tabuk, Kalinga; San Fernando City and Florida in Pampanga; Tiaong, Quezon; and Aborlan, Palawan. A number of other LGUs from Isabela and NCR will join the pioneer list in 2010.***
- **Participation in the 1st Asia-Pacific CBR Congress in Bangkok, Thailand on February 18-20, 2009.**

The First Asia-Pacific CBR Congress was held in Bangkok, Thailand on February 18-20, 2009 as a joint initiative of the UN agencies, governments and the civil society. The Philippines as one of the leading countries in the implementation of CBR in the Asia-Pacific Region was chosen unanimously by the participants to host the 2nd Asia-Pacific CBR Congress in 2011. The participants believe that best practices abound in the Philippine implementation of CBR, which is to be rightfully shared with other Asia-Pacific countries.

Subsequently, NCDRA passed a Board Resolution constituting a National Organizing Committee (NOC) to spearhead the preparation, organization and conduct of the 2nd Asia-Pacific Community-Based Rehabilitation Congress in 2011. The

Organizational Meeting of the NOC for the 2nd A/P CBR Congress in 2011 was held on December 11, 2009. The NCDA as lead agency chairs the Committee as well as serves as its Secretariat. The NOC agreed that the 2nd A/P CBR Congress will be held on November 29 to December 1, 2011.

The 2nd Asia Pacific CBR Congress will be an opportunity for countries in the A/P region to discuss the best practices relative to the implementation of the CRPD and their experiences to establish the link of Community-Based to the UN-CRPD. It will initiate the discussion in the area of how CBR will be a meaningful tool in generating awareness and in establishing the support mechanism to ensure that persons with disabilities will enjoy the realization of their rights and the protection and respect of their dignity. Further, the Congress shall be able to develop some guidelines on the CBR A/P Network direction to ensure the harmonization of domestic laws to the CRPD. Countries in the Region that ratified the CRPD are obligated to ensure the realization of rights of persons with disabilities.

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Cubao, Quezon City

WORK EXPERIENCES:

Planning Officer II
National Council on Disability Affairs
1989 – present (Programs Management Division)

- **Formulates, coordinates, implements and monitors plans, programs and policies aimed at assisting the clientele with disabilities in their rehabilitation process.**
- **Handles the Inter-Agency Committees of the Council which address issues and concerns of persons with disabilities that include training, employment and livelihood as well as the community-based rehabilitation (CBR).**
- **Provides technical assistance to self-help organizations of persons with disabilities in the planning and implementation of programs/projects.**
- **Plans and implements assigned projects such as conduct of consultation dialogues/meetings, seminars, workshop, conferences and trainings on disability related matters.**
- **Establishes and maintains linkages with GOs/NGOS and organization of and for persons with disabilities in the**

planning, implementation and monitoring of assigned programs/projects

- ***Draws specific task objectives, timetables and activities, framework and other guidelines and methodologies.***
- ***Formulates proposals and technical reports on disability related matters.***

Focal Person:

Community-Based Rehabilitation (CBR)

Sub-Committee on Training, Employment and Livelihood

Empowerment of Women with Disabilities

NCDA-JICA Non-Handicapping Environment Project – Opol, Misamis Oriental

Project Evaluation Officer

National Council for the Welfare of Disabled Persons

1988 – 1989 (Programs Management Division)

- ***Monitors and evaluates activities/projects on disability prevention and rehabilitation and analyzes data and prepares progress reports***

EDUCATIONAL ATTAINMENT:

- ***Master in Management
Trinity College of Quezon City (1999-2000)***
- ***B.S. in Business Administration Major in Management
–University of the East***

ELIGIBILITY:

- ***Career Service Professional Level***
- ***Career Service Sub-Professional Level***

ORGANIZATION/AFFILIATION:

- ***Couples for Christ – Chapter Head***

TRAININGS/SEMINARS/TRAVELS ABROAD:

**2009 - CBR Congress
Bangkok, Thailand**

**2005 - Strengthening Employment for Persons with
Disabilities
Tokyo International Center, Japan**

**1998 - Technical Cooperation for Developing Countries
(TCDC)
South Korea**

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The Creation of a Non-Handicapping Environment (NHE) for Persons with Disabilities in the Rural Areas in the Philippines

MYRLA P. SEDENIO

National Council on Disability Affairs

Philippines.

Cause and Consequence of Disability

Using the WHO estimate that 10% of a given population, the Philippines is home to 9.5 million Filipinos with disabilities. Of these 9.5 million Filipinos with disabilities, 80% live in the rural areas where fruits of development could hardly reach them. Consequently, majority are poor and marginalized.

Poverty is both a cause and a consequence of disability. Firstly, poverty causes disability. Malnutrition and unsanitary living conditions as a result of being poor are the most significant causes of disability especially among children. The poor does not have access to basic services and cannot avail of/afford high cost of services available in cities/urban centers. Secondly, disability causes poverty for it has economic implications to a family who has a member with disability. A family member has to take care of the person thus he/she is deprived of the opportunity to contribute to the income of the family. Most significantly, PWDs are often excluded from community activities that prevent them from contributing productively to the household and the community.

Access is one of the key issues that make the PWDs became trapped in poverty. Physical barriers limit the people with disabilities' participation and access to opportunities towards self reliance and independence. Most of the progress made on accessibility in the country seem to be concentrated in cities/urban areas. Physical barriers to built-environment is a major concern. Buildings, establishments and the facilities are not accessible to PWDs. Wheelchair users have to be carried up and down the stairs by 2 or 3 people. Even when some facilities have ramps, these are too steep and lack appropriate handrails. There are more access problems in the rural areas. Initiatives are growing for promotion of accessibility for PWDs especially in urban areas while the rural areas are left behind.

Towards Barrier-Free and Rights-Based Philippines: Creation of Non-Handicapping Environment for Persons with Disabilities in the Rural Areas.

The Non-Handicapping Environment (NHE) Project, a partnership project between the National Council on Disability Affairs (NCDA) and the Japan International Cooperation Agency(JICA) aims to create a social and physical barrier-free community in the rural areas of the Philippines, contributing to the enhancement of physical environment for PWDs and the improvement of their participation in community activities. Likewise, it will raise awareness and build capacity on accessibility among community members, thus educating the community as a whole will promote a barrier-free rural community towards full participation of PWDs in all community

activities which will also be replicated in other municipalities. Two (2) pioneering municipalities have been chosen for the project namely: Opol, Misamis Oriental and New Lucena, Iloilo which undertake activities under the five (5) project components namely: implementing mechanism, profiling, capacity development, advocacy and networking.

1. Implementing Mechanism:

The project is managed under the clearly defined implementing and monitoring mechanism with the participation of PWDs.

2. Profiling:

Profiles of pioneering municipalities on NHE are established.

3. Capacity Development:

Capacity of NCDA, association of PWDs, pioneering municipalities and other stakeholders is developed to promote physical and social accessibility. (built-environment, legislation and people's attitude).

4. Advocacy:

Advocacy on NHE and the rights of PWDs is promoted.

5. Networking:

An established NHE network (implementing mechanism) is strengthened/expanded to promote NHE.

The project will be undertaken for the duration of four (4) years. A Japanese expert, Ms. Noriko Saito has been

dispatched to carry out the management of the project from the ex-ante evaluation to its implementation. At present, two (2) JICA experts have also been dispatched namely Ms. Naoko Ito, for project coordination and training and Mr. Daisuke Sagiya, Chief Advisor for the over-all management of the project from 2009-2011.

A NHE Core Group has been organized composed of representatives from NGAs, NGOs and the sector with disability to serve as an advisory body to the project. It also provides technical and administrative support with their agencies' mandate/thrusts. Likewise, it has a Joint Coordinating Committee (JCC) composed of the following and its functions, to wit:

Composition

- (1) - Chairperson: Chairperson of NCDA**
- (2) - Members from Philippine side**
 - Project Manager**
 - Chairpersons of RCDAs of Region VI and Region X**
 - Municipal Mayors of Opol, Misamis Oriental and New Lucena, Iloilo**
 - Assistant Secretary or Director of Programs**

Management

Bureau of DSWD

- Assistant Secretary or Director of Local Government Development of DILG**
- Assistant Secretary or Director of Bureau of Design of DPWH**

- **Chairperson of NHE Core Group**
- **Personnel concerned to be decided by the Philippine side**
- (3) - **Members from Japanese side**
 - **Japanese Experts**
 - **Resident Representative, JICA Philippine Office**
 - **Personnel concerned to be decided by the Japanese side**

Functions

The Joint Coordinating Committee will meet at least once a year and whenever it is deemed necessary to:

- 1. review and approve the annual work plan of the Project to be formulated under the framework of the Record of Discussions;**
- 2. review the overall progress of the Project as well as the accomplishment of the annual work plan;**
- 3. exchange views on major issues arising from, or in connection with the Project; and**
- 4. facilitate coordination with other relevant authorities.**

Philosophy of the NHE project

❖ Empowerment of PWDs

- **PWDs are contributors to their communities. They are experts on disability issues so that they are the center of the project.**

❖ ***Social Model of Disability***

- ***Disability has been a "burden"; people with disabilities are "burdens" to society is an old paradigm. Now with the CRPD concerns of PWDs are not need-based but rights based. Physical and social barriers in the environment make people disabled, so society/environment must change to allow persons with disabilities to participate fully in all aspects of community life and PWDs are agents of change.***

Focus of the NHE Project

The focus of the project is enhancing physical and social accessibility. In society, there are at least four (4) barriers:

- 1. Physical environment***
- 2. Information and communications***
- 3. Regulations and systems***
- 4. Thoughts and attitudes***

In the project, built environment of physical accessibility, regulations and systems, thoughts and attitudes of social accessibility have been focused.

Overall Goal of the Project:

A Non-Handicapping Environment (NHE) in light of the participation of PWDs is promoted in other rural municipalities in the Philippines

Project Purpose

Pioneering municipalities in close collaboration with NCDA create a Non-Handicapping Environment (NHE) in the rural areas, where physical and social accessibility (built-environment, legislation and people's attitude) are promoted.

Project Implementors

The implementors of the project are as follows:

- *NCDA – handles the overall management of the project***
- *Municipal Local Government Units (LGUs) – as implementors of the project at the local level***
- *JICA – provides technical expertise and support as the project being a technical cooperation between the governments of Japan and the Philippines.***

Project Target Beneficiaries and Impact

The ultimate beneficiaries of the project are PWDs in the rural areas and the primary beneficiaries are NCDA and the selected sites. Through this project the capacity of NCDA and LGUs to promote physical and social accessibility will be strengthened.

The Project will also yield the following significant results:

- 1. The increased awareness will make local government units realize/understand other unmet needs of PWDs such as access to rehabilitation, assistive devices, etc.***
- 2. The increased mobility options that result from the project will raise community awareness to improve the***

- self-confidence of PWDs and their sense of belonging to the larger society.*
- 3. It will create inclusive community.**
 - 4. PWDs will have increased opportunities to economic and social activities**
 - 5. Access to services and physical accessibility are increased.**
 - 6. A mechanism is created to monitor built environments and people understand the needs of PWDs in built environments.**

Project Update/Status

The project in consonance with its five (5) components have undertaken various activities in 2007 and 2008 which include the ex-ante evaluation phase and other NHE preparatory activities for the two (2) sites to wit:

- **Consultative meetings**
- **Orientation and planning workshops both at the National and LGU levels**
- **Signing of the Record of Discussion (RD) between the Philippines and Japanese Governments on September 24, 2008. The RD contains measures to be taken by JICA and the Republic of the Philippines for the successful implementation of the NHE Project**
- **Team building workshops**
 - **For the NCDA Officers involved in the project & NHE Core Group Members in the national level.**

- In the two (2) LGUs sites, it was attended by concerned NGAs, NGOs and the Project Management Teams for the NHE Project
- NHE Core Group Meetings

These preparatory activities have been conducted at both national and LGU levels and actively participated in by concerned NGAs, NGOs, DPOs, PWDs, other stakeholders and the members of the Project Management Teams for the NHE Project in the two (2) sites.

The teambuilding, consultative/planning workshops held at the two (2) sites laid the ground work for identification and assessment of their needs including the forging of cooperation and the preparation of their work plans for the duration of the project. Most importantly the activities gave impetus to the development of the involved sectors both at the national and LGU levels to work as a team toward the achievement of the project goal.

For 2009, the following activities were undertaken for the two sites:

- *Teambuilding workshops*
- *Strategic Planning Workshops and MOA signing between NCDA and LGUs*
- *Orientation of Barangay Officials on the NHE Project*
- *NHE Core Group Meetings*
- *NHE Orientation Training for Policy Makers and Key Personnel of Pioneering Municipal Local Government Units*

- ***Training of Trainers on PWD Registration: Profiling Phase of the NCDA-JICA NHE Project***
- ***Access Audit Trainings***
- ***Training of Trainers for Disability Equality Training (DET)***
- ***DET Seminar for NCDA Staff Board Members and other Concerned NGOs***
- ***DET Follow-Up Meetings and Empowerment of PWDs***
- ***Meeting on Attitudinal Survey***
- ***Preliminary Meeting for the 1st Joint Coordinating (JCC) for the NHE Project***
- ***1st Joint Coordinating Committee Meeting***

The Local Government Units (LGUs) for their part are allocating budget to implement activities on the NHE project relative to their action plans. Accomplishments toward this end is the construction/putting up of accessible facilities and features in their respective municipalities like the municipal halls, health centers, parks, markets and schools.

Next Steps

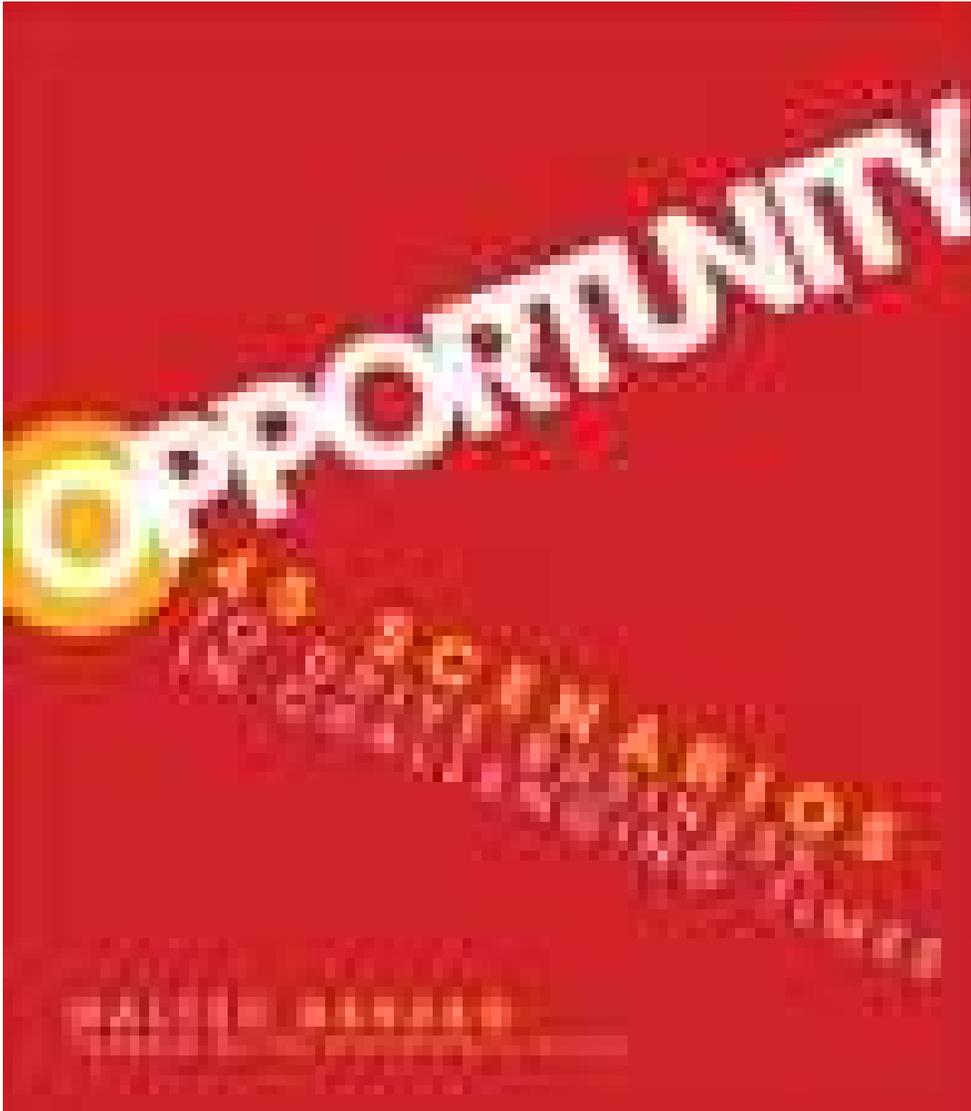
This year, more activities are expected to be done to fastrack the implementation of major activities of the five (5) components of the NHE project specifically in the areas of Profiling, Capacity Development, Advocacy and Networking. Focus is on the Attitudinal Survey to address the social accessibility of the project being conducted by the Research Institute for Mindanao Culture (RIMCU), Xavier University, Ateneo de Cagayan for the two (2) pioneering municipalities. More intensified advocacy shall also be on the center stage of

the project focus for the year to develop social accessibility for persons with disabilities.

