

Design for All



Chairman's Desk:



Dr. Sunil Bhatia

Concept of particular design (it include only individuals of a certain kind: as a first approximation individuals with a definite place in space and time, such as persons and material objects or events, or which must be identified through such individuals, like smiles or thoughts or specific as the particular skin color among humans or belongs to particular geographical area like Mongolian, Asian etc) is pregnant with idea of universal design. Sooner or Later each particular design will deliver the concept of universal design. Some particular designs are received & welcomed by all with open arms and succeeded in quick delivery of universal design, few struggles hard and it becomes its character and are always on the way to be recognized as universal and majority of the human developed design concepts die unnoticed, never attain the title of universal because either time was not reaped yet for those ideas or at present our mind is not mature to grab the real benefits out of those designs. No idea in this world is junk it may be it is not in right place at right time. A nut is lying on the road that may be once very significant part of the vehicle or while transporting nuts to use it in proper place it might have fallen on the way,

considered by layman as useless nut. I call it, nut is victim of identity crisis and others believe it is simply a waste. I say it is not in right place and people are no mood to use it that's why they are treating it as junk. Similarly I advice the designers nothing is junk in this world and no design is bad or waste. Some say good design enables and bad design disable. Disable is not correct phrase rather we should say this enable design is useful and other may be useful in future and yet to be explore to understand its uses. The secret of popular design lies with the individual designer who creates the design in right place in right time and success mantra for them is 'work accordingly what is the current demand of the market and to be successful you should only one step ahead with current design scenario, never dare to venture into unknown territory otherwise it will doom your career and future prospects may be bright for those who are lucky & succeed but don't forget 'lucky person are few and majority taste failure'. Once failure strikes it will not come alone rather invite dire consequences. These popular designers are always in demand because they cater to those who are in hurry to meet the need of the demands and live under time pressure. Venture in unknown territory need courage and majority wish to live settled life (with regular monthly income, complete family with wife, children and above all a routine lifestyle), not risky (struggle for income for survival on day to day basis, humiliation because holding no respectable position in the society and mentally prepare for even sacrifice of marriage because no woman will marry with vagabond (suffering with identity crises) and his uncertain future)). This is tip of the iceberg of leading the adventures, innovative &

creative life. Those people live with passion and die with their passion that breeds is rare in our current society. Majority wish to lead comfortable life without exerting much efforts, hard works seems a punishment for them, selfishness is their birth right and chicanery, perjury are weapons for defeating others for insignificant personal gains and wants all the possible comforts of the world should be within their reach. 'Do you expect great innovation & creativity in general for masses from our current generation designers? Creativity demands lots of sacrifice and to be creative you should lead the life of hardship, pain and sensitivity.

I personally admire those who have inner strength, courage, vision and can foresee our changing environments and their today's works are the need of tomorrow. They currently work with particular design knowing future of their work is universal and will be useful for all. These visionary people are rare but such a heavy weight born once in a century and create history, are rarely noticed and taken care by society, and rest dies unnoticed. To understand their creative works it is most tedious, difficult & beyond imagination task for our society. Run of the mill people might enjoying comfortable life but have timid & hollow personality and lack what a lone venturous person expresses in their thoughts & actions. In general our society is not that mature and in position to use creative design concepts in best. Rather capability to understand their work is completely out of the mind of masses and criticize for what these creative people are offering free of cost. 'Free of cost' is unimaginable terminology for current generation. It shivers

and makes more suspicious about the creative person. 'He might have some hidden agenda' and it makes them either to reject or criticize but never dare to welcome his creative design with open arm. These creative people neither blame the society for their attitude & role nor express grudge nor society's bad characters reflects in their works. They know the logical development of adoption of their works by common individual has to pass through this passage of criticisms by majority, appreciation by few and ups & downs are routine for acquiring universal status. They keep themselves busy in their selfless work without expecting recognitions in return in their lifetime or after their death. The best part is that masses have no courage to ignore their presence around them. Masses respect the creative person out of fear of unknown while encountering face to face or a thought of such personalities shivers them from toe to head and it becomes impossible to ignore their works. That fear is nothing but aura of knowledge around them. The difference in ordinary and extra ordinary designer is use of most powerful tool on the planet is TELL-A-VISION. They have courage to act with perennial energy & force till they achieve their desire outcomes. They not only expresses their idea rather work on to make their dream come true. I always give example of George Boole who is regarded in hindsight as a founder of the field of computer science , said $1+1 = 1$ everyone was not in position to understand his serious mind and he became laughing stock among his community but no one was dare to ignore his findings. He was commanding same respects what an ordinary person was enjoying. After more than a century, people have realized the importance of his

theory and developed the logic gates that are very fundamental of our computer and communications. His small concept of particular idea was in fact universal idea and it has changed the face of humanity & our world. When I look at the wave it is made of with infinite number of waves. It was the Joseph Fourier who understood that this particular wave design is nothing but universal design. Some particular design achieves the status of universal just like spreading of rumors because it was overdue to meet the need of the individuals. Design of shoes, mirrors, comb , rope and all day to day matters are results of many universal design taken shape in anywhere in the world but it has become essential parts of our life and thought process . Reason of its success is that it is voice of the common people. Our majority of the ideas of design goes unnoticed and struggles a lot for recognition because society is not that mature to understand their works. Sometime their struggle goes beyond many centuries or even few dies unnoticed or goes to hibernation for rediscover by future generations. In my point of view particular design is majority of the time developed by majority of poor living with minimum resources, exceptions are there when rich had contributed a lot and it is impossible to repay for their findings. Every designer should question `why few design has acquired the status of household i.e. universal and become the integral part of human development? Once household means it is very difficult to wipe out from the mind of masses for generation to come. It will imprint the mind of people because their work has universal appeal and become integral part of human culture and slowly it makes place in the religion. When we perform religious rites I

noticed priest is asking for special vessel or incense sticks or candle or fire pot that makes me to think 'what earlier priest were doing when there was no such items designed ?' They were performing but in different manners with whatever items were available. As these items came to the existence so their rites have changed and it became essential part of rites. Religious performances were same but items for performing are continuously changing because of improvement in life style and thoughts of humans. Some added new universal concepts designed by different persons are influencing the religious thoughts so the thought of humans. Once any idea imprinted in the mind of human will survive some where in the world and certain section of the people will continue to feel comfortable with those ideas. It is same as army men without uniform remain army men because of his thought process. Idea never dies, people dies. Idea may go to hibernation for time being and wait for right time and right place for rediscovery. It is the moral duty of the society that no idea should slip into oblivion and encourage those who are rediscovering the idea for betterment of our society.

Who so ever is progressive can not think for advancing for society without taking help of these universal tools. When I look at simplest design but ubiquitous that is kitchen utensils. I find the shape; material and design are same in every human civilization. Reason is every material of utensils is easily, locally available, cost of material is within the reach of common person and to optimize the use of fire energy as a cooking medium all the designs are in round shape where base is

almost flat for using flame area for heating and top has narrow neck to control the escape of heat of utensils. While selecting the metal they look into the conductivity of the material and what shape will give best result of cooking and easy to use. These are the few points makes the utensils universally acceptable and integral part of human culture and appears almost similar in design every part of the world. They need simplest things for their simplest requirements. We should think of small idea not run after the big idea .Majority of designers live in wrong notion that big ideas will establish them quickly and this is the only tool for quick progress for society. I say no idea is big or small it is our mind that makes with available resources. We should not involve in useless discussion of big or small rather we should never ignore smallest parameters while designing. This is mantra for a successful, creative designer.

I was conversing with my mother and she told me in very low voice `when I was young my cloth used to shrink as I am old, aged 77 years, my cloth stops shrinking but my physical body is shrinking.' This is very simple statement and one day or another everyone will experience the same old age phenomena but how many dare to speak the truth and how many designers understand what she is trying to explain the phenomena of human body. While designing the products for young, needs are different so the material and designs and demand for old person is altogether different. It is our unsolicited advice to our current designers they should not ignore the time-space and what changes may happen in product or users with respect to

time. If young person can wear the dress and the same can be useful for others and will be fitted if that concepts they introduce in their designs by using simplest ideas like using elastic or belt wherever necessary will increase the number of users. That way they can introduce the concept of design for all. A Japanese gown 'Kimono'(The word "kimono", which literally means a "thing to wear" (*ki* "wear" and *mono* "thing"), has come to denote these full-length robes)).suits all because it can be adjusted by belt .The particular designs concept is prepared to embraces the concept of universal and that required 'will to do'.

We live in confusion and unaware about truth in our life. Our life always group in the dark and we are born out of darkness, live in darkness and any moment our existence will be lost into this darkness without making any impact in the society. These repentance of 'doing nothing useful' for society are visible in majority and known as character of masses or common person's trait. When pose a question to that person who have spent majority of their life about their contribution for society. They simply stare you with blank eyes and their lips murmur 'Nothing!' Their eyes are expressing regret with repentance 'Rather we have robbed & looted the society wherever and whenever we had opportunity to rob for our personal gains.' If you again question them what you have gained by leading most selfish life? Their answer is 'nothing'. It shows that our history is full of such personalities those have spent their entire life believing in something, doing opposite and end results are big zero. These are the thought process & character of common

people throughout the world-selfishness, meanness and run down others. It is rare those who can see the ray of light in dark tunnel and encourage those who can do better for society. Reason is our minds are trained with wrong philosophy.

I warn my students 'open your faculty of minds and be creative. Do not make yourself slaves of wrong education, lifestyle and gadgets .Time is not far away that answering the name you will need various options. Our education system is tuning our mind in such a fashion that what we are served, select the best out of that, don't demand beyond and agitate for more. Live peacefully with limited knowledge. The person who is either questioning or answering both is from same class but only difference of hierarchy. Their limited knowledge limits growth of our limited knowledge. The best part is both live in illusion that they believe themselves highly creative. Those who are at the top of the hierarchy never allowing the common person to think in his/her own ways rather expect to work for them as an obedient robot. Those who are rebellious or born with some great cause either they are crushed or declare insane and ignore their presence around us by our so called progressive society. Majority of the people admire non conformist and rebellious in their thoughts & actions but in practice they do opposite and encourage those who are obedient and confined to what we have assigned the job and expect loyalty, honest performer without questioning their authority. This is human nature: a few dictate, rule and rest follows. Dictation has its own characters and demands certain characters that are universal traits in every ruler. Followers has

own characters and it demands honesty, obedience and role of task master; should only confine to their assigned works is also universal traits.

Being more "mindful" in a mindless world is prove curse in any society. We encourage non deserving and crushed deserving just to prove I am the best and to satisfy our false ego we go to any extend. Our act does more harm for progress of society and we become greatest hurdles for growth of our own society. Harming others neither satisfy our ego permanently and we imbibe the character of devil by these acts nor do we become helping hand for progress as good fellow person. We are biggest destroyer for growth of humanity. To please non deserving people we have instituted various awards, medals and judge the capability of the individual by looking his/her education from prestigious university or institutes or he/she is student of that prestigious person. I am sorry to say no one has time to recognize the genuine talents. Those who are in position to judge the talents have never experience while self progression. They live in other side of creativity. Creativity is dark side of their minds. When our current design czars explain there are billions of designers and billions of users. They forget every person has its special requirements and no one can define their requirements by any standard formulas, guidelines and models. If someone has developed the mathematical model which itself has many lacunas and he / she finds various defined or undefined inconsistencies. Just to make the consistencies they made assumptions just to explain the consistency. The moment they emphasized on defining

consistency they unknowingly move away from universal concept by introducing various particular designs. This puzzle slowly becomes headache for them and they live with confusion of consistency and inconsistency. There small idea to be useful universally lost its charms and just to distract from unsolved puzzle they move to another areas of designs. Slowly they keep hopping from one problem to another and leaving behind series of unsolved problems makes them to keep doing experiments with trial and error technique and learn nothing out of his/ her half hearted efforts. Majority of people are unaware about guidelines and they keep doing their best. Guidelines standardization is mind set of operational class not creative class. Creative person sets his/her own limit and keep on raising the bar for their self improvement and some day others call their works masterpiece.

Our current generation is not focus. Their hearts are somewhere else, minds are in other direction and actions are known only to super natural power, there is no alignment in their thoughts, actions and beliefs. This is the reason our generation continues to live in confusion and believe in power of thinking big. They believe big thinking does not require minute details. They forget that creativity is an area of human development that encompasses the future of our planet. Traditional ways of seeing the world and dealing with social issues no longer seem adequate. Most of the people are still debating whether tree has come first or seed? I say neither the tree nor the seed it is the idea that has come first. As the idea of deed precedes the deed itself and should have deed to push the society further will be admired by everyone. Everything at first is an idea, a

special idea. Clearly, we are in need of new and creative approaches to our problems. Anything we can do to promote creativity is a step in the right direction. Creativity should have some sound foundation and it should progress the thought of human beings. We have universal habit of crying, laughing and know how to fulfill our sexual needs. These universal habits show that we are one and belong to one family. When we look at particular design of our color of skin, hair and ignore the common universal human parts that makes us to believe we are not same and every individual is unique so their needs. This can be satisfied only by particular features & designs. This act of ours is nothing but balkanizations of humans. It means universal design unites us and particular design encourage balkanizations .Stars have universal affects on us so we should not bother for their effects on individual. Real problem is when it has particular design and that trouble us. If any designers wish to work for welfare of human beings he/she should not ignore the role of universal habits and particular habits. It will help in creativity of the person.

‘Never tire of doing what is right’ No matter how tired, unreferenced and unenlightened the actual work. From a critical analysis perspective the design education leadership community remains missing in action. That picture has not been the design education community’s finest hour. We have realized our world is hungry for new ideas and in search of innovation we are developing huge volume of information. Our entire efforts are focus on generating huge information. Reason is somewhere in our mind we have feeling that innovation or creativity is hidden somewhere in the information. My question

is that 'Do we really need such vast information?' Our search is focus on material and its associated information rather it should be human oriented. We are neglecting creative or innovative person and appreciating those are busy in creating huge information. These vast oceans of information express our helplessness & frustration of search for creativity. Reason is everyone is realizing somewhere creativity is hidden in this vast information but where it is lying to locate they need creative person. That creative person is missing everywhere. It is not the information holds the secret key of innovation or creativity rather it is the human mind that creates. Creativity is lying beneath the meta layers of information is what we believe is wrong .Search of known to the unknown can be performed by who are creative human mind and can defy the cultural impact. Culture exerts a negative force on creativity because our thought process is tuned with what culture we are practicing. Irony is that progress of our culture needs creativity. A few believe creativity is not in the information rather it is hidden somewhere in our mind and when, how it will emerge no one can predict. There is no fix formula for 'to be creative'. Thinking is what makes us creative human. When we introduce logic into our thinking it may lead to creativity, innovation. It is sad when the concept of thinking gets bandied about in an unthinking manner like a buzz word. Sure there are different ways of thinking and a capacity to think explicitly and consciously can be trained. But ultimately it matter a lot how we collaborate that matters. A capacity to think and argue together is a key aspect of both science and business literacy but creativity lies somewhere beyond this practice. Being

mindful is good. Presenting argument in logical way is better. Being able to represent our mindfulness in an argument is better. This is human training through our education & literary program this craft of presenting logical structure of conversations with others and to jointly explore the arguments we are thinking about is better still. If we think and no one hears did we think at all? All these exercise makes us to explore minds of others through their conversations and our progress is laying on this foundation of understanding others ideas. 'Where is our creative contribution for betterment of society?' It is million years of human development history and our progress in understanding others is still struggling & yet to be establish. We need different training for opening our faculty of mind so that we can move to next stage from understanding to creativity. Our designers were busy in outsmarting qualified management people and forgot their vision in competing with them. My advice is let the manager should perform their duty and designers should their own. There is no need to compete and compare with others. Don't indulge in encroaching one another area and waste your creative energy in useless activities. Designer should come back to the basics and create great design. Time is reaping for designers because our business and political leaders have become so enamored with design that they believe the designers have key of every social, political and cultural problems. They have high expectation from design community but our designers are not responding well to their call and ignoring it completely and looking at opposite direction or busy in their own routine works or they are unable to understand what role society is expecting from

them. Some confusion is prevailing and real designs are missing for progress of humanity. Either a few are underestimating their role or it might be possible a few designers have understood the clarion call by politicians but ignoring and believing they are dirtiest lot and we should keep ourselves away from these mean community. They might have worst experience and believe that our entire system is governed by undeserving candidates. Who are at helm of affairs have either crushed or forced to kill by creating such circumstances for creative people. They are in trouble 'let them, we won't help. 'Creative people are born once in a century and can change the face of the humanity. Creative person can resolutely solve the problems or issues that need an improvement for future results. Creative designers have ability to combine the many facets of empathy, creativity and rationality to meet the need of the user. Our search should be for creative people and we should never miss any opportunity in providing right environments for their growth. Imagine the world united through its creativity where everyone takes a moment, a day, or the week to generate new ideas to create a brighter future wherever they are.

This week most important findings of Craig Venter lab was a group of scientists are claiming to develop synthesis of a new life form and it has generated some interest and amusement. 'There is no god. The only creators are chance and selection, and now Craig Venter' .One argument we're probably going to hear the most from creationists in the coming years is the "the synthetic bacterium was built by design, therefore all life was

designed" I further add 'Our life is nothing but product of particular design with characters of universal design.' Our future lies with universal design . Ignoring universal design may cost us dearly and to our future generations. Our future generation should not curse us for our wrong philosophy.

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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

Forthcoming issue

1.

Our June 2010 Vol-5 No-6 is special issue with Brunel University, UK and Dr Hua Dong will be the Guest Editor and will focus on Inclusive Research.

hua.dong@brunel.ac.uk



2.

