Design for All

DESIGN | 091

Spin wash

Rotator Bath concept by designer Ron Arad

Chairman's Desk:

Dr. Sunil Bhatia

When some country's army did not fight for long years and peace is prevailing , it creates uneasiness and frustration not because they are not fighting war rather it becomes compulsion for top brasses of the army to incites for war on other groups of with different belief or propagate unfounded racial bias declaring others as socially inferior class or say some neighboring countries as enemies. Far fetched reasons are invented. There is no shortage of reasons to impose a war. But real cause of war is known to a few amongst the selected ruling classes. All a good politician needs an opportunity to make it happen. And the worse the economy does, the larger the opportunity becomes. A war is exactly what might happen if some wrong voices take control of the discussions in power corridor.

Reasons of war are numerous as Albert Einstein has said "So long there are men there will be wars." Many unseen factors contribute for war and real cause is, during war time these top

brasses of army enjoy unlimited powers and their accountability is almost nil. This is a golden opportunity for swindlers and black marketers, who siphon lots of resources at peace times of the nation for their personal gains. It is all done in the name of fighting war. Politicians, bureaucrats, army brasses and all those belong to glamorous fields join hands and expressed their solidarity for the nation since this belong to them and treat as personal property and do all sorts of aggressive marketing gimmicks as they are only nationalist left in the entire country . All beneficiaries classes play the orchestra in such a harmonious manner that ordinary citizens lose their control over thought and their minds are struck with one thought 'what can we offer for our nation at the time of severe crisis?' and believe what they are singing at top of their chests from top of the building is true and carried away by their chorus song and offer what they have. They sacrifice their family dues; donate in kinds and finances with inflated chests with great sense of pride and no grudge for anyone. They even sacrifice his life or allow their sons to die for pride of the nation. In return their family members receive humiliation sufferings from beneficiary classes. Their reason of sacrificing for country make them to believe that it will bring great honor for families and dying for nation is ultimate pilgrimage. Mothers think nation will erect memories of martyrs and they will be examples for future generations as ultimate sacrificing ladies whose sons have died for cause of saving the nation. They thank their gods that they were honored by giving birth to such great sons. They have done supreme sacrifices.

Ordinary citizens have their own philosophy and their collective thoughts are always communicate undercurrent and it is difficult for any outsider to judge what exactly is going in their collective thought process. Judging of pulses of masses is next to impossible. They trust what our leaders are telling to the nation from the floor of the parliament are true and they are carried away by their emotional numerous citation of reason of war with enemy from their glorious history, culture and peace loving nation but our enemies are disturbing and pushing toward war with no other option left. Their collective wisdom never allows expressing their mistrust of ruling class but they wait for when iron is hot and throw them out of power. History is written or unwritten it carries its own version of facts. One is written with vested interest by person with prejudice and specific ideology. It has some facts but mostly supporting the author's hypotheses in sugar coated manner. Another is unwritten, little bit harsh and does not need any support for sustain the truth. It passes from one generation to another by folk songs, arts, dramas etc. When I was small child a folk melodious singer used to visit and it was his profession for meeting his limited daily needs. He used to sing a song in that he praised the deeds of different kings how bravely they fought the war and won. Again they were defeated by another king. He concludes emotionally by saying 'Many valiant Kings fought & died for piece of earth but earth never belongs to anyone. It will remain what it was.' This is the best example of anti war philosophy 'Never fight for anything that never belongs to anyone .Person will vanish and his deeds will wipe out from human minds but earth will remain earth and no nation has

permanent boundary. Nation's boundaries keep on changing.' Whatever history may describe 'Alexander the Great' or 'Invader Genghis Khan' or 'bombing on Hiroshima', but ordinary people have their own unwritten history of deeds of our heroes that passes from one generation to another. Whether it is citizen of East or west, it is impossible to wipe out the cruelty faced by their forefathers by these so called our great historical heroes and it took those centuries to come back to normal life. 'Do we think the effects of Hiroshima are wiped out from the mind of common person? My father is always saying 'Bigger the king, bigger his loot and atrocities'

Ordinary citizens again trust and there is no reason not to believe ruling class. 'Nation is reeling under extreme crisis and fear of atrocities of enemy shivers the ordinary citizens once they would be capture by enemy. History has been witnessing the cruelty, rampage and rape of innocent women by army whenever they have opportunity. The cruel treatment of enemy will be unimaginable and army can go beyond the perception of common person. Their fears are genuine and any army has same basic character and may spoil our coming generations by mixing their genes by forcibly enjoying with our women.' They can tolerate every atrocities but someone enjoys sex with their female family members is beyond imagination. We are still living in primitive minds set where virginity of the woman still enjoys high premium. Her life is still revolving around her virginity. Preserving the purity of race is their life ambition. Even for this they do not hesitate in killing their daughters and sons in the name of 'honor killing' if anyone wishes to marry or elope with other community person. I at times pause and think

'what is purity of race? We don't know what our grand father or grand mother did! What we are today we know very well what characters we are possessing and never miss any opportunity to enjoy sex with others and one day we will be grand father.'

People still remember the fearsome Mongolian warrior of the 13th century invader Genghis Khan who had devastated the physical boundaries of many nations as well as biological side of majority of prevailing human civilization , may have done more than rule the largest empire in the world; according to a recently published genetic study, he may have helped populate it too. An international group of geneticists studying Y-chromosome data have found that nearly 8 percent of the men living in the region of the former Mongol empire carry y-chromosomes that are nearly identical. That translates to 0.5 percent of the male population in the world, or roughly 16 million descendants living today. The spread of the chromosome could be the result of natural selection, in which an extremely fit individual manages to pass on some sort of biological advantage. The authors think this scenario is unlikely. They suggest that the unique set of circumstances surrounding the establishment of the Mongol empire led to their spread. **"This is a clear example that culture plays a very big role in patterns of genetic variation and diversity in human populations," said geneticist Spencer Wells, one of the 23 co-authors of the paper. "It's the first documented case when human culture has caused a single genetic lineage to increase to such an enormous extent in just a few hundred years."** I further add this invader had left many Genghis Khan's genes in

rest of the world and he had changed the face of Europe civilizations.

When America tested latest series of bombs, group of journalists asked the President of America 'Mr. President! May I have your attention? Why have your government tested lethal bomb at this height of cold war with USSR.' A smile flashed and he darted toward them 'we want to protect our American Women .We are doing what can protect our American women'. When I look at bomber design it shocks and disturbs me that a design philosophy would fail to take into account social, political, and economic contexts. Particularly of an object which, when used as intended, delivers massive death and destruction. At the time of war everything is at the disposal of army and governments provide them political, financial and other supports and never criticize their activities. They pretend it may lower their morale of fighting spirits. This is the time when specific devious army officers look for opportunities when they can rectify their misdeeds in the account books those amount they have siphoned at the time of peace. Their earlier loot becomes legal and no one dare to questions them and no one is allowed to raise the finger of doubt toward army personnel. Their years of practice of loot of nation become their efficiency and government gives them commendation and honor for their services. Will society of the future be so vain and prejudiced that how we look could cause a design war?

Historically , people had judged one skin as better than another, one set of physical attributes as more attractive than another, one set of emotional behaviors more appropriate than

another, and one set of cognitive attributes as superior to another. Eventually universal Human rights curtailed such prejudice, and political correctness discouraged conflicts based on ethnicity and race. Possibility of flaring up the war can not be ruled out. Even United Nations behaves as mute spectator where the interest of powerful few countries clashes. Modern world's most popular religions have spread because their prophet or their various follower kings had fought many wars and they were supported by huge armies. We should never forget that religion can spread either by trading communities or ruler has faith and follower of that religion or through preachers. Every modern war has had its root in exploitation. The Civil War was fought to decide whether to slaveholders of the South or the capitalists of the North should exploit the West. The Spanish-American War decided that the United States should exploit Cuba and the Philippines. The South African War decided that the British should exploit the diamond mines. The Russo-Japanese War decided that Japan should exploit Korea. The present war is to decide who shall exploit the Balkans, Turkey, Persia, Egypt, India, China, and Africa. And we are whetting our swords to scare the victors into sharing the spoils with us. Now, the workers are not interested in the spoils; they will not get any of them anyway.

Army is a bogus instrument. It is part and parcel of the establishments and hand in glove. No government can run without the existence of army. Army is helping the elite class to rule the citizens under presence of their fear and in return they enjoy special privilege from the government and subsidized items at the cost of the tax payer's money in the name of

security of the nation. Army of any nation enjoys largest share of financial annual government's budget. Use and misuse of army is in the hand of government who are patronizing. Some time extra smartness of government bounce back and army topples the government. In world map almost every nation has their own state of the art army and they boost about their courage, training and arms equipments. This is the reason every nation feel huge corruption in army corridor. Many exclusive research organizations are engage in fulfilling their needs and they spent huge money of the nation. They are actually white elephant for nation but they enjoy the benefits in the name of the security. We are facing a grave crisis in our national life. The few who profit from the labor of the masses want to organize the workers into an army which would protect the interests of the capitalists. We are urged to add to the heavy burdens we already bear the burden of a larger army and many additional warships. Last decade of the last century only one country dare to discuss the dismantling of army of their nation in parliament but due to vested interest of various lobbies that idea was killed at initial stage.

Otherwise most of the governments are governing under the fear of presence of the army and they constantly live under threat that whenever army will feel crisis can not be handled by government they can replace with army. In some country, it is working as political party and enjoys the government as well as status of army. Army ruling class has no political ideology or democracy. They allow their subordinates free hands and they are busy in satisfying their luxuries and never bother for

welfare for common person. They control the citizens by fear of arms weapons and corruptions are everywhere. Sometime they are occupying the power seat in government and some nation are under direct army rule or some are under the cover of political party or army backed elected government. 'Role of huge army is least at the time of peace or war, but huge corruptions prevail all the time.' Army is prepared for larger tasks and it leads to larger corruption.

War has been used for hundreds of thousands of years as a way of attaining a certain goal through the use of force. Military history studies the causes of war, the social and cultural foundations. Historian needs to open their eyes to view the world not just skim the surface. When we skim the surface we get the answer of slavery but if we research more we find there was so much more to this war. World War II is largely credited with ending the Great Depression. But could another war end the "Great Recession" we are in today? To find the answer, first we need to see exactly why the Great Depression ended during WWII. If we ask a believer of Keynesian economic theory those are advocating government monetary and fiscal programs designed to increase employment and stimulate business activity. 'Why the war ended?', he'll say the government "spent its way out." Indeed, government spending went up by six-fold during the war. This saw the federal budget jump manifold in just four years of war. But that wasn't the only reason the depression ended. For one thing, we can't forget that the draft had put 16 million people into the military. That was nearly 1/3rd of the total labor force in 1940. No wonder

unemployment dropped to less than 1% by 1944. In effect, the war effort helped achieve higher levels of employment by pushing millions into work at low wages. How low? Combat pay for the U.S. armed forces was 30 cents a day. It is surprising to know that only one country in history has achieved zero unemployment that is Germany during WWII.

Design of army is not to protect us from the enemy only. It has many hidden agendas. Those are with violent genes are selected for the job of army. It is the way they eliminate the violent genes from the society either they are killed by their enemy that has more violent and cruel genes or their wives are absconding for the sex and wait for their husband to return from army or they have another option that is socially & religiously not accepted, they enjoy the sex with non soldier. These are the way genes are segregated & isolated and slowly either they try to tame the violent genes by rigorous training or killed by enemy. Society needs non violent genes and this way they protect for betterment of the society. Any government faces tough time to control the violent genes and this is best way to control and diminish their violent roles.

In our modernized, mechanized age of warfare, where decisions are made by civilians, officers far from any line of combat, congressional committees, and unknown military strategists in committee, an army is a faceless thing. For the last six decades, the idea of massed armies doing battle has been considered a curiosity of the past, and warfare is often viewed more as an endemic state of some sort rather than a

series of events. Army is called by government when it is inevitable at the time of national crisis like flood, earthquakes or control the rioters by flag march etc .These activities require fraction of army and majority is still unutilized. In civilian works they are not as liberated as during the war time. Their loot is also limited and there is not much scope to adjust the fudging of accounts for personal gains. A few generals are sharp and understand the coveted plan of government. Once, however, responsibility and consequence were not so diffused. Brilliant strategic, tactical, and logistical minds had immediate and total control of large armies, and those armies became victorious or defeated because of one man's ability. Some time they believe they are only people who can run the state better than present elected government and they topple the legitimate government. Army enjoys all benefits of governments. Washington was the pivotal, and probably most successful, leader of the American revolutionary forces vying for independence from the British Empire. Being elected President twice without serious opposition seemed the least Americans could do for their war leader.

I wonder, whether the 'organized robotic living' and 'nation is ahead of an individual' are actually philosophy of the any nation's army. Army has come into existence because ruling class wish to control their citizens by creating the presence of well advanced army. They locate them in every nook and corner of the nation for government convinces and quick actions are anticipated controlling the unwanted situations faced by government. In old times land lord used to maintain his own army of loyal peoples who were ready to die or even killed

anyone on his instruction were usually with well built and wrestlers. They used to get free food, shelter and patronage of landlord. The nature of the army in modern time is same what it used to be in olden times. India, is NOT one nation...we have several nations in one "theme" called India...hence, the culture, communication, culinary, customs, consumption pattern, corruption level...everything differs from demography to demography. To control the crisis government created the battalion on race, demographically .We have different regiments based on religion or demographically. I will prefer what we are. I belong to old traditional school where every guest is like a god and my forefather never craved for ruling, aggression was not his nature and believed what we have we should practice containment and be happy. Remaining happy is most important part for a nation's healthy growth (to avoid sudden crush like many European or Middle East countries...)

Disability Act in USA has come to the existence because of war. When many soldiers survived but lost one or another part of the body during war and it was difficult to lead a normal life in peace time. They were facing extreme difficulties in reaching to where a normal person can reach. A few select groups forced the government to introduce ramps, slope in government building then they further pressed the authority to pass the legislation that each building should be accessible to all. The concepts of inclusive and Universal Design were mainly influenced by the pathetic lives of war disabled and force the few to think in accommodating all. In the first half of the twentieth century, as thousands of WWI soldiers returned

home, the first vocational rehabilitation acts were passed in the 1920s to provide services to WWI veterans with newly acquired disabilities. But perhaps the biggest changes within the disability rights movement came with the civil rights movements of the 1960s. As African Americans, women and other social minorities gained political consciousness, so did people with disabilities.

Similarly in our social lives many things have come to existence what at normal circumstances it was impossible. Technology, in other words, can be fixed. And will be, in an environment where the stakes are high, the ethical milieu supports it, and the guilty are never brought to book. Leakages are a political and cultural phenomenon, not a technological one. Chinese war game of 4th century is used in strategic management. Canon ball hitting the target was calculated by projectile motion. Design Of war has given us better things but taken away a lot in lieu of those. Our modern designers should work on those areas which are helping in progress of humanity rather those destroy or helping in destruction or satisfying the greed of a few ruling class. Designers should be declared pacifist. We are aware that certain inventions in sciences and technologies were necessitated wars but we could have achieved some by peaceful means. Peace gives us much more what we deserve subject to the condition treat everyone equal and as our friend & well wisher. We lose a lot of our nation's mental peace, financial losses, and human lives when we treat others as our enemy. 'Why should we make them as our enemy and invite destruction for those who are involved in war?'

I appeal to design fraternity from this platform that they should oppose the war and knowingly or unknowingly never participate in framing any ordinances and laws and institutions that continue the slaughter of peace and the butcheries of war. Strike against war, for without you no battles can be fought. Never design those products that are manufacturing shrapnel and gas bombs and all other tools of murder. Oppose tooth and nail against preparedness that means death and misery to millions of human being. Be not dumb, obedient slaves in an army of destruction. Be heroes in an army of construction.

Benjamin Franklin had said 'Never has there been a good war or a bad peace.' I conclude with Plato 'Only the dead have seen the end of war.'

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1. Prof. Dr. Lalita Sen

2. Ms. Onny Eikhaug

3. Mr. Abhigyan Singh

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Roberta Null has taught Housing and Interior Design courses at Purdue, San Diego State and most recently at Miami of Ohio. She holds degrees from South Dakota State, the University of Minnesota and her Doctorate is from the Ohio State University. Dr. Null's research and teaching have focused on design of supportive environments for special needs groups. She received the 1986 Environmental Design Award from the Education Foundation of the American Society of Interior Designers (ASID) for design of training kitchens at the San Diego Center for the Blind. She is an Allied Education member

of ASID, and holds membership in the American Society on Aging (ASA), Environmental Design Research Association (EDRA), and the Interior Design Educators Council (IDEC). She has authored over a dozen articles and has made numerous presentations on Universal Design, including seminars in Japan and Korea (Summer 1998, November 2000, 2002 &2004). In January 2001, she was one of four invited speakers from the United States at a Universal Design Congress in Kumamoto, Japan. Her book, Universal Design: Creative Solutions for ADA Compliance, Belmont, CA, Professional Publications, Inc. came out in April, 1996 and a second edition is now in press. It is now being translated into Japanese and the Korean translation was completed in April 1999. The book takes a multidisciplinary approach to Universal Design and design opportunities created by the enactment of the Americans with Disabilities Act (ADA).

I'M OLD AND I CANNOT SEE-A REHAB DILEMMA

Dr. Roberta Null

I gave my first Universal Design research presentation at a professional meeting of an organization on Aging. It was held in San Francisco and my presentation was titled: "I'm Old and I Cannot See". My plan was to describe a wonderful facility that we had designed in San Diego, CA to meet the needs of an aging group of clients. The session was a surprise for me. A presenter from The Lighthouse for the Blind in NYC was also on the program. He said, "Let's face it. There is so much denial in this group that we will be lucky to have our friends and relatives here!!" He was correct. We had more presenters than we had audience members.