MYRLA P. SEDENIO
National Council on Disability Affairs
Email: council@ncda.gov.ph

Book Received:

1.



Opportunity: 45 Scenarios to Drive Your Business in Challenging Times

Walter Derzko

ISBN: 978-0-470-73761-3

Hardcover

272 pages

Appeal:

1.

ERQ Call for Papers:

New Groups and New Methods? The Ethnography and Qualitative Research of Online Groups

Special Issue (volume 4, number 2, 2011) of "Etnografia e Ricerca Qualitativa" (Ethnography and Qualitative Research)

Edited By: *Stefano De Paoli & Maurizio Teli*

Online groups, also called "virtual worlds", "virtual communities", or "digital collectives", are those social groups whose members' interactions are mediated primarily by the Internet. Participation in these groups has a variety of purposes and takes place via a variety of technological platforms. These include, for instance, platforms for social networking (such as Facebook, Second Life and social networks in general), platforms that have a productive purpose for participants (such as projects for the development of Free and Open Source Software), or platforms whose goal is to provide entertainment or a pastime for users (for instance Multiplayer Online Games such as the Massive Multiplayer Online Games or Online Poker).

Nowadays, the social relevance of this phenomenon has become quite clear in several areas. For example, social networks like Facebook or MySpace now count millions of users that interact online, with a variety of goals, practices and tools (Beer, 2008). The proliferation of socio-technical phenomena such as Wikipedia, Creative Commons and Free and Open Source Software has changed some of the traditional assumptions about organizational hierarchies and paid labour (Kelty, 2008). Or again, Online Games' virtual economies are tied to real economies, in ways that challenge traditional assumptions about property (Castronova, 2005).

Social, cultural, economic, and technological dimensions are, therefore, closely intertwined in the phenomenon of Online Groups. In this special issue (volume 4, number 2, 2011) of "Etnografia e Ricerca Qualitativa" (Ethnography and Qualitative Research) we are looking for contributions with a strong empirical bias that can tackle this hybrid complexity and that specifically offer reflections and practical experiences for a discussion on the theoretical and methodological dimensions of the phenomenon. This involves reflecting on one or more of the following topics:

Firstly, some reflections might focus on the theoretical dimension. Often the literature, in both the social sciences and economics, for example Benkler's (2006) or von Hippel's (2004) works, has associated the birth and proliferation of online groups with a process of democratization and the construction of a new democratic balance of power and knowledge. (Consider the case of Free and Open Source Software or the advent of Web 2.0 and User Generated Content.) However, this literature is often linked with individualistic approaches, the methodological dimension of which does not focus on the "fine grain" of social practices and on the power relationships these practices might imply. One of the goals of this special issue is therefore to stimulate a debate on how ethnographic or qualitative research in general can help to balance this optimistic view, in which "online" is seen as a place of pure democracy.

Secondly, the research on online group interactions requires a discussion of and reflection on the assumptions of traditional qualitative and ethnographic research. Indeed, the researcher herself is required to take part in online interactions and to use the Internet to conduct the re-

search. This consideration illustrates that there is an inherent reflexive element: the researcher studies a phenomenon that she is also contributing to identify. It is therefore important for researchers to reflect on the use in research of the same technologies and platforms used for online interactions. This includes, for instance, tools for collecting qualitative data, for analyzing data and also for the communication/dissemination of research results. Examples could be: the use of blogs or wikis as tools to keep and organize field notes or even to build a relationship with participants in the online groups themselves; the use of online resources (such as software tools) that can be used for data collection and analysis, for example extensions for the Firefox browser or web-based CAQDAS software; and the use of blogs, wikis and other platforms to disseminate research results, in this way contributing to the construction of online interactions.

Finally, ethnographic and qualitative online research requires specific reflections on the ethical aspects of the research. For instance, the availability of archived material in a space that is neither public nor private, according to classical categories in the ethics of research, and whose authors are not always reachable, poses challenging problems. Indeed, often the user communications and interactions are public, in the sense that they are easily accessible by almost anyone through an Internet connection. This type of "sharing in a limited context" by users raises ethical questions for researchers, as the users' original purpose was not to provide "data" for researchers (Bakardjeva and Feenberg, 2001). Therefore, an approach that takes the situation into account should be used when discussing the status of public/private information in relation to Internet conversations and interactions (Teli, Pisanu, Hakken, 2007).

In conclusion, we invite empirically grounded research papers that address one or more of the dimensions outlined above, but which may also expand them and include other aspects. Contributions might include (but are not restricted to):

- The ethnography and qualitative research of online groups: social networks, online games, Wikipedia, etc.
- The construction of groups: the role of the researcher and qualitative research
- Ethnographic and qualitative approaches to power and to online data
- Power and knowledge: digital archives, avatars
- Your experiences with using online technologies for the collection and analysis of qualitative data
- The ethics of qualitative research on online groups

References

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- Kelty, C. (2008). *Two Bits: The Cultural Significance of Free Software and the Internet*, Durham, NC: Duke University Press
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IL: University of Chicago Press

Bakardjeva, M. and Feenberg, A. (2001). Involving the virtual subject. *Ethics and Information Technology*, 2, 233-240.

Teli, M., Pisanu, F., and Hakken, D. (2007). The Internet as a Library-of-People: For a Cyberethnography of Online Groups [85 paragraphs]. *Forum Qualitative Sozialforschung / Forum: Qualitative Social Research*, 8 (3), Art. 33, <http://www.qualitative-research.net/index.php/fqs/article/view/283/621>.

Important Dates:

15 May 2010: Abstract of maximum 500 words. We will accept any abstract we consider interesting for the aims of this special issue. The selection of the articles to be published will then be done on the basis of the Full Papers.

Full Paper Submission: 15 September 2010

Review Results: 15 December 2010

Final Paper (maximum ten thousands words), camera-ready: 15 March 2011

Abstracts and Articles may be submitted in English or Italian. Articles must be submitted via email to the editors (see address below) in the Journal's approved house style.

Please read the Guidelines for Submission first! They are at <http://www.mulino.it/edizioni/riviste/etnografia/norme.pdf>

You can access information about the house style at <http://www.mulino.it/edizioni/riviste/etnografia/norme.pdf>

Please note that submissions not in the house style will automatically be returned to authors for formatting. The journal is peer-reviewed and authors are expected to take reviewers' reports into consideration when finalizing their papers for publication.

Queries: Stefano.depaoli [at] nuim [dot] ie and Maurizio [at] maurizioteli [dot] eu

About the Journal:

Etnografia e ricerca qualitativa (Ethnography and Qualitative Research) is a peer-review journal that hosts high-quality, original ethnographic and qualitative research, combining careful empirical observation with sound theoretical reflection. The journal has a wide and diverse audience, and the paper accepted and published are directed toward such an audience, not only toward the readers of the specific research field of the writers.

The journal covers traditional areas of ethnographic inquiry, such as urban ethnography, deviance, work and occupational communities, immigration and ethnic relations, but also promotes the ethnographic analysis of scientific practices and knowledge, information and surveillance systems, religion, politics, the media, sport and the arts. ERQ is not committed to any specific theoretical approach, and is open to papers influenced by different theoretical traditions, provided they are based on accurate field research. It is published in Italian, but the web version is bilingual (Italian/English). Some articles are also published in French.

2.

The 11th Participatory Design Conference. PDC 2010.



November 29 - December 3, 2010. Sydney , Australia .

www.pdc2010.org

May 3 is the final submission date for research papers and proposals for workshops and tutorials. All other submissions are due on August 3.

Full submission details are available from the conference website www.pdc2010.org.

Follow us on twitter@PDCSydney. And join us to celebrate the first PDC to be held in the southern hemisphere!

Full Call for Paper:

The 11th Biennial Participatory Design Conference (PDC 2010) Participation :: the challenge

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

www.pdc2010.org ---- twitter: @PDCSydney

Join us to celebrate the first PDC to be held in the southern hemisphere! The conference theme for this Participatory Design Conference, PDC 2010, is: *Participation :: the challenge*. Participation is the complex, contested, changing, creative and celebratory core of participatory design. We invite you to explore what participation can and needs to mean in the design contexts where we are working now and those we are likely to encounter soon. While current 'best practice' in many areas of interactive technology design now at least pays lip service to people's participation, how is this participation being negotiated and defined, and by whom?

And if Participatory Design methods developed some 20 years ago have become standard design practice, how do we go about developing the methods that will define standard design practice 20 years from now? In this deliberately forward looking PDC we invite you to join us to explore the current and emerging equivalents to the pioneering Participatory Design focus on involving people in the introduction of technology into their work. What are the important areas where people need to participate now? How does the 'new' generation of designers see participation? How are new information and communications technologies impacting what participation means and how it can be enabled? What are the roles of participants? How do we learn to identify and communicate the seemingly-participatory, where it is only appearances and decoration that are offered for people's decisions? Is participation the new black? Participatory Design is a diverse collection of principles and practices aimed at making technologies, tools, environments, businesses, and social institutions more responsive to human needs. It brings together a multidisciplinary and international group of software developers, researchers, social scientists, managers, designers, practitioners, users, cultural workers, activists and citizens who both advocate and adopt distinctively participatory approaches in the development of information and communication artefacts, systems, services and technology. A central tenet of Participatory Design is the direct involvement of people in the codesign of things and technologies they use. A central concern has always been to understand how collaborative design processes can be driven by the participation of the people affected by the technology designed.

Participatory Design Conferences have been held every two years since 1990 and have formed an important venue for international discussion of the collaborative, social, and political dimensions of technology innovation and use. More recently, the conference agendas have broadened to address participatory approaches in a variety of other arenas, including communications, computer supported cooperative work (CSCW), healthcare, new media, architecture, the arts, and others.

PDC is a lively event with a range of different activities.

We invite submissions of:

Research papers: (full paper – maximum 10 pages)

Research papers should report on completed research which furthers topics in Participatory Design. Research papers will be published in the ACM International

Conference series. High academic standards will be expected. Each submitted paper will be double blind reviewed by at least 3 reviewers. Accepted papers should

be revised according to the review reports and the language should be checked by a native English speaker.

Exploratory papers: (short paper – maximum 4 pages)

Exploratory papers should present ideas that could benefit from discussion with members of the Participatory Design community. These papers may include work-inprogress, experiences of reflective practitioners, and first drafts of novel concepts and approaches. Each submitted paper will be double blind reviewed by at least 3 reviewers.

Interactive workshops: (2 page proposal)

Half day and full day sessions on topics that include methods, practices, and other areas of interest and that support an interactive format where active participation beyond presentation is solicited. The proposal must justify the need for the workshop and should contain a title, goals, technique, relevance to Participatory Design and a schedule. Intended participants and how they will be recruited should also be described.

Tutorials: (2 page proposal)

Half and full day sessions for teaching conceptual frameworks, methods/techniques, and novel approaches. The proposal should contain a title, goals, technique, relevance to Participatory Design and a schedule. Please describe any handouts that you intend to make available in the proposal.

Doctoral consortium: (2 page proposal)

Full day session. The doctoral consortium is intended for PhD students working within the field of Participatory Design. It will provide students with an opportunity to present issues of concern to them in their doctoral studies and receive extensive feedback from the session co-chairs and student participants. Enrolment is limited and selection will be based on application submissions. The proposal should give an overview of the PhD project, including research question, method, how the PhD work is related to Participatory Design, the status of current work, major findings and plans for further research.

Artefacts, posters, products, interactive demonstrations:

(2 page proposal) Works may include projects, techniques, and products developed with a commitment to the principles and philosophy of Participatory Design and they may incorporate any forms or genres of information/ communication technologies or digital media (e.g., sound, still/moving images, touch, space, text, etc.). Successful proposals will be presented during an evening session where participants can interact with presenters and artefacts. The proposal should include title, goals, technique, relevance to Participatory Design and a sketch or design, as appropriate.

Participatory design industry cases: (2 page proposal)

For a special one day track presenting projects and products developed with a commitment to the principles and philosophy of Participatory Design in industry. This

is a new type of submission intended for designers working in industry to come and present and discuss Participatory Design projects that they have been part of.

It does not require academic reviewing and will be reviewed instead by an industry panel. The proposal should include title, goals, methods and relevance to Participatory Design.

Submissions should follow the SIGCHI Conference Proceedings Format. A submission template will be available from www.pdc2010.org.

The proceedings (research papers) will be published in the ACM International Conference series. Exploratory papers, Workshop

descriptions, Tutorials descriptions, Doctoral proposals, and Art work descriptions will be published by CPSR.

IMPORTANT DEADLINES

Submissions

Research papers, workshops, tutorials: May 3, 2010 acceptance notification: June 10, 2010

Exploratory papers, panels, posters, DC: August 13, 2010 acceptance notification: September 13, 2010

Final camera-ready submission: October 1, 2010

3.

On 8th Dec 2009 the Minister of Social Justice and Empowerment (MOSJE), Shri Mukul Wasnik informed about Review of NPOP at National Dementia Strategy, New Delhi. NPOP was formulated in 1999, but till date it has not been implemented by Central Govt / Pan India, due to various reasons including lack of political will. Various NGO's and activist have been advocating its implementation and review.

During this 10 years the world has changed there has been significant demography change in India's population due globalization and improved medical facility and lifestyle. The fall of joint family system and rise in nuclear family system has brought new dimension to the care and welfare of Elderly. The population of aged people above 60 yrs as on 2009 is estimated at 90 million, i.e. around 8% of total population.