Our July 2010 Vol-5 No-7 issue is special issue with DSL Design Consulting and Ms Laurie Ringaert will be Guest Editor

Laurie Ringaert:

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Web Site:

<http://www.dsldesignconsulting.com/>



Content of May 2010 Vol-5, No-5

- 1. Chairman's Desk:.....2***
- 2. A decade of Inclusive Design 2000-2010:.....22***
- 3. Going global:.....39***
- 4. 'Safety for seniors and people with disabilities'
"Safety of Household Appliances for All":.....47***

Other regular features



Julia Cassim

***Senior research fellow, Helen Hamlyn Centre,
Royal College of Art, UK***

A decade of Inclusive Design 2000-2001

Julia Cassim

Ten years of DBA Inclusive Design Challenge winners and short listed entrants offer a wealth of case studies. Here's our year-by-year guide

2000



Milkman, a redesign by Factory Design of the standard milk carton to make it safer and easier to open

The first DBA Inclusive Design Challenge presented the organisers with a dilemma: how to attract entries without giving the impression that this was just a conventional design competition, and not something entirely different? By calling it a 'challenge', the intention was to emphasise that the short listed design teams would go on a mentored journey that would challenge them creatively and intellectually – and it was here that the real rewards lay. So no trophy was offered and the brief was kept open. The four short listed concepts were wide-ranging and innovative. They included Design House's sports-based broadband Internet channel, the Renfrew Group's customisable drive-by-wire interface and Priest man Goode's proposal for a 3D printer using emerging rapid-prototyping technology. But the one that stood out was Milkman by Factory Design, a redesign of the standard milk carton, making it safer and easier to open, particularly for people with arthritis. This project has since become a widely admired benchmark model of inclusive design in the area of packaging and the subject of a Channel 4 educational film for schools.

2001



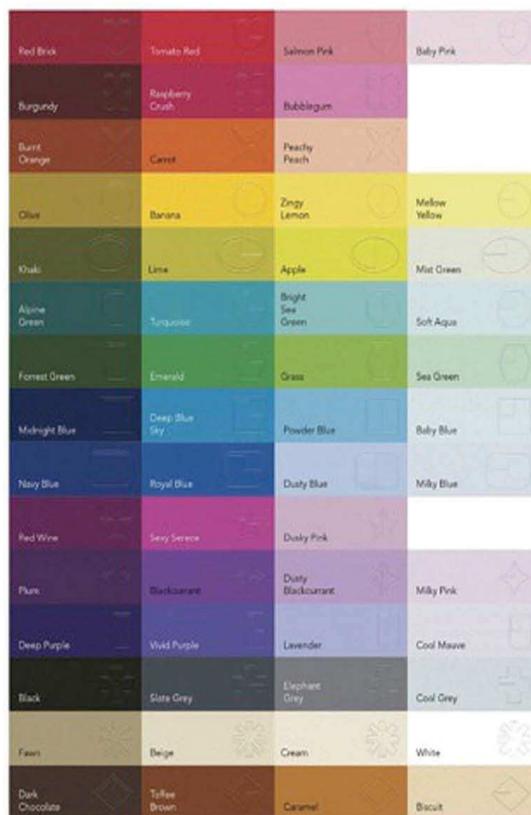
Imagination's Inspiration Park, an all-weather city park designed to allow visitors with different disabilities to enjoy the environment

Feedback from the first Challenge teams was encouraging. All found the experience tough, stimulating and worthwhile, but they advised that it should be billed as a competition with a trophy for the winner in order to gain profile among that most competitive of species, designers. Five projects were short listed in 2001: BDGMcColl proposed Mobospace, a community-based information, training and social facility; Siebert Head created user-friendly packaging for toiletries; and Marketplace came up with Re:mind®, a simple-to-use device to help those with early dementia symptoms remain independent and stay in touch. But it was Imagination's Inspiration Park that carried off the trophy. This all-weather city park was designed to allow

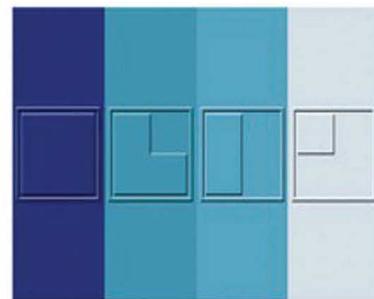
visitors with different disabilities to enjoy the environment and feel safe and inspired. The concept embedded sound, lighting and communication systems to enhance the visitor experience and provide essential security and navigational cues. Features included rubber climbing blocks, over-sized bamboo wind chimes, slopes seeded with succulents and scented wall climbers, and a vertical water wall. Alloy's Kettlesense, a clever rethink of the conventional kettle to find a safer and more inclusive way of boiling water, ran a close second.

A decade of inclusive design: 2002-2004

the 59 colours and shapes



a closer look



the swatch book





'c' clothing tags ,a tactile colour-coding system of shapes to help visually-impaired shoppers distinguish colours, by Coley Porter Bell

2002

Inclusive design is often seen as relating to the built environment or products alone, but the DBA Inclusive Design Challenge wanted to demonstrate its relevance as a people-centred process to any design discipline. Coley Porter Bell's 'c' system, the 2002 winner, was the first entry by a visual communications firm. It provided a systematic way to enable visually impaired shoppers to distinguish the colours of garments, by turning the disposable swing tag into a functional interface through a tactile language of shapes. By learning 16 embossed shapes, those with low sight could identify 60 colours. The other short listed projects in a very strong year were: Kinneir Dufort and The Appliance Studio's Shopsense – a rethink of the supermarket experience; Siebert Head's stylish

cup for nomadic drinking habits; Pearlfisher's modular collection of heat-regulating clothing; and PSD: Fitch's customized information system for commuters. It is interesting to see how so much of what the design teams predicted in 2002 has become common currency in mainstream design.

2003-2004



The 'ello mobile phone, by Seymour Powell to be easier than standard devices for older and disabled people to use

This was the time when two product design rivals went head to head and came up with great concepts, resulting indeed lock among the judges, and so the prize was shared. Seymour

Powell's 'ello mobile phone was designed to be easier for older and disabled people to use. It stripped the device down to its essentials, eliminating the screen to enable a larger speaker and extend battery life. A clam-shaped device with easy-to-open 'book edges' for one-handed use, it featured a rising keyboard for increased tactile feedback. The other joint winner, Factory Wares by Factory Design, presented a saucepan that is easy to lift and use by older people and those with arthritis. This cookware concept would later be developed for production under licence by Gavin Thomson Design. Elsewhere on the shortlist, hearing loss was a big theme as Lewis Moberly designed a system called Eye Speak to aid communication in noisy environments, and The Team developed a wearable Buddy device to alert hearing-impaired people to danger. Sea Change designed a communication system to reduce error in prescribing medicines.



Factory Design's Factory Wares easy-to-lift saucepan

A decade of inclusive design: 2005-2006

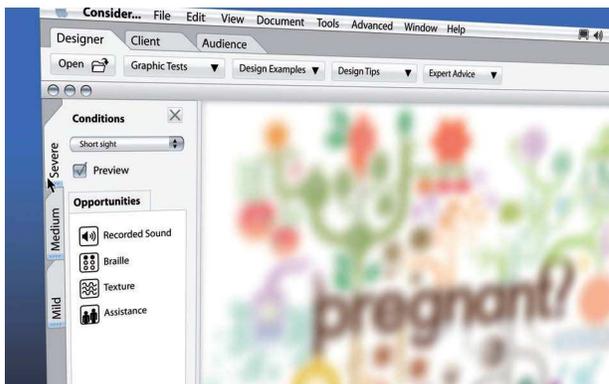
2005



This was the year when Pearson Matthews created the Challenge-winning Clevername™ sticking plaster for one-handed use, thus proving that product designers could beat their visual communications counterparts in the *presentation* stakes and come up with a killer concept to boot. The design team redesigned the way the plaster is folded and packed, creating tabs that protrude from the packaging. This allows the plaster to be accessed directly and positioned on the wound with one hand. By using the same manufacturing techniques as the conventional plaster, this solution added significant

functional benefit without increasing cost. Also in 2005: Corporate Edge developed a toolkit to help the many dyslexics in the creative industries to take briefs, capture ideas and communicate with clients; Lacock Gullam was commended for its radical redesign of the bus shelter; Rodd Design rethought the vacuum cleaner in the form of the Housemate; and Enterprise IG proposed Oop, a marque to indicate that a product, service or environment has been designed with excluded people in mind.

2006



Wire Design's Consider TM , a software tool that mimics the effect of visual impairments to allow designers to improve the effectiveness of their designs.

One measure of the DBA Inclusive Design Challenge's effectiveness is the determination of the design teams to take their ideas to market. Wire Design's Consider™ project, the 2006 winner, presented a creative software tool that replicates common eye conditions, so that graphic designers and their clients can view their work through the eyes of different visually-impaired audiences and thereby improve their designs. This would later be developed into Beyond Big Type, a best-practice toolkit that would go on to win the Sappi European Ideas that Matter award in October 2009. A vibrant and varied shortlist included Adecco's Infood, a graphic system to enable us to determine the ingredients of any food product, and Coley Porter Bell used simple greetings card technology to create Chatterpack to allow packaging to talk back, while Felton Communication designed a central online resource for disabled people looking for training or employment. The two product concepts were Matter's lightweight, inclusive fire extinguisher, appropriately named Houdini, and Wood & Wood's combination suitcase and mobility aid, called Caddy.

A decade of inclusive design: 2007-2008

2007

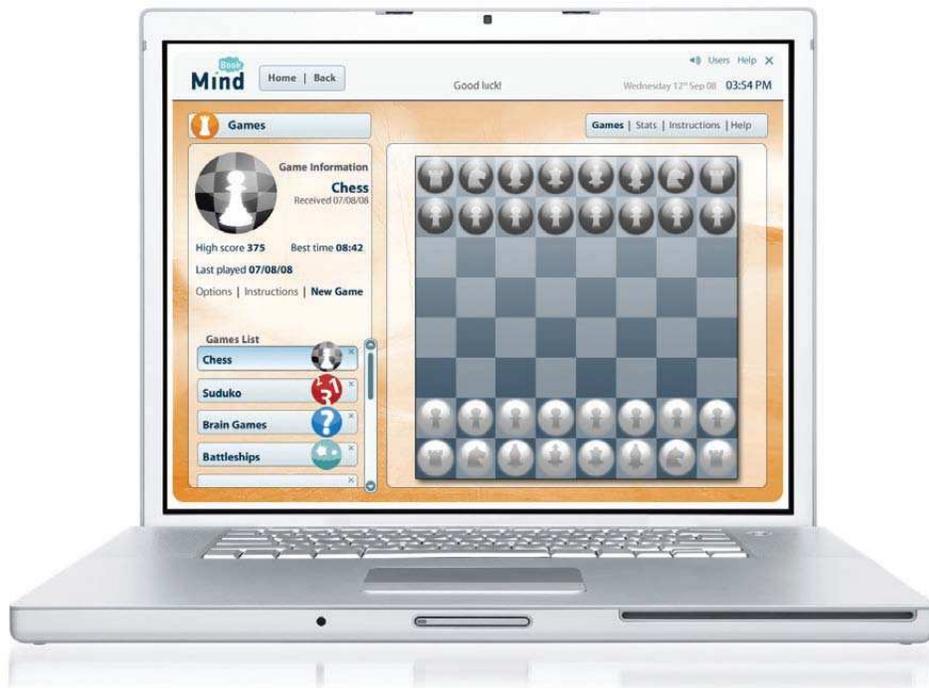


Go Steady ,a public awareness campaign and kite-mark system by Wolff Olins to encourage greater awareness of mobility issues

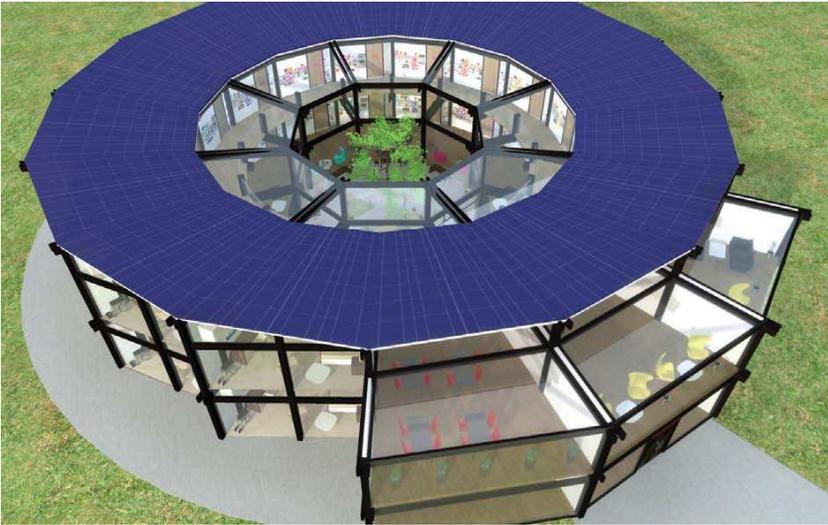
'Slips, trips and turns' was the theme suggested by the National Patient Safety Agency, the 2007 DBA Inclusive Design Challenge sponsor, which wanted to raise awareness of how lethal these can be for older and disabled people. The resulting design concepts ranged from Seymour Powell's complex In-

Balance, a full-body wearable monitoring and data-collection system, to Rodd Design's beautifully simple carrying device called Lugga. Other short listed projects included the first-ever entries from the regions: Creactive's Loadall, a device for transporting heavy goods in and out of cars; and Uniform's Talkpad, an online learning resource. The winner was Go Steady by Wolff Olins, a public awareness campaign and kite-mark system to encourage greater awareness of mobility issues. The logo of an arrow and half-arrow was designed to suggest the 'm' for mobility and also a helping hand. The symbol can be drawn or stamped on medical notes to signal a patient's vulnerability to falling, or used on products that enhance mobility

2008



Adare's Mind Book, a software tool to encourage positive interactions



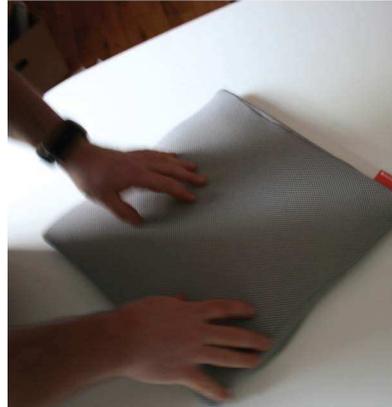
Judge Gill's Ormsthwaite House dementia care home, designed to reduce the isolation of linear corridors

A key feature of the Challenge is how design teams adapt skills from one area to another in order to innovate. Judge Gill, the Manchester-based retail interiors consultancy, successfully applied its consumer expertise to the dementia care environment. 'Thanks for the memory' was the theme of the 2008 Challenge, marking the start of a three-year relationship with Sanctuary Care, which broadened the ethnographic research so vital to the Challenge beyond user-forums to the many supported living schemes run by this leading care provider. Judge Gill's Ormsthwaite House dementia care home shared the prize with Adare's Mind Book, a multimedia software tool to encourage positive interactions between people with dementia, their families and carers. The simple, circular open plan of Ormsthwaite House was designed to reduce the isolation of linear corridors, allowing people with dementia to roam within a secure environment. Of the shortlist of six, two projects were subsequently implemented: Pearson

Matthews' Memory Clinics, a high street walk-in service to champion and monitor mental acuity, was taken up by the NHS; and FW Design's dementia-specific way finding scheme, which can be seen in Romford.

A decade of inclusive design: 2009-2010

2009



'mo, developed by Matter in collaboration with client Herman Miller

Sustainable design came to occupy pole position along side inclusive design as the decade drew to a close. The prize-winning 'mo dynamic seating by Matter, which replaces the traditional cushion with a radical new design, brilliantly took on both areas in response to the 2009 brief of 'sedentary lives' and showed how the two were entirely compatible. Developed

with client Herman Miller, the cushion consists of a polymer spring matrix sandwiched between two identical mouldings of linked pixels. Each pixel conforms to the user's weight, adapting to micro movements, distributing body mass evenly and crucially allowing people to fidget – a major consideration for those seated for long periods. With its open structure, it can be rinsed, soaked and disinfected, a critical issue in a care home. A strong shortlist included BWA Design's Get Up and Grow campaign to encourage teenagers and elderly people to grow food together, which would go on to win the Cardiff Design Festival Award, and Rodd Design's Divide Equally tools for preparing, serving and storing the correct amounts of food, two concepts of which would be developed for production by Lakeland.

2010



Welcome pack and poster ads for Sage & Onions: The Experience Exchange, by Clinic

This year's DBA Inclusive Design Challenge addressed the brief of 'active ageing' as the Department of Work and Pensions joined Sanctuary Care in supporting an initiative that has clocked up 51 projects over the decade, with 500 designers taking part. 1HQ proposed an adaptive surface called Move based on emerging technologies, Epitype created an awareness campaign to address the issue of ageism in the workplace, and BWA Design proposed Footnote – a system to help the digitally excluded to fill in official forms online. The winner was Sage & Onions: The Experience Exchange, by Clinic. This national, not-for-profit communications initiative would enable different age groups to exchange advice and experiences through local bartering networks and events. It was second-time lucky for Clinic, which had entered the previous year with a lively campaign.

Julia Cassim

Senior research fellow, Helen Hamlyn Centre, Royal College of Art



Julia Cassim

***Senior research fellow, Helen Hamlyn Centre,
Royal College of Art, UK***

Going global

Ms Julia Cassim

The altruistic message and brainstorming potential of the DBA Inclusive Design Challenge have had a global impact, with similar programmes now running worldwide



The team led by Neil Barron of Gusto Design, with design partner Chiwoo Jung, in the 48hour Inclusive Design Challenge in Seoul, 2009

User forum for Rodd Design's Housemate project in 2005

When we launched the first DBA Inclusive Design Challenge in September 2000, it was in the spirit of an experiment whose outcomes were unknown. We knew that good designers are bold creatures –altruistic and unafraid of being taken out of their creative comfort zone even when the rewards are intangible commercially. A decade of Challenges has proved this over and over again.

Some participants have become serial 'offenders', despite knowing that this is an immersive experience not for the fainthearted, especially in the 24- and 48-hour Challenges held all over the world.

The international extension of the DBA Inclusive Design Challenge is one of the most interesting aspects of the story: the Challenge model made such an impact on designers and manufacturers, who were impressed by the speed, creativity and teamwork inherent to the process, that it has been adapted for different partners, in different contexts and for shorter durations.

Since 2005, the Helen Hamlyn Centre has organised 24- and 48-hour Challenges in ten cities around the world – Kyoto, Tokyo, Oslo, Seoul, Hong Kong, Singapore, Sarajevo, Tel Aviv, Jerusalem and Dublin. Why has the challenge model achieved such global visibility? Many years of designing and interpreting exhibitions with visually impaired people in Japan made me realise what a criminally neglected resource disabled people are for the creative process.