I had a story to tell about how the design modifications we had developed could benefit people desiring to age-in-place and I quickly decided that giving presentations at national aging meetings was not the way to go! Despite statistical projections for the 21st Century that all indicate a rapidly growing aging population, elderly persons with vision impairments are still frequently seen as poor investments for rehabilitation services. In my work with a renovation project at the San Diego Center for the Blind, I soon learned that the Center was unique as a training/rehabilitation facility because most of their work was with a low-vision elderly population. I also learned that the majority of blind rehabilitation facilities (both government and non-profit) are focused on vocational training for young, totally

blind individuals. These facilities frequently included model offices and other types of work environments and also would have a small apartment with a kitchen (for teaching activities of daily living).

Teaching "activities of daily living", became the major focus of a unique training program at the Center for the Blind. I had discovered the Center through a request for energy saving information for their clients that went to a consortium of Home Economists in San Diego. I was a member of the consortium and taught housing and interior design classes at nearby, San Diego State University (SDSU). I wanted students in my kitchen design class to learn about the center and participate in a "real life" class project. The students worked with the Center staff to learn about their clients and the types of vision loss they were experiencing. The most common of the age related conditions identified were

 1). Cataracts;
 2). Age-related Macular Degeneration;
 3). Diabetic retinopathy; and
 4). Glaucoma.
 The students learned that older adults who have visual impairments will have reduced contrast sensitivity, reduced

depth perception, increased sensitivity to glare, and poor visual acuity. They also found that there is an ever-increasing number of low-vision elderly who frequently possess some, but limited vision. This knowledge helped the students develop a profile of user needs for the environmental programming phase of their kitchen design project.

ENVIRONMENTAL PROGRAMMING is based on needs research. For this project, it meant learning as much as possible about the changing profile of the low-vision elderly clients served by the Center for the Blind. The next step in the environmental programming process was to use Universal Design guidelines to develop a set of design directives for the proposed training kitchen design. These included:

1). The creation of SUPPORTIVE environments (Easy to use and maintain) for persons with reduced contrast sensitivity. DESIGN DIRECTIVES: Contrasting colors between cabinets, countertops and cabinet handles, and between electrical switches and outlets; D-shaped or lever handles on doors and cabinets; side-by-side refrigerator/freezers with slide-out shelves allow freezer and refrigerator access at any height, + water and ice dispensers in doors, handles that are easy to grasp and contrast with doors; Large print directions, and easily grasped controls on appliances, Arrangement of appliances in order of their use within kitchens:

 2). The creation of ADAPTABLE environments that are flexible and can be adjusted to meet changing needs. DESIGN

DIRECTIVES: Adjustable shelves within cabinets, pull-out boards below microwave and other side-opening oven doors, rheostats for incandescent lighting, faucets with spray attachments in kitchens, adjustable desks and workspaces:

3). ACCESSIBLE: barrier-free for persons with disabilities, (This meant not just wheelchair users, but also, persons with mobility and sight and hearing difficulties.

DESIGN DIRECTIVES: Front controls on ranges, visible and accessible storage using pull-out shelves and Lazy Susan corner cabinets, single-lever faucet controls:

4). SAFE; Safety is probably the most important of the Universal Design principles to consider for a low-vision elderly clientele. DESIGN DIRECTIVES: Sliding cabinet doors that promote safety by not projecting into the room, non-slip surfaces (kitchen floors), non-scald faucet controls, glare-free lighting, magnetic-induction cooktops that are cool to the touch and sound a warning when a pan is removed or improperly placed, automatic faucets with preset temperature controls, and nonslip grab bars.

With a complete set of design directives, the students then prepared remodeling plans for universally designed, versatile training kitchens at the Center.

George Nelson, designer, once said, "We are all presented with many opportunities for success but success only comes to those who know when to seize an opportunity." Our

opportunity was to make the student plans a reality for the Center.

Problem Solutions:

A community design team was formed that included kitchen designers, social service personnel, representatives from ASID, a low-vision lighting specialist and the public relations home economist from the local utility company who was able to secure volunteer services from labor unions and other community groups to carry out the renovation. The board chairman for the San Diego Center for the Blind (SDCB) was a retired contractor who supervised the actual construction. Remodeling began in September 1985 and over 60 companies and individuals contributed nearly $100,000 in materials, equipment, and services to the project. By the end of 1985, the one-wall, outdated kitchen was transformed into three working models of state-of-the-art kitchen layouts that might be found in people's homes.

We were able to solve the problem of lack of recognition by applying for and receiving The Environmental Design National Award from the American Society of Interior Design (ASID) Educational Foundation in 1986. I also gave presentations at professional design meetings and wrote articles describing the project for several professional journals. However, funding opportunities continued to be scarce until additional phases of the renovation were completed.

As with remodeling projects everywhere, when one thing changes, everything else seems to need changing.   The community team recognized that the overall design of the building was not supportive of the workers or the clientele, and they set out to rethink and rebuild the facility with the assistance of an expanded team, including the community service committee of the San Diego chapter of ASID, headed by interior designer, Jan Bast; environmental psychologist, Ann Gero-Stillwell, who provided a pre-design baseline study and a post-occupancy evaluation; ASID professional members; and students from an interior design course at SDSU taught by Kerry Nelson.   Funding for this new project was secured through private donations, government grants, and a community block grant from the City of San Diego, which alone provided over $500,000 for the Center.

General Goals of the Project team were:

1).   Improve the feel of the space to create a cheerful and professional image. This addressed the problem of the dismal appearance of the Center. The new kitchens and the complete renovation of the Center interior created a successful environment for both the staff and clients and then, a local architect redesigned the exterior of the Center to complete the transformation into a prototype professional facility.

2). Improve wayfinding through special cues and a logical space plan.- (Wayfinding concerns covered areas such as space planning to group similar activities; traffic flow to ensure a

logical movement from entry to activity and to protect against obstacles; use of clear, consistent signage; and contrasting color and texture to serve as cues to changing function.)

3).Make the building easier to use for the elderly and for people with disabilities by utilizing Universal Design techniques. (Universal Design concerns included increasing the overall lighting in the facility, reducing glare, using task lighting, and increasing contrast in color and shade in doors, door frames, door handles, and walls, as well as in carpet and tile to mark areas and changing levels.)

The Team wanted to utilize design features that would maximize the self-sufficiency of all parties concerned and that could easily be applied to most other public and private facilities, not just those serving people with visual impairments. They wanted to create a facility that would be supportive of all people and their various abilities. This was accomplished as well as meeting the three overall project goals: *a more professional image, better wayfinding, and use of Universal Design features.*

Even though people today are living longer and remaining healthier than ever before, vision problems still prevent many from fully enjoying their longevity. The use of universally designed products and facilities will help an aging population with vision problems continue to live independently, as well as helping preserve the dignity and self esteem so essential to their well being.

Universal Design, because of its flexibility and adaptability, will help designers create living spaces that accommodate changing physical needs, intergenerational lifestyles, and different cultural orientations; conserve resources, and create environments that are easy to use and maintain.

The San Diego Center for the Blind has gained national and international recognition for its design and programming. The training kitchens and interior design of the Center have been successful; a new facility was added in Vista (North County) 15 years ago. One of he SDSU students who had been involved with the original project donated her services to help create the Vista facility. Both Centers serve approximately 1200 clients per year. A remodeling project that involved a nearby bank building helped create another set of classrooms and offices; and in 2010, a major fundraising campaign was launched to expand the comprehensive Assistive Technology Center (to diagnose and meet specific needs of clients in the use of available technology.). Each stage of the project has built on the success of the previous work. It is still difficult to obtain funding for the rehabilitation of older persons, but having a beautiful facility with an impressive success rate has helped generate new sources of funding.

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ACCESSIBILITY PLANNING IN SPAIN – LEGAL FRAMEWORK AND PLANNING TOOLS

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The current lines of though on accessibility, based on the principles of *universal accessibility* and *design for all*, focus on distancing it from its traditional conception exclusively linked to people with disabilities and look for promoting a new conceptual framework by which accessibility benefits are understood as a good for the entire society. The adaptation of these streams and the design of efficient tools for their real application, are the main challenges of the relevant Spanish authorities nowadays. This article describes the evolution of the Spanish accessibility context, identified as the sum of the legal and institutional framework, and its planning tools, according to the different administrative scales. It's generated in line with the project "UrbSpace– enhancing the attractiveness and quality of the urban environment", a project of the European Union which is implemented through the CENTRAL EUROPE Programme cofinanced by the ERDF.

1. Introduction

Since 1978 Spain is a decentralized country subdivided in 17 autonomous communities. Altogether 52 provinces represent the next level in the territorial administrative organization

followed by more than 8000 municipalities. Accordingly the competences are distributed between this different levels, so that each one has full capacity to determine the political and legal frameworks needed to carry out its competences.

The responsibilities on accessibility issues, which means the grade of independency to develop legislative and action frameworks, are shared out according to the administrative level: national administration, regional administration and municipal administration. Corresponding to this the bandwidth of the policy frameworks in reliance to the competence's structure on accessibility in Spain can be summarized as follows:

- The National administration establishes referential strategies at national level and fixes the *general guidelines* on accessibility issues.

- Autonomous communities have the *exclusive competence to legislate* on accessibility issues, but always within the guidelines fixed by the national administration[1]. Its main responsibility is to appoint the technical accessibility standards.

- Municipal administrations *do not legislate, only execute* the regional law. Some few cities have legislated on accessibility by making an adaptation of the regional law to their local scopes (local bylaws).

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[1] As an exception, there is a set of decrees and laws promulgated by the national government which are of supplementary application respect to the regional regulations (Ministerio de Trabajo y Asuntos sociales 2006, p.35)

2. National level

2.1. Legal framework

The basic legal precepts at national level regarding accessibility are based on the Spanish Constitution of 1978, which established the equality before the law without any discrimination. The public administration has the responsibility to ensure its fulfillment, paying special attention to people with disabilities.

Under these constitutional postulates in 1982 the law of Social Integration of People with disabilities was promulgated as the first legal framework on accessibility. According to this law, the public administration has to determine accessibility standards of compulsory fulfillment, as well as it obligates the local City Councils to address part of their budgets to adapt their public spaces.

During the last two decades the paradigm of accessibility changed more and more to design for all and universal accessibility, which brought about a necessity of change the current legal framework and caused to the new *Act 51/2003 of equality of opportunities, non-discrimination and universal accessibility of people with disabilities* (Jefatura del Estado 2003). In short, the basic principles of the new law are universal accessibility, non-discrimination, independent living, design for all, civil dialog[2] and measures of positive action[3]. Its

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[2] Principle that allows the participation of organizations that represent people with disabilities into the accessibility discussion to take part into the elaboration, execution, monitoring and assessment of official policies concerning them.

goal addresses to meet these principles through replacing the old conceptual framework focused only on barriers removal, encouraging new points of view which are considered more appropriate to achieve an accessible society. The *Act 51/2003* makes a classification of the different elements to be adjusted according to accessibility criteria, then it refers each group to royal decrees[4] that establish minimum standards which are of supplementary application respect to the regional regulations.

The legal framework is completed by the *Act 39/2006 of promotion of the Personal Autonomy and attention to Persons in a Dependency situation* (also known as LEPA)*, the *Act 28/2007 of recognition of Spanish sign languages and support to people with hearing disabilities, Act 16/1987 of Ground Transportation Planning[5], Act 38/1999 of Building Planning[6]* and a set of royal decrees that deal with some specific topics related to accessibility and disability.

To ensure the fulfillment of this entire legal framework, the *Act 49/2007* was promulgated as a judgment and monitoring system that establishes a penalty regulations system based on the principles of equality of opportunities, non-discrimination and universal accessibility.

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[3] Measures addressed to avoid the disadvantages of people with disabilities to participate in the political, social, economical and cultural life.

[4] Royal Decree 556/1989 of minimum standards regarding accessibility for buildings. Royal Decree 1544/2007 of regulation of basic conditions of accessibility and non-discrimination for access and use of transport modes for people with disabilities.

[5] One of its points stipulates the necessity to satisfy the transport needs of the citizenship, paying special attention to people with disabilities.

[6] It points out the accessibility as a basic requirement in the building sector, however in practice, the law does not include accessibility criteria into its Building Technical Code (Código Técnico de la Edificación - CTE)

This set of law determined by the national authorities fixes a context, a group of guidelines to be respected by the inferior administrative levels. The National Administration has also the capacity, through the *Ministry of Employment and Social Issues*, to develop sectorial national plans that channel the diffusion of these guidelines and goals.

2.2. Institutional framework

The Ministry of Health and Social Policy (Ministerio de Trabajo y Asuntos Sociales - MTAS) is currently responsible for people with disabilities affairs. It delegates the management of the social equality and integration policies addressed to people with disabilities to its State Secretariat on Social Services, Families and Disability (Secetraría de Estado de Servicios Sociales, Familias y Discapacidad - SESSFD) and to the General Directorate for the Coordination of Sectorial Policies on Disability (Dirección General de Coordinación de Políticas Sectoriales sobre la Discapacidad - DGCPSD). Regarding accessibility, SESSFD does not have competences on the matter, contrary to the DGCPSD, in any case, The Ministry of Health and Social Policy entrusts Institute of Elderly and Social Services (Instituto de Mayores y Servicios Sociales – IMSERSO) the management of the promotion of accessibility. IMSERSO also administers the non-contributory invalidity and retirement pensions as well as supply of social services to people with disabilities and elderly.

MTAS, SESSFD, DGCPSD and IMSERSO are responsible for writing and monitoring the document that stipulates the

guidelines to promote in relation to accessibility at national level, named First National Plan on Accessibility 2004-2012 (I Plan Nacional de Accesibilidad - IPNA). This document is designed as the basic application tool of the *Act 51/2003 of equality of opportunities, non-discrimination and universal accessibility of people with disabilities*.

MTAS, SESSFD, DGCPSD and IMSERSO give support to regional and local administrations by signing legal agreements with them on different topics, although mainly, those linked to funding and technical support[7]. They also sign collaboration agreements with other entities (such as professional associations) related to architecture, urban planning, transportation or information and communication, aimed to achieve accessibility improvements (e.g. agreements for accessibility in railways with the state-owned company RENFE) (Ministerio de Trabajo y Asuntos Sociales 2004, p. 45).

Funding activities are also an important part of the MTAS, SESSFD, DGCPSD and IMSERSO tasks. These are currently carried out according to the collaboration agreement 2008-2010 between IMSERSO and ONCE[8]. The agreement develops a *program of universal accessibility* by which suitable actions and projects aimed to achieve this principle (e.g. development of local accessibility plans) are susceptible to be awarded by IMSERSO-ONCE funds.

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[7] *Local authorities can make agreements individually or grouped with others on the Spanish Federation of Municipalities and Provinces*

[8] *ONCE is a charitable organization that provides social services and integration of people with disabilities.*

The Ministry of Health and Social Policy counts with on the contribution from more subordinate entities on accessibility affairs. This is the case of the State Centre of Personal Autonomy and Technical Support (Centro de Referencia Estatal de Autnomía Personal y Ayudas Técnicas - CEAPAT) and the Royal Board about Disability (Real Patronato sobre Discapacidad). The first one is mainly addressed to provide handbooks and guides as well as any other technical support to companies and administrations. The second one develops activities on social services for people with disabilities as well as research, documentation, information and education tasks in accordance with the "design for all" principles.

Other bodies belonging the Ministry of Health and Social Policy linked to accessibility are: the National Council on Disablity (Consejo Nacional de Discapacidad), the Specialized Permanent Office (Oficina Permanente Especializada) or the State Centre of Brain Damage Care (Centro Estatal de Atención al Daño Cerebral).

In addition to the public institutions, there are many other non-governmental organizations making a significant contribution to Spanish accessibility, standing out the Spanish Committee of People with Disabilities (Comité Español de Representantes de Personas con Discapacidad – CERMI) and the Blind People National Organization of Spain (Organización Nacional de Ciegos de España – ONCE).

Spanish Committee of People with Disabilities (Comité Español de Representantes de Personas con Discapacidad – CERMI) is the national representative platform of people with disabilities. Its main goal is to transfer the user demands to the relevant authorities acting as mediator.

The Blind People National Organization of Spain (Organización Nacional de Ciegos de España – ONCE) is a charitable foundation addressed to improve conditions of people with disabilities, especially blind people, towards integration, non-discrimination and independent living. ONCE carries out its tasks by maintaining a narrow collaboration with the governments, signing important agreements together on many issues, but keeping high independence, developing many concrete actions and programs on its own too.

Other relevant organizations are, among others: Spanish State Coordinator Confederation of People with disabilities (Confederación Coordinadora Estatal de Minusválidos Físicos de España – COCEMFE), Spanish Confederation of Organizations for Mentally Handicapped People (Confederación Española de Organizaciones en favor de las Personas con Discapacidad Intelectural – FEAPS) and Federation of Deaf People Associations (Federación de Asociaciones de Personas Sordas – CNSE).

2.3.   Planning tools: national plans

The recent evolution of the accessibility in Spain cannot be explained without the LIONDAU. Three National plans

concerning accessibility were born under its principles: the First National Plan on Accessibility 2004-2012, the Second Action Plan for People with disabilities 2003-2007 and the Third Action Plan for People with disabilities 2009-2012.

The Ministry of Employment and Social Issues entrusted the IMSERSO to coordinate the elaboration of the Second Action Plan for People with disabilities 2003-2007 to be based on LIONDAU. To do so, the IMSERSO gathered a group of experts from several administrations, NGO's and universities to work on the different areas:

- area 1 - attention to people with severe disabilities
- area 2 - labour insertion policy for people with disabilities
- area 3 - promotion of accessibility
- area 4 - social services for people with disabilities.