According to UN the population of 60+ in 2050 will be around 20%.Life expectancy has increased 60% in last 60 years from 42yrs in 1950 to 69yrs in 2009. There is sharp increase in population of Young Old 60yrs to 69 yrs and Old old 80+. Due to this demand and needs of various age groups have changed. Now it is time for civil society and government to rethink their strategy to address the needs of Senior Citizens.

Silver Inning Foundation in association with Society for Serving Seniors has undertaken a National Online Survey to assess the requirement and need of Senior Citizens.

We request you to click on below link and participate in the National Online Survey for Review of NPOP:

<[http://questionpro.com/t/ADwMaZHLEV %20](http://questionpro.com/t/ADwMaZHLEV%20)>

<http://questionpro.com/t/ADwMaZHLEV>

<<http://questionpro.com/t/ADwMaZHLEV>>

Last Date to participate is 15th April 2010.

The final results with the recommendation will be submitted to MOSJE for welfare of Senior Citizens.

Also share the above URL and promote this survey among your friends and family through Email, groups in which you are a member, via Twitter, Facebook, blog etc

Your support will help the cause of our Elderly.

Thanks.

Dr P Vyasamoorthy

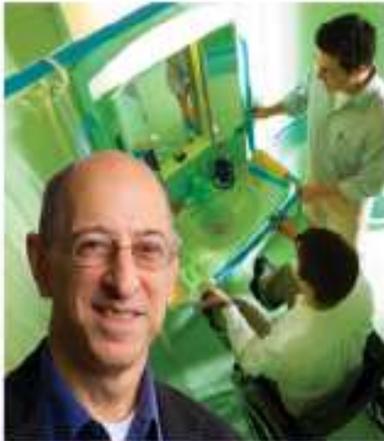
Society for Serving Seniors

<[http://sites.google.com/ site/sssglobalor g/](http://sites.google.com/site/sssglobalorg/)>

NEWS:

1.

PRESIDENTIAL AWARD FOR FACULTY EXCELLENCE



Thursday, March 25th 2010
Award Ceremony & Presentation
5:00pm
Diefendorf Hall, Rm. 146

Reception & Open House
5:45pm
The IDeA Center, Hayes Hall, Rm. 378
South Campus, University at Buffalo

EDWARD H. STEINFELD, Arch. D., AIA

Recipient of the 2nd annual Presidential Award for Faculty Excellence

Presentation & Open House:

Little Things Matter

The disability rights movement has led to many small but ultimately significant changes to building design practices. Dr. Steinfeld will make a short presentation to demonstrate how these changes are having an impact in everyone's lives and also influencing iconic works of architecture. The impact of the work of the Center for Inclusive Design and Environmental Access (IDeA Center) will be highlighted both at the presentation and at a reception and open house at the IDeA Center immediately after.

Edward Steinfeld joined UB in 1978 as an Associate Professor of Architecture. In 1984 he established the Center for Inclusive Design and Environmental Access and has led its development from a small laboratory to an internationally known center of excellence. The IDeA Center is one of the most successful research programs in architecture in the U.S.

The Presidential Award for Faculty Excellence was established to honor faculty members who have compiled distinguished records of teaching, mentorship, research, and public service.

The event is free and open to the public. To learn more about the program and to RSVP to the program, please log onto:

<https://www.ubevents.org/event/steinfeld>



University at Buffalo The State University of New York

2.

Smart Arthritis Simulation Gloves Aid Design of Easy-to-Use Products

Design and product development students are told to walk in a customers' shoes. But sometime that may not be enough, when designing new products for seniors.

US researchers have designed arthritis simulation gloves that reproduce the reduction in functional capacity experienced by persons with arthritis. The gloves help those responsible for consumer products understand how arthritis affects a person's ability to grasp, pinch, turn, lift and twist objects

From the Georgia Tech press release

As the U.S. population ages, manufacturers of consumer goods are realizing that many customers may not be as nimble-fingered or sharp-sighted as they once were. To help product designers and engineers address those changing requirements, researchers at the Georgia Tech Research Institute (GTRI) have been developing evaluation methods and design techniques to identify and address the needs of all consumers, including those with functional limitations.

GTRI's latest product is a pair of arthritis simulation gloves, which reproduce the reduction in functional capacity experienced by persons with arthritis. The gloves help those responsible for consumer products better understand how arthritis affects a person's ability to grasp, pinch, turn, lift and twist objects.

"A product manager or designer can put these gloves on and attempt to open their company's products or packaging," explained GTRI principal research scientist Brad Fain. "If they are unable to open a product or package, then chances are high that people with moderate to severe symptoms of arthritis will also have difficulty opening it."

The gloves can be used with a variety of consumer products, including medicine bottles, beverage containers, office supplies, medical devices, vehicles, cell phones and many other consumer products. They can also be used with many different types of packaging, including clamshell packages, cardboard boxes, cereal containers and foil packages.

Three companies, including Kraft Foods, are currently using the gloves in-house.

"Maxwell House always keeps our consumers' needs in mind when designing packaging," said Linda Roman, senior group

leader for packaging strategic research at Kraft Foods. "For example, we used the gloves created by the Georgia Tech Research Institute to verify that the lid on our new instant coffee jar is accessible for those who have difficulty opening jars with regular caps. The gloves helped us evaluate the EZ Grip lid to be sure that our lid is, in fact, easy for our consumers to use."

The gloves were designed to reduce a wearer's functional ability to grasp something and either pull or rotate it by 33-50 percent. They also stiffen an individual's finger joints and restrict the range of motion of his or her fingers. To create the finger stiffness and reduced finger strength experienced by individuals with arthritis, the gloves were designed with metal wires between layers of neoprene and other fabrics.

In addition to identifying ease of use issues with products, the gloves are also intended to raise awareness about issues faced by people with disabilities and to support programs focused on ease of use in design. Currently, the Arthritis Foundation in the United States and Arthritis Australia are using the gloves for such educational purposes.

The gloves can be purchased alone, or as part of GTRI's disability awareness kit, which also includes a low-vision simulation kit, a finger strength simulation kit and a CD training program. The finger strength simulation kit consists of finger exercises that are calibrated to certain amounts of force recommended for packaging and the training program teaches individuals how to use the gloves.

The low-vision simulation kit contains a pair of glasses that simulate common visual disabilities, including various degrees of cataracts, visual acuity problems, contrast sensitivity issues and age-related macular degeneration.

"A product manager can put the glasses on and observe products to see if he or she can read important things written in small print, like instructions or an expiration date," added Fain.

In the future, many baby boomers will likely demand the same access to products that they currently have -- even as their functional abilities decline.

"These older individuals will attribute any inability to open or use a product with deficiencies in the product itself," added Fain. "That message or perception can be detrimental to companies because they want to avoid being associated with a product that's difficult to use. The arthritis simulation gloves

and the rest of the items in the disability awareness kit can help companies avoid these design mistakes.”

The gloves were created through funding by GTRI’s independent research and development program. To purchase the arthritis simulation gloves or the disability awareness kit, please visit: <http://www.gtri.gatech.edu/facilities/aef>

Walter Derzko

3.

EU project gives non-tech-savvy people a boost

Advances in information and communication technologies have done people a world of good but not everyone has access to these innovations. The EU-funded I2HOME ('Intuitive interaction for everyone with home appliances based on industry standards') project, which received EUR 2.7 million under the 'Information society technologies' (IST) of the EU's Sixth Framework Programme (FP6), set out to solve this problem by designing and implementing such technologies in a 'Design for All' approach.



Failure to provide innovative tools, such as mobile phones and remote controls, to people who are not technologically savvy impedes their participation in society, obliges them to depend on others and limits their potential.

Coordinated by the German Research Center for Artificial Intelligence (DFKI) GmbH, the I2HOME project partners said an approach based on existing and developing industry standards was used to tackle this issue. The eight-strong consortium targeted the use of home appliances by the elderly as well as people with cognitive disabilities. The team also focused on making standardised and developed access strategies applicable to areas outside the home.

The I2HOME partners used middleware, which is computer software that links software components or applications. Middleware provides interoperability that effectively supports and simplifies complex applications. For the purposes of this project, middleware is used to enable various gadgets and

appliances, including air conditioning and heating, to be controlled by the interface a user has selected.

'The users of the technology have been the driving force in the project - all technical solutions are based on a thorough investigation of the users' needs and desires,' explained Dr Jan Alexandersson from DFKI's Department of Intelligent User Interfaces, who is also leading the I2HOME project.

According to the project partners, they cooperated with a number of groups so as to match the technology with their needs. Cognitive-impaired youth, people suffering from Alzheimer's disease and visually impaired persons were among those tested.

The I2HOME team is currently assessing the results of the project, and they have already demonstrated how people can use the technology in a mock-up kitchen.

'Finally, something that works,' the BBC quoted Ginger Classen, a blind accessibility expert from Germany, as saying. 'If this technology is adopted by many manufacturers, I could finally go appliance shopping like sighted people in a normal store, having the choice to buy cool and stylish products.'

The I2HOME partners noted that in order for the platform to work effectively, all the home-based appliances need to be part of one network. The team has already tested, among others, mobile phones that operate on Windows Mobile and Android platforms, and touch screens.

'I2HOME demonstrates that technology - that has traditionally been regarded as too complex for many mainstream users - can be made usable and enjoyable for older and disabled people,' the researchers explained.

Dr Alexandersson said: 'By the start of 2010, there were already more than 100 organisations and companies in Europe using or working with I2HOME technology.'

I2HOME brings together researchers and industrialists from the Czech Republic, Spain, Germany, Portugal and Sweden.

4.

Phone designs that deliver

IZWAN ISMAIL talks to Nokia's top three designers to find out what it takes to come up with a winning mobile phone

If you think that designing a mobile phone is about creating a nice casing and fitting in all the features and electronics inside, well, that's just the tip of the iceberg.

Nikki Barton, head of digital design at Nokia Design Studio, points out that a good design delivers the goods that are not only pretty to look at, but also work the way people want them to. She says a good design also should let people interact and use their device easily. "At Nokia, the motto is Look, then design, and we practise this in designing our phones," says London-based Barton, who has 20 years of experience in digital design.

"As all the models must be user-friendly, designers often spend hours observing how people all over the world use and interact with their phones. They then bring back their new insights to the studios." The Nokia design team is 320-strong from over 30 nationalities. The group includes industrial designers, material specialists, psychologists, researchers, anthropologists, engineers and interaction design specialists based in four main design studios: Espoo (Finland), Calabasas (the United States), London and Beijing.

Barton makes sure that her phone designs appeal to the masses, not just technology geeks. "I want it to be both useful and delightful to improve everyone's life," she says. A big challenge is to make sure that information is displayed seamlessly and as consistently as possible among the platforms and devices. "With a multitude of formats and services, it's key to create the best user experience possible for each audience. It's also a design challenge to keep things simple and easy to understand so that the features enhance rather than distract people's experiences," Barton points out.

So what is her favourite phone design? The E71 because "it feels so good in your hand and is impressive to use".

Nokia is always on the lookout for new talents in design. "We work with some universities in Asia, including Malaysia," Barton says.

For Jung Younghee, her work as a phone designer is mostly about forecasting future trends, focusing on people. "People's behaviour and motivation change slower than technology, but simultaneously guide its development," says the research leader at Nokia Research Center.

The 34-year-old, who has been with Nokia in London, Helsinki, Japan and the US, is now based in Bangalore.

Jung describes her job as "adding flesh and personality to new technology" so product developers understand how it can be made useful, desirable and adaptable for people. "The challenge is in coming up with better ways of how we can involve people in our design process, which is essential to the quality of what we deliver," she says. Jung has a natural eye for detail. "I've always been a keen observer, and I pick up things quite quickly. I'm inspired by the realities of everyday life and make connections between things that are not overtly related," she says. She believes that a good design should make people happy. "If something is designed well, the overall experience of the user will be positive," she says.

"For example, if you're designing a cup, you will consider how it will be bought, used, washed and stored as an item or in a group of various cups. It gets substantially more complicated when the product is used for many purposes, like how a mobile phone is." Jung points out that personalisation and convenience are key in today's phone designs.

"Being connected is still the most important feature, but the definition of what 'being connected' means is changing. The mobile phone has become the digital device that people don't leave home without. They want the phone to suit their lifestyle, whether it be expressing their personal style or customising the ways in which they want to be connected." Jung uses the N900 as her communication device. "As this device had introduced a new approach in mobile phone user interface design, it seemed like a natural choice for me. After all, I research how people use their mobile phone, so it's logical that I also try the latest devices," she says. For design manager

Robert Williams, his work revolves around giving people a better mobile experience. He is responsible for creating the icons used on Nokia phones.

"I used to work at a small agency when the Internet started to pick up, and I realised that we needed to design things that people could use to navigate their way through it. That really appealed to me because it was an amalgamation of many different design features such as animation and photography, and elements such as layout," says the 33-year-old. Williams was attracted to Nokia because the mobile communications giant offered much more user interface possibilities, and "it's an area where once again we're breaking new ground".

Much of his design aesthetics comes from his experiences. "But I have come to realise that you can't depend solely on your experiences. You need to understand people and what makes them tick," says the London-based designer.

Williams believes that a good design always keeps the user's needs central. "A good design is something that solves a problem simply," he says.

His favourite phone? The 5800 XpressMusic. "It was the first to have the new Nokia iconography that I designed. And so the screen, obviously, is lovely!" he points out.

(Courtesy: New straits times)

5. IBM and National Institute of Design collaborate on Mobile Technology Research

The National Institute of Design (NID) of India and Research Center for Advanced Science and Technology and The University of Tokyo (RCAST) has announced a new collaborative research initiative to explore an open, common user interface platform for mobile devices, to make them easier to use for the elderly, and illiterate or semi-illiterate populations in developing countries.

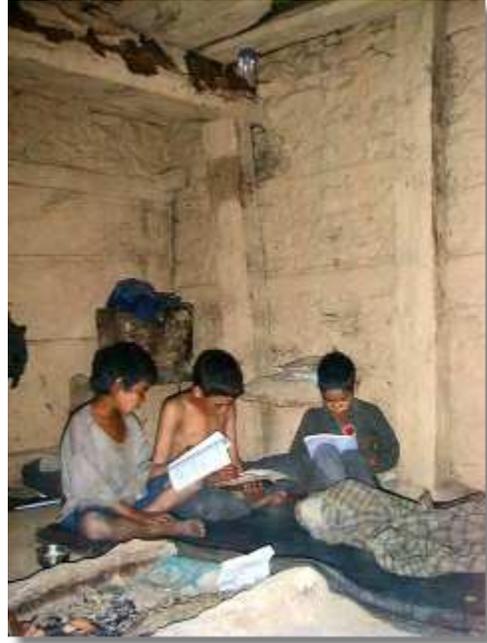
As the world's infrastructure becomes increasingly digital and governments around the world provide information and services via Web sites, it's critical that the Internet be accessible to all people, including those who are illiterate,

blind, deaf, or elderly. The aim of the collaborative research is to help make this possible.

6.

IBM is collaborating for research on aged

IBM's Open Collaborative Research is working on ways to get mobile Internet to the aged and illiterate all over the world. The initial research is happening in Japan and India and will be used to plan future endeavors including open source platforms for information sharing. Japan was chosen because of its high number of older folks and India chosen because, despite recent impressive advances, many citizens are still illiterate.



The research will include creating new user interfaces that use images rather than text.

“This collaborative research programme will result in critical insights to the accessibility requirements of the elderly people with little or no education in developing nations,” IBM Research Director (India) and Chief Technologist (IBM India/South Asia) Manish Gupta said.