Disabled people bring an incisive and detailed knowledge of design failure that is immensely beneficial for designers on ergonomic grounds alone. And the ingenious lateral strategies they develop to tackle the catastrophic failure of the designed world to consider their needs are a treasure trove of innovative ideas.



Willy Lo testing the Fruitball prototype at the Hong Kong 48hour Inclusive DesignChallenge, 2008

Far from presenting a set of creative handcuffs, they turn a problem on its head, forcing designers to go back to first principles. 'How do you put on a Band Aid when you have no arms?' was the question implicitly posed by Tom Yendell of the Mouth and Foot Painting Artists Association to the Pearson Matthews team which developed the Clevername™ sticking plaster , winner of the 2005 challenge.

We wanted the Challenge to be seen as an intensive tutorial designed around the realities of design practice so that designers could learn replicable methodologies and becomes become advocates to their clients of the business and

innovation benefits of an inclusive approach. We needed to demonstrate what we meant in terms beyond the theoretical. For this, benchmark exemplars of inclusive design had to be generated, if the design industry was to sit up and take notice.

With these considerations feedback from the participating firms, the challenge format quickly evolved. By 2003 we had a growing portfolio of innovative examples of inclusive design disciplines. Those who had participated asked for our help in running innovation workshops for their clients. All are based on the principle that by forming a dream team of designers and inspirational disabled partners, by removing barriers to mutual brainstorming and briefing participants thoroughly, significantly innovative concepts can be generated within a short period of time.

From there it was a short hop to 24-hour challenge held at include 2005, the Royal College of Art's biennial conference on inclusive design. Five teams worked through the night presenting their concepts to conference delegates the next day .It was a dazzling display of the true strengths of UK designers- of their ability to think on their feet, lead from the front deliver.

In 2006, the first international 48- hour challenge was held in Kyoto, the time frame extended in consideration of the linguistic and culture context. Five veterans of the UK challenge led teams of in-house Japanese designers from household name such as Toyota, Sony and Panasonic. The winning project was a custmisable remote control.

Since then, the Challenge concept has been embraced wholeheartedly on a global scale. Each has produced truly inclusive designs, but once that specific to the context in which they were created. Where else Hong Kong would you expect a chopstick computer mouse?

In Dublin, the winning transformed the historic city street bollards into valuable markers for navigation, while in Oslo, the Chalk interface for an 85-year-old's mobile phone linked to Scandinavia's humanist design tradition and showed how mental models of interaction could be a greater issue than functional concerns.

It has been an immensely rewarding professional and personal journey, and I am deeply grateful to all those who have supported the Challenge workshops along the way– those who have thrown their lot in with the idea that inclusive design can, and does, change the world.



A walk along the liffery for team W led by Chris Kurjan of Innovation Delivery, with their design partner James Brosnan for the Dublin 24-hour Inclusive Design Challenge, 2009



Bernadette Deddens of Studyopertable lead her team of industrial seamstresses in an icebreaking session at the start of the All Inclusive Sarajevo project, May 2009.

Julia Cassim

Senior research fellow, Helen Hamlyn Centre, Royal College of Art



Chiara Giovannini is a program manager at ANEC (The European Association for the Co-Ordination of Consumer Representation in Standardisation). Chiara manages the Design for All (Accessibility) and Standardisation in relation to Information Society, information and communications technologies (ICT).

She currently resides in Brussels, Belgium working from the ANEC Secretariat readers are free to contact her on Chiara.Giovannin@anec.eu

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Fax: +32-2-706.54.30

'Safety for seniors and people with disabilities'

"Safety of Household Appliances for All"

Chiara Giovannini

Consumers have high expectations and they include safe electrical household appliances for themselves, their children and across the family and friendship network, whatever their age and abilities.

Likewise regulators want to ensure a high level of health and safety for consumers.

However, present international safety standards (IEC60335 – the safety standard that governs household appliances) neglects consideration of appliances used by young children and people with disabilities without supervision.

Since 2005, ANEC has been working successfully to produce proposals for revisions of relevant standards that will significantly impact the lives of Europeans by making their use of household appliances safer. We have worked to ensure that children, older people and people with disabilities are not ignored by safety standards.

Nevertheless, the industrial sector continues to mount opposition towards reforms proposed by ANEC. Our proposals will have an important role to play as the demographics of the European Union (EU) change over the next twenty years.

What demographic changes do we face?

In the EU, Eurostat projections highlight that the share of the population over 80 will increase from 4.1% in 2005 to 6.3% in 2025 and then 11.4% in 2050. Therefore the “baby boomers” born between 1945 and 1965 will start retiring, creating a major shift in the balance between the active and the retired European population.

Whereas, the Indian retired population stood at 77 million at the start of the new millennium, a figure achieved in just 25 years. Indian experts expect the elderly population to grow to 137 million in 2021. India is currently known to have the second largest elderly population across the globe therefore highlighting the need for India to look seriously ensuring safety of household appliances for all.

The consumer market will change and the level of use of domestic appliances by older people will depend on the household composition. Independent residents are more likely to continue using these products than those living with other people, where help is likely to be more readily available. Although, the majority of seniors will wish to continue to live in their own homes for as long as possible many appliances will not be designed to meet their age dependent needs.

The increasing ageing population often with disabilities will strike a chord with research that shows that increasingly elderly people get injured especially in the home setting such as bathrooms and kitchens. ANEC believes that standards can be successfully used to help make products and services safe

for as many consumers as possible, irrespective of their age or abilities.

Taking to task?

Our investigations have looked at amending standards for toasters, microwave ovens, hobs and ovens, hairdryers, water heaters, lawnmowers and trimmers, and grills and a plethora of portable cooking appliances, with the sole aim being to make these appliances safer for all, including seniors and people with disabilities.

Clearly, knowing how to use a grill or electric kettle is a prerequisite for safe use. In order to ensure safe use, we suggest that instructions material should be clearer as no one, and especially people with visual impairment, “remember to read the small print!”

Burning risks with a hot oven surfaces can be avoided if surface temperatures are lowered to a safer level for older people and people with dexterity problems, taking into account their generally slower reaction times.

Our proposals are based on a research project reviewing Parts 2 of EN60335 series of standards, based on the principles of Design for All. ANEC is submitting these proposals to the specially established working group on this issue (CENELEC TC 61 WG 4) who are working on other product revisions. In the EU, it was on ANEC’s request that this working group was set up in 2006, the lobbying successfully carried out by ANEC was

met by a mandate in support our work by the European Commission.

In April this year, the first revised standards were approved, representing a very significant achievement in our campaign for safer domestic appliances for all.

How can the Design For All Institute of India help?

We believe that all electrical products should be safe for all consumers and we constantly call for the revision of relevant standards. This is just as important within the European Union as beyond our borders, as products produced around the world should be ensuring safety to all consumers of every age, disability and leaving no one discriminated.

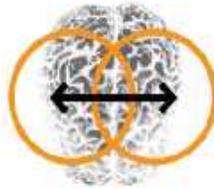
We therefore invite our partners around the world to participate in International Standardisation (IEC) in order to lobby for inclusive safety standards.

Edited by Chiara Giovannini (ANEC Secretariat)

About ANEC

ANEC is the European consumer voice in standardization, representing the European consumer interest in the creation of technical standards with an emphasis on standards supporting European law and public policies.

Book Received:



INTEGRATIVE THINKING RESEARCH INITIATIVE

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2.

THE UNIVERSAL ACCESS HANDBOOK

Edited by

Constantine Stephanidis

Foundation for Research and Technology-Hellas

A VOLUME IN THE HUMAN FACTORS AND ERGONOMICS SERIES

Gavriel Salvendy, Series Editor



In recent years, the field of Universal Access has made significant progress towards consolidating theoretical approaches, scientific methods and technologies, as well as exploring new application domains. Universal Access refers to the conscious and systematic effort to proactively apply principles, methods and tools of universal design, in order to develop Information Society Technologies which are accessible and usable by all citizens, including the very young and the elderly, as well as people with different types of disabilities, thus avoiding the need for a posteriori adaptations or specialized design. The requirement for Universal Access emerged in the early '90s from the growing impact of the fusion of the emerging technologies, and from the different dimensions of diversity, which are intrinsic to the emergence of the Information Society. These dimensions become evident when, for example, considering the broad range of user characteristics, the changing nature of human activities, the variety of contexts of use, the increasing availability and diversification of information and knowledge sources and services, and the proliferation of technological platforms. Since then, the scope of investigation in the field of Universal Access has broadened, more systematic investigations of users, contexts and technology diversity in the Information Society have been carried out, new methodological approaches have been elaborated, existing approaches have been embedded in the development of support tools, a wide variety of novel interaction techniques have emerged for supporting users diversity, and a plethora of applications and case studies putting to practice all the above have become available. Additionally, awareness and policy have also progressed to the point that now accessibility to the basic technological infrastructure is recognized by many as a fundamental human right.

The "[Universal Access Handbook](#)" reflects all these recent developments in an effort to consolidate present knowledge in the field of Universal Access and open new perspectives for the future. It is a collection of 61 Chapters, structured into nine parts, written by leading international authorities, affiliated to academic, research and industrial organizations.

**Publisher: CRC Press Taylor &
Francis Group**
ISBN: 978-0-8058-6280-5
June 2009

Appeal:

1.

Dear All,

I am a UI designer, working with well known MNC in Bangalore, My training department is planning to conduct a seminar or a day workshop in the field of Design, UX, Visual Comm. and for that we are looking for experienced & efficient speakers.

Please help me with the names & contact details of Bangalore located speakers or the known personalities in their fields who are willing to give seminar/ workshop on the said fields.

Regards

Nithin Mehta

9886265632(India)

2.

**looking for a trend spotter who is willing to do this freelance project in Mumbai / Delhi. You need to have 2 eyes+ 1 digital camera+ 1 brain (left and right side together)+ 1 laptop / desk top PC+ fingers (to type the note)
The nature of work is trend spotting.**

We will be dealing with the following topics: Fashion, Culture, Marketing, Lifestyle, and Sustainability. Since these are very comprehensive themes, we have developed several tags for each theme in order to better direct your research. Please cover any of this topic relevant in your city- Mumbai

We want to know - What is the most popular trend in any of these topics supported with 5/6 digital photos of good resolution small video clip captured with your digital camera only.

The topics which can be covered are written below though I will suggest you to start with fashion and lifestyle trends:

FASHION

- Clothes (women's, men's, children's and youth)**
- Footwear (women's, men's, children's and youth)**
- Accessories (jewelry, handbags, hats, etc)**
- Materials & Colors**
- Customization**
- Make-up**
- Fashion Shows**

- **Vintage**

CULTURE

- **Art & Design (graffiti, tattoos, comics, toy art, handicrafts, etc.)**
- **Architecture & Interior Design**
- **Music**
- **Indian / ethnic**
- **Entertainment (gaming, film, TV, etc.)**
- **Social Movements (social initiatives, grass roots or otherwise, such as Slow Food movement, critical mass/bikers, etc.)**
- **Technology**

MARKETING

- **Social Media & Internet (includes viral)**
- **Mobile (includes apps)**
- **Experiential (includes guerrilla, out-of-home, street, branded experiences, sensory experiences [such as designer hotels and restaurants that serve food in complete darkness], etc.)**
- **Retail (includes POS (point of sales), visual merchandising, store concepts, franchises, etc.)**
- **Packaging**
- **Content (includes branded content, storytelling, transmedia planning)**
- **Promotions (includes BTL, POS promotions)**
- **Co-branding**
- **Generosity (when brands offer something without expecting anything in return)**
- **Co-creation**

SUSTAINABILITY

- **Local (includes locally manufactured products, use of local raw material, engagement with local communities, etc.);**
- **Ethical (includes social responsibility);**
- **Environment (includes carbon emissions, carbon footprint, contamination due to the production process, etc.);**
- **Transparency;**
- **Production Chain (includes brands or products that have sustainability as a concern on one or a few phases of the production chain, but does not have it as a holistic concern);**
- **Integral (brands that are concerned with sustainability throughout the whole value chain, such as Patagonia and Pret à Manger).**

LIFESTYLE

- **Sport**
- **Beach**
- **Simplicity (includes search for simplicity, less is more)**
- **Relax**
- **Global (relevant in different parts of the world)**
- **LOHAS (Lifestyles of the Health and Sustainability – people who are concerned with health and sustainability in all their attitudes)**
- **New Tribes**
- **Urban**
- **X-treme/Radical (includes skateboarders, bikers, helicopter skiing,**

etc.).

Trend Potential

At the end of each post, please describe in one or two lines why this particular trend is of interest.

Photos & Videos

In addition to including 5/6 relevant image (original photos only) with each post, we would also like you to upload 1 photo or videos clip per month that highlights different things in your surroundings that have caught your attention. This can be anything you find unusual or amazing, including different textures, unusual combinations of colors, or interesting shapes and spaces. Ideally, these photos and videos will be taken by you with your mobile phone or digital camera (no editing necessary for videos), so let your creativity flourish! Please use the same tags described above to tag the photos and videos in this section.

Language: English.

Word length: Maximum 200 words.

Amount: 3 posts with accompanying images each, 1 inspirational video and photo monthly (can be recorded through the digital camera only)

Monthly deadline: Two submissions (either two posts or a post and an inspiration image) on the first and the 15th of every month. If these days fall on a weekend, posts will be due the following Monday.

Duration: 9 months.

I will pay you Rs.4000 per month for 3 reports + photos+ video+ inspirational photo which has to be submitted per month in two installments (2 reports + accompanying photos in 1st of the month and 1 report with video+ inspirational photo by 15th of each month).

All contents should be original only.

Please suggest willingness by tomorrow. This is only a part time work and will not take much time of yours.

Looking forward,

Regards,

Kaustav

**Kaustav SenGupta
Founder, Moderator & Head
<http://ingene.blogspot.com>**



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 600 words to <forlizzi@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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4.

Design in India

Submit your recent projects to 'Design in India' with images and a write-up. Selected projects from this will be featured in the webpages of design in india website.

Students are especially encouraged to submit their recent project work.

http://www.designinindia.net/contact/submit_project.html

The projects have been displayed in the project section:

<http://www.designinindia.net/showcase/student-projects.html>

or at

<http://www.designinindia.net/showcase/professional-projects.html>

The webspace has an average of 5000 page views every day and such support from you will help enrich this webspace into an useful resource.

Design, Peace and Cheers,

Dr. Ajanta Sen

5.

We are pleased to announce "Alpavirama 2011 - South Asian Short & Documentary Film Festival" (<http://www.nid.edu/alpavirama/>), to be organised by the Film & Video Communication dept. at the National Institute of Design, Paldi, Ahmedabad between 18th, 19th & 20th February, 2011 (as part of the Golden Jubilee celebrations of NID)

Alpavirama 2011 will have four sections - Competition, Retrospective, Special Package and Seminar.

The Retrospective will showcase a selection of NID Film & Video student films from the last two decades. The Special Package will comprise of selected short films & documentaries from Hong Kong, China and the Seminar will be on "Cinema for 'Other' Screens".

The Competition is open to short fiction and documentary films, not-less-than 3 minutes and not-more-than 30 minutes long. The film(s) should have been produced after 1st January, 2009 and should have been directed by a young person (under 30 years, as on 1st January 2011), who is a citizen of & ordinarily resident in any of the SAARC countries (Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan and Sri Lanka). The subject matter of the film should also broadly deal with South Asia, its people and their lives.

Films made in languages other than English should have subtitles in English.

NID Student Films made before 1st January 2010 are not eligible for the competition.

Animation films are not eligible for the competition.

There is NO ENTRY FEE

Entry forms can be downloaded from

<http://www.nid.edu/alpavirama>

DEADLINE: Last date for receiving preview DVDs with duly filled in entry forms: 4th October, 2010.

Have a good day

Arun Gupta

Festival Director, Alpavirama 2011

Dept. of Film & Video Communication

National Institute of Design

Paldi, Ahmedabad 380 007, India

Web: <http://www.nid.edu/alpavirama/>

E-mail: alpavirama@nid.edu

Phone: +91 79 2662 3692

Fax: +91 79 2662 1167

News:

1.

READ MY LIPS: LET'S GET MARRIED

They can't hear or speak. But with a little help from the web and a kindly NGO, many young men and women are finding ways to meet and marry

They speak in fluid gestures, laughing and communicating confidently among this group, which is clubbed as the 'hearing-and-speech impaired'. They've come a long way from regarding themselves as helpless, actively seeking life-partners, shortlisting options. Not a single one of the 80-odd young men and women at Delhi's Sacred Heart Cathedral has allowed disability to cloud his/her hope for a secure future.

The men and women, aged between 22 and 35, are here to find life partners. They don't belong to any particular caste or community; they simply share their disability. Parul Gupta, 22, belies her mother's concern as she meets prospective grooms. In her yellow salwar kameez with bright sequin work, Parul mulls over a prospective match from east Delhi's Shakarpur. The only hitch: he's 30, eight years her senior. She makes a cradle, to indicate she doesn't want to be pushed into having a baby immediately after she marries.

Parul has come all the way from Ferozpur in UP. Others have come from smaller towns such as Ambala, Rohtak, Pilibhit, Alwar and from bigger cities such as Lucknow, Kanpur, Hyderabad and Delhi. For them, the internet has been a boon, helping them reach out.

The Delhi gathering is an important way of helping the community, says Rajyalaxmi Rao, president of the NGO, Delhi Foundation of Deaf Women, which organized the event. "Given their financial and physical constraints, we felt that some help towards this effort is required and so we started the 'Pranay Milan Sammelan.' Every year it's getting better."

Over the years, the participants agree their expectations have changed. They choose satisfaction over making do. "With many happily married couples sharing their experiences at the event, confidence has gone up. Couples also bring their 'normal' children to the event and overall it is a positive, happy occasion," says Rao.

The matchmaking mela has evolved to the extent that for the last four years, a marriage portal has been associated with it, offering free registration to participants. "Participation has

doubled this year, and a lot has to do with the Net's reach in the smaller cities," says Nilesh Borghakar, who works for a marriage portal.

In many ways, the matchmaking fest underlines the profound social change that is taking place: for this generation, disability is a challenge, not a problem.

Recent prominent examples of romance accentuates the positive vibes. When the hearing-and-speech-impaired Mohammed Jasim from Kerala was to tie the knot with his similarly disabled Chinese bride Yi Yan Yun, it made headlines. Jasim met Yi online three years ago, their love blossomed and she flew down to India to meet – and marry – him.