The Plan makes an analysis and diagnosis for each area and settles on the strategies to carry out on them, each strategy contains the courses of action to follow and the concrete measures to meet the goals. Unbalanced budget structure by area was assigned (Figure 1).
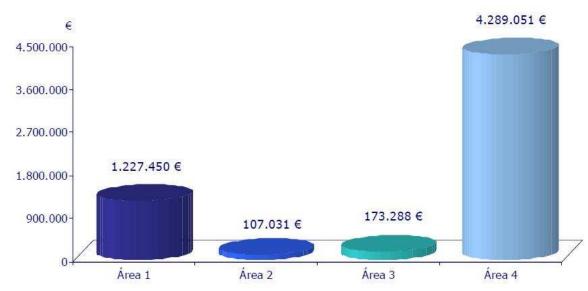
Figure 1: public budget structure in thousands of Euros by area for the period 2003-2007 according to the Second Action Plan for People with disabilities 2003-2007.
Source: Second Action Plan for People with disabilities 2003-2007 (Ministerio de Trabajo y Asuntos Sociales 2003, p. 153)

The Second Action Plan for People with disabilities established five main strategies regarding accessibility:

- **education and promotion of *universal accessibility* and *design for all***
- **development of legal and technical frameworks**
- **improvement of research and development on accessibility**
- **development of programs and plans on sectors considered as a priority**
- **participation and cooperation between public administrations and companies involved on accessibility**

In order to complete some LIONDAU's principles missing on the Second Action Plan for Disabled Persons, the Spanish Government approved several plans:

- Action Plan for Disabled Women (Ministerio de Trabajo y Asuntos Sociales 2006) with the aim to redress gender imbalances on accessibility
- Global action strategy to employ people with disabilities 2008-2012 (Ministerio de Trabajo e Inmigración 2008) in order to encourage job opportunities for people with disabilities
- Fourth National Plan on Social Inclusion of the Kingdom of Spain 2006-2008
- National Plan on Social Inclusion of the Kingdom of Spain 2008-2010 (Ministerio de Educación, Política Social y Deporte 2008)

With the intention to incorporate these new approaches to the policy, the Third Action Plan for People with disabilities was born. The plan is aimed to encourage the equality of opportunities for people with disabilities, especially for women into four areas:

- participation on decision making processes
- education and culture
- employment
- health care

The Third Action Plan for People with disabilities represents the current framework of measures to carry out on independent living. The central administration apply it by its own on areas of its competence as well as giving support to the responsible entities in those matters out of its competence.

All these plans do not exclusively deal with accessibility. As a result, to redress the lack of planning, the national government launched the First National Plan on Accessibility 2004-2012 under the slogan "*For the design for all, towards full equality of opportunities*". The plan is defined as a strategic framework of actions aimed to get new accessible spaces, products and services as well as adapting the old ones (Ministerio de Trabajo y Asuntos Sociales 2004, p.26). The goal is to substitute the traditional thought about accessibility as a secondary social service policy addressed to minorities, by a more complex system where many fields (urban planning, architecture or communication) and administrative authorities are involved. It bases its criteria on four ideological principles: equality of opportunities, independent living, sustainability and participation.

The plan's structure (Figure 2) is based on five goals aimed to get *universal accessibility* (Ministerio de Trabajo y Asuntos Sociales 2004, pp. 90-92):

- Consolidating the design for all ideas and its application to new spaces, products and services. Spreading the accessibility's knowledge and application.
- Promoting accessibility as basic quality criteria on public management.
- Getting a full, efficient and applicable legal system on accessibility promotion.
- Adapting gradually spaces, products and services in a balanced way, to the design for all.
- Promoting accessibility on new technologies.

The Plan also establishes five procedures as interrelated courses of action to integrate and combine with other sectorial planning (Ministerio de Trabajo y Asuntos Sociales 2004, pp. 27-28):

- Public awareness and education
- Legal and technical regulations
- Innovation and quality
- Innovative plans and programs
- Participation

Then it has 18 strategies designed for both goals and procedures.

Finally each strategy has several concrete actions which are deeply described and have concrete real targets in practice. For that reason, the plan settles on detailed instructions to carry them out regarding the action scopes, institutions involved, financing systems, schedule, etc. There are 57 concrete actions in the plan.
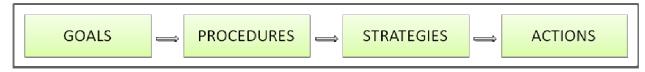

Figure 2: Structure of the First National Plan on Accessibility 2004-2012

Source: own elaboration based on the First National Plan on Accessibility 2004-2012 (Ministerio de Trabajo y Asuntos Sociales 2004)

3. Regional level

3.1. Legal framework

The assumption of competences on accessibility matters by the autonomous communities is given by national law (through the articles 9.2, 14, 49, 148 and 149 of the Spanish Constitution), it entrusts them to create the conditions by which freedom and equality of people be carried out (Ministerio de Trabajo y Asuntos Sociales 2003, p.35). For that reason, Spanish regions have been implementing this legal obligation by creating their own accessibility normative with decrees and laws.

During the time that the regional administrations began to develop their all normative structure on their competences, accessibility was not recognized as a priority section, therefore they only promulgated decrees and rules, but not legal frameworks indeed. The Basque Country was pioneer promulgating the decrees of Removal of Urban Barriers and Removal of Architectonical Barriers at the beginning of 80's. Nevertheless Navarre would be the first in making an accessibility law in 1988; but was Catalonia on 1991 which truly established a significant basic structure on its accessibility law, structure later followed by the rest of autonomous communities (Instituto Universitario de Estudios Europeos 2002, p. 51).

The regional normative have two basic competences on accessibility: on one hand, establishment of a set of basic guidelines, principles, concepts and definitions to follow, and

on the other hand, the group of technical accessibility standards to carry out in practice.

Several fields are usually indentified as involved on accessibility: urban planning, building, transportation and information and communication. Then a common and usual structure on accessibility regional laws can be identified and described as follows (Ministerio de Trabajo y Asuntos Sociales 2004, p.43):

- Sectorial Chapters:
    - Urban planning
    - Building
    - Transport
    - Information and communication
- Other chapters:
    - Council for accessibility promotion
    - Fund for barriers removal

The normative established for the urban spaces have to be obligatory fulfilled in new constructions, renewals and rehabilitations as well as their precepts will have to be respected on urban planning (Instituto Universitario de Estudios Europeos 2002, p. 53).

For buildings, the restrictive character of the law varies depending on the building type. Therefore those buildings that develop public activities inside must obligatory fulfill the accessibility standards in all vertical and horizontal itineraries as well as in all furniture. On the other hand, the residential

buildings funded by the public administration must reserve a concrete percentage of the apartments (usually 3%) to adapted houses for people with disabilities. Private residential buildings are not obligated to reserve or adapt any apartment. In any case, every kind of building must adapt inside itineraries of common zones and those that join the building from inside to outside (Instituto Universitario de Estudios Europeos 2002, p. 54).

In transportation matters, the regulation varies a lot depending on the autonomous community. Some of them just acquire the compromise to develop plans to get a barrier-free transportation network, while some others establish minimum compulsory standards when purchasing new transportation units (Instituto Universitario de Estudios Europeos 2002, p. 55).

On the topic of communication and information, the regional legal frameworks guarantee to provide barrier-free access to the information, promotion of the installation of new accessible technologies for people with disabilities as well as development of campaigns of public awareness and instructive courses to educate qualified staff on disability matters. (Instituto Universitario de Estudios Europeos 2002, p. 55).

3.2.   Institutional framework

Alonso López et al (2003a, p. 54) classify the regional accessibility management into three different models:

accessibility management exclusively made by the social services departments, shared management and mixed model.

To the first model belong the majority of the autonomous communities (e.g. Catalonia), here the management of accessibility falls only into the regional social services departments. In the shared management model (e.g. Community of Madrid) competences are distributed between the departments of social services and those responsible for housing, territory and public constructions, the goal here is to generate an stronger impact of accessibility into the building and urban planning beyond only social services policy. The mixed model is only developed by Navarre and Basque Country; here the competences are divided by fields and shared out between the provincial councils, which manage social policy on accessibility in their territorial scopes, and the regional administration, responsible for urban and housing affairs.

The majority of the autonomous communities have created public adviser bodies on accessibility, these are the so-called Councils for Accessibility Promotion and Barriers Removal, which are represented by relevant members of the public administrations, companies, foundations and professional associations (Alonso López et al 2003a, p.63).

3.3.   Planning tools: regional plans

Regional planning tools on accessibility can be grouped into three types (Alonso López et al 2003a, p. 55-56):
- plans of social services
- plans for people with disabilities

- **programs to remove barriers from public buildings**

The plans of social services determine the priorities and guidelines for the social policy, with specific sections dedicated to people with disabilities which set up the supply of services and actions addressed to improve the personal autonomy. Plans of people with disabilities settle on the measures to carry out on social and labour integration of people with disabilities, accessibility, pensions and subsidies. The programs to remove barriers from public buildings are aimed to determine the steps to fulfil regional legal obligations on accessibility.

4. Municipal level

4.1. Legal framework

Municipal administration does not develop a legal framework on accessibility but executes those established by superior administrations.

The only municipal normative documents on accessibility are local bylaws that gather the regional legal parameters to adjust and implant at local level. The majority of the Spanish City Councils establish several independent bylaws regarding different accessibility affairs, only some few municipalities develop integral accessibility bylaws that group all issues together (e.g. Valladolid or Granada). Common points on these integral accessibility bylaws have been indentified (Alonso López et al 2003a, pp. 69-70):

- **Basic technical criteria about accessibility in the municipality**

- **Measures to manage accessibility (e.g. creating municipal accessibility councils)**
- **Measures to promote accessibility (e.g. creating information points for citizenship)**
- **Measures of monitoring (e.g. creating technical offices to assess the law fulfilment)**
- **Establishment of penalty regulations**

4.2. Institutional framework

City Councils are the responsible institutions for the municipal management. They have to carry out the principles established by national and regional laws by using their own planning tools with the aim to satisfy accessibility demands.

City Councils are free by law to decide their own working organization; therefore it normally differs according to the size and economical structure of the municipality. The management of accessibility issues are usually included into departments of urban planning or social services. The case of Avila stands out here, since this city has established a department only for accessibility affairs (Ayuntamiento de Ávila 2009, p. 111), becoming an example for the rest of Spanish municipalities. In any case, the new trend goes to a multidimensional character which accessibility should not be managed by any single department but being part on each departmental policy given its multi-area nature (Sala Mozos / Alonso López 2006, p.68).

At local level, the creation of an accessibility council is highly recommended in order to coordinate the accessibility policy coming from the different departments. The council would be made up by relevant technical representatives of each department as well as representatives from other relevant

organizations; their tasks would be technical support, diagnosis, monitoring and decision-making processes (Sala Mozos / Alonso López 2006, pp. 69-70, 149-151).

In institutional matters, the Spanish Federation of Municipalities and Provinces (Federación Española de Municipios y Provincas – FEMP) stands out as the intermediary body between national and local authorities for the application of national policies to local scales, it acts as defender of the local entities' general interests in front of the national authorities. Regarding accessibility, FEMP has acted as mediator in several agreements such as the application of the First National Plan on Accessibility into the local scopes.

4.3. Local planning tools

4.3.1. Background: the Especial Action Plan (Plan Especial de Actuación – PEA)

The Especial Action Plans, also known as accessibility plans, are the local documents for accessibility planning. These plans analyse the municipal space and determine the actions to carry out on it with the aim to remove physical barriers from urban, transport, building and communication elements for a concrete time period.

Spanish accessibility plans are aimed to make the informational, sensorial and physical environment accessible for all, so that all persons can use it freely and autonomously (Alegre i Valls / Casado i Martinez, 2000, p.15).

PEAs can be differenced by type (urban plans, building plans, transport plans and communication and information plans) or can integrate all fields in the same document.

More than 500 accessibility plans have been made in Spain (Sala Mozos and Alonso López 2006, p. 38). The first ones were written at the beginning of the 90's, standing out the actions made on Barcelona, narrowly linked to the celebration of the Olympic Games Barcelona 1992.

Several authors (Sala Mozos / Alonso López 2006, pp. 39, 52 and Alonso López et al 2003b, p. 20) and the First National Plan on Accesibility 2004-2012 (Ministerio de Trabajo y Asuntos Sociales 2004, pp. 79-80) consider PEAs as good technical tools to make diagnosis, prioritize actions and calculate costs; however, these plans are very static, only focused on removing barriers from urban space, do not count with citizenship participation, do not identify causes of the physical barriers, giving place to its future reproduction, and lack from a correct management, monitoring and normative measures to guarantee its implantation.

For those reasons, one of the goals of the First National Plan on Accessibility 2004-2012 is to encourage the development and implantation of a new planning methodology of accessibility into the municipalities: the Municipal Integral Policy on Accessibility (Política Integral de Accessibilidad en el Municipio – PIAM). This new methodology is understood as a municipal policy and not only as a technical document; therefore it

includes additional measures in relation to management, monitoring, organization, education and promotion, under a multidimensional character where the accessibility planning tools are coordinated together with social, urban, building and transportation planning (Ministerio de Trabajo y Asuntos Sociales 2004, pp. 152-153).

4.3.2. Nowadays: towards the Municipal Integral Policy on Accessibility (PIAM) and Municipal Integral Plan of Accessibility

The (PIAM is defined as a municipal strategy to promote, manage and maintenance the *universal accessibility* in towns and cities (Alonso López et al 2003b, p.31). To meet these goals, PIAM principles must be present in all local policies with the aim to achieve accessible physical spaces and accessible supply of public services.

PIAM is the most tangible result from the LIONDAU law and the First National Plan on Accessibility. Hence it can be understood as an improvement from the old system through the correction of those weak points detected, plus the incorporation of the new international trend of thought about accessibility (*universal accessibility* and *design for all*). PIAM do not pretend to be a substitute of the technical documents that assess and propose actions on accessibility, but wants to improve them and go beyond, establishing a complete local policy to get an efficient administrative management and promote public awareness.

In any case, the factor which can be identified as a main cause of this change is the essential need to establish a perishable and strong system to guarantee accessibility involved in all local public live. Old planning was only a technical framework that postulated a set of procedures according to a concrete period. It can be helpful to detect and correct current problems but it does not entail the continuous renewal process needed to maintain cities accessible for all.

To develop a PIAM is highly recommended to go along the following steps (Sala Mozos / Alonso López 2006, pp. 65-67):

- **Making an analysis and diagnosis of the current situation on accessibility:**

  o **Analysing:**

    ▪ **Accessibility on the urban space**

    ▪ **Accessibility on the public services**

    ▪ **Accessibility on the municipal facilities**

  o **Identifying:**

    ▪ **Those necessary plans to be developed in order to solve municipal problems on accessibility**

    ▪ **Educational necessities**

    ▪ **Tools and plans that have to be transformed**

    ▪ **Tools and organizations that need to be created**

- **Establishment of goals and decision-making.**

According to the Final Report of the First National Plan on Accessibility 2004-2012 (Alonso López et al 2003b, p. 22), a theoretical model regarding the content and making process of a PIAM is:

- **Analysis and diagnosis:**

  o **Current barriers on the urban space, building and transport:**

    ▪ **Description of the actions scopes**

    ▪ **Identification of the problems and their causes: technical problems, no-fulfilment of the normative, lack of coordination, lack of promotion, etc.**

  o **Normative:**

    ▪ **Including accessibility into the municipal bylaws**

    ▪ **Fulfilment of the accessibility normative on urban planning**

  o **Administrative organization:**

    ▪ **Relevant departments regarding prevention of barriers creating**

    ▪ **Define the management necessities on accessibility**

- **Information and public participation**

- **Action strategies (procedures):**

- o **Technical planning: plans and programs.**

  - ▪ **Specialized PEAs on the urban space**

  - ▪ **Inclusion of accessibility criteria into all urban planning tools and projects**

  - ▪ **Specialized PEAs for public buildings**

  - ▪ **Inclusion of accessibility criteria into all scheduled actions on public buildings**

  - ▪ **Technical and economical support programme for barriers removal on private buildings**

  - ▪ **Specialized PEAs for transportation**

- o **Administrative tools:**

  - ▪ **Fulfilment of the normative:**

    - • **Spreading of municipal and regional normative**

    - • **Interdepartmental coordination**

    - • **Checking the fulfilment of the normative when approving construction permits**

    - • **Application of sanctions and penalties**

  - ▪ **Developing and improving normative:**

    - • **Developing accessibility bylaws**

    - • **Including accessibility criteria into other relevant bylaws (e.g. town planning, building and transport)**

- **Education and awareness:**

  - **Technical education for project and plan managers**

  - **Education to workers about creation and removal of barriers**

  - **Municipal staff awareness**

  - **Education for members of the foundations**

  - **Campaigns for public awareness**

  - **Diffusion of actions and benefits of accessibility**

- **Monitoring of actions**

  - **Defining monitoring tools**

PIAM policy does not eliminate the technical planning tools as can be seen on the structure before. It is important to distinguish that PIAM establishes the basis of the general accessibility management, becoming the suitable context for planning tools to be more efficient.

Accessibility planning tools, according to this new approach, can be named as the old ones: PEAs or accessibility plans. However these new points of view recommend the name of *Municipal Integral Plans of Accessibility*. In any case, two types of plans are identified: accessibility plans and information accessibility plans.

On the one hand, the accessibility plan is related to the physical urban space. It evaluates and proposes actions addressed to remove barriers and make accessibility improvements on:

- Urban public spaces: streets, squares, parks...
- Public buildings: cultural facilities, administrative, educational...
- Public transport networks: including stations and stops, the infrastructure and the vehicles

On the other hand, the information accessibility plans are aimed to remove barriers from, on the one hand, the new technologies of information and communication (e.g. web sites) and, on the other hand, the sensorial communication and orientation (e.g. urban signposting), in order to guarantee the information accessible for all, including the people with disabilities.

The "Municipal Integral Plan of Accessibility" integrates both accessibility and information accessibility plans into one. Their main objective is to make population's living conditions easier by improving their relationship with the urban spaces they live in (cities, villages, natural and open spaces, cultural, historic and artistic places...) and making the informational, sensorial and physical environment accessible for all, consequently all people can use it freely and autonomously. To make it possible, the plan will take into account the human diversity: persons with disabilities, children, and elderly, pregnant women... For that reason, the Spanish authorities have established as an indispensable requirement to local administrations in the development of accessibility plans, to count with information,

consultation and collaboration of at least, one representative associative movement of the local entity, related to any of these collectives (disabled persons, elderly...) as well as any other collective of citizens interested on these plans with the aim to solve their needs and demands (Ministerio de Trabajo y Asuntos Sociales de España. 2008b, pp.2-3).