Generally I'm down on electronic solutions to problems of education. However, by giving some of the most important educators on the planet – grandparents and parents – more and better tools .

7

Studio ABD wins Red Dot Design Award 2010



Studio ABD's new innovation the BPL StudyLite has done it again! This graceful rechargeable LED StudyLite, brought out only recently, has won the coveted red dot award for product design from Design Zentrum Nordrhein Westfalen, Germany. It is a rare achievement, perhaps one of the first for an Indian company to win this prestigious international award for excellence in product design.

Since 1955, the Design Zentrum Nordrhein Westfalen, one of the oldest and most highly reputed design institutions in Europe has been marking outstanding international product design with its famous dot. Red Dot stands for belonging to the best in design and business. The red dot is an internationally recognized quality label for excellent design that is aimed at all those who would like to qualify their business activities with the help of design.

With more than 4000 submissions from 57 countries, the international 'red dot design award' is the largest and most renowned design competition in the world. The red dot award bestows a seal of quality that is recognised the world over; it stands for distinguished membership of the best in design and business.

Each year an international jury of 28 judges reviews and evaluates the submitted products according to criteria such as degree of innovation, functionality, formal quality, ergonomics, durability, symbolic and emotional content and ecological soundness. BPL StudyLite scored high on these parameters to be chosen as winner from a field of 1,636 companies from 57 countries that entered a total of 4,252 entries this year. Past red dot award winners include Apple, BMW, Herman Miller, Mercedes-Benz, Nokia, Philips and Omega to name just a few.



Designed by Studio ABD in collaboration with BPL team, it has a unique form of a suspended 'halo' casting a soft light. As Abhijit Bansod says,

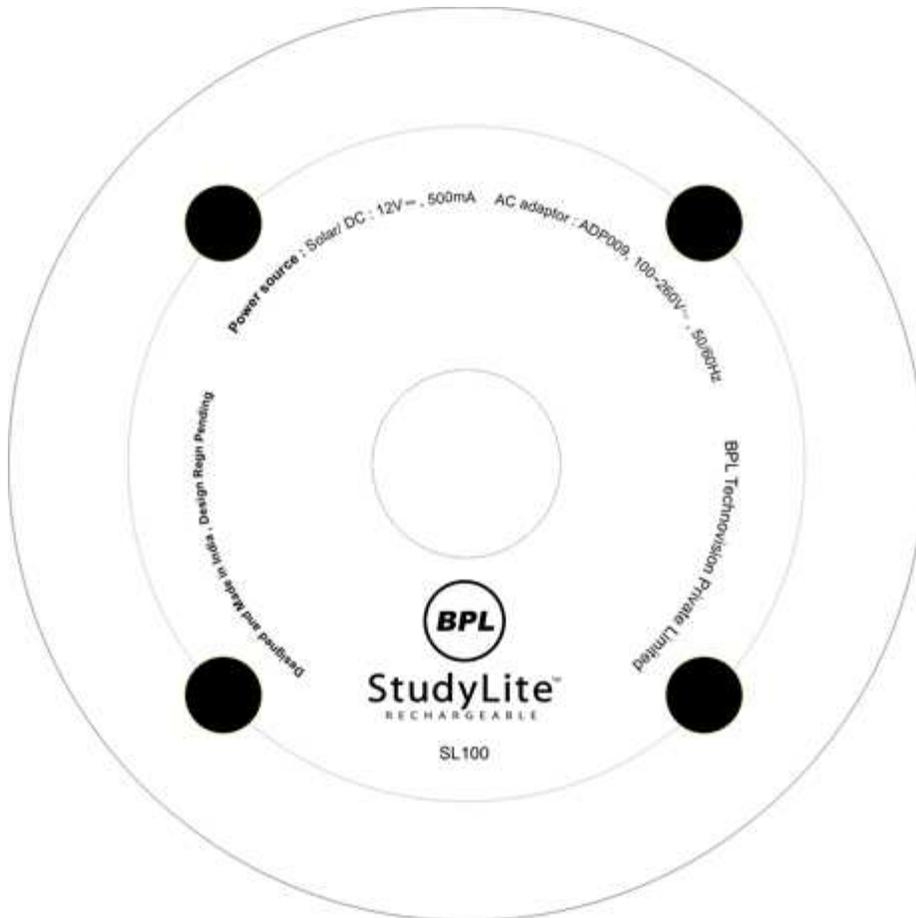
"At studio ABD, we are committed to take Indian design to a superlative level and in that quest would like to create a new Indian Design Vocabulary which is recognised globally. The 2010 Red Dot Design Award for Study Lite is a very big leap for the indian design industry. We co-create stunning products which helps businesses harness the competitive advantage of design. BPL management has shown a great design leadership quality by commissioning us to design Study Lite and also giving us a free hand to decide what is good for the end user. We always push the boundaries of technology to create unique and iconic products. BPL development team was wonderful to work with as they supported original design to very minute details. When designing BPL StudyLite, I was inspired by the ring of halo that hovers above the head of the wise and saintly. Light to me is the quintessential metaphor of enlightenment. So, I visualised a ring of light glowing over the head when a child is studying. In BPL StudyLite I have tried to keep things simple yet unique."

The ergonomic simplicity of its design makes the BPL StudyLite compact, lightweight yet sturdy, and portable. It is also very eco-friendly with its solar charging capability and low power consumption. In short, BPL StudyLite is a must-have for all discerning people who cannot resist when they see a good design.

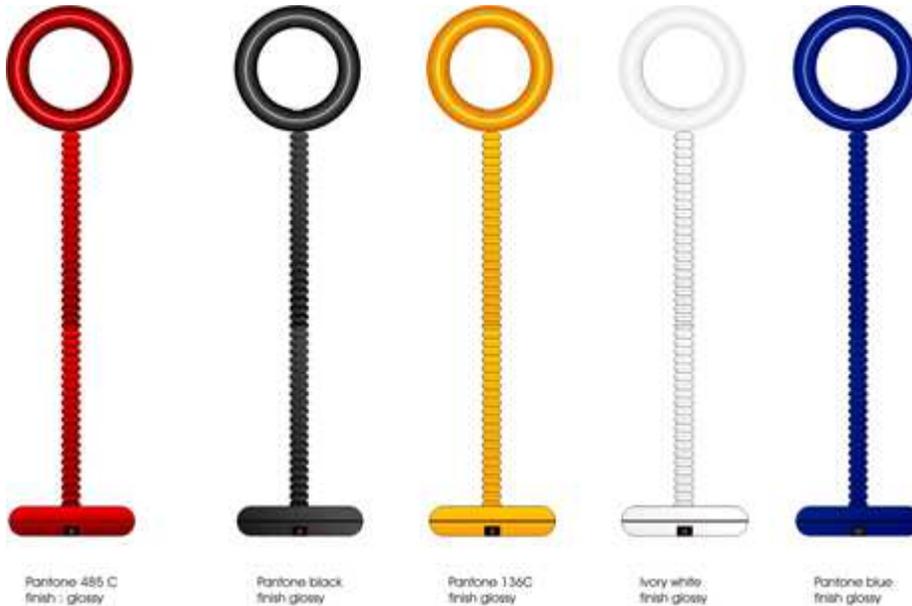
Evolution of BPL Study Lite



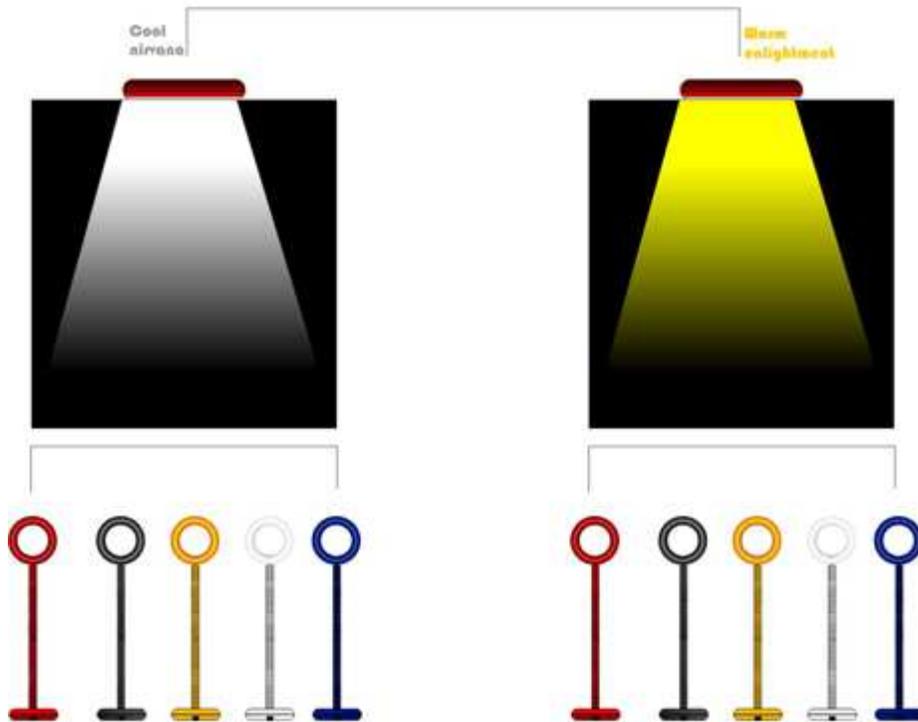
Inspiration with some initial sketches



Every lamp is marked 'Designed and Made in India'.



Shades of color for the StudyLite.



Testing between warm and cool light for the StudyLite.



The first actual prototype after months of design and testing.

Designing the StudyLite (Halo) has been an interesting journey for everyone at Studio ABD. We're really happy to have won this prestigious recognition. There's more on the StudyLite in

8.

Muñecas Llorens: For boosting a project, pioneer worldwide, aimed at designing dolls according to the principles of the 'Design for All', which resulted in the collection 'Dolls for All'. This collection has been conceived to reduce discrimination and increase the respect towards diversity of sensorial or movement abilities, consolidating the company in a new way of work and, as their slogan explains 'a new way of making dolls'.



Nominees: Eolo – Sanitas

Last October, the toy manufacturer company [Muñecas Llorens \(Dolls Llorens\)](#), together with the [Research Association for the Toy Industry \(AIJU\)](#) and the support of the [National reference centre for the personal autonomy and technical aids \(CEPAT-IMSERSO\)](#) launched "Dolls for All", the first collection of dolls more accessible and easier to use for all children, included those with some kind of physical or sense disability.

It is a pioneer experience in the World, carried out by the company [Muñecas Llorens](#) -specialized in manufacturing dolls-, with the coordination of [AIJU](#) and financed by the [Institute of the Small and Medium Company of Valencia \(IMPIVA\)](#).. "We're very satisfied with the results achieved, but this is just the first step towards a new way of making dolls. It is our goal

to keep working in this line and offer to the market a wider variety of dolls designed for all”, says Miquel Llorens, manager of Muñecas Llorens and responsible of the project.

The dolls, designed under the Design for All criteria, show certain features that make them easier to handle for all children.

- Realistic proportions, easy to identify to the touch
- Dresses easy to use, put, and identify to the touch
- Light and available in different sizes



A work team was created for the development of the dolls, consisting of experts in: play and toy quality from AIJU, physical disability from CEAPAT-IMSERSO and CRMF Albacete, intellectual and physical from [ASPRONA-La Roda](#) visual disability from [ONCE](#).

The Institute of Toy Technology carried out a previous research to study the accessibility of 1131 toys, where they found that only 27% could be considered accessible for children with visual disability and just 18% were accessible for children with physical disability.

9.

Folding plug wins design of the year prize

Royal College of Art graduate Min-Kyu Choi's ingenious creation is less than a centimetre thick when folded



Min-Kyu Choi's folding plug, which won the Brit Insurance design of the year prize tonight.

Admittedly, it's more a frustration than a matter of life and death, but it is true all the same: British plugs are awkwardly big. Tonight a graduate who became fed up with carrying round the world's thinnest laptop with what felt like the world's biggest plug won a leading design contest with his simple solution.

Min-Kyu Choi has invented the folding plug, which could replace the clunky three-pin British plug that has changed little since its inception in 1946.

His design beat off impressive competition from across the world – an eclectic mix that included fashion, newspapers, aircraft and flatpack furniture – to win the Brit Insurance design of the year award. He won a trophy and the title but, of course, it could now be much more. "It works, it looks good and I'm sure it will make him a wealthy man if it is marketed

right," said Deyan Sudjic, director of the Design Museum, which organises the awards.

"He's showing that design can be about doing everyday simple things really well and in this case transform something that is universal and brutally ugly."

Sudjic said it was one of those things that made you immediately wonder why it hadn't been done before. "There has been a lot of froth around and this reminds us what good design is all about: it's about doing things intelligently."

South Korean-born Choi, who graduated from his MA design course at the Royal College of Art in London last year, was spurred by his annoyance at having to use a heavyweight British plug with his ultra-light MacBook Air laptop. His irritation was compounded when the plug scratched his prized machine while he was travelling. On his YouTube video Choi said: "When people carry laptops with the UK plugs in a bag, it always causes problems such as tearing paper or scratching laptop surfaces and sometimes it will break other stuff."

He said the traditional three-pin plug had not been designed with mobility in mind. "I've tried to make it much thinner and safer," he said.

Choi's ingenious design is less than a centimetre thick when folded. "It only needs two simple actions – turning the main pins and opening the cover."

Artist Antony Gormley, who chaired this year's judging panel, called the invention thought-through, responsive and modest. "The folding plug shows how intelligent, elegant and inventive design can make a difference to everyone's life," he said.

The awards are in their third year and Choi follows Shepard Fairey, who won last year for his Barack Obama stencil poster, and Yves Behar and his one laptop per child project in 2008.

The awards use about 50 spotters across the world to nominate examples of good design. The 2010 shortlist also included Alexander McQueen's spring/summer collection, a social housing project in Monterrey, Mexico, and a twin-seat electric aircraft from China.

10. President plays host to India's innovators

Ranchhoddas Shamaldas Chanchad of 3 Idiots exists for real, probably in every part of our country. His innovations and attitude were not just an on-screen concept but the way of life for many farmers, mechanics students, factory workers and engineers who have put together an exhibition at Rashtrapati Bhawan on invitation of the President.

Growing trees in parched Rajasthan, designing a wheelchair that runs on breathing patterns, connecting a cycle to a razor to cut horses' hair, erecting a flour mill on a scooter, adding brakes to a chaff cutter 32 innovators have made all this and more possible with their fresh ideas and successful implementation. The public can meet these extraordinary minds at Rashtrapati Bhawan till March 14.

"It's a great platform for us. I have planted more than 1,000 tree varieties over the past 20 years in my village in Sikar without using water. I want others to know it too," said Sundaram Verma, a farmer who works on a technique through which a tree needs just one litre of water in its yylifetime.

"Just 5-6 days after monsoons retrieve, we sow the seeds. The field is planked so the water doesn't evaporate. All grass is weeded out. The water in the soil is enough for a tree's growth. Even when there was no water in our village, this technique worked," said this science graduate, who has presented his innovation in European universities but is still waiting for any support from the government. Farmers Mehtar Hussain and Mushtaq Hussain also thought out-of-the-box and made a bamboo windmill to extract groundwater for irrigating the fields. "The bamboo made it move even in low-speed air," Mehtar said.