If there is anything that comes through from the matchmaking exercise, it is how 'normal' it is. Rajendra Prasad, 28, a tailor from Nagaur near Ajmer, wants to marry a beautician from Kanpur. If both families approve, they will be married soon. "Other than a vegetarian bride from a good family, we are not particular about anything else," says Rajendra's father Ramesh Chandra.

None of the young people express any desire to marry someone without the same sort of disability. Parul's mother makes her daughter's specifications clear. "Anyone like her will do, as she says that a normal person won't treat her as an equal," she says. Then there's Bunty, 26, from Faridabad who has met three girls he likes but is undecided. A likely prospect is a young woman who works at a Barista outlet in Noida. Bunty says he only wants his future wife to be intelligent and "pleasant" like him. "And definitely not 'normal'," he gestures as he smiles happily. India has nearly 22 million disabled people Of them, 1.6 million are speech impaired and 1.2 million have hearing problems 25,000 Indian children are born deaf every year

Source: Census of India, 2001



(Courtesy: Times of India)

2.

Jackson Design & Remodeling Wins National Chrysalis Award for Universal Design

San Diego remodeling company wins national award for Universal Design. Jackson Design & Remodeling is the only company in Calif. to receive national Chrysalis award.



national Chrysalis award winning kitchen

This kitchen won the 2010 Chrysalis award for Universal Design. Jackson Design & Remodeling was the only Calif. company to receive a national Chrysalis award.



Jackson Design & Remodeling (winner of the 2007 and 2009 BBB Torch Award for Marketplace Ethics) is proud to announce the company has been honored with a national Chrysalis award for [Universal Design](#) as judged by The American Institute of Building Design and by editors from *Better Homes & Gardens* and *Southern Living*. JDR was the only company in California to win a national Chrysalis award.

"This is the third consecutive year in which Jackson Design & Remodeling has won an award, which demonstrates their ongoing commitment to excellence," says Ken Kanline, director of the awards.

Continuing to set new standards of professionalism, 87 remodeling companies from across the United States were named winners at the 17th annual Chrysalis Awards for Remodeling Excellence. The winning projects were selected from more than 475 entries. The entries were judged on overall design, the creative use of space and materials and the degree

to which the project enhanced the original structure.

"We are honored to receive this national award," said Todd Jackson, President and CEO of JDR. "Universal design projects like this one are remarkable to work on because you're not just creating a beautiful new space, but you're creating something that will literally change someone's life."

About the Chrysalis Awards

The Chrysalis Awards program, begun in 1994, recognizes the nation's best work in 15 general categories of residential and commercial remodeling, as well as National Remodeler of the Year winners. The Chrysalis Awards are open to any professional remodeler or design professional in the United States. Pictures of the 2010 award-winning projects can be seen online at www.chrysalisawards.com beginning in mid June. For more information about the Chrysalis Awards, contact Ken Kanline at 888-263-5687 or at info@chrysalisawards.com.

About Jackson Design and Remodeling
Jackson Design and Remodeling has been serving the San Diego community for more than 20 years. Todd Jackson, President and CEO, has established an enduring tradition of quality and service in the remodeling industry. Jackson and his team have won numerous awards for their work, including 35 COTY awards, several national Chrysalis awards and the 2007 and 2009 Better Business Bureau Torch Award for Marketplace Ethics. The company has been named one of Inc Magazine's fastest growing companies for two years in a row, is one of the San Diego Business Journal's "100 Fastest Growing Privately Held Companies" for a third consecutive year and has also received Remodeling Magazine's coveted "Big50 Award." For more information, visit www.jacksondesignandremodeling.com, call (619) 442-6125 or follow us on Facebook: Jackson Design and Remodeling and [twitter@jacksondesign](https://twitter.com/jacksondesign).

**3.
Press Release**

Design for Asia Award Opens Doors to Creative Designers From Asia

(XXX, Hong Kong) The high standards of design in Asian countries have attracted increasing international attention in recent years, with a vast number of creative designs on the world stage being the brain child of Asia designers. Asian designers are becoming trend setters and influencing the lifestyle and spending patterns of Asian consumers. To celebrate designs that have made a significant impact in Asia among businesses and members of the public , Hong Kong Design Centre (HKDC) is now calling for design entries from local, Asian and international designers to enter this year's Design for Asia (DFA) Award.

Since its launch in 2003, DFA Award has been earning wide recognition in the design industry at local and international levels. DFA Award provides an international platform for the players in the design industry to learn and get inspired from one another for excellent designs. Last year, DFA Award attracted around 500 entries from 14 countries worldwide including Japan, Mainland China, South Korea and Thailand, and many of the designs submitted were from international award winners.

Half of the world's population lives in Asia and the unique characteristics of this vibrant and rapidly growing market are becoming an important consideration for designers and companies across the world if they want to capitalize on the vast business opportunity. "As Asia continues its breakneck pace of economic development, we are now at a crucial juncture where design and innovation have been embraced along with emphasis on sustainability," said Victor Lo, HKDC's Chairman.

DFA Award tries to convey a message to companies and designers around the world that business success can be achieved through good designs that will profoundly affect the ways people in Asia lead their lives.

Amy Chow, Design Director and Education Consultant of HKDC said: "Since the beginning of this year, we have vigorously promoted DFA Award across Asia by staging a series of road shows in Japan, Taiwan and Mainland China to raise awareness in the local design profession and boost participation. I believe both the number of entries and the design level for this year's competition will set a new record."

"It is exceptionally encouraging to see improvement every day in design quality for the entries, and I was especially impressed with last year's entries," said John Heskett, Chair Professor of School of Design at Hong Kong Polytechnic University, who was a judge in last year's panel.

The submission deadline for entries for this year's DFA Award is **31 July 2010**, with judging to be held in September. DFA Award boasts 18 design categories including apparel/accessories design, communication design and product/industrial design and awards include the following accolades:

- DFA Gold Award, DFA Silver Award, DFA Bronze Award and DFA Merit Recognition;
- 10 DFA Grand Award; and
- 3 DFA Special Award for Culture, Sustainability and Technology respectively

For more details regarding DFA Award, please refer to the official DFA Award website at <http://www.dfaaward.com/2010/pages/index/>. Friends of the media are welcome to interview and feature previous DFA Award winners from Hong Kong, Mainland China and Asian designers.

For Award details, please contact
Micky Lee

Hong Kong Design Centre

T: 3793 8442

E: micky.lee@hkdesigncentre.org

For media enquiries, please contact

Angel Poon

Hong Kong Design Centre

T: 3793 8473

E: angel.poon@hkdesigncentre.org

About Hong Kong Design Centre

The Hong Kong Design Centre (HKDC) is a non-profit organisation dedicated to helping local designers and

businesses realise their full potential. We take a leadership role engaging in a proactive dialogue that preaches to government, industry, business partners, educational institutions and private organisations about design as a strategic, value-enhancing constituent of business. Towards the wider public we tirelessly seek to inculcate a greater appreciation of the ways design contributes to a better quality of life. www.hkdesigncentre.org

4.

NID proposes new PG course in universal design

The National Institute of Design (NID), Ahmedabad has proposed to introduce a postgraduate programme in universal design from the next academic session.

NID director Professor Pradyumna Vyas said the programme would be offered from June 2011 or the year after that. Rachna Khare, a senior research fellow at NID's Jamsetji Tata Universal Design Chair, explained the concept by using the example of designing bigger toilets that can accommodate the disabled, rather than separate toilets for them, which makes them feel conscious or socially excluded.

The concept also includes designing for those with special needs like the elderly, children, pregnant women and others, Khare said.

The impending programme will be the result of an MoU, which was signed recently between the University of Applied Sciences and Arts in Germany and NID, and which includes faculty and student exchange and joint research opportunities.

Khare said that students in the programme would study in both countries for a semester each, and spend the final two semesters doing research projects.

As a preparatory step, a Universal Design Lab has also been proposed for the Bangalore campus.

The concept note for the programme was prepared by Khare, Professor Birgit Weller (from the German university), and a host of other design faculty earlier this month. It was submitted to the NID director on April 7.

5.

Wheelchairs that listen

Seeking greater independence, patients help MIT researchers design a voice-driven device

David Hatch uses a joystick to direct his wheelchair, but he dreads the day – coming soon – when he won't have enough

control over his hands to steer it around corners or avoid bumping into things.

That's why Hatch is so interested in a robotic wheelchair operated by voice commands that is being developed at the Massachusetts Institute of Technology. It could restore some of the independence his multiple sclerosis is stealing away.

"I like the idea of telling my chair where to go," said Hatch, 69, a retired GTE Corp. engineer who has been coping with a slowly degenerative form of MS for 44 years. "I see people wandering around the neighborhood in [their] chairs. That's the kind of thing I'd love to be able to do."

Hatch is also excited about the wheelchair because he's helping to design it, along with fellow residents of the Boston Home in Dorchester, a residential and outpatient facility for people with neurological disorders such as MS and Lou Gehrig's disease.

Too often in the history of wheelchairs and other assistive technologies, the equipment is designed by engineers or scientists, not by people dependent on it, said MIT associate professor Nicholas Roy, who is leading the project along with professor Seth Teller. The industry is littered with ideas that did not work, Roy said.

"Assistive technology tends to have a relatively high rate of abandonment," he said. "It's either not nice to use, uncomfortable, or not obvious [how to use it]. It doesn't fit the problem."

With the help of Boston Home residents like Hatch, Roy hopes his voice-activated wheelchair will avoid a similar fate. Already, Hatch and others have helped make it more user-friendly.

The wheelchair is designed to be tracked so the staff will know the location of each of the home's 96 residents. But the residents also want to use the tracking ability to help them find their friends, which can be difficult when everyone's in a wheelchair.

"We had not appreciated the extent to which being in a wheelchair impedes social engagement," Roy said.

At Hatch's request, a monitor on the chair will include the Boston Home's daily schedule, so residents will know the time of their next social event, outing, or relaxation session.

"They can know more about the environment — weather, scheduled events, menus — and exploit that knowledge to make more meaningful choices about how they wish to spend their time," said Teller, a member of MIT's Computer Science and Artificial Intelligence Laboratory.

Hatch and 19 other residents carry laser scanners on their conventional wheelchairs, to give the MIT team a sense of their daily patterns and needs.

The prototype, under development since 2005, can cruise the halls of MIT's computer science lab, often without a passenger. When one of the students working on the device tells it to "Go to the kitchen," a computer-generated voice responds: "Do you want to go to the kitchen?" If the answer is yes, the wheelchair, using a map of the route that it has previously "learned," will drive to the kitchen.

After one guided tour of a space with someone pointing out landmarks, the prototype can construct a "mental map." It will be able to return to the landmarks, using a laser scanner to avoid any new obstacles that may have appeared. In a recent presentation at the Boston Home, the chair was taught the location of the podium and returned to it at a student's command.

The prototype, which is a modified power wheelchair, cost about \$10,000, roughly double the price of a wheelchair without such specialized equipment. Teller said he expects costs will fall quickly as more are made, and as laser scanners — the most expensive piece of equipment, at \$4,000 — come down in price.

The voice-based information system will be tested at the home in three to six months, Teller said. More technologically difficult aspects of the chair, such as navigation by voice command, will be added in a year or two, he said. Over the long term, he'd like the chair to be able to monitor each user's vital signs, including heart rate, temperature, and blood pressure.

William Li, a first-year graduate student in MIT's electrical engineering and computer science department and its Technology and Policy Program, said he has enjoyed working with the Boston Home residents on the prototype.

"This has absolutely been the most exciting part of my experience so far at MIT, and really a motivating factor to get to know the residents here, to hear from their expertise," the Toronto native said earlier this month. "I've learned a lot."

Hatch said the collaboration makes him feel productive. "This MIT project is right up my alley," he said.

The joint effort also dovetails with the mission of the Boston Home, which has earned a national reputation for its resident-centered care and its technological innovations, from state-of-the art wheelchairs to advanced climate control to a cyber café for residents. Compared to typical nursing home patients, Boston Home residents are younger — 56 on average —and more intellectually engaged.

Some residents like to paint, holding the brush in their mouths when necessary. That's not Hatch's thing. He's still too much the engineer.

"I don't paint. I draw straight lines," he said, a slight smile curling the corner of his mouth.

(Courtsey : Globe Newspaper)

6.

Creative uses of cigarette butts

Cigarettes are bad for health. Butts must be worse. Well, they are, but that did not stop the Chinese from coming up with some creative uses - pitting venom versus venom.

Chemical extracts from cigarette butts - so toxic they kill fish - can be used to protect steel pipes from rusting, a study in China has found.

In a paper published in the American Chemical Society's bi-weekly journal Industrial & Engineering Chemistry Research,

the scientists in China said they identified nine chemicals after immersing cigarette butts in water.

They applied the extracts to N80, a type of steel used in oil pipes, and found that they protected the steel from rusting. The metal surface can be protected and the iron atom's further dissolution can be prevented, they wrote.

The chemicals, including nicotine, appear to be responsible for this anti-corrosion effect, they added.

The research was led by Jun Zhao at Xi'an Jiaotong University's School of Energy and Power Engineering and funded by China's state oil firm China National Petroleum Corporation.

Corrosion of steel pipes used by the oil industry costs oil producers millions of dollars annually to repair or replace.

According to the paper, 4.5 trillion cigarette butts find their way into the environment each year. Apart from being an eyesore, they contain toxins that can kill fish.

Recycling could solve those problems, but finding practical uses for cigarette butts has been difficult, the researchers wrote.

China, which has 300 million smokers, is the world's largest smoking nation and it consumes a third of the world's cigarettes. Nearly 60 percent of men in China smoke, puffing an average of 15 cigarettes per day.

7.

'New' ADA Regs Move Forward

The Department of Justice has once again submitted updated final Americans with Disabilities Act (ADA) regulations to the Office of Management and Budget (OMB) for review and clearance. This action is a step toward implementation of the amended ADA Standards that were proposed in 2004.

The final rules were previously sent to OMB in late 2008 and withdrawn in January 2009 when then President Bush's Chief of Staff directed Executive Branch agencies to defer publication

of any new regulations until the rules were reviewed and approved by Obama Administration officials.

OMB has 90 days to respond to the submission

8.

News from EIDD - Design for All Europe Summit, Belgrade

World's largest design association joins EIDD: the UK's Chartered Society of Designers joined EIDD during the Design for All Summit in Belgrade this weekend. For more information about CSD, go to: <http://www.csd.org.uk/>

9.

Karin Bendixen receives Award

The Danish Disability Foundation (Vanførefonden) awards the "Encouragement Price" of 3.275 EUR to Karin Bendixen, O.T., journalist, editor, stud.public. and holder of Bexcom. The chairman of the Foundation former Finance Minister Pia Gjellerup presented the Prize to Karin on Tuesday 25 May 2010 at the National Museums ballroom in Copenhagen:

"...Karin Bendixen has throughout her entire professional work been working actively, dedicated and with focus on communicating issues on Design for All and disability. She has been involved with various projects—both nationally and internationally concerning e.g. design, architecture, products, packaging and campaigns—and all with involvement of users. She is also the founder and chair of Design for Alle.dk and member of several boards concerning Design for All. Her work is characterized by a remarkable professionalism and sustained commitment..."

About The "Encouragement Price"

"The Foundation awards the "Encouragement Price" to someone who has done a selfless and remarkable efforts to facilitate daily life for people with disability."

Bexcom



Bexcom

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Program & Events:

1. SEOUL CYCLE DESIGN COMPETITION



CALL - FOR - ENTRIES SEOUL CYCLE DESIGN COMPETITION 2010

Seoul Design Foundation 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.

cycling with design: SEOUL style

the theme of the seoul cycle design competition, aptly represents the goal of nurturing a healthy cycling culture. embracing this kind of culture is an important part of an eco-friendly traffic system. seoul is working hard to become a city that sets global standards that will lead the way in urban development well into the 21st century.

the competition promotes cycling as a healthy and environmentally sound activity that every city dweller can enjoy. cycling with design: SEOUL style hopes to inspire the kind of designs that conform to the city's cycling infrastructure and the sensibilities of Seoul residents, the 2010 World Design Capital.

categories:

- 1 - cycle design**
- 2 - cycle fashion & accessories design**
- 3 - cycling infrastructure**

2.

SURAT SAFE HABITAT
PLANNING & DESIGN COMPETITION

| Home | Registration | Contact Us |

About Surat | About Competition | Promoters | Submissions | Downloads | Evaluation | Awards & Rewards | FAQ

LATEST UPDATES

Launch Date - 10th April 2010

Registration is free for all.

On registration only, competition prospects and details will be sent on valid email address of contestants.

Planning and Design Competition

Theme I : Planning and Design of low income group cluster housing prone to frequent flood.

Theme II : Spatial Area planning of low lying area with high flood risk.

SURAT... SAFE HABITAT

As we all know Climate change is inevitable. Mitigation & Adaption Utilizing optimum resources is the only way to get prepared and face all future consequences.

Surat – a coastal city in Gujarat have major threats from climate change impact in terms of flooding, coastal

Planning and Design Competition

Theme I : Planning and Design of low income group cluster housing prone to frequent flood.

Theme II : Spatial Area planning of low lying area with high flood risk.

Apply Now

SURAT... SAFE HABITAT

As we all know Climate change is inevitable. Mitigation & Adaption Utilizing optimum resources is the only way to get prepared and face all future consequences.

Surat – a coastal city in Gujarat have major threats from climate change impact in terms of flooding, coastal storms and cyclone, sea level rise and inundation. The city has experienced major flooding every few years in the last two decades, with some events (2006 flood) covering as much as 75% of the city. It is low lying settlements and settlements close to the river and the khadi, often homes of the poorest and vulnerable population, that have been worst affected by floods.

Surat Initiative:
Under ACCCRN (Asian Cities Climate Change Resilience Network) Program, Surat Municipal Corporation (SMC) & Gujarat State Disaster Management Authority (GSDMA) along with other organisations Rockefeller Foundation, TARU, South Gujarat Chamber of Commerce & Industry, CREDAI Surat and SVNIT-Surat (Sardar Vallabhbhai National Institute of Technology) propose to launch national level planning & design competition for professionals and students with two different themes as described below -

Theme I : Planning & Design of low income group cluster housing in areas prone to frequent flooding.
Theme II : Spatial Area planning of low lying area with high flood risk.