In short, these plans are a municipal framework of action that studies the existing problems and propose an action plan to solve them, offering general solutions that later, in many cases, will need a concrete constructive project (Alegre i Valls / Casado i Martinez 2000, p.15).

Each municipality design their own plan using a proper structure and relevant points respect to its local singularities. Nevertheless a common structure on this issue is recommended by the Spanish authorities, anyhow municipalities do not have necessarily to follow these suggestions although they are highly advisable. These recommendations were established as a framework of technical specifications in order to have a model to validate and homologate Integral Plans of Accessibility. The specifications were stipulated by the Ministry of Labour and Social Issues through the funding agreement IMSERSO-ONCE, by which the model structure of Integral Accessibility Plans contains (Ministerio de Trabajo y Asuntos Sociales 2008b) (Ministerio de Trabajo y Asuntos Sociales 2008c):

1. **General report**
   1.1.**Presentation**

2.1.**Descripción of the action scope**

   3.1.**Principles of accessibility**

   4.1.**Methodology**

2. **Legal normative on accessibility issues**

3. **Action plan on each action scope: proceedings**

   1.1.**Action plan on the urban public spaces**

   2.1.**Action plan on public buildings**

   3.1.**Action plan on transport**

   4.1.**Accessibility to communication and information**

4. **Summary/Synthesis**

5. **Work team**

6. **Schedule**

7. **Budget**

4.3.3.   Other relevant municipal planning tools: urban, building and transport planning

Spanish accessibility has traditionally taken up a small place in the local policy, however, according to the new principles encouraged by the First National Plan on Accessibility, its management cannot be just limited to these administrative bodies and its own planning tools but also included into the rest relevant sectors. In fact, this is one of the pillars that motivated the shift from the traditional model PEA-based to the new transformations towards a multidimensional character of accessibility. Therefore within this section we cannot miss the significance that urban, building and transport planning have on accessibility affairs.

Spanish urban planning is developed by municipal administrations using different tools:

- General Planning (the name varies depending on the autonomous community)
- Partial Plan
- Especial Plan

The first one establishes the general town's structure dividing the space into urban and rural areas, the second one determines the general procedures for the urban areas previously classified by the General Planning, and finally, the Especial Plan resolves specific actions on concrete spaces (e.g. renewal process on a concrete urban district).

The new trends on accessibility thought yearn for including *design for all* into the town planning. To do so it is needed to follow a general process: in the General Planning, it is desirable to fix urban structures proper for accessibility and identify those significant itineraries; later on, town planners should include regional technical accessibility standards fixed by law when elaborating Partial Plans; and finally, it is needed to analyse concrete problems and give concrete solutions on the Especial Plans (e.g. urban furniture based on design for all).

Relevant municipal documents on building planning are the Technical Inspections of Buildings, addressed to support edifices owners to keep their properties in good conditions. Often, accessibility criteria are not included into these municipal documents, hence the incorporation of minimum

standards in accordance with *design for all* and *universal accessibility* should be implemented here.

Spanish Municipal planning tools on transport are called Mobility Plans. They focus on traffic planning through analysing town's transportation needs as well as determine the procedures to satisfy these demands. Mobility Plans cannot be thought marginalizing accessibility, hence promotion of public and pedestrian transport, signposting in accordance with *design for all* and barrier-free vehicles and stations are highly recommended points to stand out on mobility planning.

5. Final considerations

As a young democratic country, Spain presents a recent tradition on accessibility bypassing through three clear stages during the last decades on its development:

- the 80's means a very tiny development of accessibility regulations
- the 90's corresponds to the development of the basic laws, planning tools, funding systems, etc. close to the concept of "barriers removal"
- the last decade is a transition process from the already settled Spanish regulations on accessibility towards the adaption to the international context in line with *design for all* and *universal accessibility* principles.

Looking at this evolution, relevant documents (Alonso López et al 2003a) (Ministerio de Trabajo y Asuntos Sociales 2004) (Sala Mozos / Alonso López 2006) do not hesitate to praise the advances made along these decades, given the capacity to

adapt regulations continuously, a law becoming increasingly detailed and the development of penalty regulation systems. However they also point out this law is not completely finished, it does not develop its points deep enough, non-fulfilment occurs often and it is ineffective on lowly restricted sectors such as telecommunications. Institutionally, the competences' structure should be better defined, moreover there is a strong lack of single responsible administrative bodies on accessibility management to coordinate the multi-area accessibility policy. In the social field, accessibility affairs still awaken scarce public awareness, hence education and promotion should be implemented.

Especial consideration takes the municipal management of accessibility which at the end is the final result and application of the whole system. Its regulation is given by local bylaws that not even always exist. Its application is directly made through the accessibility plans, before closed and finished technical documents and now involved in a transformation process to adopt the new points of view. Additionally urban, building and transportation plans have been incorporating some accessibility principles into its sections. All evidence small but growing accessibility awareness in the local relevant authorities although usually bad coordinated. It has been mainly caused by the traditional consideration of accessibility as a complementary course of action included within the social policy, freeing rest relevant departments (urban planning, building...) of responsibilities on the matter. Nevertheless it does not mean that the multidimensional and shared

responsibility system works independently, without any single responsible authority for its management and implementation, since in fact, it should be considered as an indispensable requirement to guarantee successful and perishable accessibility planning.

The here described group of measures carried out by the Spanish authorities on accessibility during the last decades, are currently conceived as insufficient, although however, have led Spain to be one of the European leading countries on accessibility regulations (International Disability Rights Monitor 2007, p. II). Contrary to what can be thought, it does not entail the same top position regarding its application and fulfilment, since, as proof through *The Green Book on Accessibility* (Instituto Universitario de Estudios Europeos 2002), 100% of the Spanish buildings and almost 100% of the selected urban itineraries did not fulfil at least one legal requirement. It lets an incomprehensible imbalance between regulations and fulfilment which has motivated the recent changes adopted; hence they focus more on management, promotion and monitoring of the accessibility standards' fulfilment, than determining themselves. Within the years to come we will have the chance to find out how successful this new policy is and its capacity to adjust the described legal, institutional and planning frameworks, to a more suitable context that redress this "incomprehensible imbalances".

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She has completed an assignment in SriLanka, where she developed a district strategy plan in the north-western district of Puttalam. She is now based in Far Western Nepal, working an assignment on democracy and governance.

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HIMALAYA ON WHEELS!

INTRODUCTION

India is incredible, they say. And incredible it is in many ways.

The country is bordered by the world's highest and most spectacular mountain chain in the north, while further south, plateaus, tropical rain forests and sandy deserts are bordered by beautiful palm-fringed beaches. The cultural diversity, ranging from temples in south India to monasteries in Ladakh and gurudwaras in Punjab are unmatchable, while the cuisines vary almost every few kilometers. And then of course are the people whose hospitality is etched in their lifestyles. The Sanskrit phrase A*tithi Devo Bhava* equates guests to God.

Tourism is the largest service industry in India, contributing 6.23% to the national GDP and 8.78% to the total employment in India. India plays host to more than 5 million annual foreign tourist arrivals and 562 million domestic tourists. [9]And the industry is expected to increase by 2018 at a 9.4% annual growth rate.[10]

Ladakh, meaning "land of the high passes" is a high-altitude desert region sandwiched between the Karakoram mountain range in the north and the Himalayas in the south. Local culture here is visibly shaped by the Buddhist faith as well as by the

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9 http://incredibleindia.org/Tourism_Stastics2008.pdf

10 .http://www.ibef.org/industry/tourismhospitality.aspx

harsh terrain. Its ancient monuments are the backdrop for an emerging industry, which is soon becoming the backbone of the region's economy – tourism. Today, about 18,000 tourists visit Ladakh every year.

This paper is about developing Ladakh as a tourist destination for a category that has so far been left untouched - people with disabilities.

TOURISM FOR DISABLED PEOPLE

Even though the disability movement in India has, in the last 20 years, focused on development and rights issues, there is very little progress in terms of viewing disabled people as a) needing entertainment, pleasure, travel and b) as contributors to the economy.

It is well known that people with disabilities have the same needs and motivations as the rest of the population. Yet, the experience of traveling has been negligible for this segment of the population. Issues of access, communication and appropriate information seem to be the biggest barriers.

Awareness that having disabled clients will eventually be a profitable business is hugely lacking even within the tourism industry. While the Ministry of Tourism in India is beginning to promote inclusive tourism, we have miles to go before this is valued in economic terms.

HIMALAYA ON WHEELS

Himalaya on Wheels (HoW!) is trying to break new ground where tourism for all is concerned – and has developed tour packages for guests who are wheelchair users. This has come about with entrepreneurial guidance from TAI (Travel Another India). Currently functioning under TAI's establishment, HoW! will become an independent company after three years.

There are two aspects to this enterprise: a) enhancing the travel experience for disabled people and b) promoting entrepreneurship amongst disabled people

a) HoW!'s main objective is to make the experience of traveling least stressful and most enjoyable. We will provide an experience of Ladakh for guests who use wheelchairs, their families and friends. The trip will offer its guests a comfortable stay and a range of places to visit, tailoring the package to their needs.

While the experience of Ladakh is of utmost priority, the safety, security and the comfort of those who use wheelchairs will be our highlight. Towards this, we will lobby for permanent access in the sites and alongside provide temporary access facilities, using portable ramps, folding toilet seats etc.

All our team members - the hosts- are trained in handling disabled people so that they provide safe and sensitive personal assistance to wheelchair users.

We have also developed a guide book and are in the process of developing an accessible website to reach out to disabled people with appropriate information regarding our services. We hope to reach out to 180 guests by the third year.

HoW! is the first such enterprise in Ladakh, if not in India. We will, in the process, demonstrate that good tourism practices involve providing experiences to all who have the potential to travel.

b) According to a fact sheet on the UN website, 80-90% of persons with disabilities in the working age are unemployed. [11] In India, according to the Ministry of Labour and Employment, there are more than 687,632 disabled people on the live register of 81 employment exchanges and special cells of the country waiting to avail of government jobs.[12]

While data is scarce, it will not be wrong to say that most efforts in employment of persons with disabilities in India still focus on the stereotypical, are charitable and non-profit oriented. Promoting entrepreneurship is still a dream.

HoW! will work to reverse this trend in Ladakh. The enterprise will engage with people of all disabilities and with varying degrees of education. Initially, for three years, TAI will provide support. In the long run, HoW! will be entirely managed by

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11 UN" fact sheet on persons with disabilities". UN enable. 17 Jan 2009)

12 Government of India, Ministry of Labor and Employment. Ann report (2007-08). Government of India, 2008.

disabled people –perhaps another first of its kind in the country!

A note about TAI

"Travel Another India is in the business of providing a unique experience to discerning clients exploring another India, rich in diversity, of cultures, cuisines and comforts, while enriching lives along roads less traveled."

TAI promotes Responsible Tourism with travellers and hosts through supporting communities to set up Responsible Tourism Ventures (RTV). TAI supports in sensitising on Responsible Tourism, planning the experience, bringing in technical and financial resources, reaching out to guests, ensuring appropriate capacity building, facilitating learning across RTVs and identifying allied livelihoods that can be enhanced.

Technical partner

The People's Action Group for Inclusion and Rights (PAGIR) is a rights movement in Ladakh, working to create a society that is inclusive. PAGIR provides technical support to HoW! and in turn will benefit from part of the profits earned by the enterprise. This will go a long way in supporting the disability and advocacy movement in Ladakh.

Article courtesy HoW! team, Leh- Ladakh.
E-mail: inclusionandrights@gmail.com
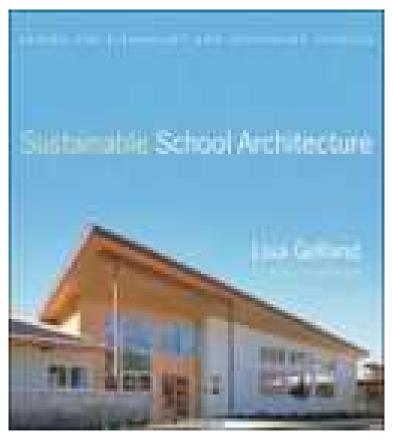Phone:91-9419219312

Book Received: FEATURED BOOK: Sustainable School Design

by Lisa Gelfand with Eric Corey Freed

The students of today are responsible for our future. With that in mind, we owe it to them to provide schools that are healthy, intellectually stimulating, and energy efficient. *Sustainable School Architecture* by Lisa Gelfand, with Eric Corey Freed, provides a handbook for planners, architects, and designers to create and maintain these spaces. Schools are an important part of student's lives, and act as places of learning and community hubs.

Lisa walks you through sustainable school construction and draws on knowledge from other experts during the process. The book itself is split into chapters covering the planning and design phases all the way through construction and operations. Each section of construction is addressed including daylighting, HVAC, site design, and furnishing to name just a few. To construct a truly great educational space, one has to take into account all aspects of its design. This is a great resource, and in addition to its guidance it showcases nineteen sustainable schools from all over the world. These allow the architect or designer to gain a different perspective in relation to his or her own project, and provide real-world examples to back up the text.

The last section addressed looks ahead to the future of our educational system. Lisa describes how schools of the future will be more compact to fall in line with better urban planning, and that we will move 'beyond green' to systems that incorporate community and local or regional needs. In the end we will provide a better space for children and young students to learn and then share that knowledge. They will need all the help and resources they can get to protect and sustain our presence on this planet.

2.

Making design more people-centred

Oslo: For every new person who enters the workforce, three people will retire. "The demand for products and services that can be used by everyone is set to increase," says Onny Eikhaug, programme manager at the Norwegian Design Council, who has just co-authored a groundbreaking book on the subject of inclusive design.

According to Statistics Norway, the number of people in Norway aged over 67 will double over the next 50 years reaching a total of 1.5 million people. In Scandinavia, three people are currently retiring for every new individual entering the workforce, according to a Danish survey.

"Imagine a society where many of these large numbers of older people will require assistance from other people every time they want to get on a bus, book a holiday or open a packet of ham. Such situations – which most of us will encounter at one time or another – are stigmatising for those affected and represent an enormous responsibility for a society with a diminishing workforce," says Onny Eikhaug at the Norwegian Design Council.

She is convinced that this scenario can largely be avoided if both private and public enterprises embrace and use inclusive design as a tool each time new products, services or environments are being planned and developed. For this reason she has commissioned the book Innovating with People – The Business of Inclusive Design, whose main idea is to lower the threshold for adopting inclusive design as a business strategy.

The average person is a myth

According to Statistics Norway, three in ten Norwegians say they have health problems that affect their everyday lives. "Even today the average user is in many ways a myth. Most of us have one or other ailment or condition that means we have special needs. Nevertheless, many companies make the mistake of designing products and services for the average person, without stopping to think that none of us are actually average in all respects," Eikhaug says.

By using inclusive design, products and services are developed for both functionally able individuals and people with various disabilities. In this way one ends up with a result that is better for everybody. "I have never heard of anyone who has complained about doors that open automatically or modern taps that can be turned on and off using only one hand," Eikhaug points out.

A practical recipe for design

The book Innovating with People – The Business of Inclusive Design, which was launched at the Innovation for All 2010 conference, provides an introduction to how inclusive design can be used both in product development and design processes as part of a good business strategy. It is almost like a step-by-step cookery book, according to the writers.

"We show how both public authorities and private enterprises can use inclusive design in practice. We also provide several national and international examples of how the method can result in major competitive advantages," Onny Eikhaug explains.

Success with inclusive cutlery

She cites the cutlery manufacturer Hardangerbestikk as a good example of how inclusive design can lead to better products, increased market penetration and improved profitability.
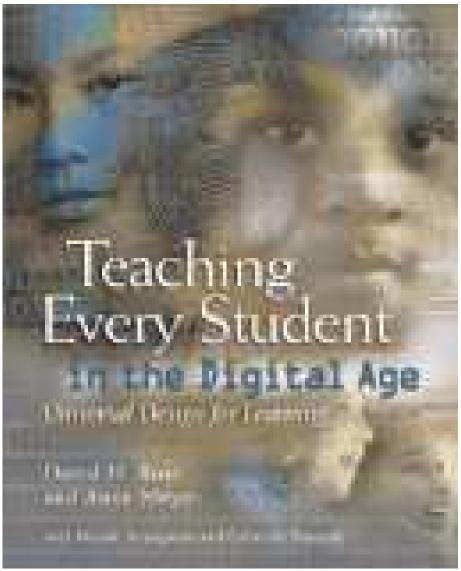
"Hardangerbestikk's Tuva cutlery, which they developed in collaboration with the industrial designer Per Finne, has a balanced shaft which is better for both children and older people to hold. At the same time it appeals not only to people with reduced grip abilities. One year after the cutlery was launched on the market, more than twice the expected amount has been sold," explains Onny Eikhaug.

Facts about the book "Innovating with People – The Business of Inclusive Design"

- Aimed at company leaders, middle management, marketers and designers.

- Is a practically oriented book that provides business-related arguments and methods for practising inclusive design and a people-centred approach.

- Published by the Norwegian Design, with contributions and support from the Helen Hamlyn Centre at the Royal College of Art, KODE Design and Studiohead.

- Published as part of the Norwegian Design Council's "Innovation for All" programme.

- Can be purchased at DogA in Oslo, and from the Norwegian Design Council's website for EUR 19,90.

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- More information about "Innovation for All 2010"

3.

Teaching Every Student in the Digital Age: Universal Design for Learning
list: $26.95
by Association for Supervision & Curriculum Deve
Paperback (April, 2002)
This book is a must-read for teachers and administrators faced with the demands of the No Child Left Behind (NCLB) legislation.

Appeal:

1.