Taking the welfare of farmers further, Kamruddin Saifi from Muradnagar near Ghaziabad attached a brake to a chaff cutter machine. "Many a men have lost their arms to such machines as they don't stop even if someone's hand goes in with the chaff. But if that happens now, the user can press the brake near his foot," Saifi said.

The exhibition showcases innovations by schoolchildren as well. Something extremely simple but really catchy was the

pulley that drags in clothes hung in open for drying if it starts raining. Its creator, 16-year-old Piyush Aggarwal from Jharkhand, said, "Often, my mother rushed me outside in the rain to collect all clothes. So I thought of this device to save myself the trouble. As water drops on the sensor, the pulley pulls the clothes inside and pushes them out again when the sensor dries."

The breathing sensor apparatus made by a class XII student from Bhubaneswar is almost unimaginable. "It's a wheelchair with sensors. A disabled person can move it in any direction by giving commands through his breathing pattern. You can also light a bulb or make a call through breathing," he said.

The scooter with a flourmill and razor attached to a cycle may read familiar. Both made a debut publicly in 3 Idiots. "My wife now doesn't have to stand in queues. She starts the scooter and gets fresh flour within minutes," said a beaming Sheikh Jahangir from Maharashtra. "It was my scooter that Kareena drove at the end of the film. The producer had contacted the National Innovation Foundation (NIF) for it," he added.

These innovators came to the city through NIF. Archana Dutta, OSD (PR) to President Pratibha Patil, said that Patil had first seen them at an NIF awards function in November last year. "The President wanted that exhibits should not remain merely displays but efforts should be made to take the next step," she said. For that, the President's office has written to various ministries to assist these innovators in linking with the industry.

(Courtesy: Times of India)

11.

**More support needed for disabled travellers, says CAA
Better communication between airlines, airports and holiday operators is needed to ensure that disabled people are treated fairly when travelling by air, according to new research.**

By Oliver Smith



It is the responsibility of airports to provide assistance to disabled air travellers Photo: ALAMY
This week the Civil Aviation Authority (CAA) gave its verdict on how well airports had implemented new European Union laws – introduced in 2008 – that make it the responsibility of airports to provide assistance to disabled travellers and passengers with reduced mobility.

The CAA has urged travel companies to improve the provision and accessibility of information, and to make it easier for disabled passengers to pre-book assistance.

The number of routes available for passengers travelling with assistance dogs should also be increased, according to the report, while better signage and information at airports is also required. It also called for greater awareness among airport staff of the range of impairments covered by the legislation.

“This review is a further step in ensuring that disabled people and people with reduced mobility receive equal treatment while travelling by air,” said Andrew Haines, the chief executive of the CAA.

“The findings of this review are being used to influence the next steps we will take to ensure that no matter which airport or airline someone uses, and no matter how their mobility is impaired, they are treated equally.”

The report follows research carried out last month by Tourism for All, a British-based charity that specialises in travel for the disabled, that suggested travel companies are failing to serve the needs of disabled travellers.

A survey of its members found that 85 per cent of respondents did not believe travel agents understand the needs of disabled travellers. More than three quarters of those questioned said they did not feel they were catered for by high street agents.

Meanwhile, the Association of British Travel Agents (ABTA) admitted that the level of awareness of disability issues within its membership was not as high as it should be, although they claimed there had been a significant improvement in recent years.

To read the CAA’s report in full, see

<http://www.caa.co.uk/docs/33/Accessible-Air-Travel.pdf>

(Courtesy: Telegraph, UK)

Program & Events:

1.



We are pleased to announce the 4th Pune Design Festival scheduled for 5-8th March 2010 at various locations across the city, being organised along with MCCIA.

Design has become the epicentre of many business success stories in India. The value of design stretches across all industries and sectors – from manufacturing to services. Recognizing this integral role of Design for the competitiveness of your businesses and betterment of our society we organize such events annually. This year's edition brings you rich and diversified events to help us learn from each other and contribute to the betterment of the Industry.

The 4th Pune Design Festival will definitely give you insight in various forms of 'designs' which will help you to create value to your field of work. You will be able to interact, discuss & debate with design thinkers, practitioners and design supporters, to discuss and evolve emerging aspects of design.

The festival will engage a wider audience and citizens into design through various seminars, workshops, events, symposiums and competitions for different stakeholders.

We would like to invite you and your colleagues to participate in the festival – which has been the pinnacle for design learning, exchange of ideas and the most powerful networking platform for industry professionals, design houses, design institutes, policy makers, media, design students and the design user industry.

We look forward to your participation and kind confirmation.

With regards

Nachiket Thakur
Chairman
Pune Design Festival 2010

Organizing Committee

Darpana Athale	Ashish Deshpande	Prashant Jogalekar
Pankaj Sapkal	Mukund Athale	Prakash Khanzode





Competition	Design for Utility
<p>Date of Submission 1st March 2010</p> <p>Time By 5:00 pm</p> <p>For whom : Students & Professionals</p> <p>Entries to be submitted to : Ashwin Deshpande 9371199502 ashwin.deshpande@designtechsys.com</p> <p>Organized by</p> 	<p style="text-align: center;">Build what you Imagine</p> <p>Design a utility aid to help the housewife make her life in the kitchen comfortable.</p> <p>(For example : Blender, spoon holder, scrubber, fruit bowl, interactive aid for recipes etc)</p> <p>Product Brief The product should be handheld (not more than 200 x 150 x 150 mm)</p> <p>Participation Entry Format</p> <ol style="list-style-type: none"> 1. Presentation in ppt format which will describe the concept - maximum 4 slides (File Size upto 1 MB) 2. CAD data in .stl format (Upto 3 MB) <p>Method of evaluation</p> <ol style="list-style-type: none"> 1. The jury will evaluate the concepts on the presentation and the CAD data 2. Ten entries will be short listed 3. Five entries will be selected to build a Rapid prototype of the concept 4. Three out of the above five will be selected as winners <p>Criteria for evaluation</p> <ol style="list-style-type: none"> 1. Originality of design 2. Detailing of the components (only the outer appearance components) 3. Quality of the CAD data relevant for Rapid prototyping <p>The design rights will remain with the participant</p> <p>Results will be declared during the Pune Design Festival 2010</p>

2. MIT to hold emerging technologies conference in Bangalore Washington, Feb 27 (IANS) About 100 leading business and tech visionaries from around the world would discuss innovative ideas and market ready incubated technologies at the annual emerging technologies conference, EmTech 2010, in Bangalore next month. The two-day conference from Massachusetts Institute of Technology's (MIT's) Technology Review is being held in India

for the second year in succession, in association with CyberMedia, from March 8.

It will cover a variety of cutting edge topics ranging from green computing techniques, clean transport alternatives and smarter energy grid to the role that wireless can play in connecting India. Special sessions on innovative diagnostics and neglected diseases will draw attention towards unheralded healthcare fields. A session on the future of nanotechnology will touch on the new capabilities, giving new ways to make things and heal bodies.

Dr. Subra Suresh, the Dean of MIT's School of Engineering, and several of his colleagues will be part of the eminent panel of speakers from around the world.

Leading Indian biophysicist and the Director General of Council for Scientific and Industrial Research Samir. K. Brahmachari and well known biotech entrepreneur Kiran Mazumdar-Shaw will engage in a fireside chat on igniting the innovation gene.

A session on neglected diseases will explore the possibilities of finding affordable vaccines against AIDS, malaria and pulmonary tuberculosis by 2015.

Eminent scientists like Dr. B V Ravikumar and Dr. Suresh Vazirani will explore the possibilities of protecting infants against at least 20 pathogens through their lives in the next 15 years.

Speaking about Emtech, the best attended emerging technologies conference in the US and held at the MIT campus since 2000, Technology Review Publisher and Editor Jason Pontin said:

"The highlight of the conference will be the two-day brainstorming sessions by a dozen researchers from MIT's Media Lab to propose innovative solutions to some India-specific technological challenges."

"Technology Review will honour 20 individuals under the age of 35 for their innovative and promising technical work that is likely to shape the future of mankind," Pontin, editor of the 111-year old technology journal from the USA, added.

The TR35 India awards will span a range of technologies from biotech, arts and entertainment, and software development to semiconductors, transportation, energy, and new materials research.

"The session on Social Innovations at EmTech 2010 will break the myth that technologies only touch the sophisticated as it will focus on developments that will benefit those at the bottom of the pyramid," says Pradeep Gupta, founder of

specialty publishing giant CyberMedia, the publishers of
Technology Review's India edition
3.

IJDesign



International Journal of Design

ISSN: 1091-3791 e-ISSN: 1094-666X

Special Issue on

Designing for Aesthetics of Interaction

Full Paper Due: 1 March 2010

Call for Papers

Now that the world of HCI has united with the world of product design, and computers are no longer merely a means for doing our jobs but also an integral part of our lives, one might question the appropriateness of functionality and efficiency as the main guiding principles for design. The spectrum of efficiency, productivity and, in general, "getting things done" has been enriched by other values, such as those represented by curiosity, playfulness, intimacy and creativity. User experience and the aesthetics of that experience are becoming increasingly paramount.

Furthermore, when we look at the abundance of interactive products on the market, we can see a shift in aesthetic focus, moving from aesthetics of appearance to aesthetics of interaction. Can designers design products that not only look attractive at first sight, but are also beautiful to use? What makes for aesthetics of interaction, how can we design for such an interaction, and how can we model and study the interactive experiences that are central to such an approach? Some more specific questions might be: What is the role of embodiment and narratives in the interactive experience? Does aesthetics of interaction require a phenomenological point of view? Can one study aesthetics of interaction without using one's hands, that is, without actually designing and building experiential prototypes?

The field of Aesthetics of Interaction is indeed emerging, and emerging in many different directions, with different definitions, different models, different implementations. This special issue of the International Journal of Design aims to reflect on the status quo and to find new paths toward a maturity of this area of research. We are seeking high-quality, original papers that address conceptual, theoretical, methodological and practical issues of designing for aesthetics of interaction—papers that will serve to enhance the overall body of interaction design knowledge. Possible topics include:

- Theoretical approaches to aesthetics of interaction—foundational notions, theoretical frameworks, philosophical embedding, and links to existing theories that are relevant to interaction design
- Methods, tools and approaches for designing and evaluating aesthetics of interaction
- Design and evaluation cases, including experiential prototypes

Schedule

- Full Paper Due: 1 March 2010
- Notification of Acceptance: 1 May 2010
- Final Version of Paper Due: 1 June 2010
- Special Issue Publication Date: 1 August 2010

Submission of Papers

Manuscripts should be prepared with the template file and guidelines found at www.ijdesign.org/author3/guidelines. Submitted papers should not have been previously published nor be currently under consideration for publication elsewhere. A double-blind review process will be employed for this special issue.

Manuscripts should be sent through the on-line system at www.ijdesign.org/submissions. Authors should choose "Special Issue on Designing for Aesthetics of Interaction" as the Journal Section when submitting papers.

Special Issue Editors

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4. Call for Papers 2010

The USID2010 pre-conference event organizing committee is inviting designers, researchers, product development professionals and students from all over the world to submit papers on ideas and research work on how technology should be enabled, utilized, and then presented as solutions to reach the masses of the emerging markets for overall socio-economic development in the following areas:

1. Education & Literacy
2. Mobility, Society, and Culture
3. Digital Communication , Media, and Entertainment
4. Collaboration and Social Networking
5. Accessibility and Assistive technologies
6. Aged and differently-abled population
7. Medical and Healthcare

The papers will be reviewed by a panel of expert professionals, both from industry and academia, which is under formation. The papers will be selected for presentation on the eve of the USID2010 conference and also for publication in the USID2010 conference proceedings.

GUIDELINES FOR SUBMISSION

1. All submissions must be in English and must include a title and author information, including author affiliations.
2. Faxed submissions are not acceptable.
3. Late submissions will not be reviewed.
4. The written paper should include a short abstract, keywords, body, and references (for more details, please see the USID2010 Conference Publication Format).
5. Submissions must not contain proprietary or confidential material and should not cite proprietary or confidential publications.
6. All submissions must be in the camera-ready format (PDF). Due to tight publication schedules, revisions will not be possible. The submitted PDF version will be considered the final version of the paper.
7. We recommend that you register using an e-mail address for communication between the review panel and the individuals. Important information will be distributed via e-mail for individuals invited to attend the conference, which must be acted on in a timely fashion.
8. Submit your papers at usid_callforpapers@usidfoundation.org

ELIGIBILITY

Open to the professionals, academicians, researchers and students.

IMPORTANT DATES

Last date of Registration: March 31st, 2010

Final Submission: June 30th, 2010

For registration send email to usid_callforpapers@usidfoundation.org with your name, institution/organization, and the theme.

REVIEW CRITERIA & PROCESS

Each paper submission will be distributed to and reviewed by experts. Care will be taken to avoid conflicts of interest/affiliation when matching reviewers and participants.

Submissions are reviewed based on:

1. Originality of the content
2. Quality of the content
3. Relevance to the theme
4. Clarity of the written presentation

SELECTED PAPER FOR PRESENTATION & PUBLICATION

Papers which has been selected for Presentation* during USID2010 conference as well as for publication in the USID2010 Conference Proceedings

PUBLICATION OF SELECTED PAPERS

The papers short listed by the review panel will be presented during the USID2010 and all accepted papers will be published in the USID2010 Conference Proceedings. Teams will be notified of acceptance or rejection the week of April 25 2010. Authors of selected papers will be expected to attend the conference in order to present their submissions to other conference attendees. USID Foundation will also notify the authors through email or phone and also through post.

5.

Writing for the Web - How to attract and retain users

Aim of the Workshop:

Get guidelines from Industry Expert on

- **Writing to increase sales and conversions on your website.**
- **How can you write to engage user and compel him to take an action.**
- **How can you interact to emotionally connect with your users.**

Highlights of the Workshop:

- **Participants will receive a certificate from TechVed Design**
- **The last one hour of the workshop is dedicated for discussion on participants' online products. Plan to bring your web content to the workshop and you will have an opportunity to compare it to Workshop samples, get expert feedback and revise it with workshop participant' s inputs.**

Who should attend this workshop:

- Content writers who are beginning to dabble in the art of online writing
- Advanced web writers looking to polish their skills
- Technical Writers
- Instructional designers
- Product Managers
- Usability professionals
- Anyone who has online presence

Venue for this workshop:

**Golden Chariot , Roof top ,
V Mall business center,
Off W.E. Highway,
Thakur Complex , Kandivali (East) ,
Mumbai – 400 101**

Date : 20th Feb. 2010 6th March. 2010 (Saturday)

Time : 3 PM to 6PM followed by one hour of discussion on participants' online products.

Workshop Fee – Rs. 1000 per participant

Mode of Payment –

- You can courier a cheque to
Techved Design

**210, V Mall Business Center .
Off W.E. Highway ,
Thakur Complex, Kandivali (East),
Mumbai – 400 101**

Along with the cheque, also send your Name, Company where you are working and Contact Details.

We will send you the acknowledgement as soon as we receive the cheque.

- You could transfer money online. The details for online payments are as below:

A/C Name: Techved Design

A/C No: 01822560001607

Bank: HDFC Bank Ltd.,

Branch: Thakur Complex Branch, Kandivli (E), Mumbai – 400101

Along with money transfer, also email the Reference Number, your Name, Company where you are working and contact details to workshops@techved.com

We will send you an acknowledgement as soon as we receive your payment.