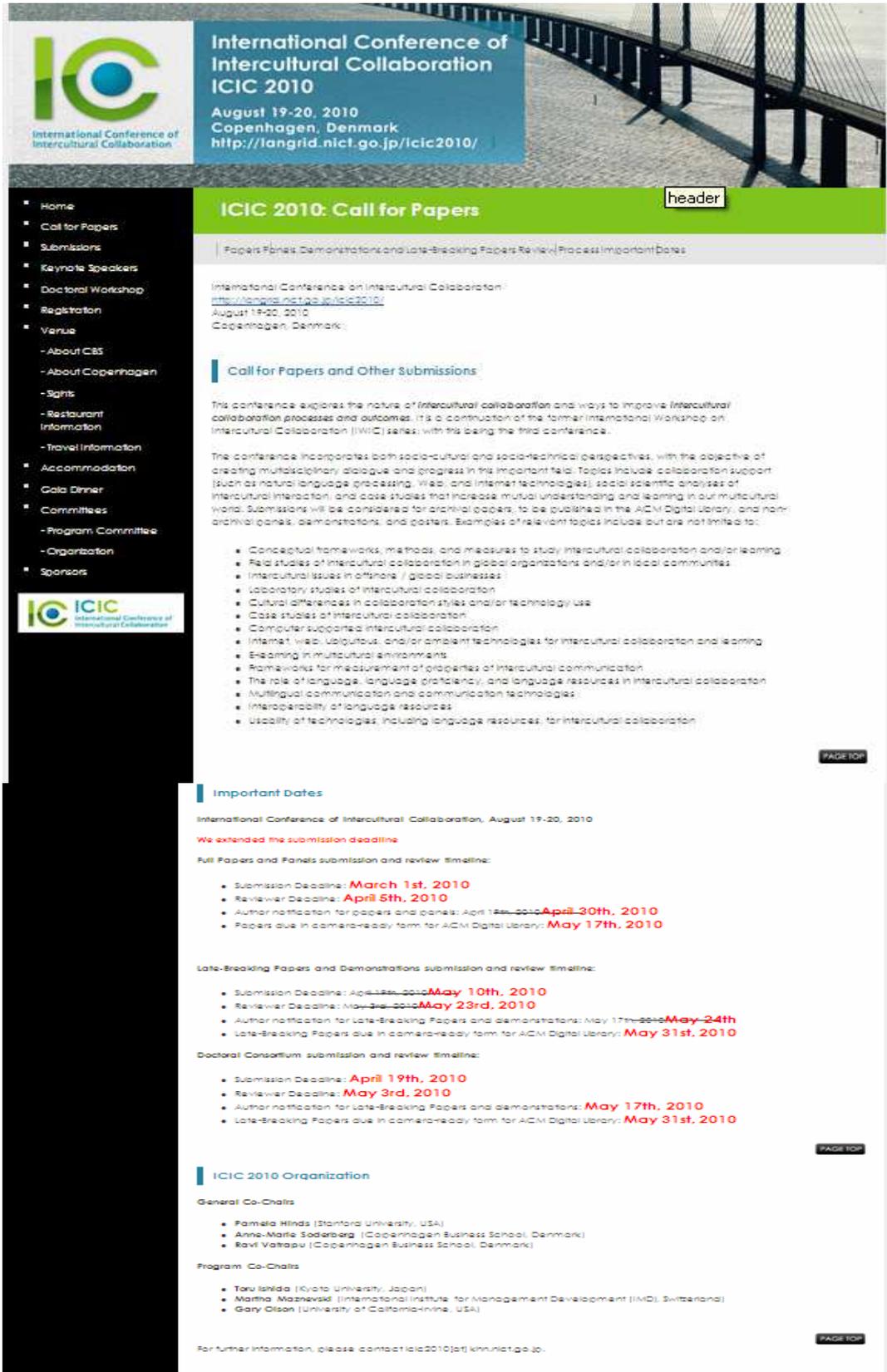
* On registration only, competition prospects and details will be sent on valid email address of contestants. Brief of both the competitions and its details are uploaded on the website. Please note registration for interested individual, firm, group is online on the website.

For more details one can contact on info@surat-safehabitat.org or **Rina Jain** on **+919725453222** during working hours.

PROGRAM PARTNERS

GSDMA SURAT MUNICIPAL CORPORATION SGCCI

3.



The image shows a screenshot of the ICIC 2010 Call for Papers website. The header features the ICIC logo and the conference title 'International Conference of Intercultural Collaboration ICIC 2010' along with dates 'August 19-20, 2010' and location 'Copenhagen, Denmark'. A navigation menu on the left lists various sections like Home, Call for Papers, Submissions, etc. The main content area is titled 'ICIC 2010: Call for Papers' and includes sections for 'Call for Papers and Other Submissions', 'Important Dates', and 'ICIC 2010 Organization'. The 'Important Dates' section lists submission and review deadlines for Full Papers, Late-Breaking Papers, and Doctoral Consortium. The 'ICIC 2010 Organization' section lists General Co-Chairs and Program Co-Chairs.

ICIC 2010: Call for Papers

Home
Call for Papers
Submissions
Keynote Speakers
Doctoral Workshop
Registration
Venue
- About CBS
- About Copenhagen
- Sights
- Restaurant Information
- Travel Information
- Accommodation
- Gala Dinner
- Committees
- Program Committee
- Organization
Sponsors

ICIC 2010: Call for Papers

Papers Panels Demonstrations and Late-Breaking Papers Review Process Important Dates

International Conference on Intercultural Collaboration:
<http://langrid.nict.go.jp/icic2010/>
August 19-20, 2010
Copenhagen, Denmark

Call for Papers and Other Submissions

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

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

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

Important Dates

International Conference of Intercultural Collaboration, August 19-20, 2010

We extended the submission deadline

Full Papers and Panels submission and review timeline:

- Submission Deadline: **March 1st, 2010**
- Reviewer Deadline: **April 5th, 2010**
- Author notification for papers and panels: April 18th, 2010 **April 30th, 2010**
- Papers due in camera-ready form for ACM Digital Library: **May 17th, 2010**

Late-Breaking Papers and Demonstrations submission and review timeline:

- Submission Deadline: ~~April 18th, 2010~~ **May 10th, 2010**
- Reviewer Deadline: ~~May 3rd, 2010~~ **May 23rd, 2010**
- Author notification for Late-Breaking Papers and demonstrations: May 17th, 2010 **May 24th**
- Late-Breaking Papers due in camera-ready form for ACM Digital Library: **May 31st, 2010**

Doctoral Consortium submission and review timeline:

- Submission Deadline: **April 19th, 2010**
- Reviewer Deadline: **May 3rd, 2010**
- Author notification for Late-Breaking Papers and demonstrations: **May 17th, 2010**
- Late-Breaking Papers due in camera-ready form for ACM Digital Library: **May 31st, 2010**

ICIC 2010 Organization

General Co-Chairs

- Pamela Hinds (Stanford University, USA)
- Anne-Marie Søderberg (Copenhagen Business School, Denmark)
- Ravi Vattapu (Copenhagen Business School, Denmark)

Program Co-Chairs

- Toru Ishida (Kyoto University, Japan)
- Martha Mashevski (International Institute for Management Development (IIMD), Switzerland)
- Gary Olson (University of California-Irvine, USA)

For further information, please contact icic2010@iit.knu.nict.go.jp.

4.



CETA Final Conference

"Competitiveness for European Tourism for All"

27 - 29 May 2010

Conference Venue: Falsterbo Strandbad, Falsterbo, Skåne, Sweden

PROVISIONAL PROGRAMME

Thursday 27 May

14.00 hours

Welcome and Introduction

Nils-Arvid Andersson, Vellinge Municipality, Sweden

Ivor Ambrose, European Network for Accessible Tourism

Improving the Competitiveness and Sustainability of Tourism in Europe

Francesco Ianiello, Head of Tourism Unit, European Commission DG Enterprise

(to be confirmed)

Sustainability and Accessibility in Swedish Tourism Policy

Ms Anna Hag, Swedish Ministry of Enterprise

CETA: A Business Orientation to Accessible, Sustainable Tourism in Europe

Lillian Möller, Tourism for All in Sweden

Graham Miller, University of Surrey, School of Management and Law, UK

Quality Label Söderstätt: Destination Marketing

Nils-Arvid Andersson, Vellinge Municipality, Sweden

Sustainability and Accessibility in Tourism SMEs: Example, Ångavallen Farm

Rolf Axel Nordström

The CETA Information Toolkit for Small and Medium-Sized Tourism Enterprises

Lillian Möller, Tourism for All in Sweden

18.30 End of 1st day of Conference.

20.30 Dinner (payment required).





CETA Conference Registration Form

To register for the CETA Conference, please fill in this form (one form per person) and return it by Email or Fax by 15th May 2010, to:

Tourism for All in Sweden
Box 1087
251 10 Helsingborg, Sweden.
Telephone enquiries:

Email: Illian.muller@access-sweden.se

Fax: (+46) (0)42 13 61 85
(+46) (0)42 13 48 01

Name:		
Organisation:		
Email:		
Telephone:		
Postal Address:		
Country:		
I will attend on: (please tick box)	Days:	Fee: (\$EK)
	Thursday 27 th of May (Refreshments) YES [<input type="checkbox"/>]	25,-
	Friday 28 th of May (Refreshments and lunch) YES [<input type="checkbox"/>]	40,-
	Saturday 29 th of May (Lunch) YES [<input type="checkbox"/>]	25,-
	(Please insert total) \$UM:	
Transport - I require transfer from train station	Yes [<input type="checkbox"/>] No [<input type="checkbox"/>] (Please tick one box, above)	
	NOTE: transfer costs must be paid to cab driver after each journey.	
Other information:	Please indicate here your date and time of arrival / departure, flight number, and/or special requests for transfers, accommodation, dietary meals, etc. .	

Advance Payment

The refreshment & lunch fee must be paid before 15th May to Turism för alla i Sverige

Bank: Svenska Handelsbanken

IBAN SE41 6000 0000 0001 9362 0838

Swift: HANDSESS

Message to recipient: CETA (add your name)



5.



Include 2011

The Helen Hamlyn Centre at the Royal College of Art is pleased to announce the sixth International conference on Inclusive Design.

Include 2011 will take place at the Royal College of Art, London, UK on 18-20 April 2011.

The theme for Include 2011 will be: **The Role of Inclusive Design in Making Social Innovation Happen**

As a concept, social innovation has growing currency in society, government, academia and business. It manifests itself in many different ways in different contexts. Its meanings extend from public service and policy innovation to initiatives in assistive technology and to aspects of civic participation and creative entrepreneurship.

In all of these areas, design has a key role to play. It can make policy visible

6.



2010
HAMAMATSU

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

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

Announcement

- [Abstract Submission Closed](#) (2010.2.17 updated)
- [Deadline for abstract submission has been extended](#) (2010.1.28 updated)
- [Solicitation for abstracts of paper has now begun](#)

Please check Report of The 2nd International Conference for Universal Design in KYOTO 2006 to get a general idea of what is expected to take place on the day.

- [Go to: Organization of conference reports](#)

Details of the conference are now public.



IAUD International Association for Universal Design

[IAUD official page](#)

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7.

**“Communication designers are
the distillers of visual culture.”**

— Dr. Paula DiMarco

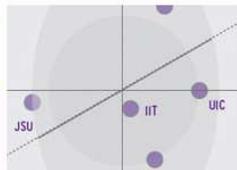
Innovative research, like an iridescent surface, reveals new points of view.



RECENT ARTICLES



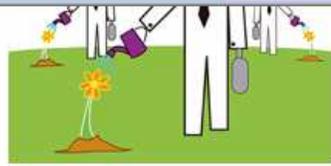
Do smart business - week by week
Prof. Helmut Langer



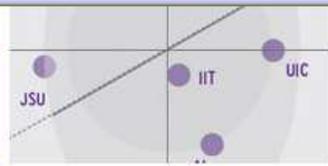
Trans-modern consciousness: Mapping value systems and models for graphic design education
Dr. Elizabeth (Dori) Tunstall



Visual transliterations of oral combinations of languages in Lebanon
Dr. Antoine Abi Aad



Do smart business - week by week
Prof. Helmut Langer



Trans-modern consciousness: Mapping value systems and models for graphic design education
Dr. Elizabeth (Dori) Tunstall



Visual transliterations of oral combinations of languages in Lebanon
Dr. Antoine Abi Aad

ABOUT IRIDESCENT

Iridescent is a peer-reviewed online journal that seeks to establish a benchmark for innovative design research. By publishing select high quality research and making it accessible to a broad international audience this journal serves as an open platform for design discourse.
[Read more](#)

CURRENT THEMES

Our **current themes** are:

- Defining the value of design
- Sustainability
- Design education

SUBMISSIONS

Iridescent invites researchers and scholars world-wide to submit papers and essays in all design disciplines under our current themes. Papers can be submitted in Arabic, Chinese, English, French, Spanish and Russian but must include an English language abstract. [Find out more](#).

8.

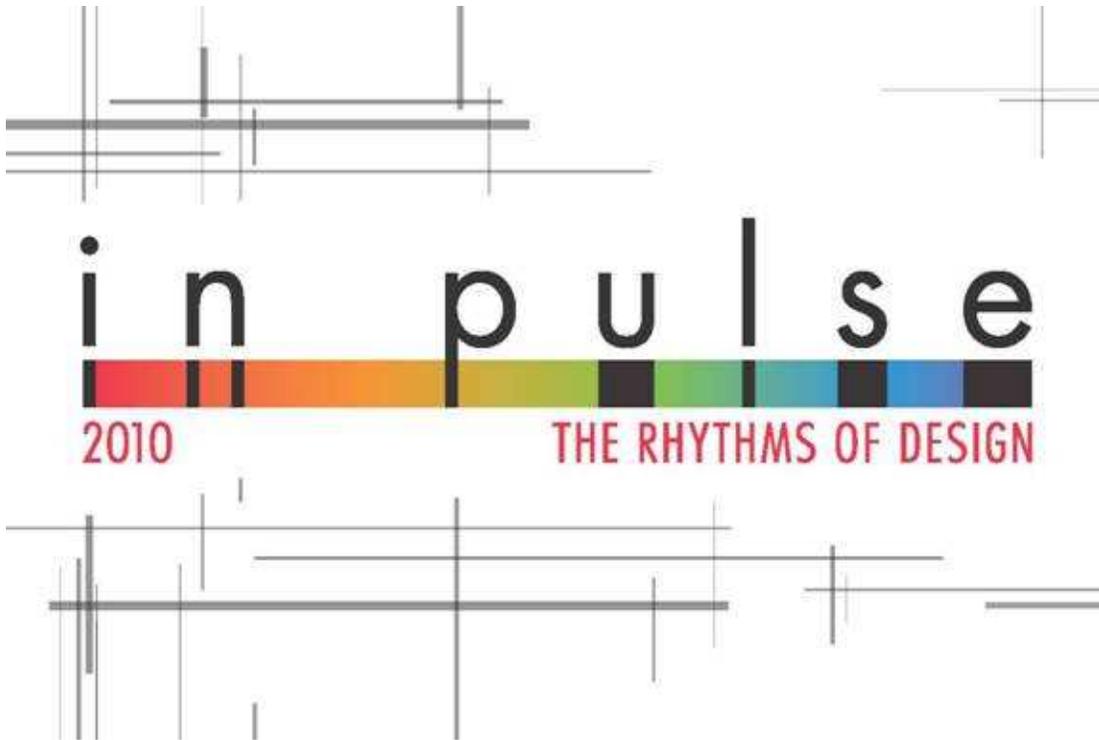
in pulse: THE RHYTHMS OF DESIGN

DAI Annual Student Exhibit

San Francisco State University, Cesar Chavez Student Center, **Jack Adams Hall**

May 11th - 14th

**Opening Reception, Wednesday, May 12th,
6:00 – 9:00 PM**



inpulse
2010 THE RHYTHMS OF DESIGN



Non Profit
Organization
U.S. Postage Paid
San Francisco, CA
Permit # 7741

Opening Reception

Wednesday, May 12th 2010 – 6pm-9pm

Cesar Chavez Student Center
Jack Adams Hall

Exhibit Hours

Tue. May 11	4pm-9pm
W. & Th. May 12 & 13	9am-9pm
Fri. May 14	9am-12pm

DONATE NOW daishow.sfsu.edu
daishow@sfsu.edu

The Design & Industry Department
San Francisco State University
1600 Holloway Avenue
San Francisco, CA 94132



THE 21ST ANNUAL DAI STUDENT DESIGN EXHIBITION

10.

The poster for the Design for Asia Award 2010 features a dark background with a large, stylized 'DFA' logo in gold and white. The main title 'DESIGN FOR ASIA AWARD' is prominently displayed in white, with the subtitle 'Recognising the Most Influential Good Designs in Asia' below it. A red banner on the right side reads 'CALL FOR ENTRY' and 'DEADLINE 31 JULY 2010'. On the left, a vertical menu lists various sections: DFA AWARD 2010, AWARDS, DESIGN CATEGORIES, JUDGING CRITERIA, JUDGING PROCESS, JUDGING PANEL, REGIONAL EXPERT PANEL, SUPPORTED BY, SUBMISSION CRITERIA, SCHEDULE, ONLINE SUBMISSION, PAST WINNERS, and HOME: HKDC AWARD. At the bottom, the organizer 'hkdc Hong Kong Design Centre' and a major sponsor are mentioned. A section titled '18 DESIGN CATEGORIES' and 'ABOUT DFAA' provides further details about the award's focus on Asia's growing market.

11.

The screenshot shows the 'Training' section of the Human Factors International website. The header includes the company logo, a search bar, and contact information (1.641.472.4480, hfi@humanfactors.com). A navigation menu highlights 'Training Schedule'. Below the menu, there are links for 'North America', 'Europe', 'India', 'China', 'South Africa', and 'Course Fees'. The main heading is 'Public Course Schedule – India'. Underneath, it lists 'CUA™ Certification Track', 'Individual Certification Courses', and 'PET Design'. A paragraph describes the CUA™ track as a 10-day program for HFI-Certified Usability Analysts. A list of four courses is provided: User-Centered Analysis and Conceptual Design, The Science and Art of Effective Web and Application Design, Practical Usability Testing, and Putting Research into Practice. A contact box for queries lists 'training@humanfactors.com', Archana Bhonsle (+91 99019 92916), and Ankur Richharia (+91 89717 85752).