You may kindly be aware that Central University of Himachal Pradesh has been established under the Central Universities Act 2009 of Indian
Parliament. It is one of the sixteen new Central Universities that were established during the 11th Plan under the Prime Minister new initiative in higher education as announced on August 15, 2007. Territorial jurisdiction of this University is the whole state of Himachal Pradesh with head quarter at Dharamshala in Kangra district
of Himachal Pradesh. We have been entrusted with task of starting a new Central University of Himachal Pradesh at Dharamshala by the Union
Ministry of Human Resource Development, Government of India. The University came into functional existence with the assumption of charge by the first Vice- Chancellor, Prof. Furqan Qamar, on Jan 20, 2010.
 The University intends to get its logo designed such that it reflects the Vision, Mission and Objectives of this University (as given in the enclosed material on our University). May I request you to please help
our University in getting a good logo designed? Since our University is a new Greenfield project, I would appreciate if a person of your stature and eminence takes interest and asks his students and faculty
members to participate in this competition and also be part of the Panel of Jury to supervise, help and guide development of the University logo which is in sync with its Vision, Mission and Objectives.

Vision, Mission and Objectives of the University

Genesis of the University:

- Prime Minister in his address to the nation on August 15, 2007, announced the establishment of a Central University in each of the states that did not have a central university so far. Subsequently, 11th Plan provided for the establishment of 16 new Central Universities.

- Accordingly, the Central Universities Act 2009 (No. 25 of 2009) which received Presidential assent on 20th March 2009 and it provided for the establishment of Central University of Himachal Pradesh amongst others.

- The first Vice Chancellor of the Central University of Himachal Pradesh assumed charge on 20th January 2010.

Location of the University:

➢ *Headquarters of the University:*
Headquarters of the University shall be located in Dharamshala, District Kangra, Himachal Pradesh.

➢ *Permanent Campuses:*

- The State Government has offered two sites for the establishment of the University at Dehra and Dharamshala, both in the Kangra District of Himachal Pradesh.

- The nearest airport is Gaggal which is about 20 Minutes away from Dharamshala while Dehra is at an hour's drive. Nearest major railway station is Pathankot, from where Dharamshala is at two hour's drive while Dehra takes over three hours.

- Dehra can also be reached via Chandigarh which takes about four hours by road. Report of the Central Site Selection Committee has been accepted by the Government of India.

- Accordingly, the Headquarters of the University would be located in Dharamshala and the University will have twin campuses:

  - **Beas Campus:** Located in Dehra, this campus will have bulk of the infrastructure accommodating 70-80 percent of the academic activities and infrastructure.

  - **Dhauladhar Campus:** Located in Dharamshala, this campus will house 20-30 percent of the academic activities and infrastructure.

Territorial Jurisdiction:

Territorial Jurisdiction of the University, as per the Central Universities Act 2009, extends to the whole state of Himachal Pradesh.

Vision of the University:

The Central University of Himachal Pradesh strives for Inclusive Access to Excellence in Higher Education and Research to emerge as Premier University of the Country comparable to the best Universities of the World in terms of Programme Offerings, Curricular Framework, Pedagogy, Research, Publications and Integration with the World of Work.

In pursuit of the above Vision of providing Inclusive Access to Excellence in Higher Education and Research to emerge as Premier University of the Country comparable to the best Universities of the World, the Central University of Himachal Pradesh shall:

- in recognition to the fact that each individual learner is uniquely endowed, provide them opportunities to choose their own pathways and pace of learning so as to enable them excel in their pursuit of higher education.

- offer Multi-disciplinary Programme of Studies at Undergraduate, Postgraduate and Research Degree Levels designed on the Comprehensive Choice Based Credit System.

- have a fully evolved semester system based on Comprehensive Continuous Internal Assessment so as to incorporate a highly research based pedagogy leading to innovative Curricular Framework aimed at knowledge, skill and aptitude based application-oriented higher education and research.

- benchmark its curricular framework, pedagogical practices, infrastructure, physical facilities, governance policies and administrative practices with the best universities of the World.

- follow a Means-Blind Admission Policy in order to attract the most meritorious students so as to offer equitable access to all belonging to different sections and strata of the society.

Mission of the University:
- The Central University of Himachal Pradesh with territorial jurisdiction over the whole state of Himachal Pradesh in India, will be Global in outlook but grounded in local tradition and culture.

- The University shall strive to achieve excellence in higher education by offering most relevant, up-to-date, multi-disciplinary programme of studies required for the present and future developments and nation-building.

- The University will have a global outlook and international orientation to its programmes and services and will adopt a holistic approach to higher education wherein total students' efforts in terms of commitment to contact hours, peer-group learning, self-learning, work experience, individual initiatives, group work and self-actualisation by harnessing latent talents, are all taken into account in the assessment of students.

- University will inculcate and nurture a culture of performance. Dedicated faculty and staff of the University will shape up the new generations of students to take the mantle from the present generation. Progressive, democratic and secular outlook, commitment, dedication, diligence and devotion to duty would be the ethos of the University.

- The University will be a symbiosis of world of knowledge and world of work with devotion to human values would form the bed rocks of pedagogical practice of the University. It will aim at a high degree of integration with the world of work through high quality research, publication, consultancy, Industrial linkages and would create conditions to attract the most meritorious students not from within the country but also from abroad.

- The University will proactively work to attract a diverse student population by resorting to means-blind admission policy to promote merit and through affirmative action leading to inclusive access to excellence in higher education;

- The University will aim at attracting the best and most eminent faculty recruited through multi-mode - full time, adjunct, chair professorship, scholar-in-residence, part-time, visiting, guest, invited lectures.

- The University will have the world class facilities and infrastructure and will benchmark each of its activities with the best Universities of the world and will provide policy framework, working conditions, work ethics, service, work culture and services that promote welfare of all stakeholders - the students, the faculty, staff and society at large;.

- Residential in character, programme of studies offered by the University would be multi-disciplinary, modular, based on a fully evolved choice based credit system with comprehensive continuous internal assessment.

- Adopt a pedagogy that that recognises that each individual learner is unique in abilities, talent, dedication, commitment, devotion and approach to life and that opportunities need to be provided to each one to blossom at his/her own pace and in her/his own unique way.

- Organise its academic activities such as to create conditions for focussed attention to the development of specific discipline and advancement of knowledge through cross-fertilisation of ideas and by bringing together a cross section of disciplines.

- The University will have a wide variety of Schools of Studies representing all domains of higher learning and thereby offering a wide variety of academic programmes at all levels of higher education and across academic and professional disciplines in a modular curricular framework and multi-disciplinary mode and benchmarked with the best global practices.

- Each School of the University would be designed as autonomous within the framework of the Central Universities Act 2009 so as to fully empower the Deans to design, develop and offer courses in their chosen areas of specialisation and to take up research and consultancy activities within the broad philosophy and framework of the University.

- With a view to focus on the basics, Departments of Studies of the University would be organised around specific domain of knowledge and discipline areas. Programme of Studies would, however, be multi-disciplinary as the students will have the freedom to register for courses (papers) offered by various Departments of Studies.

- In order to promote multi-disciplinary research, each School of the University will also have Specialised Centres to undertake multi-disciplinary research and curricular development activities.

- Equipped with research and computational facilities, these centres would provide physical and intellectual space to engage on a chosen theme of research. Based on the specific proposals, a select number of faculty members of the University may be placed in these centres in an internal sabbatical type of arrangement.

- The University will also have a Senior Secondary School affiliated to the Central Board of Secondary Education to provide for excellent schooling to the children of the faculty, staff and neighbourhood.

- The University would also network with neighbourhood schools and engage into the capacity building of their students so as to serve as the feeder for the admissions in the University.

- The University will adopt development and operational strategy that promotes self-sufficiency and self-reliance and foster academic, administrative and financial autonomy and perpetuate a culture of performance-linked self-accountability

- The University will be attaining an enrolment size of 10,000 students and 1000 faculty across different Schools of Studies over a time span of 10 years;

Objectives of the University:

Objectives of the University as given in the Central Universities Act 2009 are as under:

- To disseminate and advance knowledge by providing instructional and research facilities in such branches of learning as it may deem fit;

- To make special provisions for integrated courses in humanities, social sciences, sciences and technology in its educational programmes;

- To take appropriate measures for promoting innovations in teaching-learning process and inter-disciplinary studies and research;

- To educate and train manpower for the development of the country;

- To establish linkages with industries for the promotion of science and technology;

- To pay special attention to the improvement of social and economic conditions and welfare of the people, their intellectual, academic and cultural development
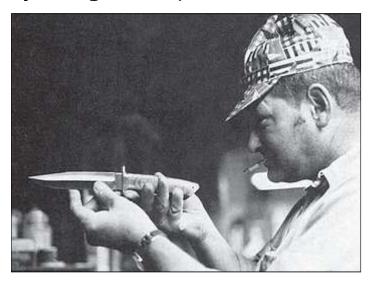
Salient Features of the University:

The Central Universities Act 2009 mandates the following salient features of the University:

- The University shall be open to persons of either sex and of whatever caste, creed, race, or class and it shall not be lawful for the University to impose on any person, any test whatsoever of religious belief or profession in order to entitle him to be appointed as a teacher of the University or to hold any other office therein or to be admitted as a student in the University or to graduate there at or to enjoy or exercise any privilege thereof;

- It may make special provisions for the employment or admission of women, persons with disabilities or of persons belonging to the weaker sections of the society, and, in particular, of the Scheduled Caste, the Scheduled Tribe and the other socially and educationally backward classes of citizen: Provided further that no such special provision shall be made on the ground of domicile;

- It shall be the endeavour of the University to maintain an all-India character and high standards of teaching and research, and the University shall, among other measures which may be necessary for the said purpose, take, in particular, the following measures:

- Admission of students shall be made on all-India basis strictly on merit adjudged either through Common Entrance Tests conducted individually by the University or in combination with other Universities, or on the basis of marks obtained in the qualifying examination in such courses where the intake of students is small;

- Recruitment of faculty shall be made on all-India basis and Inter-university mobility of faculty, with portable pensions and protection of seniority, shall be encouraged;

- Semester system, continuous evaluation and choice-based credit system shall be introduced and the university shall enter into agreement with other universities and academic institutions for credit transfer and joint degree programmes.;

- Innovative Courses and programme of studies shall be introduced with provision for periodic review and restructuring;

- Active participation of students shall be ensured in all academic activities of the university including evaluation of teachers;

- Accreditation shall be obtained from the National Assessment and Accreditation Council or any other accrediting agency at the national level;

- E-governance shall be introduce with an effective management information system;

    - Located in Himachal Pradesh, which is doing remarkably well in the areas of education and health, the University would be able to attract quality students.

    - Choice of Dharamshala as headquarters of the University adds further attraction, as it is a place with profile and is known worldwide. Serene location, pleasant climatic condition, spiritual atmosphere of the location may be effectively used to gravitate faculty and attract talent.

    - Ability and keenness of the leadership to network with the best Institutions aimed at evolving best academic, governance and administrative practices may be seen as promising.

    - Unique Choice Based Credit System at par with global practices, intention to offer a wide range of programs & courses in all streams and emerging areas with focus on research based innovative programmes of studies could make the university emerge as leading centre of higher learning in the country.

    - Focus on internal autonomy with autonomous school, departments of studies and multi-disciplinary research centres in each schools has the potential to promote excellence.

    - University is located at a place with profile and may be able to capitalise on its strengthened to build the physical, academic and intellectual infrastructure. Location could be effectively leveraged to attract talent.

    - Location being on the world tourist map, may be effectively used to network with international academic and professional community and the university may be in a position to attract visiting faculty, scholars in residence and adjunct faculty internationally

    - Being a green field project, the University does not carry any historical and unwanted baggage and can experiment with innovative practices and programme of studies without resistance from the vested interest groups.

    - Designed with a vision, the university could become an institution of repute and truly global university and may attract good number of international students. The innovative and modular programme of studies with freedom to faculty to design and offer courses at will may make its academic programmes in sync with best global practices.

Obituary:
R.W. 'Bob' Loveless, maker of exquisitely crafted sporting knives, dies at 81

R.W. "Bob" Loveless, who made some of the world's most coveted sporting cutlery by refining knife design to high art, died Sept. 2 of lung cancer at his home in Riverside, Calif. He was 81.

To many hunters, collectors and fellow bladesmen, Mr. Loveless crafted the best handmade knives in the modern world. He was known for fixed-blade knives with unsurpassed workmanship.

"He is pretty much the Picasso of the knife world and the father of 20th century knifemaking," said John Denton, an authority on Loveless knives. "His design is what made him famous."

In 1953, Mr. Loveless was a seaman on furlough when he tried to buy a blade by master knifemaker W.D. "Bo" Randall at sporting outfitter Abercrombie & Fitch. Told there was a nine-month waiting list, Mr. Loveless later said he thought, "It can't be so hard," and decided to make his own.

Returning to his ship, he created his first knife from the steel spring of a 1930s Packard automobile, forging the blade on a galley stove.

He sold his first knives for $14 apiece to Abercrombie & Fitch in 1954. When Mr. Loveless died, he was selling his knives for

$5,000 to $20,000, said Edmund Davidson, a Virginia knifemaker.

Mr. Loveless's most popular blade was a widely imitated drop-point hunting knife, "a modern-day classic which many consider the most attractive knife design of all time," American Handgunner magazine said in 2006.

He liked to say his knives were aimed at "the working man," but their beauty and craftsmanship made them highly collectible, Denton said. A major dealer of Loveless knives, Denton once sold one for $50,000 that resold three years later for $150,000

"A knife is a tool, and I make 'em to be used," Mr. Loveless groused to the Los Angeles Times in 1981. "It burns me up that most of them wind up in velvet boxes and display cases, priced so high your average deer hunter or cowboy can't afford 'em."

Robert Waldorf Loveless was born Jan. 2, 1929, in Warren, Ohio. At 15, he doctored his birth certificate and joined the merchant marine during World War II. The knife fights he witnessed in foreign ports intensified his interest in the weapon, according to Sports Illustrated.

In the early 1950s, he studied at the Institute of Design in Chicago but left after a few months. One lesson from the Bauhaus movement seemed to stay with him: Form follows function.

Back in Ohio, he attended Kent State but soon dropped out to work on a tanker, where he became familiar with Randall knives.

Once Abercrombie & Fitch started buying his tools, Mr. Loveless settled in Delaware before moving to California in 1959. The next year, he began working in machine shops while making knives on the side in his garage.

By the late 1960s, he owned enough machinery to craft knives full time. He was the first to use the corrosion-resistant steel that became the industry standard, said Davidson, a board member of the Knifemakers' Guild, an industry organization Mr. Loveless helped found in 1970.

For decades, Mr. Loveless had lived in Riverside, creating knives that were so popular that a five-year wait for one was not uncommon. Since 1982, he had made knives with Jim Merritt, who will continue the Loveless line.

(Curtsey -- Los Angeles Times)

News:
1.

2.
Electrolux 'Space Age' Appliance Contest Finalists Selected

Photo: Electrolux

Appliance giant Electrolux holds this little contest called the Design Lab ever year. This year's 'Space Age' theme has produced some truly brilliant and innovate ideas, which have been narrowed down to 8 finalists.

Home of the future

We all dream of the space age kitchen or home of the future, with automated appliances taking care of all the dirty work whilst we lounge on the sofa watching TV or surfing the net on our laptop/smartphone/tablet. And though this reality has come true to a degree, what with self cleaning ovens and cute automated robot vacuum cleaners, on the whole, innovation in the appliance market remains relatively stagnant.

Design Lab contest

Since 2003, however, domestic appliance giant Electrolux has sought to gather together the brightest ideas from design students all across the world, for possible futuristic appliance innovations. Each year has a different theme and winners earn a cash prize, typically along with a promise of a job with the company. 2010's theme is "The 2nd Space Age". The contest has definitely produced some designs to live up to this futuristic theme, which have now been narrowed down to8finalists.

Finalists chosen

Out of a pool of over 1,300, only 8 remain, chosen by Electrolux. Each contestant comes from a different country, including the US, China, India, Iran, Russia, France, Sweden and Australia (the UK isn't represented this time around). They have also all been invited to attend the final event on September 23rd, to be held in London, where one will be declared the winner and showered with praise and prizes alike (actually they'll get a 6 month paid internship and 5,000

Euros). Electrolux has put up a public poll where you can pick your favourite design, but the actual winner will be chosen by an esteemed group of judges made up of major designers. So without further ado, let's take a look at what the Space Age looks like to the Design Lab finalists.

Photo: Electrolux
Wall mounted kitchen
First up we have the 'Elements Modular Kitchen' from our American contestant. It's a molecule look-alike 'modular' kitchen which is attached suspended to the wall and can do everything from cooking, acting an air conditioner, to providing storage, and doubling as a refrigerator – definitely a cool concept though, like many of these designs, its practicality and do-ability is questionable.
Revolutionary gel fridge
The Modular Kitchen simply looks cool, but offers little in the way of innovation. The Bio Robot Refrigerator from Russian designer Yuriy Dmitriev, on the other hand, could completely revolutionise Electrolux fridges and home refrigeration as we know it. Basically, the Bio Robot fridge simply encases a large slab of biopolymer gel that requires no front door to hold itself

in place. Additionally, it requires no extra power for cooling, since the gel cools automatically through luminescence, nor is there any need for a fridge light either. Users simply place their food products into the gel, where they become suspended in motion, and cooled, for a fraction of the energy cost of normal fridges. The design also contains all odours, is four times smaller than contemporary fridges, and can be hung on the wall. It's unsurprisingly the faraway winner of the online poll, as well as our pick to win it all.

Photo: Electrolux
Portable induction heater
Something which is far less revolutionary than the gel fridge, but still very practical, is the 'Snail' design coming from India.

Essentially, the Snail is a small micro induction heating device, which can be attached to any metal surface, such as a saucepan or cup, and then heat it up. It sounds perfect for camping trips or quickly warming cup o' soups and, unlike the rest of the featured designs, is something we can envision seeing in the not so distant future using today's technology.

Remaining entrants

Other finalist designs include a wall mounted washing machine, a closet which cleans all your clothes automatically, a far-fetched virtual kitchen, an external refrigerator (as in outside the home), and portable dishwasher. If we had to pick a winner for ingenuity it would be the Bio fridge, but for practically we're going with the Snail.