About the Workshop instructor:
Neha Modgil – Neha is an expert on User Centered Design and Web Usability. She has taken various workshops for Web Usability and Trends in Web Design for Technology and Product teams of leading portals in India and overseas, Technical & Management teams of Internet startups and The Indus Entrepreneurs (TiE) member companies. She has been a speaker at various national and international conferences including CHI – Canada , UPA – China and CUE – Pune. Neha has also taught Interaction Design courses at MIT, Pune. Neha is also the Co-founder of a leading Usability Consulting & Research firm – Techved Design. The firm has offered Usability consultancy to clients like GE, Paypal, shaadi.com, naukri.com, Dell etc. She has experience in strategizing and conceptualizing designs for various domains like E-commerce, Social Networking sites, Intranets, Banking and Finance applications etc. She has also helped internet businesses look at their web logs and usage data to interpret user behaviour.

For any further queries,

You can speak with Sampada at : +91. 22. 40163004 / +91. 9819790931

You can also drop in a mail at: workshops@techved.com

Note : TVD reserves the right to cancel the workshop. Registrants will be promptly notified and will receive a full refund. TVD is not responsible for travel expenses or any costs that may be incurred as a result of cancellations.

UX Designer <http://www.techved.com/>

6.

The poster is a colorful grid-based design for the EPIC 2010 conference. At the top left, the Japanese character '道' (Dō) is displayed in a light blue box. To its right, the text reads: 'When: August 29-September 1, 2010' and 'Where: Midtown Conference Center, Tokyo, Japan'. Below this, a green banner contains the title 'The way of ethnography' and 'Call for Papers (CFP) * epic 2010'. The main body of the poster is divided into several sections. On the left, it lists the EPIC 2010 Co-chairs: Simon Pulman-Jones, GK, Luis Arnaiz, Inaki, Hiroshi Terasa, and Makoto. It provides a website for more information: <http://www.epiconference.com/epic2010> and an email for inquiries: info@epic2010.com. It also mentions following the conference on Twitter and LinkedIn. The right side of the poster features a table of submission deadlines for different categories:

Category	Proposal submission deadline
Papers	March 14, 2010
Workshops	April 22, 2010
Artifacts	May 2, 2010
Pecha Kucha	May 9, 2010

7.
DESIGN FOR ALL



CALL - FOR - ENTRIES

SEOUL DESIGN FAIR 2010

together with designboom promotes an international design competition.

participation is open to applicants from every country in the world, to professionals, students, and design-enthusiasts.

free registration required.

seoul international design competition 2010 is hosted by seoul metropolitan government and organized by seoul design foundation in collaboration with designboom.

design for all

future technology and daily living.

the motto of seoul international design competition 2010

envisions the realization of an egalitarian society and human values through design proposals that are easy, convenient, and pleasant to use.

especially in the environment of a contemporary city, as well as product and space, the importance of communication is rapidly increasing (most of it is based on digital technology), and design can bring convenience, safety, equality and pleasure to citizens through establishing a new order between components constituting a city.

the design for all objective is made to increase the efforts and the pursuit of design production that can be shared by all,

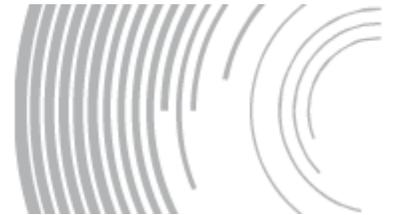
removing emotional and physical barriers by becoming an universal communicative social solution.
the total prize money of seoul design competition 2010 amounts to USD 26,000 ...

8.

bio.

bienale
industrijskega
oblikovanja

biennial of
industrial
design



3/2010

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CALL FOR ENTRIES – 22nd Biennial of Industrial Design, Ljubljana, Slovenia

Entry submissions deadline: **12 April 2010**



On 7 October 2010 the 22nd Biennial of Industrial Design will open at the Architecture Museum of Ljubljana. The Biennial of Industrial Design (known also by its Slovene acronym as BIO) is an international design exhibition that highlights current trends in contemporary design through its selection of well-designed products with an emphasis on quality, originality and innovation. The works that will be exhibited will be chosen by international Selection Committee, composed of experts from various areas of design. A selection of the best design works from around the world will be presented in three groups: A. Products, B. Product graphics and Information design, and C. Concepts.

Conditions for participation and selection criteria are stated in the Rules for Participation in the 22nd Biennial of Industrial Design>>.

Jorge Frascara: Data, information, design and traffic injuries

Series of lecture On Information Design

16 March 2010 at 7 p.m.



The presentation will outline the roles of information and persuasion in communication design. To provide an example of the possible importance of the problems that design should address, it will present the social and economic costs of traffic injuries, discussing how to turn data into information; how to contextualize information so that its significance can be perceived; and how significance is indispensable when there is a need to promote action and change.

[more >>](#)

Info BIO

Contact

Architecture Museum of Ljubljana
BIO Secretariat
Pot na Fužine 2
SI-1000 Ljubljana
T: + 386 1 540 03 48

F: + 386 1 540 03 44
bio@aml.si
www.bio.si
www.aml.si

9.

Dear Colleague,

The International Conference on Research into Design (ICoRD '11) is planned to be held at Indian Institute of Science, Bangalore, India, during 10-12 January 2011. The details are given below and a poster is attached. The conference is intended to provide a platform that fosters interactions between design researchers in India and the international community. This mail is to alert you about ICoRD '11 so that you have enough time to plan for submitting papers for the conference.

Abstracts for unpublished, original papers are solicited from prospective authors by 15 April 2010. Detailed instructions for the abstract (500 words, to be emailed as .pdf attachment to

the secretariat at icord11@cpdm.iisc.ernet.in) are given in the attached poster. The abstract will be checked primarily for relevance to the conference topics before acceptance. Acceptance will be notified by 1 May 2010. Full papers for accepted abstracts are due by 1 July 2010.

We look forward to your abstract submissions for this conference.

I would be grateful if you could display a copy of the attached poster for the notice board of your organisation/ institution, and share this mail with interested colleagues and organisations, encouraging them to participate in this conference. Please note that ICoRD '09 was attended by about 200 delegates with substantial international participation, with about 100 papers presented and published as a book.

With best regards,

Amaresh Chakrabarti
Programme Chair, ICoRD'11
Centre for Product Design and Manufacturing,
Indian Institute of Science, Bangalore, India;
Tel: +91 80 2293 2922; Fax: +91 80 2360 1975; Email:
ac123@cpdm.iisc.ernet.in

ICoRD'11 Website: <http://cpdm.iisc.ernet.in/icord'11>
ICoRD'11 Secretariat email: icord11@cpdm.iisc.ernet.in

10.



STRAIGHT TO BUSINESS

Icograda Design Week Madrid 2010

Straight to Business: Icograda Design Week in Madrid will showcase the best examples of how communication design, effectively managed and integrated into a

company's strategy can result in an improved brand image, more efficient use of resources and positive economic results.

Straight to Business 2010 will be a meeting point for designers, government officials and company executives. The programme will cover advances, case studies and actual experiences about strategy and design, communication, brand and image management.

Straight to Business 2010 will be the opportunity to learn from international case studies fostering partnerships between design and business, and an exceptional networking opportunity for international companies and design professionals from Spain and across Europe.

Straight to Business 2010 will take place from 21-25 June, as a part of the programming for the Spanish Presidency of the European Union.

11.



Design Currency: Icograda Design Week in Vancouver 26 – 30 April

Hosted by the Society of Graphic Designers of Canada (GDC) in one of Canada's most innovative cities, Design Currency: Icograda Design Week in Vancouver includes a two-day International Conference, a Design Trade Fair, and the Graphex 2010 Awards, Canada's national awards programme. www.designweekvancouver.ca

12.

Smart Living - The Way Forward for Disabled and Older People

Tuesday 15th June 2010, London



Smart living involves buildings that are tailored to the needs of the individual as well as related services such as telecare and local transport information.

This seminar aims to bring together engineers, architects, builders, communication experts, health care specialists, energy providers and organisations representing disabled and older people to develop a holistic approach to future housing needs for people with disabilities.

Seminar agenda

Find out more about [smart living for the ageing population and the planned agenda](#) for the seminar.

Supporters

This seminar has been organised by PhoneAbility and is kindly supported by:

[Cardiac](#)





ITS United Kingdom

Better transport through technology

Knowledge Transfer Network

Creative Industries

Knowledge Transfer Network

Digital Systems

Location and Timing

Knowledge Transfer Network

HealthTech and Medicines



TAHI INTEROPERABILITY FOR SMART HOMES AND COMMUNITIES





Special Issue on

Integrating Systems Thinking and Design Action

Full Paper Due: 31 May 2010

Call for Papers

The scope of design has grown from a narrow focus on the function and aesthetics of objects to a broader focus on creating intentional change in society and culture through the creation of new products, services, systems, and environments. As part of this shift of focus, design inquiry is increasingly being adopted in a growing number of disciplines as a path toward innovative progress on real issues. Furthermore, as design continues to address ever more complex problems, its expanding scope appears to be increasingly overlapping with systems design. Therefore, we at the International Journal of Design believe it is an ideal time to once again consider the relationship between systems thinking and design action.

Systems thinking focuses on understanding the relationships between constituent elements and the resulting qualities of an emergent whole as it interacts in any given situation with larger contexts and environments. Design is about actively and creatively proposing and critiquing new sets of relationships by composing newly designed wholes, and then iteratively refining these wholes with the intention of improving the state of the world. For example, consider sustainability: a "wicked" problem, made up of factors ranging from how products are designed, produced, and delivered, to factors of materiality, reuse and disposal, including ordinary people's habits and values, as well as issues of public policy and government. Any sustainability-related design must thus relate to all of these aspects while not being paralyzed by the inherent complexity involved. A systems approach could provide a holistic means for revealing potential ways of taking all of these factors into account.

Systems thinking as an approach to complex, real-world problems has been developed theoretically over recent decades by thinkers such as C. West Churchman, Russel L. Ackoff, Horst Rittel, Donella Meadows, Jay W. Forrester, Stafford Beer, Margaret Mead, Bela H. Banathy, and others. During this time, progress has also been made in developing a similar theoretical foundation for a design approach. Now is thus an ideal time to examine how these two intellectual traditions and approaches relate to one other.

For this special issue of the International Journal of Design, we are seeking contributions that will explore how a systems approach can be integrated into design thinking and action. We are also looking for examinations into the present state of systems thinking as it relates to design.

Suggested Research Themes

There are several potential research themes that we envision being part of this special issue, though we are open to other contributions as well. These potential themes are:

- What can designers learn from the history of applied systems thinking?
- How a systems approach can be integrated into design thinking to create intentional change in society and culture through the creation of new products, services, systems, and environments?
- What are the core distinguishing features of systems thinking and design thinking that could form the basis of a common approach to intentional change?



Special Issue on

Integrating Systems Thinking and Design Action

Full Paper Due: 31 May 2010

Schedule

- Abstract (optional): 31 March 2010
- **Full Paper Due:** **31 May 2010**
- Notification of Acceptance: 31 July 2010
- Final Version of Paper Due: 31 August 2010
- Special Issue Publication Date: 31 October 2010

Submission of Papers

The authors are encouraged to e-mail an abstract of no more than 800 words to <jforliz@cs.cmu.edu> by 31 March to receive a quick evaluation on suitability of a proposal.

Manuscripts should be prepared with the template file and guidelines found at www.ijdesign.org/authorGuidelines. Submitted papers should not have been previously published nor be currently under consideration for publication elsewhere. A double-blind review process will be employed for this special issue.

Manuscripts should be sent through the on-line system at www.ijdesign.org/submissions. Authors should choose "Special Issue on Designing for Systems Thinking and Design Action" as the Journal Section when submitting papers.

Special Issue Editors

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14.

Call For Entries: LG Annouces 3rd Annual Design the Future Competition Where Designers Nationwide get a Chance to Define the Future of Mobile Communication

Contestants to Compete for More Than \$80,000 in Prizes

New 'Prop Master's Choice' Award Adds a Dose of Hollywood Allure to the Competition

SAN DIEGO, March 16 /PRNewswire/ -- LG Mobile Phones, the fastest growing mobile phone brand in North America, is partnering with crowdSPRING, an online marketplace for creative services, and Autodesk, a leader in 2D and 3D design, engineering, and entertainment software, to hold an innovative competition to define the future of mobile communication. Starting on March 15th, LG Mobile Phones will give consumers the chance to design their vision of the next revolutionary LG mobile phone and compete for more than \$80,000 in prizes.

The competition will award over 40 winners. The first place winner will be awarded \$20,000, one Wacom Intuos4 medium tablet, and Autodesk industrial design software. The second place winner will be awarded \$10,000 and Autodesk SketchBook Pro software, and the third place winner will be awarded \$5,000 and Autodesk SketchBook Pro software. To reward as many people as possible in the name of creativity, LG will also be giving out a whopping 37 honorable mentions at \$1,000 each.

This year's competition marks the inaugural participation of Russell Bobbitt, a world renowned movie prop master. Bobbitt has worked on a variety of visually stunning films such as Star Trek, Iron Man and Iron Man 2™. He recently received the prestigious "Behind the Camera" prop master award for his work on the first Iron Man film. Bobbitt will serve as a guest judge to reward one contestant's cutting-edge design with the *Prop Master's Choice* award. The contestant's design will then be created into a non-working mock-up that could wind up in Bobbitt's next blockbuster film. The *Prop Master's Choice* winner will also receive \$3,000 plus Autodesk SketchBook Pro software.

"We're very excited about this competition because it gives consumers and design enthusiasts all a chance to exercise their creative imaginations and have their ideas be heard," said Ehtisham Rabbani, vice president of marketing and innovation for LG Mobile Phones. "You don't have to work for LG to make an impact on the future of mobile phones."

Autodesk will supply participants with a free 15-day trial of [SketchBook Pro](#), a paint and drawing application for use on the Mac or PC. It offers an intuitive, streamlined user interface so even new users can be productive within minutes. The 15-day trial will give all competitors access to industry-leading professional design software and levels the playing field for professional and amateur designers alike to create the phone of their dreams.

"We're thrilled to partner with LG and Autodesk on this innovative design challenge. The challenge represents the real power of crowdsourcing - by allowing anyone to have the opportunity to design the next generation mobile phone for a global leader," said Ross Kimbarovsky, co-founder of crowdSPRING. With a pool of over 55,000 designers and writers in more

than 170 countries, crowdSPRING is one of the world's largest creative communities and is an open platform where anyone can post projects or submit entries. Both seasoned and aspiring designers can submit their entries until April 26th at www.crowdspring.com/LG.

Competition Details

Eligibility: Any U.S. resident (citizen or green card holder) that is 18 years (or age of majority in state of residence) and older

Start and End Dates: The competition begins on March 15, 2010, at 12 a.m. PST and ends on April 26, 2010, at 9:00 a.m. PST

Winners will be announced on May 14, 2010 at www.crowdspring.com/LG/winners.

Prizes:

- **First Place: \$20,000 Cash Award + 1 Wacom Intuos4 medium tablet (ARV of \$349) + Autodesk industrial design software (ARV of \$500)**
- **Second Place: \$10,000 Cash Award + Autodesk SketchBook Pro software (ARV of \$100)**
- **Third Place: \$5,000 Cash Award + Autodesk SketchBook Pro software (ARV of \$100)**
- **Prop Master's Choice: \$3,000 Cash Award + Autodesk SketchBook Pro software (ARV of \$100) + 1 non-working concept mock-up creation (ARV of \$4,000)**
- **37 Honorable Mentions: \$1,000 Cash Award**

Official rules can be found at www.crowdspring.com/LG. NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED.