10-Day CUA™ Certification Track

10-Day CUA™ Certification Track Brochure (838K zip file)

Course Fees: Rs. 67000 + taxes

Early Bird Offer Register early & save Rs. 5000 (Rs.62000 + taxes)

Group Discounts: Save 10% - 3 or more registrations @ Rs. 60300 + taxes per participant
Save 12.5% - 5 or more registrations @ Rs. 58625 + taxes per participant

Course fee does not include CUA exam fee

Jun 14 – 24 Bangalore Sold Out

Jun 28 - July 08 Bangalore Open

Register before May 30, 2010 and save Rs.5000
Last date for course registration is June 10, 2010

[Register Now](#)

[Location Details & Timings](#)

Jul 19 - 29 Mumbai Open

Aug 9 - 19 Gurgaon Open

Sep 13 - 23 Bangalore opening soon

Note: HFI reserves the right to cancel any course up to 10 (ten) days prior to the first day of the course. Registrants will be promptly notified and will receive a full refund or be transferred to the equivalent class of their choice within a 12-month period. HFI is not responsible for travel expenses or any costs that may be incurred as a result of cancellations. HFI reserves the right to change course venue.

Cancellation fee: Rs.10000 per participant processing fee if canceling three weeks before course start date. This fee can be refunded or applied as a discount to the course of your choice, to be used within one year. No refund or carry forward of processing fees if cancelling within three weeks of course start date.

No taping/recording permitted: There will be no tape or video recording allowed in class. Students who have any disability that might affect their performance in this class are encouraged to speak with the instructor at the beginning of the class.

Our guarantee of your satisfaction: Human Factors International, Inc. intends that all participants will benefit from the course. We offer the best possible training in this field. If at any time during the first day of the course a participant notifies the instructor of his or her desire to withdraw, he or she may leave and receive a full refund. There is absolutely no risk to the participants or their companies.

12.

INCHEON INTERNATIONAL DESIGN AWARDS



CALL - FOR - ENTRIES

incheon metropolitan city, KOREA,

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 of charge registration required.

green heart

iida 2010 seeks for entries in the following three categories:

1 - green design for humans

- life style design which help realize ways to consider the environment in daily life
- daily goods, home appliances, lighting, furniture, stationery, home devices, car, packaging, etc.

2 - green design for the city

- innovative and effective public design which suggests the possibility of an eco-friendly city
- architecture, interior design, road, public area, park, urban planning, urban infrastructure, etc.

3 - green design for communication

- design taking lead in social communication for the diffusion of green design and green life style
- poster, video, advertisement, illustration, campaign, software, mass media, networking, etc...

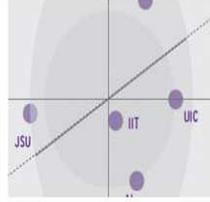
13.



RECENT ARTICLES



Do smart business - week by week
Prof. Helmut Langer



Trans-modern consciousness: Mapping value systems and models for graphic design education
Dr. Elizabeth (Dori) Tunstall



Visual transliterations of oral combinations of languages in Lebanon
Dr. Antoine Abi Aad

ABOUT IRIDESCENT

Iridescent is a peer-reviewed online journal that seeks to establish a benchmark for innovative design research. By publishing select high quality research and making it accessible to a broad international audience this journal serves as an open platform for design discourse. [Read more](#)

CURRENT THEMES

Our **current themes** are:

- Defining the value of design
- Sustainability
- Design education

SUBMISSIONS

Iridescent invites researchers and scholars world-wide to submit papers and essays in all design disciplines under our current themes. Papers can be submitted in Arabic, Chinese, English, French, Spanish and Russian but must include an English language abstract. [Find out more.](#)

14. ASIA NOW



DWELL ON DESIGN
LA | JUNE 25, 26, 27 | 2010

CURATED BY **designboom**

tracking the next generation of asian design culture.

asia is a treasure trove of cross-cultural interchanges and the exhibition 'asia now' centers around rising talent in this quickly changing environment.

'asia now' will take you on a visual journey through inspirational, contrasting iconography and innovative design solutions of the orient.

curated by designboom, the exhibition will be shown in los angeles at the 'dwell on design' fair, june 25 -27, 2010.

'asia now' is taking into account the contemporary material culture of 11 countries

- china**
- india**
- indonesia**
- iran**
- japan**
- korea**
- malaysia**
- philippines**
- singapore**
- taiwan**
- thailand**

call for participation open now!

do you wish to exhibit your work with us?

please send us photos of products or prototypes - of what you would like to show in this exhibition. we expect to receive several hundred applications, which will be collected and reviewed by designboom.

we have a limited capacity of pieces that can be shown, selection is sure to be tough...

your work and your contact details will be featured in the exhibition, in our online preview and in the report of the exhibition.

along with your participation in the exhibition we offer you the possibility of providing us with your own press material which will be made readily available at the show. dwell on design is a three day festival of modern design in LA, featuring exhibitions, a design conference, home tours and special events.

<http://www.dwellondesign.com>

**15.
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.

16.

VIEWING REQUIREMENTS: [Adobe Flash Plug-in](#)
IF YOU DON'T HAVE THE PLUG-IN, YOU CAN FREE DOWNLOAD THE [Adobe Flash Player](#)

COVER DESCRIPTION PROGRAMME REGISTER MADRID CONTACT



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.

HIGHLIGHTS

Register before 13 May 2010, to take advantage of a 20% discount offer on the price of registration for Straight to Business 2010. [Click here to access to registration.](#)

Check the list of speakers for the International Conference. [Click here to view it.](#)

There are several possibilities to participate in Straight to Business: Icograda Design Week 2010. You may review the sponsorship opportunities at the following link.



ORGANISERS



PARTNERS



MEDIA PARTNERS



17.



[Home](#) [DX BLOG](#) [Sitemap](#) [Contact Us](#)



DXA 2010

[HOME](#) [ABOUT](#) [WHY ENTER](#) [JUDGES](#) [ELIGIBILITY & CRITERIA](#) [SUBMITTING](#) [EXHIBITION & AWARDS DINNER](#) [PASTWINNERS](#)



CALL FOR SUBMISSIONS for the 2010 DXAs begins May 1st, 2010





What is this competition about?

This competition is focused on design solutions that can change our immediate urban environment into places that we can truly inhabit. The first series of 'The Grand Idea Initiative' is called 'INHABIT'. The ultimate challenge of which is to create solutions that introduce fun, sustainable, and innovative ways people use public space. The intervention can be components that are spatial, graphical, digital or purely strategic. These ideas have to be US \$1000 in budget and need to maximize the return in the shape of a built design solution.

Who should apply?

Anyone – You could be an architect, designer, a mad scientist, a housewife, a student or anyone else interested in making cool stuff for public spaces.

What kind of projects can be submitted?

Projects could be aimed at designing street furniture, environmental graphics, services, online communities, anything that changes peoples behavior to how a public space gets utilized.

Submission requirements

A photograph of the Site – The place of your intervention, preferably in your neighborhood

Where should the entries be sent?

Send your PDF attachments to agrandidea@designwala.org. Please include your name and contact information in the body of the email as well as on the PDF document. The subject line should be "Inhabit Competition Submission".

Important Dates

Inhabit Competition kicks off – May 17th 2010

Deadline for Submissions – June 17th 2010

Winners Announced – July 17th 2010

For more information

Contact us at info@designwala.org

This competition would not have been possible without the generous contributions from these amazing people and friends :

Ravisharon Kaur
 Ramakrishnan Subramanian
 Rahul Pande
 Kiran Kannacheri
 Saravanakumar Velayudham
 Sameer Kumar
 Keerthik Sasidharan
 Saad Tabani
 Ritwik Dey
 Giana Gonzalez
 Sonali Sridhar
 Jairam Ranganathan
 Amit Desai
 Priyanka Gupta
 Shweta Mudgal

\$10 A Grand Idea Agriculture

ChangeMakers Community Controversy

Court Design Education Election Gandhi Health

Ideas Innovation Interaction Design

Justice laptop Lina Srivastava **Mobile** Montblanc

Mumbai Nokia pen Philips Politics **Ria Rajan**

Ritwik Dey **Rural** Sanitation Schools Service

ServiceDesign Slums **Social Social**

Awareness Social Microfinance BOP Solar

Strategy Sustainability sustainable

Technology TED Textile Design Toilets **Urban**

Redevelopment

Event Presented by DCSIS Lab
School of Design Strategies
Parsons The New School for Design

May 27th 2010
10:00am - 1:00pm

Service Design Performances

KELLEN AUDITORIUM
65 5TH AVE NEW YORK, NY

Service Design Performances is an immersion experience in design for services, bringing together international professionals and scholars to present their work as well as presenting current and future areas of service design teaching and research at Parsons SDS.

Program



10:00am

SERVICE DESIGN WITHIN SDS

LARA PENIN
School of Design Strategies, Parsons The New School for Design

Overview of Service Design research in Parsons SDS and service design teaching in the School of Design Strategies (Service Design Area of Study in the Integrated Design program)



10:30am

DRAMATURGY OF SERVICES

ROMAN AEBERSOLD
Lucerne School of Art and Design, Switzerland

As a theatrical director, Roman Aebersold works with theater, film, stage, and digital media to explore the boundaries of service design. The presentation describes his work with theater and digital media projects in his hometown of Lucerne, Switzerland and some of his work in design education at Parsons SDS. Aebersold will discuss his work in theater and digital media in service design.



11:00am

DESIGN FOR SERVICES A PRELUDE TO THE BOOK DESIGN FOR SERVICES FORTECOSSING FOR COVER PUBLISHING UK

ANNA MERONI
H&M&O Department, Politecnico di Milano, Italy

DANIELA BANGIORGI
Design School Assistant, Lancaster University, UK

Service Design, as a new discipline, emerged in the 2000s as a response to the growing economic role of the service sector in most of the developed economies. The presentation will discuss what Design for Services entails in the new Design agenda, drawing from the design community's currently developing the position and history of Service Design. A new conceptual framework, defined as "Design for Services", will emerge and provide the first representation of this discipline in the real-world of applied and interdisciplinary cases.



12:00pm

ROUND TABLE & OPEN DISCUSSION



1:00pm

REFRESHMENTS

Panelists

Roman Aebersold worked as a product manager before graduating in Industrial Design. He was an independent and freelance designer in different fields such as Design education at the Zurich University of the Arts. Since 2006 he has been Head of Design Research at the Hochschule Luzern, Lucerne School of Art and Design. His current research activities are in the field of service design.

Anna Meroni works as a researcher in the Department of Design (Industrial Design, Arts, Communication and Fashion) of Politecnico di Milano, where she is Assistant Professor in Service and Strategic Design. Co-director of the International Master in Strategic Design of the same institution, she is visiting professor and a doctor in other schools and universities. Her research deals with service design and strategic design for business and social impact, with an emphasis on social innovation. She has received a postdoctoral research fellowship in the food systems and their place in politics.

Daniela Bangiorgi is a lecturer at Lancaster University in Design and Innovation (Lancaster University, UK). Her research focuses on Service Design, which includes her PhD topic. She has been working and contributing to the building up of the research field since its origin, participating in the launch of the Service Design Methods and Service Design Research initiatives. Her interest in the theory and practice of service innovation, she investigated the inter-organizational work with and within organizations and communities to foster and enable change.

Lara Penin is an assistant professor at the Parsons School of Design Strategies where she is a founding member of DCSIS Lab. Her work focuses on Design for Sustainable Social Innovation and Service Design. She is the Principal Investigator of the project "Amplifying Social Innovation" awarded with a grant from Rockefeller Foundation Cultural Innovation Fund in NYC 2009. Lara is an architect and designer with a PhD in Industrial Design and Multimedia Communication.

DCSIS LAB - Design for Sustainable Social Innovation and Sustainability Lab - is a research lab at the School of Design Strategies, Parsons The New School for Design, for innovation in education, the practice and discipline of design within social innovation toward more sustainable cities. DCSIS Lab conducts research into the ways in which design can enhance community-led initiatives in the development of more sustainable ways of living and working. In particular, DCSIS Lab uses Service Design as a means to apply design expertise into problem solving and problems solving related to sustainable practice and social innovation.

For more information visit: <http://design.parsons.edu>

NAHB National Association of Home Builders

Reshaping and Enriching our Communities

About NAHB | Newsroom | Builders' Show | Publications & Subscriptions | Shop NAHB

Housing Topics | Housing Policy | Housing Data | Tools | Community | Education & Events | Join NAHB

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▼ Livable Communities Forms and Eligibility Requirements

Livable Communities Forms and Eligibility Requirements

Email | Print | Share | Text



LIVABLE COMMUNITIES AWARDS
CO-SPONSORED BY AARP & NAHB

Guidelines for Builders	Builder Application	Judging Criteria (Builder)
Guidelines for Remodelers	Remodeler Application	Judging Criteria (Remodeler)
Guidelines for Developers	Developer Application	Judging Criteria (Developer)
Guidelines for Architects	Architect Application (Community Design)	Judging Criteria (Community Design)
	Architect Application (Home Design)	Judging Criteria (Home Design)



Fact Sheet

PROGRAM: AARP and the National Association of Home Builders (NAHB) have developed a joint awards program to recognize and honor forward-looking builders, remodelers, developers and architects who have constructed creative and unique homes with design features that improve the daily comfort, ease of use and safety of their residents or developed communities that include critical elements needed for residents to be active and engaged in their community.

PURPOSE: AARP and NAHB aim to influence the industry to incorporate the principles of "universal design" in projects, resulting in safer and more comfortable housing and communities that promote independence and personal satisfaction for all consumers. Universal design involves creating a home or community for all, regardless of age or ability.

The awards program will recognize excellence in design by members of the housing and community development industry, which will draw attention to these forward-looking features of construction and encourage builders, remodelers and developers to incorporate livable communities features.

CRITERIA AND JUDGING: AARP and NAHB will choose an impartial panel of judges to evaluate the submissions. Application criteria vary from category to category, but points will be awarded based on:

- 1) Universal Design Features;
- 2) Ease of Maintenance and Energy Efficiency;
- 3) Exterior Design and Landscaping/Site Design;
- 4) Incorporation of Livable Community Design Features; and,
- 5) Stakeholder Involvement.

ELIGIBILITY AND AWARDS: The awards are open to builders, remodelers and developers nationwide involved in single- and multi-family home construction. There are also award categories for home and community design for architects and planners.

CONTACTS:
AARP, Ayanna Lewis
202.434.2299
aylewis@aarp.org

NAHB, Blake Smith
202.266.8583
bsmith@nahb.com

www.nahb.org/livablecommunities

21.

Institute on Creating Sustainable Environments for Young Children

Kansas City, Missouri

June 10-11, 2010

Pre-Conference Day June 09, 2010

This Institute provides a place where early childhood practitioners and designers can learn about creating sustainable environments for young children, both indoors and outdoors.



Event Schedule

Pre-Conference Day

Wednesday, June 9, 10:00 AM - 4:00 PM

The pre-conference day will include visits to sustainable projects, a children's garden and other Kansas City locations.

22.



Veneta Cucine and Domus Academy launch

IN-DIA KITCHEN MASTER IN DESIGN 2010

15 July 2010

infodesign@domusacademy.it

DEADLINE

INFORMATION

Veneta Cucine and Domus Academy are launching a competition for Indian designers to survey the space and product relationships between Western kitchens and those of a large country such as India dealing with the vast cultural and social transformations of the past decades.



C.C. India Pvt. Ltd.
www.coindia.net



IN COLLABORATION WITH

 **Electrolux**



What is the future and where are the developments for the "American or Frankfurt" kitchen conceived by Margarete Schutte-Lihotzy who had introduced the Tayloristic concept of efficiency in cooking and domestic life, with a meeting of the new cultures, rituals, daily habits and diverse diets of one of the major emerging economies of the beginning of the 21st century?

There will be an assessment of proposals for interiors, furniture, instruments and products associated with the world of food preparation and consumption that cherish Western methods but at the same time rethink new cultures and markets. The result is an integration and appreciation of traditions, local ways of life and various sensibilities of conserving, preparing and enjoying food.

Concepts and projects that are sensitive to the environment through their attention to materials and new solutions that, instead of transplanting the stereotypes of Western models, use borrowed habitation and behavioural technologies to give impetus and new vitality to the evolution of products and spaces in the kitchen and the home in general.

PARTICIPATION

The competition is open to students and professionals 30 years old and younger: architects, designers, interior designers or graduates in other disciplines who can supply a project.

Each participant will develop output regarding the post topic and send it in PDF format along with a curriculum vitae, letter of motivation and a portfolio of projects.

DEADLINE

The material must be received by Domus Academy infodesign@domusacademy.it

specifying IN-DIA KITCHEN by **15th July 2010**.

If you send hardcopy it must be addressed to

IN-DIA KITCHEN COMPETITION

Via Watt 27 - 20143 Milano

and must arrive by **15th July 2010**.

The results will be communicated by **31st July 2010**.

PRIZES

The award consists of two scholarships that totally cover the cost of tuition for the Master in Design course valid exclusively for the academic year of 2011 (January-December).

The winners will be contacted by e-mail.

The scholarships do not include the registration fee for admission to the University of Wales.

PANEL OF JUDGES

Daniela Archiutti

Director and Creative of Veneta Cucine

Maria Grazia Mazzocchi

Domus Academy Founder

Suresh Sethi

Associate Professor at Nanyang Technological University

Krishnarao Jaisim

President Indian Institute of Architects

Dante Donegani

Master in Design Director at Domus Academy

Niko Koronis

Designer and Project Leader at Domus Academy

Stefano Giovannoni

Architect and Designer

Francesco Morace

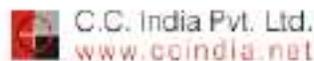
President of Future Concept Lab

Graziano Lazzarotto

Trade and Sales Manager Electrolux Built In Appliances

Shankar Narayan

Architect



IN COLLABORATION WITH



Job Openings:

1.