Competition criticism

Even though we certainly applaud Electrolux for encouraging such innovation, the Design Lab competition has also faced quite a bit of criticism, mostly centred around the 'unrealistic' designs. After all, many of the above designs, while definitely cool, are still just designs with little hope of implementation in the near future, or perhaps at all. Sure, the designers are trying to making something 'Space Age', but it would be nice if the practicality of their appliance designs were taken into consideration as well.

Be more practical?

At least James Dyson's outlandish ideas, like the 'Ballbarrow' or 'Bladless fan'' actually work in reality. Perhaps the theme for next year's Electrolux Design Lab should be 'Designs for Real Life' and, even better, maybe Electrolux should actually pledge to develop the winner, rather than just award its designer a cash prize and job. Either way, the company should still be credited for instilling innovation to some degree and we wish all the contest finalists the best of luck next month in London.

3.

Future truck design...not all those 'advance sketches' are so far-fetched says Biglorryblog!
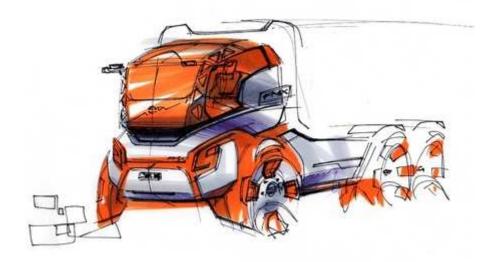

Last one for tonight..and it's for all Biglorryblog's followers of automotive design. I must say that most design sketches created for 'new' vehicles seldom look anything like the final product when it rolls out of the factory. But in the case of the one above there's a very strong resemblance to the finished article. Can you guess what it is? Well if it's got you stumped click through here for the answer (and a couple of other design treatments of the same newly-arrived truck).

Yes the finished product was the Volvo FMX construction range and it's remarkably (and notably) close to the artist's design...

As indeed is this one too....

Though perhaps not this one...this is probably the next generation FMX due in 2016!

4.
design for all
competition results !

SHORTLIST DESIGN COMPETITION

deadline for submission of entries : july 13th, 2010
published september 03rd, 2010

theme:
design for all

the designboom jury was composed of:
1. **werner aisslinger**, industrial designer
2. **ben van berkel, UNSTUDIO**, architect
3. **oskar zieta**, industrial designer
4. **birgit lohmann**, editor-in-chief designboom

the seoul design foundation jury was composed of
1. **kwon, eun sok** / director, associate professor, university of houston
2. **nah, ken** / professor, hongik university
3. **kim, jong deok** / dean, school of design, hongik university
4. **kim, chan joong** / adjunct professor of kyunghee university / principal of _system lab
5. **roe, kyung jo** / dean, graduate school of techno design, kookmin university
6. **min, young baek** / principal, min associates

7. **park, arm jong** / professor, sunmoon university
8. **byun, choo suk** / dean of college of design, kookmin university
9. **lee, sang hae** / professor of architecture, sungkyunkwan university
10. **chung, kook hyun** / adviser, samsung cooperate design center
11. **chun, eui young** / associate professor, kyonggi university
12. **lee, soonjong** / chair, dept. of crafts and design, seoul national university
13. **kim, sae hoon** / professor, sejong university
14. **bae, dae-yong** / design director, b&a design communication
15. **jang, dong ryun** / professor, hongik university
16. **alexander von vegesack** / director, vitra design museum
17. **chris wainwright** / head of colleges, camberwell, chelsea, wimbledon, university of the arts london
18. **gilda bojardi** / editor. interni/mondadori spa
19. **koos eissen** / associate professor design drawing techniques, faculty of industrial design, delft university of technology
20. **guanzhong liu** / professor, the academy of arts & design, tsinghua university
21. **linda breitlauch** / professor, leader of gamedesign dusseldorf, mediadesign university
22. **martin darbyshire** / president & CEO, tangerine
23. **russell kennedy** / president, icograda
24. **shu yang zheng** / dean, academy of arts & design, tsinghua university

organized by designboom, in collaboration
with seoul design foundation

5175 designers from 103 different countries participated.

... **and the winners are**
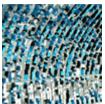
1st prize - golden haechi prize

hotliner design by : **heather yonggu do + sukhoon hong + eunha seo** from korea

2nd prize - *(3 ex-equo)* **silver haechi prize**

put full of light into windows design by : **yujin cho + lee yu jin + kim jun se** from korea

2nd prize - *(3 ex-equo)* **silver haechi prize**

windvane in subway design by : **oksana bazanova** from russia

2nd prize - *(3 ex-equo)* **silver haechi prize**

braille tape design by : **kukil han** from korea

3rdprize - *(6 ex-equo)* **bronze haechi prize**

bottle cap sharpener design by : **yuchen liu** from china

3rdprize - *(6 ex-equo)* **bronze haechi prize**

traffic light design by : **li ming hsing** from korea

3rdprize - *(6 ex-equo)* **bronze haechi prize**

binpan design by : **pablo carrascal + ali ganjavian + key portilla-kawamura f**rom spain

3rdprize - *(6 ex-equo)* **bronze haechi prize**

live-with-birds design by : **kim, jung-eun + lee, jung-hoon + lee, hyun-min han** from korea

3rdprize - *(6 ex-equo)* **bronze haechi prize**

wind tunnel design by : **sinhyung cho + hong sun hye + ryu chan hyeon** from korea

3rdprize - *(6 ex-equo)* **bronze haechi prize**

handy scale design by : **kilhyun baek** from korea

4thprize - *(9 ex-equo)* **iron haechi prize**

redesign bill for all design by : **jaeho bae + jung eunsol** from korea

4thprize - *(9 ex-equo)* **iron haechi prize**

deadline design by : **jung soo kim + chin hyun ju + -andstudio** from korea

4thprize - *(9 ex-equo)* **iron haechi prize**

yes! swatter design by : **ke zhao + jiang gonglue** from china

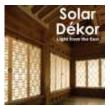**4thprize -** *(9 ex-equo)* **iron haechi prize**

portable self-chargers design by : **seoung won shin** from korea

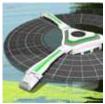**4thprize -** *(9 ex-equo)* **iron haechi prize**

tou mouse design by : **liu yi + jiang yuning + luo jing shin** from china

4thprize - *(9 ex-equo)* **iron haechi prize**

solar dekor design by : **seul-ki park + hyunjung lee + sunkyung park** from korea

4thprize - *(9 ex-equo)* iron haechi prize

green transformer design by : **yi liu + luo jing + jiang yu-ning** from china

4thprize - *(9 ex-equo)* iron haechi prize

bag or bike design by : **natacha lesty** from belgium

4thprize - *(9 ex-equo)* iron haechi prize

b-light design by : **jing luo + yiliu + yuning jiang** from china

5.

2012 to be the European Year for Active Ageing
The European Commission has on September 6, 2010 proposed that 2012 be designated as the "European Year for Active Ageing"

6.

ESTONIAN DESIGN IS AT YOUR SERVICE

Estonian applied art and product design has a long tradition, and during recent years it has gained more and more attention and international recognition. Estonian graphic arts, fittings, furniture, textiles, jewelry and clothing design have made their way to various exhibitions and fairs as well as to international markets. Elle Decoration, Elle, Avantage, ID, Dwell and other publications from France, Germany, Denmark, Sweden and the U.S. have run features on Estonian designers and their accomplishments. The U.S. magazine Newsweek named Tallinn a surprising design capital. That honor has been earned by Estonians for their fashionably and emotionally created Estonian cafes, restaurants, museums, hotels and spas, behind which are several interior designers who have received a strong design education.

This year, the Fifth Design Night Festival will take place in Tallinn, from Sept. 23-26, where the main focus of the event will be design and creativity. The festival will be launched at Rotermann Quarter.

Design Night Festival promotes the application of creativity in the fields of activity of modern lifestyles in the name of creating a better physical and social environment, cultural tourism and cultural entertainment. The events encompass design, architecture, art, cinema, music, fashion, etc.

"We wish to demonstrate how creativity and design can be applied in creating a better physical and social living environment. The keyword of the festival is 'synthesis,' referring to an ever progressing process in which different fields of culture will merge, so that it will be difficult to distinguish between them," says one of the organizers of the festival.
The slogan of this year's Design Night is "Design at Your Service." This time the educating lectures will be centered on design management and universal design. One of the main topics to be discussed at the design management conference is

"Why some enterprises happen to be more successful than others."

The "Tallinn For All" project, which aims to improve the accessibility of the town and increase its number of visitors, together with its accompanying seminar "Cities For All" and various workshops, will help to apply the "Design for All" way of thinking. Presentations will be made by top experts in their fields: Jean Schneider (France), Kathryn Best (United Kingdom), Pete Kercher (Italy), Finn Petren (Sweden), Julia Cassim (United Kingdom), Peter Neumann (Germany), Francesc Aragall (Spain) and many others.

Workshops will encourage designers to (re)use their manual skills. Professor Gregor Krisztian (Germany) and Bjorn Koop will demonstrate how virtuosos work and how the idea finds a visual form.
The festival goes on with the tradition of seeking links between design and culinary art. The aim of the Bread workshop is to appraise Estonian bread products. The material expert Simone de Waart (Material Sense, Holland) will supervise a workshop for people looking for innovations in food packaging and interested in developing a new kind of Estonian lunch. For the third time the Estonian design award 'Bruno' will be awarded in the categories of best product design, best design project and excellent design management. The jury is formed by international members and the prize fund is 150,000 Estonian kroons (9,587 euros). Architecture and Design Gallery will open an exhibition of the nominees. Awards will be handed out at the ceremonial gala event.

For the first time it will be possible to take an insider's look at Estonian design on the movie screen. The documentary "Estonian Design from the Inside" will be premiered at the festival.
The theme of identity searches will be supported by a theatrical performance in Soprus Cinema.

The Design Auction will bring surprises with products designed specially for the event. For several years now, Estonia has been introducing its designs at foreign exhibitions with the support of the government.

Design Night will also host Dutch design exhibitions "Out of the Box," "Bike and Dutch Bike Fantasy."

This event has been selected from among projects within the "Tallinn – Culture Capital of Europe 2011" program and has won two local prizes.

7.

ErgoCES *news*

10 September 2010   http://www.inclusivedesignresearch.org

Inclusive Design Research Group
Room ML352, Michael Sterling
Brunel University,
Department of Engineering & Design
Kingston Lane, Uxbridge
Middlesex UB8 3PH

Clearance   Entrapment   Exclusion

Fit   Posture   Reach   Strength

What is ErgoCES ?

ErgoCES is a result-oriented database for designers that contain useful information on the use of inclusive design. It provides anthropometric information, age categories, design scenarios and case studies. The People Universe contains a library of human data and the Product Universe provides examples of how ergonomics has been effectively applied when developing products or services. The project is supported by the Engineering and Physical Sciences Research Council (EPSRC) through Grant EP/F032145/1.

Our Progress

Over the last few months, we have structured the database using the Granta CES Constructor. The database management system allows users to index information, providing a search function, and displaying quantitative data in a visual format that can be customised.

Our Members

Dr Hua Dong leads the Inclusive Design Research Group and is the principle investigator for the ErgoCES project. Email: Hua.Dong@brunel.ac.uk

Professor Rob Macredie has recently joined the research group and brings his expertise towards the area of human-computer interaction.

Dr Hongyan Chen was responsible for prototyping the database. He now serves as a technical advisor to the team.

Farnaz Nickpour was involved in the early development of ErgoCES. We congratulate Farnaz on her promotion to Lecturer.

Dr Eujin Pei brings a new dimension to ErgoCES by improving the user interface. He is also the editor of ErgoCES news. Email: Eujin.Pei@brunel.ac.uk

Last week, we've completed the sections on Regional Anthropometric Data and Information Related to Age by adding visual images. We are progressing work on the Product Universe that compiles 30 case-studies to show how human data was used in the design process. The Product Universe classifies products in 8 groups: Environmental Design, Health & Well-being, Household & Domestic, Medical Design, Safety & Security, Social Design, Sports & Leisure and Others. What are your thoughts on these categories? Send us an email about what you think.

We've also completed the section on Design Scenarios (pictured above) that has been extracted from the Older Adultdata literature. It describes ways where ergonomics physical data can be applied towards design, concerning: Clearance, Entrapment, Exclusion, Fit, Posture, Reach and Strength.

Next week, we aim to work on an annotated list of 37 body dimensions and their definitions. Stay with us!

Stress Reducing Device for Children

General Information
Product Image

Product Name
Designer's First Name
Designer's Surname

Stress Reducing Device for Children
Terrance
Stokes

Detailed Information
Abstract
This study focuses on utilising design with the objective of reducing stress during a child's visit to the hospital. It reviews the current literature on stressful environments and needle fear in children.

To fully understand the needs and fears of young patients, user studies were undertaken with 28 school children. The main stress was found to concern the use of injections. Several design concepts were generated and there were evaluated with the expertise of medical professionals and 5 children (at an aesthetic level by...

The Product Universe within ErgoCES contains examples of how designers have employed the use of human data during design practice. It contains 8 groups of case-studies in Environmental Design, Health & Well-being, Household & Domestic, Medical Design, Safety & Security, Social Design, Sports & Leisure and Others. An abstract of the project, followed by the introduction, methods used and conclusions provide an insight into the development process. More importantly, the case studies demonstrate how observations or interviews have been conducted, as well as other data collection strategies. Terrance Strokes who designed the "stress-reducing device for children" found that he gained a valuable insight by interviewing medical professionals, parents and children to help young patients reduce their fear of injections. Employing the use of picture cards, he found that children felt more calmly around familiar things such as lush toys, and the sight of needles and scalpels was perceived to be scary and dangerous. From this activity, he was able to build a story of a young patient's personal experience and to pinpoint key activities that were seen to be intimidating. With over 30 projects in the Product Universe, users of ErgoCES should be able to gain a better understanding when employing the use of inclusive design during practice. Do stay with us.

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8.

Australian Design Alliance forges ahead

Twelve organisations representing all aspects of Australia's design industry and research network have launched the Australian Design Alliance [AdA] to boost Australia's productivity, sustainability and innovation.

One hundred of Australia's designers, architects, planners, artists, educators and policy makers launched the new Alliance at a first-ever meeting held in the Utzon Room of the Sydney Opera House.

One of the attending [AdA] directors, Jo-Ann Kellock, says the new Alliance emerged from a series of consultations about how design should be an integral element of Australia's national innovation system at a time of rapidly changing business models and processes.

"Australia's design professionals are internationally renowned for their creative skills, project management and teamwork. These are crucial capabilities for a more productive Australian economy," Kellock says.

The Alliance will pursue a national design agenda based on:
- case studies demonstrating how good design can contribute to improved economic growth through supporting superior business models and improved public sector service delivery
- education and design skills at all education levels from school to MBAs

- national design policy linked to Australia's innovation agenda

"The formation of the Australian Design Alliance to provide evidence-based multi-disciplinary advice to governments and industry represents a step towards a new respect for the place that designers can play in our everyday lives," says Michael Bryce, who advocated for design at the 2020 summit in 2007.

"Good design in all of its fields creates economic and competitive outcomes. Poor design or design by default leaves too much to chance. If Australia is to be counted in the progressive nations of the world, competing on a world stage,

it is no longer good enough to be only an agricultural and minerals based economy."

In one example discussed at the meeting, Anthony Henry, division director at Macquarie Group, was asked how design thinking has had a positive impact on Macquarie and helped the business maintain a competitive advantage.

"The environment that staff now work in is designed to provide the opportunity for the maximum amount of collaboration and sharing of knowledge to provide the best solutions for clients and client services," Henry says.

"Our new interior has impacted in ways we didn't anticipate and design process has started to influence the way we think and provide the ability for different teams to sit in customized areas that help them to find business solutions that were simply not possible before."

9.

Center for Inclusive Design and Environmental Access

Registration for Online Courses Now Available

The IDeA Center is now offering two courses as part of its online continuing education program.

1) Accessible Transit Facility Design & The Revised ADA-ABA Accessibility Guidelines
Released in collaboration with Accessibility Services at United Spinal Association and the RERC on Accessible Public Transportation (RERC-APT), this course introduces participants to the minimum requirements for accessibility at transportation facilities covered under the US Department of Transportation regulations. Using the recently revised ADA/ABA Accessibility Guidelines, the course provides an overview of the accessibility requirements that affect transportation facilities that fall under US DOT jurisdiction. It contains podcasts, readings, quizzes, an exercise and online discussions.

2) Human Factors I: Design for Anthropometric and Biomechanical Fit
This NEW course introduces participants to the study of human body sizes and related abilities like reach and lines of sight. It also introduces participants to the study of how muscles and the skeletal system interact with space and objects. It provides an overview of emerging issues including the impact of evolving wheeled mobility technology, and using biomechanics to design for fit, comfort, and to prevent injuries.

Registration is now open for both courses and will be available until October 8, 2010. Both courses begin October 18, 2010 and continue for 4 weeks. If you plan to take both courses, please register for each course individually.

10.

Seoul Design Fair raises curtains

The Seoul Design Fair (SDF), formerly titled the Seoul Design Olympiad, started off 21 days of events Friday, at the Jamsil Sports Complex and four design clusters in the capital city until Oct.   7.

"Design will make Seoulites and visitors happier through the SDF," Seoul Mayor Oh Se-hoon said at the opening ceremony.

Under the theme of "Design for All," the third design fair is part of the World Design Capital Seoul 2010 initiative. The fair aims to promote design as a factor of urban competitiveness and allow diverse people to experience effective design in daily life. All events are free except for the Design Seoul International Conference.

"The SDF will be a place where a mother and her child, a great designer and a rookie designer, a producer and a consumer as well as a designer and a businessperson can interact through the means of design," said Choi Kyung-ran, director general of SDF 2010 and a professor of Interior Design at Kookmin University. "It will play an important role in providing a growth engine for the city by promoting design."

At the main Jamsil Stadium in southern Seoul, three exhibition halls will show the trends of design worldwide. Renowned architects, Alessandro and Francesco Mendini from Italy, Daniel Libeskind from the United States and Kim Seok-chul of Korea have each designed one of the three pavilions.