Job Opportunities:

1.

Forbes Marshall is a group of companies with diversified business interests and joint ventures with some of the world's most renowned names. Today we comprise several business divisions, each one partnering the world technology leader in its respective field, manufacturing products that cover the entire spectrum of energy conservation, energy efficiency, control and instrumentation for the process industry. With rapid expansion on the anvil the company is looking for dynamic professionals driven by challenge and enterprise.

We have a vacancy for the post of ***Industrial Designer***

***The responsibilities for this post are as follows*:**

- 1. A designer should be proactive in following the design process in course of the product development which involves need finding, user surveys, concept generation through sketching and implementation.**
- 2. To be able to work on various aspects of design like aesthetics, problem solving, usability issues, ergonomics and manufacturability.**
- 3. To make multiple mockups and prototypes to get the physical feel of the product.**
- 4. To coordinate with the other departments like marketing, engineering, production etc for product design and manufacturing.**

***The requirements for this post are as follows*:**

- 1. Should have *passion* *and experience* in designing *Industrial products*.**
- 2. Should be well versed with software like CorelDraw, Photoshop, Rhinoceros, or similar 3-D software for modeling and rendering etc.**
- 3. Should be able actively work in teams and to drive the project at times.**
- 4. Should be able to effectively communicate with cross functional members during the course of the project.**
- 5. Should be enthusiastic in creative problem solving and in spreading design across the organization.**

***Qualification* M.Des. Industrial / Product design preferably from IIT's/ NID or other reputed design schools.**

***Prior Qualification* BE / BTech**

***Experience* 1 – 2 years**

***No. of Vacancies* : 01**

***Location* Pune**

If interested do send your resume to ***cjames@forbesmarshall.com** or ***kghate@forbesmarshall.com** .kindly refer any of your friends for this vacancy. For any Company information please visit ***www.forbesmarshall.com** .

Industrial Designer

Forbes Marshall Pvt. Ltd.

2.

Estuary Labs (www.estuarylabs.com) is a Strategic Design firm based out of Mumbai, India. We are currently looking for freelance UI Designers and UI Developers on a few of our new projects. I would appreciate if you can get in touch with me regarding this.

Please send a mail on abhijit@estuarylabs.com

3.

Times Business Solutions is hiring, on urgent basis, for its Noida location:

- Usability Analyst (2 vacancies) with 3-5 years of experience**
- Visual Designers (2 vacancies) with 2-5 years of experience**

- HTML Developers (3 vacancies) with 2-5 years of experience
Interested candidates please send their resume to
abhishek.rastogi@timesgroup.com

4.

Position Summary:

At IDEO, Human Factors Specialists lead teams through inspiration-gathering and people-understanding experiences to uncover stories and insights that help guide design and innovation. The IDEO Boston office is looking for Human Factors Specialists with an edge, a spark, a knack. In addition to being empathetic, creative, and strategic, here are some of the qualities we are searching for:

Passionately curious " We want people who are excited to be in the field and as inquisitive about other people and their stories as they are empathetic.

Captivatingly articulate .We want compelling storytellers who can get people out of their seats and bring tears to their eyes.

Provocatively thoughtful. We want people who can challenge conventions and inspire teams and clients to translate keen observations into compelling ideas.

Sensorially inspired .We want people who are inspired by emotions and engaged in all of the senses.

Key Activities:

We are looking to fill both a mid-level role (at least 2 years experience) and a more senior one. You should have experience with design research and HF methodologies including: research planning, field work (including interviews), and synthesis to create generative design opportunities. We want people who are experimental, sensitive, savvy and even quirky. These are the people who will be truly inspiring and impactful to our lovely and lively office. Willingness to travel at least 20% is a requirement.

Additional Skills Required:

If this is you, please submit the following:

1) Your resume.

2) A cover letter that includes how you might differ from anyone else who's applying for this position. In particular, if you have background in one of the following areas, please be sure to highlight it:

Brand, communication, marketing, strategy.

Quantitative methods, statistical data.

Crowd-sourcing, web-centric research methods.

Secondary research, library science.

3) Work samples that show how you develop your field-based discoveries to the point of design outcomes or actionable design principles. (Visual examples are much preferred to text-only ones.)

5.

Nokia is hiring User Experience Designers and Visual designers to our Services UX Design team in Bangalore, India.

You will have the creative challenge of designing service experiences to satisfy deep needs and values of Nokia mobile users in markets categorized as Emerging Markets as well as emerged markets

your team will design and deliver a range of innovative services for mobile phones including personalized information services and location-based services. These experiences will be delivered through a range of mobile devices with touch UI and non-touch UI and other touch points including the web.

You will join a world-class team of UX designers, user researchers, product management and developers working closely together on these services. These stimulating roles involve solving challenging design problems with the potential reward of your designs shipping on potentially millions of Nokia mobiles worldwide.

What we need from you:

We want committed adaptable UX designers with a good range of design capabilities, plus the interpersonal skills to collaborate effectively in cross-functional multi-site product teams.

You will create design proposals, user scenarios, service UX architectures, interaction flow wireframes, and visual composite designs to satisfy target user and business needs.

You will write and iterate accurate design specifications - understanding this is essential to ensure your designs are implemented effectively.

You should be keen to apply and learn a range of UX design skills, techniques and tools to enable the delivery of world class service designs into a challenging market environment.

We want you to be passionate about user experience design and tactfully persuasive in helping your team deliver great designs.

ESSENTIAL REQUIREMENTS

- Degree in Interaction design, Digital Communications Design, Human-Computer Interaction or a related subject.
- Professional experience of 3 yrs and above designing interactions for shipping products and services with broad consumer appeal - mobile, web or media. You should be able to show examples of design proposals, interaction flows, UX architecture and design specifications from your career history.
- Senior User Experience Designers should have at least FIVE years of relevant employment experience.
- A portfolio to show your ability to design end-to-end user experiences with examples of design proposals, scenarios, use cases, interaction flows, wireframes, UX architecture, visual designs and specifications. Please make your portfolio available when applying for these roles.
- Proficiency with design tools Visio/Omnigraffle, Adobe Suite, Wireframing tools
- Excellent communications skills for presenting your ideas and collaborating with colleagues in different offices. Fluency in spoken and written English, the working language in Nokia.

PREFERRED - ANY OF:

- Proven track record of UX design for a shipping mobile phone product, e.g. Nokia or a leading competitor, especially mobile user interaction, touch UI or non-touch UI.
- Experience creating and maintaining information architecture for content based services.
- Demonstrates excellent visual communications capability.
- Experience conducting usability evaluations or UX competitive analysis.
- Familiarity with performing UX design in an agile program development.
- Experience of designing and localising interactive products and services for markets like India, China, South-East Asia, Africa or South America.
- Experience of UX task project management.
- Capability to do rapid UX prototyping using tools like Flash, flex or html and CSS. Please send your latest resumes and portfolios (zipped format) to



Job Posting

Job Title: Vice President Qualitative / Ethnography
Department: GfK Strategic Innovation
Location: Chicago, IL or Ann Arbor, MI
Job Code: MIS-VP-SI

Company Background

Headquartered in New York, **GfK Custom Research North America** (www.gfkamerica.com) is part of the GfK Group (www.gfk.com), the world's fourth largest market research company. GfK Custom Research North America combines the global resources of the GfK Group with the local knowledge of North America's leading research and consulting companies delivered by more than 700 employees in the US and Canada. Beyond our sector-specific experts, specialty practice areas and research centers of excellence, we deliver unmatched knowledge designed to help our clients grow their business.

By offering access to several of the world's largest databases combined with a full-range of ad-hoc research services, GfK Custom Research North America delivers proven, state-of-the-art solutions developed from a 360° view of each client's market. These include GfK Roper Reports®, GfK Starch® Ad Readership Studies, GfK Roper Public Affairs & Media public release surveys and more.

GfK Strategic Innovation (SI) is a rapidly expanding strategy consulting practice that specializes in "Strategic Brand Innovation", a comprehensive process of finding future market opportunity space and filling it with ownable innovation. The group uniquely combines the strategic and analytic rigor of a strategy consulting firm with the creative power of a "boutique" marketing idea shop. The practice area is headquartered in Ann Arbor, Michigan with a full-service office in downtown Chicago. Our clients are primarily major CPG companies and other non-CPG firms that value the strategic marketing and innovation disciplines.

Job Description

Based in Chicago's exciting River North area in downtown or in Ann Arbor, MI, the Vice President of Qualitative and Ethnography (Q&E) position at SI encompasses broad responsibilities in a fast-paced consulting environment, leveraging a strong research/marketing background while playing a key role in leading and managing large-scale consulting engagements.

The VP Q&E interacts closely with SI senior management and is expected to work regularly with GfK client teams from a variety of industries. SI offers a unique challenge for bright individuals who take pride in performing work with accuracy, quality, dedication and detailed follow-through in a casual, yet professional, environment where creativity and intellectual curiosity are highly regarded.

Responsibilities

- Provides vision and leadership for Q&E team, playing a key role in building a world-class team.
- Responsible for Q&E planning and budget
- Key role in new business development for Q&E – working with other GfK teams and with outside clients to develop business
- Active practitioner role managing client engagements and performing moderator/ethnographer function. Responsible for high quality project delivery.
- Manage and provide training/mentorship for logistical and other support team, providing guidance and ensuring they deliver quality, timely project work.
- Identify and recruit new talent as appropriate to the Q&E team.
- Identify and develop opportunities to take GfK Q&E into new growth areas such as on-line qualitative, social networking research, and anthropologically-based ethnography (integrating a key role for design).
- Develop a compelling capabilities presentation/"pitch" and appropriate marketing programs (in conjunction with GfK Marketing) to build awareness and interest in GfK Q&E.

Qualifications

- BA/BS in Marketing, Research, or equivalent, Masters preferred
- Minimum 10+ years qualitative or related professional experience
- Strong qualitative (ideally including some ethnographic experience) practitioner skills with track record of developing business and delivering high-quality work (with high client satisfaction).
- Strategic thinker and problem solver: ability to go beyond "the discussion guide" to provide true business insights to the client. Also, has vision for where to take a business of this nature.
- Facility with more cutting-edge qualitative approaches: understands the latest tools, and has at least some experience with them.
- Able to lead a small team: good manager, mentor, and trainer, and able to identify and recruit top talent.
- Demonstrates teamwork: Is willing to work with others in a team setting. Works toward team goals and participates in team decisions. Cooperates with others and offers help when needed.
- Demonstrates personal productivity: Achieves high levels of productivity by managing time, priorities, and personal effort; takes responsibility to ensure tasks are completed on time; strives to obtain an objective; shows a strong drive to follow through with and complete what one started.
- Ability to manage ambiguity and multi-task: Able to juggle multiple tasks and to "wear many hats", working in a fairly unstructured environment.
- Creative in approach and mindset: able to develop novel approaches to address client issues. A bonus would be strong experience and insight into Innovation and new product development work.

Application Procedures:

We offer a very competitive salary commensurate with your experience and a full benefits package. Please submit your resume and cover letter via email to hr@gfk.com. Your submission must include Job Code MIS-VP-SI in the subject line of your email and provide salary requirements in order to be considered.

ECE/M/E/V

7.

Looking for two design associates who will be working in Business Intelligence domain.

Location: Bangalore @ client's location

Employment Type: Permanent/Contract

Remuneration: Will not be a show stopper

If you are interested please send your resume to <info@peepaldesign.com>

8.

We are a design consultancy based in South Delhi specializing in interior projects (residential and shops)

We are in the need for junior interior designers and internees.

Please email your CV's along with portfolios to

sanjit@42nd78.com

9.

Looking for a Head of Marketing and Business Development Manager with 8-10 years experience for a Design firm

Location: Delhi

Role summary: He / she will have the overall responsibility to generate new projects, track prospective customers, look for additional business opportunities and maintain existing client relationships.

KEY RESPONSIBILITY AREAS

New Client Relationships

- Continuously prospect for new clients through a variety of techniques, including telephone solicitation and cold calling.
- Analyze Indian corporate scenario to identify market opportunities, prospective companies / customers and associated users of the company services.

New Projects

- Respond to client inquiries, receives RFP
- Work with Business Team to finalize the project costing and participate in client negotiations.

Business Development Strategy and Standards

- Develop business development strategies in collaboration with the CEO.
- Develop, revise and maintain costing models in collaboration with the Team Head.
- Responsible for all business communication on behalf of the company.
- Develop and maintain a database of prospective client companies across various sectors that fall or could fall within Our service offerings.

Qualification

Experience:

8 to 10 years of experience in marketing, business development, client relationship management, market research / research / design / public relations.

Excellent business communication skills, both verbal and written.

Please put me a mail with your complete profile on

09810629952 lal.subhash@gmail.com

10.

A stealth mode internet startup in Bangalore in the ecommerce and social networking space is looking for a Web Design rock star!

This person will be responsible for end2end work on interaction design, UX design, visual design, graphic design for building a world class internet product out of India. Work experience on consumer web products is critical.

The role reports into the Chief Product Officer and Co-founder of the company.

Passion for startups is crucial. The hire will be offered stock options along with a salary -- but most important is the persons own interest in building a product ground up.

The startup is backed by leading VCs and a founding team of experienced executives from top internet and non-internet firms.

If such a role excites you, please call me at 9880093148 or email me your resume, portfolio, and current salary + a short note on your motivation.

Thanks and Regards

Ujwal Tickoo

www.linkedin.com/in/ujwaltickoo

www.thebizofcoding.com

11.

We in Nokia Research Center (NRC), Bangalore are on the lookout for field researchers (to gather raw data from respondents) , as well as somewhat-senior researchers (to supervise the project), for a study to be conducted in West Bengal. Candidates would need to have excellent English communication skills, with a good knowledge of spoken Bengali. In addition, candidates for the position of senior-researcher should have a post graduate degree in Social Sciences (preferably a PhD); prior field experiences. Candidates for junior field research and raw data gathering should have a Masters in Social Sciences and prior field experience. This is for a period of 3 months. If the profiles look interesting, we could even think of extending their involvement with NRC beyond 3 months. Interested folks may please send resumes to sarita.seshagiri@nokia.com

12.

looking for 10+ developers who will be working on C++ in CAD domain.

Candidates willing to take up training on the job for CAD are also welcome.

Location: Pune @ client's location

Employment Type: Permanent

Remuneration: Will not be a problem for right candidate

Qualification: B.E Mechanical background preferred

If interested please send your resume to [<ayazahmedv@gmail.com>](mailto:ayazahmedv@gmail.com)

13.

Business Development Manager (Training)

About HFI

Human Factors International Pvt. Ltd. is a fully owned subsidiary of Human Factors International, Inc., a 250-person, \$20 million user-centered systems integration and innovation company. Our mission is to improve the interactions that people have with computers. We offer end-to-end software solutions for Web/Intranet and Internet-based applications, and help make our clients' existing software more friendly and efficient when dealing with customers, clients and employees. HFI consultants have led over 200 interface design projects for Fortune 500 clients. Industries we have helped include telecommunications, insurance, banking, financial services, manufacturing, software development, shipping, medical equipment, government, and consumer products. We not only provide a full suite of services, but both on-site and individual training, and offer the only Certified Usability Analyst certification program (CUA) recognized worldwide.