Position: Interaction Designer

Office Location: Honeywell Bangalore

Group: Design Innovation,

Background and work experience: Interaction & Visual Design skills

Years of Exp: 2 to 3 years

Job description:

Define user experience and Interaction design for desktop, web application and small screen/ touch screen displays. Understanding of web technology, and focus on user centered design principles and use these elements as foundation for design solutions

- 1. Must have demonstrated skills in User Research, Scenario Building , Focus Groups, Concept Generation, Prototyping, Heuristic Analysis, etc**
- 2. Ability to translate user research finding in to design**
- 3. Create task flow diagrams; define navigation and interaction pattern, create Low/High fidelity prototypes, storyboards and guidelines for UI development**
- 4. Manage the user experience and interface design effort, including the visual design**
- 5. Developing User experience strategy for larger development projects/programs**
- 6. Inclination to understand and solve complex technical issues pertaining to core business area, ability to understand large systems and human computer interaction.**
- 7. Obtain stakeholder buy-in for the proposed designs and mentoring of internal teams on interaction design**
- 8. Conduct quality evaluations to ensure the user experience vision, design and standards are being fulfilled in the applications**
- 9. Work on multiple projects within the Software Development Life Cycle (SDLC) in a faced paced environment.**
- 10. Conduct Usability Training to Developments teams.**
- 11. Working with the multiple teams to evolve design and excellent team player**

Educational qualifications:

Formal education (full time graduation or post graduation design degree/diploma from reputed university/institut e like NID, IIT) in Human-Computer Interaction Design, Visual Communication, Industrial Design, New Media Design

Other skills:

1. Creative, problem solving and Proactive
2. Excellent visualization skills, sense of Aesthetics and eye for details
3. Experienced with web technology, desktop technology, and contemporary trends in design
4. Good understanding of prototyping tools/software (like Adobe Photoshop, Illustrator, flash, MS, basic web technology like html/xml/java, to create visual design for applications)
5. Strong communication, analytical and interpersonal skills working within cross-functional teams

Interested candidates should forward their resume and portfolio to:

Reshma.Chelur@Honeywell.Com

2.

We need a quality web 2.0 designer to work on an exciting web-based startup. The team for this project has members with significant international background, and education/work experience from top-tier brands like UCLA, McKinsey and Morgan Stanley. The concept is a potentially game changing model which leverages the latest of social media and eCommerce principles.

Once again, we are looking for someone who has worked on, or has a good understanding of, web 2.0 concepts. Two good web 2.0 websites are: www.threadless.com and www.groupcard.com.

Please mail me back with a link to your portfolio and a number on which you can be reached, and we will call you back.

Executive Assistant,
Social Media Inc.

3.

Job Overview – UI Web Developer

Skills:

HTML/XHTML, JavaScript, and Cascading Stylesheets (CSS), HTML, AJAX . Demonstrated experience with front-end JavaScript frameworks such as jQuery, Prototype/ Scriptaculous, DOJO and knowledge of underlying technologies required. Analysis of client rendering and performance using Firebug, YSlow, Web Inspector, PageSpeed, etc is preferred

Role Definition:

This role will see you lead a small team of front end developers, responsible for creating innovative user interfaces that impact thousands of people every day. Your responsibilities will include leading the architecture, design, implementation and maintenance of user interface layers using HTML, CSS, and JavaScript in co-operation with software engineers and UI designers. You will explore and exploit the latest web technologies, coming up with innovative ideas with high standards for the quality of work you deliver.

Ideal candidates will have solid experience in front-end web development, be a strong, creative problem solver and be self-motivated and tenacious when tackling tough issues. You will have experience in leading small teams, a solid understanding of good web design principles and the ability to adhere to complex design specifications during

implementation. You should also have a solid understanding of web best practices and standards (thus fully embrace Web Standards), a strong command of Design, Information Architecture, XHTML, CSS 3.0 and JavaScript, and able to not only build web pages, but architect the framework from wireframes, applying the look and feel as a separate layer. You will be a structured and smart-working developer, with a willingness to learn and understand the importance of user experience whilst being highly motivated to learn new technologies.

Experience:

The candidate should have a minimum 3-4 years in the development domain.

The position would require a good understanding of development technologies for the web.

The candidate should have worked with UI design teams and have considerable knowledge of UI design process.

Understanding of User centered design (UCD) process and usability principles will be a plus but not mandatory.

Interested candidates can apply by sending their CV to anant.tambade@yahoo.com or anant.tambade@tcs.com.

4.

cks.sunita@gmail.com

Senior Developer in Web Technologies

We need web developer candidates who:

- Have over 5 years professional experience coding in web and/or mobile technologies.
- Have worked in large, successful web businesses in India (Yahoo! or Google) or created some amazing and hopefully popular sites on your own.
- Would like to work in startup environment.

Vice President of Engineering

In addition to the above qualities, candidates applying for this position should:

- Have 5+ years managing a software development team
- Owned and launched major releases on consumer focused websites
- Well versed in web technology architectures including SQL, AJAX, ASPX/PERL, SMS services, CSS, and Jscript.

5.

Location: Delhi / NCR

Job Role includes:

- Will be responsible for communicating, conceptualizing, designing, meeting guidelines and applying out of the box ideas to various software applications in an effort to maximize user experience, site/product effectiveness, consistency & branding.
- Leading multiple project teams simultaneously and ensuring that all of them make quality, timely and cost-effective delivery of projects assigned to them. Ensuring the project deliverables meet the quality and schedule commitments.

- **Defining User Experience Strategies for various Internet applications, Conducting Usability testing and Accessibility compliance of the application**
- **Will be responsible for the complete User Experience of the product, for which she/he will have to coordinate with all the cross functional groups like product, marketing, technology etc.**
- **Provide expertise and support to the product and development teams during creation of User Interfaces. In addition, will drive usability evaluation efforts with the goal of analyzing and translating usability evaluation outcomes into design improvements.**
- **Creating work models, user profiles and usability objectives aligned with business goals for moderately complex projects.**
- **Implement design methodology to include; personas/archetypes , interpret user goals, workflow diagrams, mockups/storyboards , paper and interactive prototypes, design and administration of usability.**
- **Managing the team and projects work including work and resource allocation, mentoring and coaching, guiding in their career growth and development, reviewing the quality of deliverable and providing them directions.**

Qualification & Perquisites:

Masters degree (Industrial Design/Product Design/Visual Design/ HCI/Architecture with over 9 + years of experience from IT/Dotcom companies

Should have:

- **Knowledge of internet portal business and models(MUST).**
- **Academic or practical knowledge of user research methods, including lab-based usability studies, field studies, and usability inspections (heuristic evaluations or cognitive walkthroughs) .**
- **Knowledge of HCI principles, UDC, Usability testing & techniques.**
- **Knowledge of emerging technologies and capabilities of different platforms and browsers.**
- **Excellent analytical ability, especially with regard to observation of user behavior.**
- **Team player with excellent communication skills as well as the ability to lead a team of designers.**

Interested to know more details, please drop your updated profile on simi@naukri.com or reach me on 080 – 40439045

6.

Think Design Collaborative Pvt. Ltd. is looking for Full time Product Designer with 3-5 years experience.

Think Design is a Global Research, Design and Innovation consultancy with focus on Industrial Design and User Experience 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. We partner with the world’s leading companies to create products, services and experiences that are meaningful, satisfying and successful.

Pre-requisites:

- 1. Strong conceptualization ability based on the brief given by the client as well as brief, scope and boundary conditions prepared internally.**
- 2. Good working knowledge of proE**

3. Proficient at using softwares such as: Coreldraw, Illustrator, Photoshop
4. Good visualization capabilities in terms of form, color, texture etc.
5. Must be a proactive problem solver with the ability to delegate responsibilities

Qualifications

Post graduate degree in Product design from a reputed institute with Mechanical Engineering background.

If you are interested, kindly forward your latest resume and portfolio as an attachment/link to hari@thinkdesign.in

Think Design Collaborative Pvt. Ltd.,

C-61, Second Floor, DDA Sheds, Okhla Phase 1, New Delhi 110020

Ph: +91-11-41318387, Fax: +91-11-26814679

www.thinkdesign.in

7.

NetApp is looking for a Senior Interaction Designer to work on its next generation of storage management products.

A candidate's portfolio must demonstrate a broad depth of experience with emphasis on desktop or Web applications in the Enterprise. Device management design is a bonus!

The ideal candidate has designed innovative storage management solutions in a clustered environment and can demonstrate an ability to harness chaos to complexity, simplified.

This candidate needs to be an all rounder in the UX field.

This role is part researcher/modeler, part interaction designer, part usability expert with the ability to bridge Product Marketing and Engineering and wear both hats and speak both languages.

Responsibilities

- Coordinate with product marketing on research and modeling using contextual inquiry. Make the decision based upon budget and resources on the correct research and modeling techniques to use. Have a toolbox of UX techniques to draw from.
- Lead the interaction design throughout the product lifecycle in coordination with other interaction designers, visual designers, engineers and product managers.
- Recommend the best methods of usability testing the design based upon time to market and available resources. This includes when to test it as well as how to test it.
- Understand the design and technical differences between enterprise software and traditional Web or desktop development and be able to easily demonstrate a broad knowledge of acceptable UX patterns. Understand how Rich Internet Applications are different than traditional Web and know the design tradeoffs between them.
- Improve the tools and processes used by the UX team. Continually innovate and look to incorporate new ideas and techniques, promoting their adoption with the whole UX team.
- Work with a global team across continents and time zones. Be able to mentor junior team members across sites.
- Be a good communicator, self-managing own time and deliverables.

Skills

- 5 or more years experience as an interaction designer in the enterprise software space. Stellar reviews from the press a bonus!
- Must be able to provide a portfolio of work and present it to the team. This includes all aspects of the role, from research and modeling to design

and testing.

Artifacts of the design such as interview notes, personas, storyboards, paper prototypes, wireframes, final products screens and usability tests are a must.

- Good understanding of User Centered Design processes and techniques as well as usability principles.
- Proven ability to balance multiple projects while meeting tight deadlines.
- Broad knowledge of UX design patterns and design guidelines. Microsoft UX Guidelines are a bonus!
- Excellent communication skills and the ability to collaborate across cultures. Experience working with offshore teams in the enterprise space a bonus!
- Proficient in a range of tools including Photoshop, Fireworks, Flex. Ability to use a source control system and write Flex/ActionScript code a bonus! BTech/BE equivalent or higher.

Degree in User interaction design will be beneficial.

Pls reach out to me at pooja.gulati@netapp.com if the above position interest you or if you have any reference.

8.

369 inc is a boutique studio based in Bombay that handles a lot of fashion and lifestyle accounts, both national and international.

We're looking for two positions:

- 1) A fun and quirky Graphic Designer with a minimum of 2 years of experience, and
- 2) An experienced Communication Designer who specializes in web development.

Please send in your resume and a PDF of 5 works to:

info@threesixtynineinc.com

9.

JD Of WEB Developer

Job Title: Web Developer (PHP, Javascript, mySQL, Ajax)

Job Posting Summary: Paper Plane is looking for a young and dynamic web developer with 3+ years hands-on experience working with PHP, mySQL, Javascript & Action Script and Ajax. Experience in Flash Action Script is definite advantage.

Detailed Description:

- 2-3 years of experience in web development working for market leading online products and sites
- Strong programming skills in PHP & mySQL, familiarity with any other server side scripting language is a plus.
- Strong scripting skills in Javascript with the ability to understand and execute interaction requirements independently
- Solid understanding of AJAX and DOM manipulation techniques as well as working knowledge of CSS
- Experience of working with open source Javascript frameworks like jQuery, Prototype etc
- Experience working with Flash Action Script and Flex is a bonus
- Should be comfortable working with different data formats (XML, JSON etc) on the UI
- Understanding of best practices for SEO & performance optimization including page speed and cross-browser compatibility

Key Words: PHP, MySQL, Javascript, Ajax, "Flash Action Scripting", JQuery, Yahoo UI& Prototype

Category: Software, Hardware, EDP

Experience 2 to 3 Years

9.

Wipro Furniture Business is a part of Wipro Consumer Care and Lighting - a business unit of \$5 Billion Wipro Limited. It is a leader in providing 'Open Office Architecture' based solutions in India. Its product profile includes Modular Furniture and Seating systems.

We are looking forward to expand our team.

This is the desired profile:

Post-Graduate from NID / IISc / NIFT / IDC with 2-4 years of relevant work experience as a designer:

1. Excellent collaboration, communication and presentation skills
2. Good analytical and problem solving skills
3. Should demonstrate personal drive, show accountability and be target oriented
4. Should have conceptual knowledge of the manufacturing process
5. Fundamental understanding of best practices in design
6. Excellent attention to detail
7. Ability to manage and meet deadlines
8. A strong portfolio showing training and potential

Candidates preferred from Furniture Industry. Should be well-versed with Rhinoceros & SolidWorks software.

Interested candidates, kindly forward your CVs to: rahul.deshpande1@wipro.com

10.

ibibo is building a mobile app/game for which we require illustrations & animations.

Please suggest if you can refer a good designer to whom this project can be outsourced. We are on a fixed time line to launch this project thus would request you to let me know at the earliest possible.

shalini.katoch@ibibogroup.com

Shalini Katoch.

Sr. Product Manager

ibibo Web Pvt Ltd.

11.

Oracle Applications User Experience team is looking for Senior Visual Designer.

Location:Hyderabad, India

Job Title:Senior Visual Designer

Position:Full-time, permanent

About Company

Oracle is a leading supplier of enterprise application software. Oracle software is the world's favorite solution for fully distributed computing. Our products drive applications for sales and e-marketing, accounting, human resources, and manufacturing. The Applications User Experience group at Oracle (Apps UX) is a centralized team that provides comprehensive interface design, usability engineering, and HCI research for Oracle's enterprise applications. Team members have experience in a wide variety of disciplines, including cognitive psychology, graphic design, interaction design, usability engineering, Human Computer Interaction (HCI). The

group is spread across Redwood Shores and Pleasanton in California, Denver, Boston, Canada, the UK, Bangalore and Hyderabad in India and Australia.

Job Description

We are looking for a senior visual designer with strong graphic, illustrative and interactive design skills and proven experience working on both visual and interactive design of web applications, and site design. In partnership with interaction and visual designers as well as usability engineers, the visual designer will work on a variety of projects such as interface design, application icons, prototyping, site development/management and standards/guidelines development for Oracle Applications interfaces. We're looking for creative problem solvers who are detail-oriented and able to multitask on a variety of projects.

Responsibilities

Work with multidisciplinary development and user interface design teams to

- Design web-based product interfaces and/or skins for existing products
- Design and develop interface graphical assets such as icons
- Rebrand products following corporate identity guidelines
- Design and manage team and development resource sites
- Designing interactive solutions for common design patterns including prototyping with Dreamweaver
- Collaborate with usability engineers to test designs and support usability efforts.
- Define and evangelize interface design standards and guidelines.
- Mentoring junior designers and student interns.

Education

Bachelor's or Master's degree in Visual Design, Fine Arts, Communication Design, New Media, Human-Computer Interaction, or related discipline.

Work Experience

4 to 8 years of visual design experience with at least 3-6 years industry experience contributing to the visual and interaction design of enterprise/web applications and web sites.

Must to have portfolio available for review.

Skills and Knowledge

- Strong visual design skills in the area of interface and icon design.
- Strong conceptual and analytical skills and demonstrated ability to prototype and design elegant UI solutions to user problems.
- Strong communication, writing and people skills required for working in a multi-disciplinary, collaborative environment.
- Experience working as part of a usability team is preferred, with knowledge of user interface design principles, interaction design guidelines, user-centered design processes
- Excellent project management and multitasking skills.
- Proficiency in HTML, JavaScript, and CSS.
- Experience on multiple projects creating and iteratively refining designs.
- Knowledge of web standards, cross-browser compatibility issues and page optimization.
- Full knowledge of Adobe Photoshop, Dreamweaver. Flash experience is a plus.
- Experience with enterprise or other complex applications a plus.

Please send your resume along with portfolio to our Oracle User Experience recruiter at < achappa.bheemaiah@oracle.com >

12.

There is an immediate requirement for web portal developer at et-interactive design studio.

Any interested candidate can contact: vipul@etinteractive.net (mark a copy to ruhi@etinteractive.net). The placement is in Chennai.

13.

A reputed furniture retail company in Bangalore is looking for an experienced person for the position of a Production manager for its manufacturing unit. The candidate would be responsible for production of furniture and modular units and hence should have a good technical knowledge of the same.

It will be great if you can spread the word or direct the interested candidates to write to us at the following email ids:

veronica@kianindia.com,

swatisantani@gmail.com

14.

Whirlpool Global Consumer Design Asia, looking for Design Researcher/Analyst with 2 to 3 years experience, for our New Delhi Studios

Global Consumer Design Asia Studios ? Delhi NCR and Shanghai Pudong? were

established in 2005 to address the specific needs of the Asian consumer through the home appliances manufactured by Whirlpool Corporation in the region. The GCD Asia team is part of a global corporate network with studios in the US, Mexico, Italy and Brazil. GCD has developed and refined a highly consumer centric approach to design, fully aligned with local marketing strategies and backed by a well established robust product development process. The project teams are lead by design veterans and supported by experts in horizontal processes such as Usability, Product Platforms, Design Metrics, CFM (Color, Finish, Materials), Digital Prototyping and Graphics. The high energy teams located in dynamic metros ? Delhi (NCR) and Shanghai - thrives on the excitement of responding to the rapidly changing lifestyles and consumer habits in the region while meeting the challenges of cost, quality and brand loyalty through appropriate and highly desirable design solutions.

GCD Asia team is seeking to expand its team in New Delhi by adding a designer with the following profile:

Educational background in Industrial design or consumer research with 2-3 years experience. Masters preferred.

Exposure to a design studio, design research environment leveraging ethnography to gauge consumer behavior dynamics.

Exposure to Six Sigma, Customer Quality will be a plus.

Must have a very keen sense of observation, attention to detail and ability to analyze data and create insights.

Great interpersonal skills with ability to work collaboratively with consumers and extract insightful information.

Flexibility to travel extensively across Asia and globally as necessary.

Positive thinker and a team player with assertive influence on internal and external process partners such as marketing, engineering,

manufacturing, agencies etc.
Excellent presentation skills and effective verbal/visual communication.
Eagerness and ability to pick up new skills as required.

Job Description

The Design Researcher/Analyst would be required to conduct proprietary design metrics studies. This would involve following;

- Understanding the target consumer
- Cross functional coordination
- Data analysis and generation of insights based on the consumer observation.
- Working with design agencies and follow up as needed.