The main stadium houses some 40 programs including a Seoul Brand Exhibition, Living in Seoul Exhibition and World City Design Exhibition. Visitors can buy designer products directly

at the Seoul Design Market and children can have fun at the Design Playground.

In the four design clusters, a job fair for designers will be held in the Hongik University area and experts will consult those who want to commercialize their design products, while in the Sinsa area in southern Seoul there will be flea markets in Garosu-gil.

To celebrate the Chuseok holiday which falls from Sept. 21 to 23, various cultural events will also be held at the SDF 2010 such as making bibimbap (rice mixed with assorted vegetables) and makgeolli, or Korean rice wine, cocktails.

Foreigners can participate in a cooking contest on Sept. 24, for basic kimchi making and preparing a dish using kimchi. Those who want to enter the competition should register online at www.kfkt.co.kr.

A multicultural festival featuring a fashion show, concerts and traditional games from various countries will be held on Sept. 25. On the same day, Hankuk University of Foreign Studies offers its annual Korea Folk Art Festival as part of SDF 2010, featuring traditional songs and dances from 16 countries in Europe and Africa among other scheduled events.
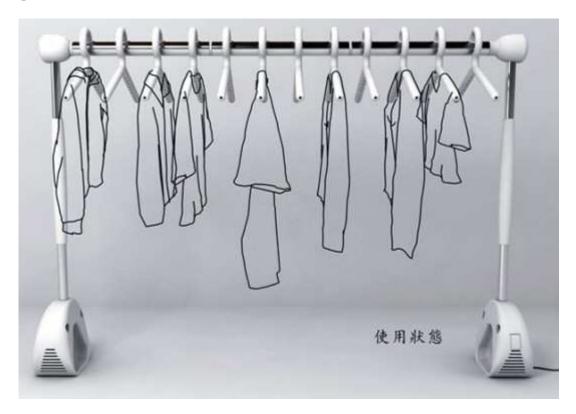
(Courtesy : Korea Times.)

11.

Breeze Racks Will Dry Your Clothes While You Hang Them Up

Concept designs are all over the place. And while many of them focus more on the gadget-based area, like an MP3 player, sometimes you find the design concepts that just seem *right*, even if they aren't all touchscreen-fused gadgets. This time around, there's an area in the house that's getting the concept design treatment: the clothes rack. This is called the Breeze

Racks, and it's a collapsible system that's meant to not only dry your clothes while you hang them up, but also make them smell good.

使用狀態

The clothes rack, which can be broken down to store away if you need it to, features a blower to dry your clothes, hollow bars and hangars that have a lot of holes in them, and an aroma dispenser. As you might imagine, the Breeze Racks is meant to dry your clothes in a quick amount of time, and apparently the designer intends it to be used for those who live in rain-drenched areas.

Just set the frame where you want it, and then just set up one of the hangers into the holes of the rack. The heated air should blow through the hollow tubes, and then through the holes in the hangars to dry your clothes as they hang in the air. The aroma dispenser will make your clothes smell good when it's all said and done. The Breeze Racks is built so you can take it around with you — kind of like your umbrella. Anyone think this will take off, and be the next big thing?

(Courtesy: Evan Selleck)

12.

Possible Design For New Dollar Bill.

UNITED STATES—According to the Dollar ReDe$ign Project's official website, their US currency design contest was created with "hopes to bring about change for everyone."

"We want to rebrand the US Dollar, rebuild financial confidence and revive our failing economy."

Masterminded by a creative strategy consultant named Richard Smith, The Dollar ReDe$ign Project has received a myriad of unique and original design submission from all over the world, which have ranged widely in content, subject, and overall form.

According to a statement Smith gave on Fox News, the submission-styled project was created as a way to "find a catalyst to restart our economy."

Smith added that, "This has touched people's hearts...people feel the dollar touches their lives."

Though submissions are no longer being accepted for this particular competition, people can vote still for their favorite design by visiting the Dollar ReDe$ign Project at http://richardsmith.posterous.com/. However, voting does end on September 30th, 2010.

As of right now, a British duo, "Dowling Duncan," is in the lead for their brightly colored and original vertical designs (see main picture).

(Courtesy: Luke Short, iSurf News)

Program & Events:
1.

Access Tourism New Zealand
Conference

October 4, 2010

Auckland University of Technology
Registration now open at
www.nztri.org/

2.

Universal design award 2011 will be opened for your registration till November 30, 2010.
For any questions and suggestions please contact:

Lisa Hirschberg
B.A. productdesign
mail: lh@ud-germany.de
phone number: 0049(0)511-70037987 (Germany)

3.

Am 18. und 19. November wird in der hessischen Landeshauptstadt Wiesbaden der Deutsche Marken- und Designkongress 2010 stattfinden. Unter dem Titel „Adding Value by Design", im Anlehnung an die Studie "Die Schönheit des Mehrwertes" erörten die Referenten die Bandbreite der Designleistungen, die erheblich zur Steigerung des Markenwertes beitragen.
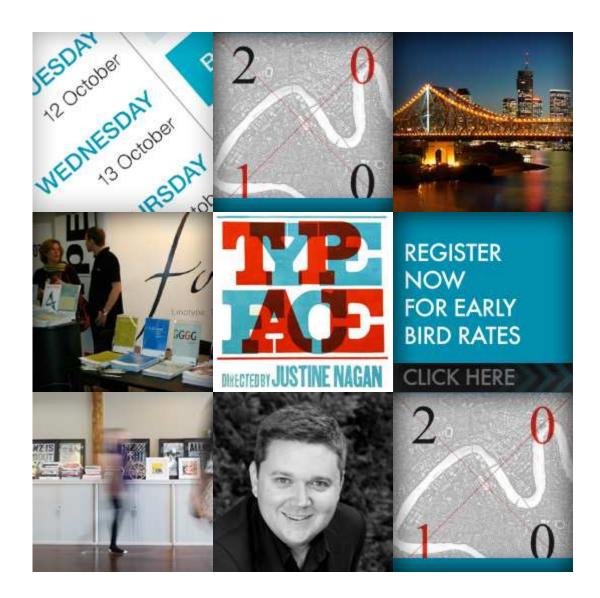
4.

5.

OPTIMISM: ICOGRADA DESIGN WEEK BRISBANE 2010
11-17 OCTOBER 2010

REGISTER NOW

Register now to be part of the future of design.

Optimism: *to expect the best possible outcome; the belief that good will ultimately triumph*

Through the theme of 'Optimism', Icograda Design Week Brisbane 2010 aims to promote dialogue on issues shaping the nature and relevance of communication design practice today.

Optimism 2010 will recognise the valuable contribution designers make to delivering benefits and results for business, community and culture. It will showcase businesses that embrace the power of good design to gain a competitive edge.

Icograda Design Week Brisbane 2010 will provide a platform for conversation regarding design-led thinking and consciousness for a changing world.

Optimism: Icograda Design Week Brisbane 2010 aims to inspire, challenge and engage, to provoke thinking and to create change.

Whatever colour, form or function 'Optimism' means to you, join designers and colleagues from around the world in celebration of creativity, communication and collaboration.

Optimisim: Icograda Design Week Brisbane 2010 will coincide with the key initiative of the Queensland Government's Queensland Design Strategy 2020, *Unlimited: Designing for the Asia Pacific.* Taking place 4 -10 October 2010, *Unlimited:Designing for the Asia Pacific* is a new, unique and exciting international design event for the Asia-Pacific region. A diverse program of talks, exhibitions, seminars and workshops, for business leaders, the public, and the design industry, will develop a deeper understanding of the ways in which design is shaping the world around us.

Contemporary Australia abounds with a positive outlook. A powerful optimism lies at the heart of its people and drives the country forward, offering unlimited possibilities.

6.

Dates

Registration deadline:
15 November 2010

Notification of shortlist
from 17 January 2011 onwards

Jury session
28 January 20111

Notification of jury decision
from 1 February 2011 onwards

iF concept award yearbook 2011
available from May 2011

concept
award

concept
award

2011

7.

RKW

LOGIN

PROJEKTE

BERATUNG   WEITERBILDUNG   VERANSTALTUNGEN   PUBLIKATIONEN   ONLINE-ANGEBOTE   PROJEKTE

Suchbegriff...

erweiterte Suche

Suche

Thema..

Branche..

Status..

Stichwort:

Design für Alle

Mit dem demographischen Wandel ändern sich auch die Bedürfnisse der Bevölkerung. Generationengerechte Lebensräume, Produkte und Dienstleistungen werden wichtiger, da sie ein weitestgehend selbstbestimmtes und selbstversorgendes Leben fördern.

DESIGN FÜR ALLE

Im Zuge des demographischen Wandels stehen gerade mittelständische Unternehmen vor neuen Herausforderungen. Einerseits verringert sich das Angebot an Nachwuchskräften: Die Belegschaften werden insgesamt älter und die Konkurrenz um Fachkräfte zwingt Unternehmen dazu, eine nachhaltige Personalpolitik zu betreiben.

Kontakt

Beate Schlink
06196 495-3521
@ E-Mail

Events `10

Am 15. September findet in Berlin die Veranstaltung "Tourismus" statt:

Nachfrager von Produkten und Dienstleistungen. So richtet ein wachsender Anteil älterer Kunden mit drohenden oder bereits ausgeprägten körperlichen Einschränkungen den Fokus stärker auf die Funktion und das Handling von Produkten.

Produkte mit hohem technischem Niveau, ansprechendem Design und intuitiver Bedienbarkeit sprechen aber nicht nur ältere Menschen an; sie sind für eine weitaus breitere Käuferschicht attraktiv. Hier bietet sich für Entwickler, Anbieter und Vermarkter ein enormer Wachstumsmarkt.

Das Projekt

"Design für Alle" (DfA) ist ein Konzept, das für eine sich am Menschen orientierende Gestaltung von Lebensräumen, Produkten und Dienstleistungen steht. Ziel ist es, die Lebensqualität der Menschen zu erhöhen, ihre Unabhängigkeit und Selbstbestimmung zu fördern und somit letztlich auch Beschäftigungsfähigkeit zu erhalten. Kennzeichnend für die DfA-Strategie ist, dass die Nutzer bereits in die Entwicklungsphase von entsprechenden Angeboten mit einbezogen werden.

In dem Projekt "Design für Alle" sind von 2009 bis 2012 insgesamt zehn Veranstaltungen geplant (s. a. Gutachten im Auftrag des BMWi). Ziel ist es, mittelständische Unternehmen für die Wachstumschancen zu sensibilisieren, die sich durch die Strategie des "Design für Alle" bieten. Es werden die Vorteile einer regionalen Vernetzung und der Kooperation von Unternehmen, Wissenschaft und Politik aufgezeigt und deren Realisierung vorangetrieben.

Vorgehen im Projekt

Pro Jahr werden jeweils eine Fachtagung auf Bundesebene sowie zwei Veranstaltungen auf regionaler Ebene durchgeführt.

Die Reihe startete am 3.11.2009 mit der Kick-off-Veranstaltung "Design für Alle. Markt der Möglichkeiten für den Mittelstand" in der Region Rhein-Neckar. Hier zeigten das RKW und die Handwerkskammer Mannheim Perspektiven auf, die sich insbesondere für kleine und mittlere Unternehmen durch diesen Gestaltungsansatz ergeben. Erfolgreiche Praxisbeispiele aus dem Mittelstand wurden vorgestellt.

Wettbewerb: Praxisbeispiele aus dem Produkt- und Dienstleistungsbereich gesucht, die den Kriterien des DfA entsprechen! Details und Profilbogen (Bewerbungsschluss: 16.8.)

Wohnen

Veranstaltung "Wohnen heute" am 31. Mai 2010 in Münster:

Vorträge der Veranstaltung

Die Übersicht aller Vorträge entnehmen Sie auch dem Programm der Veranstaltung

Dokumentation der Tagung

Literaturempfehlungen zum Thema "Wohnen heute"

Kick-off

Bericht zur Kick-off-Veranstaltung in Mannheim

8.

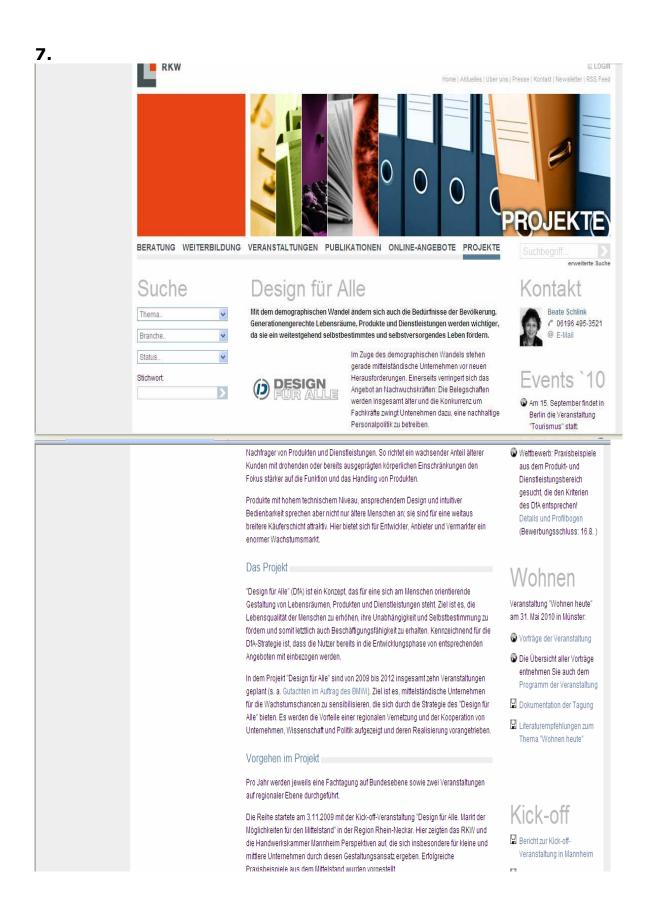

SEOUL DESIGN FAIR 2010

Design for All

17 September - 7 October 2010

SEOUL DESIGN FAIR 2010

The Seoul Design Fair 2010 is a world design festival hosted by the Seoul Metropolitan Government to establish Seoul as the centre of world design and commemorate being nominated for World Design Capital 2010.

The theme of this year is 'Design for All' to help citizens participate and enjoy the festival regardless of cultural background, age and sex. Seoul Design Fair 2010 also focuses the development of design industry, globalisation of the design festival, and cultivates the concept of 'Designomics (Design + Economics)'.

SEARCH <<

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IDA

KEY DATES

Opening & Closing Ceremony

Welcoming Reception
16 September 2010

Opening Ceremony
17 September 2010

Closing Ceremony
7 October 2010

Conference

Pre-registration
5 July - 27 August 2010

International Design Competition

Registration
17:00 (GMT), 13 July 2010

Announcement date
August 2010

Exhibition of award-winning works
17 September - 7 October 2010

9.

Typography Day 2011
3-5 March 2011 at NID Ahmedabad

The event Typography Day 2011will include a seminar which will be devoted to addressing issues faced by type designers, type users and type educators. The program will feature presentations on the first two days followed by day of workshops dedicated to typography and calligraphy.

The event is planned over three days:
Day 1-2 : Seminar focusing on 'Typography and Expression'
Day 3: Workshops on Typography/Calligraphy

Themes
The Seminar will focus on, but will not be limited to the

following issues:
Typographic experiments and explorations with respect to Expressive typography.
1.   Typographic expression using multilingual scripts.
2.   Typographic expression in native (indigenous) Scripts.
3.   Typography as an expression of local contextual design.
4.   Research activities in expressive typography.

Typography Day 2011 is being organized at the National Institute of Design, Ahmedabad as part of NID's Golden Jubilee Celebrations in collaboration with the Industrial Design Centre (IDC) at the Indian Institute of Technology Bombay (IIT Bombay) with support from India Design Association (InDeAs).

Call for Papers
We invite a 300-500 word abstract (with examples) in three categories:
1. Concern in Typography and Expression (Academic Research/Presentations)
2. Application of Typography and Expression (Industry Presentations/Case Studies)
3. Student projects in Typography and Expressions (Student Projects)

Abstract Guidelines:
The abstract should include the following:
        1.   Title of the paper
        2.   Keywords
        3.   Abstract of the paper
        4.   One or two examples of the work
        5.   Author name, Designation, Organisation and contact details (including email). The total number of words including the title, keywords and the abstract should be a maximum of 500 words.
Paper and Presentation Details:
The selection of abstract is through blind jury.

Selected papers will need to be orally presented by the author/s during the conference on 3rd or 4th of March 2011 at NID, Ahmedabad. The time duration for each of the paper presentations is 20/15/10 minutes followed by 5 minutes for discussion along with Q & A. The selected papers will be published during the time of the conference.

Formatting guidelines as well as a template for the full paper will be supplied along with the acceptance mail of the abstract.
Deadlines:
Deadline for abstract submission: 1st October 2010
Declaration of accepted abstracts: 3rd November 2010
Deadline for submission of full paper: 31st January 2011
Please submit the abstract (subject line: Abstract submission)by mailling it to
typographyday@gmail.com

http://www.nid.edu/typoday and
http://www.idc.iitb.ac.in/~typo/
10.
Creative ReDesign: Recycling in Design
Workshop from the BIO 22 accompanying programme
13–18 September 2010
Kreativna Šola, Dolenjska cesta 83, Ljubljana
Workshop: Monday to Friday, 4.30–8.30pm
Exhibition: Saturday, 12.00–4.30pm

Three creative workshops designed for all who want to put their creativity to the test and, at the same time, transform and rework old, found, stored or cast-off items into attractive new products. There will be an exhibition of the products at the end of the workshop. Attendance of the introductory lecture costs €10 (free for members of Studio 2050). Workshop fees are €50

per workshop (€40 for members of Studio 2050). To register, send an e-mail to: kreativnasola@atelje2050.si
Prepared by: Studio 2050 and Atelje 2050
11.
TechEase 2010 - Submit your entries by September 10

Did you ever accuse yourself for not knowing how to eat a burger?