Our Tag Line is: User Experience for a Better World.

You are the right candidate for this job, if...

- You are a go-getter, who won't take No for an answer
- You are addicted to the adrenaline from Selling
- You are a graduate from a reputed university. MBA is a plus.
- You have excellent written and spoken communication skills
- You are helpful, empathetic, team player
- You are a Multi-tasker
- You thrive to work in a Learning organization, an organization that
- Gives people hope that things can be better
- Provides a playground for creative ideas
- Provides a safe place to take risks with new ideas and behaviors and the challenge needed to stretch beyond perceived limits
- Values everyone's opinion and believe that amount people can contribute is not determined by position in the organization
- Is more fun to go to work in.
- Empowers people to effect change
- You have a minimum 4 years experience that includes training focused in the design and development domain. At least 1 year experience in similar capacity
- You have knowledge of industry training standards, processes (ISO) and best practices
- You have a good overall knowledge of the CRM tools and management techniques related to sales and execution in training sales

Core Objective of this position

As Business Development Manager of Training Sales, you are one of the critical links between HFI and its prospective and existing participants (Clients). In fact, you are the 'face' of HFI that enables the first crucial step to happen. In many ways, you are what keeps the ball rolling for HFI's existence in Training Business.

Your main responsibilities are to sell training courses to individuals and corporate clients. And, coordinate with relevant departments to provide an excellent training experience. You are responsible for following up with prospective participants and qualifying them. You directly report to the Associate Vice President – Business Development (India).

Job Responsibilities

In this job you will....

- Achieve sales target and marketing goals to ensure share of market and profitability of training services.
- Develop and maintain Training calendar.
- Create and Maintain Training Sales related Reports
- Follow up on leads from marketing, websites, tech staff and training database
- Responsible for clear written and verbal communications, including persuasive sales presentations and prospecting.
- Develops and executes training plans, both short and long range, to ensure the profit growth and expansion of training territories.
- Researches, analyzes, and monitors financial, technological, and demographic factors so that market opportunities may be capitalized on and the effects of competitive activity may be minimized.
- Plans and oversees the training promotion activities including print, electronic, and direct mail outlets.
- Ability to identify and recommend automation opportunities enabling efficiency to the training process.

- Co-ordinates with departments like Logistics, Administration and Accounts to maintain the training infrastructure.
- Develops and recommends pricing strategy for the organization which will result in the greatest share of the market over the long run.
- Achieves satisfactory profit/loss ratio and share of market performance in relation to pre-set standards and to general and specific trends within the industry and the economy.
- Collate feedbacks and recommend changes in basic structure and organization of training group to ensure the effective fulfillment of objectives assigned to it and provide the flexibility move swiftly in relation to marketing problems and opportunities.

You will operate with the HFI values and policies. This includes ensuring...

- Comfort, growth, and satisfaction of staff
- Excellence in performance
- Freedom from any bias or pressure based on religion, ethnicity, background, disability or sexual orientation
- Integrity and honesty in all operations
- Adherence to law and spirit of the law

Assistant Manager - HR
pooja@humanfactors.com

14.

We are looking for a Creative Director with approximately 7 to 10 year experience in Interactive and Online medium with prior experience in advertising / interactive agencies. We need this for our in-house marketing efforts on a full time basis. We are investing very heavily in building online assets for deeper customer engagement. We have the HTML designers and content writer team in place. We now need a Creative Director who holds all of this together aesthetically.

We are looking for someone who is mid-career in ad agencies but wants a little more relaxed pace of working and is willing to move to Pune. Its important that he/she must have experience in the online medium. Interested candidates can email me at aadesh.mistry@assetlink.com

15.

Lead Interactive Designer

Paper Plane is looking for young and dynamic web designers with 4-6 years hands-on experience designing websites and user interfaces.

Requirements

1. A degree or diploma in web/multimedia/graphic design, or design-related field
2. Minimum of 3 years experience working in a Visual Design position in an online product company / portal or with a design agency.
3. A Black-Belt in Adobe Creative Suite, Illustrator, Corel Draw, Flash, etc. and also be fluent in HTML and CSS, and full knowledge of their capabilities and limitations.
4. Experienced in creating and designing online experiences for the top 100 brands in India.
5. Ability to work independently and collaboratively to bring projects to completion, with a keen eye to detail
6. Must possess a strong portfolio that demonstrates high-quality design work in both the Indian and global context

7. Must be able to work and communicate effectively in a cross-functional team, and present ideas and designs effectively
8. Must be an effective problem solver. We expect you to come up with creative solutions and consider many alternative solutions to each problem.
9. Deep understanding of web site performance related issues and is motivated to design for extreme optimization.
10. Should be able to take ownership as required and should be a good leader.
11. Should be a good manager having the skill and ability to manage a team

Responsibilities

1. Responsible for the conceptualization and implementation of design concepts, graphic images and branding of websites & interfaces applications.
2. Visualizing & creating information architecture & user tasks/ flows
3. Work with Information Architects, User Experience Analyst consultants and other team members to create and design visual treatments and innovative interaction solutions
4. To prepare and conduct workshops with clients or users to understand brand attributes and value, business objectives & user needs.
5. Understand functionality requirements and suggest value-added solutions
6. Creating cutting-edge website layouts and graphics such as interactive demos, information diagrams/ icons / promos/ banner campaigns using Photoshop/ Illustrator or Flash as required.
7. Use design research techniques such as persona / scenario development
8. Creating and presenting design ideas & concepts through one or more mediums depending on the project requirement. These could include design mock ups / storyboards / wire frames / prototypes/ product walk-through to run by the internal team or clients for feedback / approvals.
9. Be actively involved in the production process - coordinate and own quality during conversion of designs into HTML code
10. Collaborate with content / copy writers to deliver the right message / communication that is required for the given product / website
11. Regularly benchmark design and interaction best practices by tracking and analyzing leading innovators using a host of online resources
12. Understand and implement user experience principles in the context of your designs

15.

About Filament

Filament is a firm offering niche services in the space of workplace branding and communications. A great employer brand attracts great people, retains your best employees and greatly reduces employee costs. It was founded by alumni from XLRI in the month of Oct 2009, catering to this drastic need of Human Resources. The team constitutes of HR professionals experienced with leading HR consulting firms like Ernst & Young & Hewitt. You can know more about us at www.filament.co.in

The Profile

We would require the candidate to be

- * Well versed in platforms like Adobe Illustrator, Photoshop etc.**
- * Really good at illustrations (a history of commercial art would really help J)**

The work profile would include a spectrum of communication needs across Communication campaigns, On-boarding Kits, Recruitment Brochures, Career Websites, Corporate Videos, Campus Presentations and branding/recruitment campaigns across print, radio and digital mediums etc.

We are a start-up and life is always exciting! Your work will involve designing campaigns with industry professionals as well as with huge brands. You might have to get the occasional coffee, get the photocopies, send the couriers. etc Just kidding!

We are seeking out creative blood with a wild imagination and a beautiful sense of art. Send in your sample illustrations. We might just be looking for someone like you.

Compensation : Upto INR 35000/ month (excluding the variable; ~ INR 4 lakh /year)

Experience Required : Preferably with an Ad agency / Minimum 2 years. (developing illustrations for campaigns)

Location : Bangalore (if not, should be able to relocate to Bangalore)

Do let your friends know. We really look forward to working with great talent!

Rainmaker - South

Filament

Ph: +91 99018 99008

Email: <mailto:sebastian@filament.co.in> Sebastian@filament.co.in

16.

14+yrs in Usability/HCI/ Interaction design experience. Experience in delivery management is preferred.

Job location would be in Bangalore/Pune. Send resume/contact to darshan@wengerwatson.com to discuss further

17.

The Oracle Application user experience team is looking for a Senior Interaction designer to join the group. Find below the details below. Oracle's Applications User Experience team of over 120 people brings together some of the world's best designers and usability engineers. We create the user experience for the next generation of enterprise applications to help our customers grow their business and our users become more productive. We work primarily on AJAX-based applications that leverage the latest from Web 2.0 (blogs, wikis, social networks), desktop integration (widgets, gadgets, mini-apps), and mobile devices.

Responsibilities

- Collaborate with product teams to produce user interface scenarios, task flows, storyboards, wireframes, and interactive prototypes**
- Communicate with product teams to evangelize UI design directions and resolve design and implementation issues**
- Create and document design solutions and guidelines**
- Review and provide feedback on UIs produced by product teams**
- Collaborate with usability engineers to conduct user research and support usability efforts throughout the development cycle**

- **Develop project plans and lead projects independently**

Qualifications

- **five to six years of industry experience designing interactive applications in collaboration with product teams**
- **Bachelor's or Master's degree in Human-Computer Interaction, Industrial Design, Visual Design or a related discipline**
- **Strong conceptual and analytical skills and demonstrated ability to design and prototype elegant UI solutions to user problems**
- **Proven track record in applying user centered design processes and methods to product development**
- **Strong communication and people skills in working in a multidisciplinary, collaborative environment**
- **Attention to detail while working on multiple projects**
- **Experience designing enterprise applications and domain knowledge of procurement or other enterprise domains a plus**

Position available at the following locations: Hyderabad India, Bangalore India

Please send your resume and portfolio to achappa.bheemaiah@oracle.com

18.

Insight Methods is a startup headquartered in California US and the core development team in India. We are building some awesome products and are looking for a someone with visual design an HTML/CSS skills to join our team. A couple of our products include:

<http://insightify.com> _ a new age survey tool - it's in invite only mode, so just email me at aj@insightify.com if you would like an invite.

<http://schoolyardap.com> - a suite of products to help schools

The core skills we are looking for are:

- a) Ability to write HTML, CSS code (not just use WYSIWYG editors)**
- b) Understanding of and the ability to achieve standards compliance**
- c) Should be able to work with developers and make UI updates directly to code developed in Ruby and rails/merb and Javascript**
- d) Deep understanding of Browser compatibility including IE6**
- e) Ability to slice and optimize images for web development**
- f) Great Visual Design skills**
- g) Thorough with work, good communication, team player**
- h) Knowledge and experience of accessibility standards a plus**

Preferred location is Gandhinagar, Gujarat but could be anywhere in India with the required infrastructure.

Please email me at aj@insightify.com with following:

- Resume**
- A portfolio mentioning the individual's contribution**
- Time to join and any specific salary expectations**

19.

looking for a freelance/ part-time designer for GUI and Mobile Applications that his company develops. Anyone interested to work in this field or knowing someone who would be, can get in touch with me on this email ID -pmahapatra@gmail.com

20.

14+yrs in Usability/HCI/ Interaction design experience. Experience in delivery management is preferred.

Job location would be in Bangalore/Pune. Send resume/contact to darshan@wengerwatson.com to discuss further

21.

LG Electronics India is hiring - User Experience Designer

Responsibilities:

Researching user needs and requirements, and identifying areas where constructive changes can have maximum impact (integration of user experience and overall business goals).

- * User interaction design for complex UI intensive applications: analysis of Work-flow, creation of Lo/Hi-Fi mock-ups and prototypes.
- * Help define roadmaps and future trends for User Experience Design within LG India by collaborating with other designers/ Teams and key stakeholders .
- * Conduct UXD workshops and presentations to transfer UX know-how to organization to build User Experience centric design culture.

Requirements:

- * Min. 1-2 yrs experience in UX Design with an enviable portfolio.
 - * A formal degree/ post graduation in IID, DDE, New Media design from NID/IIT.
 - * Candidate should have a natural flair for Design Research and needs to be skilled in user experience design practices like contextual inquiries, focus group feedback, lightweight usability testing, etc.
- Preferred Prototyping tool- Flash, Adobe creative suit .
- * Candidate must be a good communicator with excellent Team Building and presentation skills.
 - * Proven skills to create Information Architecture, Navigation maps, wireframes and Lo/Hi-Fi prototypes along with design specifications are must.
 - * Candidate must have a good sense of composition, typography and balance.

Send in your resumes and portfolios <less than 3 mb > to ashishchaudhary@lgindia.com

Ass. Manager
Consumer Insight Design
Industrial Design-LG India
9899302581

22.

IT service and software development company extending their Product Engineering division and R&D wings with designers from domains like Industrial design, User Experience design, Visual design, User Interface Engineering and CAD design. It boasts of a highly creative environment, a talented team and one of the best infrastructures in the country. Concept Labs is expanding and looking for a talented and passionate User Interface Engineers.

Summary

The role of a User Interface Engineer is highly analytical and creative in nature. He/She will be working very closely with the User Experience design team and User Experience Architect to absorb the UX concept/theme and will be responsible for detailing the User Interface and documenting it as User Interface Specification documents (UI Spec). This document will work as the reference document for the Software development teams and UI Engineer will be continuously interacting with the developers for queries / clarifications / modifications etc. UI Engineer will also work with Visual Experience Designers and Visual Effects artists.

Aspirant should have good exposure of the UI design process and techniques like information architecture, wireframes, storyboards, use cases, task flows etc.

Experience

- Minimum 3 years of experience.

Location: Bangalore

Requirements

- Bachelor's degree with relevant experience in UI Design / User Centered Design / Usability Analysis for handheld devices.
- Master's Degree in the UI or related domain is a plus.
- Experience of working closely with design team and software development team.
- Excellent documentation skills especially writing of UI specifications/ Style guides.
- Good Analytical thinking and problem solving abilities.
- Experience in mobile UI design domain is a huge plus.
- Attention to detail and thoroughness of approach.
- Ability to execute within tight schedule and business constraints.
- Ability to adapt to the business dynamics and ability to learn quickly.
- Team playing.

Interested candidates please forward resume and contact details to < MobileCareer.Opp@gmail.com >

23.

Think Design Collaborative, Hyderabad requires 3 Interns for an ongoing User Interface and Visual Design Projects.

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

Basic Requirements:

- * Working knowledge of the principles of information architecture, usability, and user experience design

- * Ability to convert the requirements into wireframes and mock-ups.
- * Strong time management, communication, and interpersonal skills
- * Excellent creative and problem-solving skills
- * Good knowledge of Photoshop and Illustrator

The projects duration would be 3 months.

About Think Design (www.thinkdesign.in)

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

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

Think Design Collaborative Pvt. Ltd.,
B-20, Indian Airlines Colony, Begumpet, Hyderabad.
Ph: +91-40-40212421,
www.thinkdesign.in

24.

User Experience Analyst (3-5 years)

eMids Technologies is hiring User Experience Analyst. The candidate will be responsible for ensuring cutting edge user experience on a wide variety of internal and external enterprise applications.

Please find the JD below.

- 3-5 years of experience with enterprise application usability and user experience
- Formal education/Certification in Usability or related disciplines
- Proficiency with web 2.0 concepts and technologies
- Proven experience with wireframes, high fidelity prototypes, UI specifications
- Hands on experience with UI design and development technologies like Photoshop, Flash, HTML, XHTML/DHTML, CSS, JavaScript etc.,
- Ability to conduct and participate in brainstorming sessions to elicit business requirements
- Excellent communication skills. Must be able to articulate complex concepts to a diverse audience
- Experience in HealthCare Usability is a definite plus.

- **Ability to work and thrive in an agile environment.**
- **Ability to change direction based upon team and stakeholder consensus.**
- **Ability to listen and interpret communication into product design.**

Send your resumes to revathi.shekaran@emids.com and ravi.shyam@emids.com

(Mobile: +91 9008960055
Yahoo : maverick_ravi@yahoo.com
AOL : ravishyam75@aol.com
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