Please respond to Sushant Jena, Principal Designer at GCD Asia at the email below only if you meet the qualifications:

sushant_jena@whirlpool.com

GLOBAL CONSUMER DESIGN ASIA

New Delhi Studio

Whirlpool House

Plot No-40, Sector-44,

Gurgaon-122002 (Haryana), INDIA.

15.

We (INGeneINSights and etinteractive www.ingeneinsights.com www.etinteractive.com) are currently looking for an ethnographer and trend spotting enthusiast to be recruited in a freelance project at Mumbai. The basic requirements are:

Education: NID, NIFT or any reputed institute with a degree/ diploma in design, fashion or sociology

Experience: executed trend-spotting project or did trend study. We will consider fresher too if they are "ready to learn". We can consider interns.

Place: The freelancer HAS TO belong to MUMBAI or staying thr for last 3-5 years and must know the locations of Mumbai well.

Skill: internet savvy, photographer (an aggressive photographer actually, who can pursue anybody to be in front of the zoom), video recording in hand-held cam, must know how to "observe" and "identify" trends / anti-trends. Must have an active social life

Instruments needed: a good digital camera (for higher resolution photos), net connection, PC or laptop, pen and notebook.

Project duration: 8 months.

Nature of work: The freelancer has to send three trend reports (notes, photos and small video clips...to be sent through mail at our head-office in Chennai) per month (for 8 months) covering various consumer trends in Mumbai beaches and malls (the detailed brief will be given to the right candidate).

Payment: as per the industry standard.

The interested candidates can mail their CV / profile (only pdf or word doc) along with a photography folio to info@ingeneinsights.com marking a copy to kaustavsengupta@yahoo.com

Please note, it is only a freelance project and will end in 8 months duration.

Founder, Moderator & Head <http://ingene.blogspot.com>

16.

JD Of WEB Developer

Job Title: Web Developer (PHP, Javascript, MySQL, Ajax)

Job Posting Summary: Paper Plane is looking for a young and dynamic web developer with 3+ years hands-on experience working with PHP, MySQL, Javascript & Action Script and Ajax. Experience in Flash Action Script is definite advantage.

Detailed Description:

- 2-3 years of experience in web development working for market leading online products and sites
- Strong programming skills in PHP & MySQL, familiarity with any other server side scripting language is a plus.
- Strong scripting skills in Javascript with the ability to understand and execute interaction requirements independently
- Solid understanding of AJAX and DOM manipulation techniques as well as working knowledge of CSS
- Experience of working with open source Javascript frameworks like jQuery, Prototype etc
- Experience working with Flash Action Script and Flex is a bonus
- Should be comfortable working with different data formats (XML, JSON etc) on the UI
- Understanding of best practices for SEO & performance optimization including page speed and cross-browser compatibility

Key Words: PHP, MySQL, Javascript, Ajax, "Flash Action Scripting", JQuery, Yahoo UI& Prototype

Category: Software, Hardware, EDP

Experience 2 to 3 Years

16.

Zeppelin design and environments, a multidisciplinary design firm based in Delhi, is looking for graphic designers (freshers to 2 years of experience) from prominent design schools to join the team. The desired skill sets should include knowledge of printing, typography and large scale graphics. The candidates must be proficient in coreldraw and photo shop.

Remuneration will be in accordance with industry standards.

Kindly send your resume or short portfolios (not more than 3mbs) to som.s@zeppelindesign.net

17.

Post: # Institute Incharge

Salary: # 10% to 30% hike in present Salary.

Company Profile: # For a branded Group deals in Hospitality, Banking and Education Industry

Qualification: # Must have professional qualification to run a institute

Candt. Profile: # Language Good written and verbal communication in Hindi and English.

Job Profile: # Planning and scheduling Short term professional courses calendar.

Resource allocation/infrastructure management.

Corporate account handling, organising and implementing need based Short term programmes.

Liaison with govt. Official for valid licensing to run a institute.

Evaluating and ensuring effective classrooms sessions and student satisfaction.

Constantly upgrading resources and infrastructure as per the pro active

feedback from students/corporate.

Market research for latest trends in education ind.

Managing, motivating and upgrading the complete team for mutual growth.

Implementing the quality parameters and best practices on dynamic basis.

Preparing reports for planning and MIS.

Planning, budgeting and procurement for institute requirements.

Experience: # 8-18 Years

Location: # Greater Noida

Kindly apply as per following instructions:-

1. Candidates should send detailed (mentioning your job profile and areas covered in detail) resume in word format as an attachment with photograph and send on ravi@focusexecutive.com

2. Resume without photograph will not be entertained.

3. After sending your resume call to concern person for telephonic discussion.

4. Mention your current CTC package clearly.

9212367384

18.

Position Summary:

At IDEO, Design Researchers 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 Design Researchers with an edge, a spark, a knack. In addition to being empathetic, creative, and strategic, here are some of the qualities we're 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.)

To apply, e-mail Chris Flesch at cflesch@ideo.com or apply directly online at <http://www.ideo.com/culture/career/human-factors-specialist-boston/>.

19.
Position: Interaction Designer

THE COMPANY

July Systems is one of the pioneers of the mobile internet industry. July's Mi™ Platform enables some of the largest brands in the world to power their mobile internet business. At July, the team gets to work and interact with the top media brands in the world - CBS Sports, National Geographic, NBA, PGA Tour, Indy Racing League, NBC Sports, Discovery, Sports Illustrated, ESPN, Disney, Travel Channel, Lifetime Network, CricInfo, NDTV, Wall Street Journal, and the Times Group - Zoom TV.

We are looking for people who are driven by passion - for innovation, user-centered design and the mobile internet world.

THE ROLE

We are looking for an Interaction Designer with the passion and ability to create compelling and satisfying user experiences on mobile. You will collaborate with designers, product managers and developers to build the user experience of mobile internet solutions for July's top brand customers on several leading mobile platforms including iPhone, Android, Blackberry and J2ME. You should be able to innovate clever solutions to enhance and simplify mobile experiences for end users supporting varied device capabilities, constraints and device user interfaces.

As a designer at July you are expected to have innate curiosity about design trends and tools. You should be able to keep up with industry trends, have the ability to multi-task, prioritize projects and communicate timelines, pay great attention to detail, meet commitments and be able to stick to deadlines.

This position will require close interaction with the Product Management and Engineering teams, Service Delivery and Sales teams.

WORKING AT JULY

Employees at July enjoy various benefits, competitive salaries and the opportunity of working on interesting mobile internet based products and services, along with other likeminded bright and hard-working professionals. We work in a creative, unconventional, bright and healthy working atmosphere; at our Bangalore office.

Interested designers should send an email with the subject line titled, "Interaction Designer," explaining their interest in July Systems, with their resume and portfolio attached. Please email to: monil@julysystems.com

POSITION DETAILS

Company: July Systems

Location: Bangalore, India

Job Level: Member, UX Group

Functions: Information Design, Interaction Design, User Study/Research

Description: Interaction Designer

Department: User Experience Design

20.

Job profile: Visual Experience Designer (Graphics)

Location: Concept Labs at NIW, MindTree (Bangalore)

Experience: Minimum 2 years

Introduction

MindTree has entered the business of developing feature-rich, white-labeled mobile handsets to telecom service providers and Original Equipment Manufacturers (OEMs) with design as the key differentiator . This new business unit is named as NIW (Next In Wireless) and the acquisition of Kyocera Wireless India (KWI) provides a foundation for creation of this vertical. The erstwhile KWI team has delivered 45 Million wireless phones and has extensive experience in 4G technologies such as WiMax and Long Term Evolution (LTE).

Concept Labs at NIW, MindTree (Bangalore) is the Design and R&D wing of the organization with designers from domains like Industrial design, User Experience design, User Interface Engineering, Visual design 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 committed designers.

Summary

The role of a graphic designer is highly creative in nature with primary forte to deliver highly creative and holistic design solutions in sync with organization's business and design strategy.

Graphic designer will be responsible for conceptualizing, illustrating, presenting and implementing themes, graphics, icons, layouts etc. for the smart phones.

Graphic designer will also work very closely with the User Experience designers, User interface engineers and Software Engineers for absorbing design intent and appropriate translations of the design ideas into engineering ready solutions.

Requirements

- **Masters/Bachelors degree/Diploma in Interaction Design/Visual Design/Fine Arts/Commercial**

Arts or other related design disciplines.

- **Exceptional observation and conceptualization capabilities.**

- **Mastery in Photoshop, Illustrator, AE, Flash and other related software.**

- **Ability to effectively communicate concepts/ideas through quick sketches and other presentation media.**

- **Experience and exposure in the field of Motion Graphic design/User Experience Design/Print**

Media/Commercial arts is a huge plus.

- **Excellent verbal and visual communication skills.**

- **Preservative and hardworking attitude.**

- **Attention to detail and thoroughness of approach.**

- **Ability to execute within tight schedule and business constraints.**

21.

Key skills for the role are:

-Industry-leading expertise in OO JavaScript.

- Experience of a range of JavaScript libraries and frameworks (our default choice is jQuery, but we also support libraries selected by our clients)
- Strong knowledge of code documentation and handover processes
- A high level of familiarity with server-side integration and content management systems
- A strong grasp of front-end development for mobile
- Expert knowledge of XHTML 1, HTML 5, cross-browser CSS (including CSS3)
- Strong understanding of accessibility; the standards, patterns and approaches that enable web access for all users, irrespective of browsing technology
- Proven line management and mentoring skills
- Secondary skills are:
 - Knowledge of a server-side application programming language
 - Flash Platform or Silver light development experience

The role is technically focused, but you will also have contact with clients, both at business development stage and through ongoing technical consultancy. We shall keep you updated with the feedback soon.

"Suchita Aggarwal" suchita.a@gmail.com
22.

At Kumbham we have one position vacant. The position involves handling the business operations for the murals that we create at Kumbham. What we are looking for is a manager with design/communication skills. The person need not have done formal course in design, but should have sufficient interest in designing murals. Drawing skills would be of an added advantage. Expected skill sets proficiency in Computer and Internet usage. Candidates should be willing to travel.

Do you know anyone who would fit this profile? Do write to me or to jinankb@gmail.com

Do take a look at their websites for more information:

www.kumbham.org
www.re-cognition.org
www.enableartisans.org

23.

We invite you to explore opportunities with the largest and the most well rounded of design teams in Product Companies today - the User Experience Design (UED) team at Yahoo!.

Yahoo!, the world's number one Internet brand, services over half a billion people. We are proud to stand out in the crowd as the top Internet destination that delivers news, entertainment, information and fun... each and every day. We always look out for big thinkers who embody the innovative, collaborative, fun spirit that's uniquely Yahoo!.

UED at Yahoo! is responsible for the designs that create winning experiences for our products. Be it Cricket, Jagran, Locals, Maps, Editor tools, Mail, Advertising Platforms or Ad Experiences - UED anticipates users' varied needs to design wow experiences for them. With a team size of 30 in Bangalore and 40 including Emerging Markets (headquartered in Bangalore), we design not only for India and the Emerging Markets but also for global products. We are a multi disciplinary team comprising Product Designers, Interaction Designers, Visual Designers, Web Accessibility specialists, Content Strategists and Prototypers that design and deliver some of the most successful Yahoo! products.

We are currently looking for INDIVIDUAL CONTRIBUTORS with 6-9 years of experience to help design Yahoo!'s online properties and applications. Knowledge of HTML, CSS and scripting will be of added advantage.

We have specific openings for designers with experience in designing apps for iPhone, Android or Nokia WRT.

We are also looking at strong PEOPLE MANAGERS with 10-12 or more, years of experience in building teams, setting up best practices, representing UED at exec levels, and growing teams. They should be able to make business cases for higher investments in UED and quantify the value that UED bring to the product or business.

Please send in your resume with a link to your portfolio, to join-ued@yahoo-inc.com. In the subject line of your email, mention your experience and also 'Interaction Designer' or 'Visual Designer' - whichever best represents your skills. Example: 'Interaction Designer – 9 years'.

Director, UED, Yahoo , Emerging Markets | Cell: +91-9741877553 | Direct: +91-80-30773827
24.

Post (A): Designer & Design management

Klove is looking at hiring people with a strong sense of matching philosophy and love for design. The scope offered for designing targets the luxury segment mostly catering to lighting design. The job profile

would require the following:

a) Willingness to take on design work at Klove studio and actual implementations at sites with equal interest.

b) Willingness to travel across the country whenever required. (Appox once a month).

c) Strong interest in Technical aspects of designing including interacting with vendors etc.

d) The candidate needs to be flexible with work timings.

Technical Knowledge required:

a) Complete and thorough knowledge of autocad, 3dmax, etc is a must have requirement.

Post (B): Design Management

Klove is looking at hiring people with a keen interest in design management .The job profile expects the following from the candidate:

a) Willingness to take charge of the design store in terms of visual merchandising, taking care of products etc.

b) Willingness to interact with clients and brief clients about the products and their possibilities.

c) Interest in sales

d) Designing customized solutions as per client requirements.

Technical knowledge required:

a) AutoCAD and other design software's would be an added advantage.

Salary package shall be at par with best of industry norms.

The job gives the candidate great opportunities to interact with a lot of interesting clients/people and an opportunity to travel.

Both openings are at Klove studio,Hauz Khas,New Delhi.PLS SEND YOUR RESUME IN LOW RESOLUTION FORMAT ACCOMPNIED BY YOUR WORK PICTURES/SKETCHS at gautam@klovestudio.com
25.

Visual Experience Designer (Graphics)

Job profile

Introduction

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Requirements

- **Masters/Bachelors degree/Diploma in Interaction Design/Visual Design/Fine Arts/Commercial**

Arts or other related design disciplines.

- **Exceptional observation and conceptualization capabilities.**
- **Mastery in Photoshop, Illustrator, AE, Flash and other related software.**
- **Ability to effectively communicate concepts/ideas through quick sketches and other presentation media.**
- **Experience and exposure in the field of Motion Graphic design/User Experience Design/Print**

Media/Commercial arts is a huge plus.

- **Excellent verbal and visual communication skills.**
- **Preservative and hardworking attitude.**
- **Attention to detail and thoroughness of approach.**
- **Ability to execute within tight schedule and business constraints.**
- **Ability to adapt to the business needs and opportunities.**
- **Team playing.**

Contact: [mobilecareer.opp \(at\) gmail \(dot\) com](mailto:mobilecareer.opp@gmail.com)

26.

Job Opportunity: Graphic Designer

We at PurplePink are a talented and enthusiastic bunch of people itching to do something new every day. Our capabilities are as diverse as our team.

We are looking for graphic designers, animators for creating TV commercials, promos, vignettes , on-air graphics and brand identity .

Responsibilities:

- 1) Design and produce international standard on-air branding .
- 2) Implement design and execute finished layout on composition and typography for network identity, channel image, promo packaging and on-air promotion.
- 3) Design storyboard and animate in both 2D and 3D for broadcasting.

Requirements:

- 1) Art College Degree and/or experience in Broadcast Design.
- 2) Strong computer literacy in 2D and 3D animation software, including Adobe Photoshop, Illustrator, After Effects, 3ds Max. A hand on experience of Flash is a Plus
- 3) Strong typography and layout skill.
- 4) Excellent problem solving ability, artist vision, highly motivated and good organizational skills.
- 5) Able to work independently under tight deadlines and pressure.

Place of Work: New Delhi(south)

Show reel: Please mail us the link to your reel

Please mail your Resume to hr@purplepink.net

27.

Mail: intraskope@yahoo.com with CV.

Career Stage – Manager [technology \(Java\)](#)

Location- Gurgaon & Noida

- Experience – 8-11 years
- Architectural Experience
- Strong knowledge on specific technology platform mainly in Java
- In-depth development, design and architecture expertise to lend support to the delivery of complex solutions on that platform

Career Stage - Director [Operations \(Hedge Fund Operations\)](#)

Location- Gurgaon

- Post Graduate with at least 10 years of experience
- Solid experience in OTC derivative market
- Solid experience in stake holder management
- Minimum 7 years of experience in team management
- Should be flexible with work hours

Career Stage - Operations Manager ([Hedge Fund Operations](#))

Location- Gurgaon

- Post Graduate with at least 8 years of experience
- Solid experience in OTC derivative market
- Minimum 4 years of experience in team management
- Should be flexible with work hours

Career Stage - Analyst/Associate ([Derivatives Reconciliation](#))

Location- Gurgaon

- Either B.Com(Hons) or MBA(Finance)
- 6 months - 2 years of experience
- Knowledge of derivative products will be an added advantage
- Should be flexible with work hours

Career Stage - Associate/Sr. Associate (OTC Settlement)

Location- Gurgaon

- Either B.Com(Hons), M.Com or MBA(Finance)
- 2 – 5 years of experience
- Experience in pre and post settlement is an added advantage
- Should be flexible with work hours

Career Stage - Manager (Hedge Fund Accounting)

Location- Bangalore CA

- 7 – 9 years of experience
- Hedge fund Accounting experience mandatory
- Knowledge of US GAAP and IFRS is a must

Career Stage - Associate(Hedge Fund Accounting)

Location- Bangalore

- Either CA or MBA(Finance)
- 2 – 4 years of experience
- Hedge fund Accounting experience mandatory
- Knowledge of US GAAP and IFRS required

Career Stage - Senior Associate (OTC Confirmation)

Location- Gurgaon Either B.Com(Hons), M.Com or MBA(Finance)

- 4 – 7 years of experience
- Strong knowledge on derivate products like CDS, IRS
- Experience in swap confirmation is an added advantage
- Should be flexible with work hours

Skills	Title	Gurgaon	Bangalore	Noida
CMS	Manager Technology	√		
Interwoven	Associate / Senior Associate / Manager Technology / Senior Manager Technology	√		
SDL Tridion	Associate / Senior Associate / Manager Technology	√		
Sharepoint	Senior Associate		√	
WCS	Associate / Senior Associate		√	
Java (ecommerce)	Senior Manager		√	
ATG (ecommerce)	Senior Manager	√	√	
QA- Silk testing	Senior Associate	√		
QA	Manager	√		

Skills	Title	Gurgaon	Bangalore	Noida
C++ (Pre-requisite: Financial Domain Experience)	Senior Manager	√	√	
Core Java	Senior Associate	√		
Core Java	Specialist	√	√	√
Core Java	Senior Specialist		√	√

28

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