Think again…The problem is not with you but the burger. The form has not been designed keeping in mind the human mouth. And so the burger has a problem with its usability. Did you ever make multiple attempts to find the right switch to your fan or light in your workspace or your house? The switch panels are designed more for aesthetic appeal than for ease of use. This holds true not only for a burger or a switch panel,but for many other products and services we use in day-to-day life. Is design all about aesthetics and visual appeal? Is technology making things complex? Where is the problem? Learn more about Usability and how to design usable products at Techease. Techease is first of its kind workshop in India which will aim at making easy to use (or usable) products.. It is jointly organized by IIIT-H and Usabilitymatters.org. The objective is to bring together the students of technology and design, give them the platform to interact with each other and enable them to look through each other's perspective. The workshops conducted by world-class experts from industry and academia will throw light on the practical approaches to usability and user interface design.

12.

13.

Organized by

INTERNATIONAL SEMINAR ON USABILITY MATTERS - UMO2010

Jointly Organized by Computer Society of India – Division II(software) & Chennai Chapter and UsabilityMatters.Org(UMO)

11-14. November.2010 . Savera Hotel . Chennai . India. www.uxfun.com
User Experience Design Seminars . Case Studies . Workshops . Exhibitions

Theme : "Good Design for Better Living"

In the rapidly dynamic and increasingly self-structured environments, it is clear that traditional user experience research methods will be of limited use, and even then only in the most structured areas of the user experience continuum. As more users move into the more self-structured environments, a new paradigm for user experience research is required to fulfil the promise of richer, usable user experiences.

Research methods that involve direct observation provide more accurate data than methods that rely on users to recall and self-report their behavior. When non-observational research methods like surveys, focus groups and interviews are used to assess the user experience,
a variety of factors can affect how accurate participants are in reporting their own behavior:

"Respondents encode and interpret....questions; they place the questions in the context of their general knowledge and their knowledge of the....subject matter; and they gauge the expectations of the interviewer and the social desirability of their answers."

Therefore, assessing user experience through direct observation undoubtedly produces more viable results precisely because it eliminates many of the factors that contribute to the inaccuracy of self-reporting methods. However:
"You can never accurately measure the usability of a software product. When you drag people into a usability lab to watch their behavior, the very act of watching their behavior makes them behave differently."

The new paradigm must include research methods that allow organizations to capture the experience of any user, any time, and on any channel, and also allow designers to easily observe, record and understand the user experience.

This International Seminar on Usability Matters – UMO2010 aims at showcasing the emerging new paradigm in User Experience design that eliminates the burden on users as they share their experiences. Participation must also be feasible for users from any geographic location. In addition to reducing the burden on users, this kind of accessibility offers huge benefits for organizations, including a dramatic increase in the pool of available participants, more affordable iterative testing, and a more accurate understanding of user behavior in a natural environment.

The new paradigm requires the flexibility to capture the experience whenever the user is interacting a given artifact and the interaction is unmoderated and asynchronous with the researcher's schedule – even in the middle of the night, and from any time zone and independent of the delivery channel – cell phone, PDA, laptop, kiosk, and any operating system.

UMO2010 features various methods and practices pertaining to Usability Matters across the User Experience continuum. The methods and practices include structured, semi-structured and unstructured strategies resulting in both quantitative and qualitative study of User Experience.

Event General Chair:
Prof. D. K. Subramanian, Dean and Professor (Rtd.), Indian Institute of Science, Bangalore & President, Foundation for Advancement of Education and Research (FAER), Bangalore.
E-mail: dks@faer.ac.in

For further details please contact:
Dr. T V Gopal, Professor, Anna University and Chairman, Division II (Software):
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Mr. Senthil Kumar Babu, President- UMO Chennai Chapter;
e-mail : senthil@usabilitymatters.org; Mobile : 0 9940028160

Mr. Kaladhar Bapu, Founder President – UsabilityMatters.Org(UMO)
e-mail : kbapu@usabilitymatters.org ; Mobile: 347. 688. 9495

Knowledge Partner

Associates

COMPUTER SOCIETY

SPIN Chennai

ifip

Media Partner

CYBER MEDIA

14

Basic Design
LOOK BACK
LOOK **FORWARD**
HfG Ulm and design education in India

A Conference cum Workshop
on Basic Design Education
for Design Teachers

www.nid.edu/basicdesign

BASIC

DESIGN

Kolkata
28 Sept 2010
09.30 - 17.30

Venue
Abanindranath Tagore Gallery
Rabindranath Tagore Centre (ICCR)
9A, Ho Chi Minh Sarani
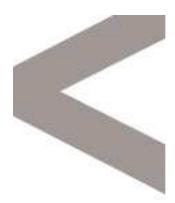behind Tata Centre, Chowringhee Rd
Kolkata 700 071, INDIA

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Basic Design
LOOK BACK
LOOK FORWARD
Hfg Ulm and design education in India

Daniela Baumann MA

Prof Kirti Trivedi

Prof Sudhakar Nadkarni

Prof Suchitra Sheth

Programme

Registration & informal get together
09.30 - 10.00

Introduction to purpose and mission of the conference
10.00 - 10.30

LOOK BACK
Hfg Ulm and Basic Design for India

Keynote 1
09.30 - 11.00
Daniela Baumann
Research Scholar, Hfg Archiv Ulm, Germany

Focus on the pedagogy of Hfg Ulm and its spread of key messages to other countries over the past 50 years.

Keynote 2
11.00 - 11.30
Prof Kirti Trivedi
Industrial Design Centre, IIT Powai

The Pedagogy of Basic Design at Hfg Ulm – its growth & development in Asia after Ulm.

Panel Discussion
11.30 - 12.30
Prof Suchitra Sheth (Moderator)
CEPT University, Ahmedabad

Kolkata
28 Sept 2010

LOOK FORWARD 1
Future of Basic Design Education

Break Away Sessions in five groups.
13.30 - 15.00

Senses	Sensitising Perception
Knowledge	Expand World View
Ethics	Attitudes and Values
Culture	Understanding Context & Field Contact
Skills	Actions & Abilities - Competency & Confidence

LOOK FORWARD 2
Reflections on Design Education

Presentations by the groups
15.40 - 17.00

Reflective Keynote Panel Discussion
17.00 - 17.30

Guided tour of the Hfg Ulm Exhibition
18.00 - 20.00

Prof M P Ranjan

Lunch
12.30 - 13.30

www.nid.edu/basicdesign

Job Openings:

1.

we are a 11 year old small but progressing company providing designing solutions. We have grown from a boutique consulting firm to a robust Design House focusing on user experience design, user interface design and digital marketing. Our user-centric approach delivers the highest value to the customers while keeping business objectives in sharp focus. You can also go through our website **www.paperplane.net**

We are looking out for a U.I Designer for our organization. Am attaching the job description below.

POITION: User Interface Designer

REQUIRED QUALIFICATION/SKILL SET

1)Academically qualified in HCI, Human Factors or a related field

2)Minimum of 3 years experience in user experience design or application interface development

3)Highly skilled with design and prototyping tools including Adobe Suite, Visio [or similar]

4)Up-to-date with latest developments in User Interface design best practices

5)Expertise in commonly used User Experience patterns, methodologies concepts, practices, and procedures

6)Experience designing useful, usable, accessible, branded and visually appealing user interfaces

7)Being involved in User Centric design methodologies across large projects

8)Comfortable working in a Mac environment

9)Excellent communication skills

10)Very keen attention to detail and quality is a must

11)The ability to work autonomously and collaboratively to bring projects to completion

12)Have keen interests to research & learn new, or re-emerging front- end technologies [capabilities] that facilitate improved user experience.

ACTIVITIES/RESPONSIBILITIES

1)Developing cutting-edge interfaces for interactive browser-based applications and consumer websites/web products

2)Create and define overall UI organization and layout – key areas to be covered are information presentation, navigation experience, and functionality

3)Design deliverables expected for each project will include user needs analysis, interaction requirements, data models, task flows, wire frames, prototypes, screen schematics, icons and interface elements, style guide and any other project documentation as required

4)Design and evolve task flows, prototypes and designs to meet changing user needs

5)Effectively translate usability findings into recommendations and designs

6)Create detailed specifications and design guidelines that can be transmitted to development teams with zero information loss

7)Document user interface guidelines and interact with application engineers to emphasize the importance of usability principles

8)Experience designing to corporate/industry style guides and company branding

Interested candidates do mail me your updated cv along with your

portfolio/links to your work at this same email address .Also do pass on this message to someone else who may be interested

2.

We are looking for a Junior Designer for our Silverware Product Range. Graduates from only NID/NIFT/IICD would be considered. Candidates with 1-2 years of experience would be preferred.

Interested candidates could mail me their resume alongwith their portfolio at deepti.singhania@ravissant.in

3.

We have an opening for a Furniture and Interior Designer. Graduates from NID would be preferred. Either freshers or people with maximum 1-2 years of experience may apply.

Interested candidates could mail me their resume alonwith their portfolio at deepti.singhania@ravissant.in

4.

YUJ Designs is in the business of informing design strategies by blended understanding of business goals and users' needs. This ensures both, a delightful product experience and a positive impact on our customer's top line. We provide end to end design solutions covering research, design and implementation support for software products. We have successfully delivered over 800+ UX projects between the 12 member team we have currently.

We believe in a strong work culture, where team members take ownership (not just responsibility), and drive strategies (not projects), and having fire in the belly is considered your most positive attribute. Coming to office is optional, which means you can work from anywhere in the world. You can routinely concentrate on honing your extra-curricular skills if you can finish your days' work in half the time- or go to a movie, or read books, whatever your preference. Which obviously means we are looking for individuals who are highly skilled and efficient...

Other attributes:
* Experience with User research techniques
* Demonstrated ability to conduct in-lab and field research
* Analytical bent of mind, ability to analyze data, present it and provide design recommendations
* Experience with interaction design and understanding of visual design
* Ability to adapt to a start-up type environment
* Interest in learning and growing in the field of UX research and design
* Willing to travel abroad

Location: You tell us where you would work from!

Contact: talent@yujdesigns.com ASAP with a resume and link to your portfolio.

5.

INTERACTION DESIGNER

* Background in human-computer interaction or related field.

* **Bachelors or Masters Degree in Interaction Design or related discipline.**
* **Strong experience designing usable, complex web-based interfaces.**
* **Solid understanding of DHTML, scripting, and web technologies**
* **Strong, clean visual design sense.**
* **Excellent leadership, communication and teamwork skills.**
* **Proficiency in process flow diagramming (Omnigraffle or Visio) and wireframing (Omnigraffle, Visio, Fireworks, Illustrator, or Photoshop)**

Web Graphic Designer

· **Online portfolio and/or samples – A MUST HAVE**

o **Minimum of 10 pieces accessible via the internet (please be able to provide a URL(s).**

· **Strong creative and organizational vision for the web, with a good understanding of design and user interaction**

· **Strong technical skills, including 4+ years experience with:**

o **Interactive multimedia design, information design, or application interface design**

o **Standards-compliant CSS/XHTML/PHP**

o **JavaScript programming experience in frameworks such as AJAX, YUI, JQuery, GWT, or MooTools**

o **Technical proficiency with Adobe Photoshop and Dreamweaver (CSx)**

o **Web optimization methods for imagery, video, PDFs, etc.**

o **Some technical proficiency in Flash**

o **Some experience with Search Engine Optimization**

o **Some familiarity with web video, Adobe Illustrator, and Adobe Acrobat Professional**

o **Some familiarity with Saleforce.com and Eloqua integration into website forms/emails/landing pages**

· **Thorough knowledge of browser compatibility issues for all platforms/major browsers required**

· **Strong graphic design sense**

· **Good writing and verbal skills**

· **Associate or Bachelor's degree preferred from a college/university (no online or distance learning)**

· **A love or aptitude for technology (the Internet, video games, music, etc.)**

User Interface Engineer

The right candidate will have a proven track-record of Web site development, a passion for usability and interaction design, and the ability to go deep into code to find the right solutions.

* Bachelor's Degree in related technical discipline.
* 2+ years experience with Web site and/or software development.
* Proven expertise with HTML/CSS and JavaScript.
* Experience with Struts, JSP tag libraries and Ajax development a plus.
* Understanding of object oriented programming concepts, Java and SQL.
* Working knowledge of software development methodology, Web-based programming (server & client), database programming and Web technology (application & Web servers, databases, networks).
Position location: Hyderabad
Compensation: Highly competitive
Send resumes to reachabhijeet@gmail.com
6.

YUJ Designs is looking for a user researcher with an analytical mindset:

YUJ Designs is in the business of informing design strategies by blended understanding of business goals and users' needs. This ensures both, a delightful product experience and a positive impact on our customer's top line. We provide end to end design solutions covering research, design and implementation support for software products. We have successfully delivered over 800+ UX projects between the 12 member team we have currently.
We believe in a strong work culture, where team members take ownership (not just responsibility), and drive strategies (not projects), and having fire in the belly is considered your most positive attribute. Coming to office is optional, which means you can work from anywhere in the world. You can routinely concentrate on honing your extra-curricular skills if you can finish your days' work in half the time- or go to a movie, or read books, whatever your preference. Which obviously means we are looking for individuals who are highly skilled and efficient...
Other attributes:
* Experience with User research techniques
* Demonstrated ability to conduct in-lab and field research
* Analytical bent of mind, ability to analyze data, present it and provide design recommendations
* Experience with interaction design and understanding of visual design
* Ability to adapt to a start-up type environment
* Interest in learning and growing in the field of UX research and design
* Willing to travel abroad
Location: You tell us where you would work from!
Contact: talent@yujdesigns.com ASAP with a resume and link to your portfolio.
7.
To tell you more about our company we are a 11 year old small but progressing company providing designing solutions. We have grown from a boutique consulting firm to a robust Design House focusing on user

experience design, user interface design and digital marketing. Our user-centric approach delivers the highest value to the customers while keeping business objectives in sharp focus.You can also go through our website **www.paperplane.net**

We are looking out for a U.I Designer for our organization .Am attaching the job description below.

POITION: User Interface Designer

REQUIRED QUALIFICATION/SKILL SET

1)Academically qualified in HCI, Human Factors or a related field
2)Minimum of 3 years experience in user experience design or application interface development
3)Highly skilled with design and prototyping tools including Adobe Suite, Visio [or similar]
4)Up-to-date with latest developments in User Interface design best practices
5)Expertise in commonly used User Experience patterns, methodologies concepts, practices, and procedures
6)Experience designing useful, usable, accessible, branded and visually appealing user interfaces
7)Being involved in User Centric design methodologies across large projects
8)Comfortable working in a Mac environment
9)Excellent communication skills
10)Very keen attention to detail and quality is a must
11)The ability to work autonomously and collaboratively to bring projects to completion
12)Have keen interests to research & learn new, or re-emerging front- end technologies [capabilities] that facilitate improved user experience.

ACTIVITIES/RESPONSIBILITIES

1)Developing cutting-edge interfaces for interactive browser-based applications and consumer websites/web products
2)Create and define overall UI organization and layout – key areas to be covered are information presentation, navigation experience, and functionality
3)Design deliverables expected for each project will include user needs analysis, interaction requirements, data models, task flows, wire frames, prototypes, screen schematics, icons and interface elements, style guide and any other project documentation as required
4)Design and evolve task flows, prototypes and designs to meet changing user needs
5)Effectively translate usability findings into recommendations and designs
6)Create detailed specifications and design guidelines that can be transmitted to development teams with zero information loss
7)Document user interface guidelines and interact with application engineers to emphasize the importance of usability principles
8)Experience designing to corporate/industry style guides and company branding

Interested candidates do mail me your updated cv along with your portfolio/links to your work at this same email address. Also do pass on this message to someone else who may be interested www.paperplane.net

8.

Juniper Networks is expanding the User Experience team in Bangalore and is seeking an Interaction Designer to join the team. Detailed job description is pasted below. Please send resume + portfolio to **pjoseph@juniper.net**

9.

EchoUser (**www.echouser.com**) is looking for a freelance UI designer for a 3-4 month contract position at a client onsite in Bangalore. If interested please send your portfolio/resume to nitin.gupta@echouser,com.

Overview of the position:
- Onsite client deployment to engage in day-to-day UI activities as a integral part of the client UX team
- Experience doing wireframes and screen layouts for web-based applications/websites
- Some experience in creating visual design web-based apps/websites
- Prototyping skills using HTML/Photoshop/Illustrator
- A UX champion who can bringing expertise to the in-house teams
- An extremely articulate and driven individual
- Must be based out of Bangalore and be able to commute to the client site on a daily basis for the duration of the project
 EchoUser
www.echouser.com

10.

Job Designation - Marketing Faculty
Job Location - Coimbatore (Tamil Nadu)
Compensation - Upto 7 LPA (Negotiable)
Anyone who is working as a Reader, Faculty, Lecturer, Assistant\Associate\professor are also eligible to apply. (But Exp in teaching in Marketing Subjects is a must)
Candidates from reputed University experience are Welcome.
Company will be providing Accommodation for initial days.
If Interested Please Mail me your resume on subhasism@s3ci.com
And If you are not looking for job change then you can forward this mail to your contacts who have relevant experience and looking for job change.

11.

Hyderabad (Macromedia), a leading company in
digital printing is looking forward to open a design cell for their new venture into the field graphic design and development. They are looking forward for a Senior Designer with a work experience of around 6 to 8 years into the industry working as a graphic designer. This position will be based out of Hyderabad and this gentleman will also be responsible for setting up their design studio.
Interested people can mail their resume directly to Mr. Naresh Kumar (MD Macromedia) at **naresh@mmdi.in**

12.

SAP LABS INDIA, Bangalore is looking for qualified User Experience Designers.
Persons with relevant qualifications and experience can send in their resumes to: **srividya.v@sap.com**

Details are given below:

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

RESPONSIBILITIES
- Run UI design related projects successfully, well coordinated with other team and project members.
- Design and conduct user research at customer and partner field locations, e.g., leading development of task analysis and measurement of usability issues, and the generation of new product requirements.
- Interaction design, including definition of UI patterns (interaction behavior and UI controls).
- Design the information architecture of a software component.

EDUCATION AND QUALIFICATIONS/SKILLS AND COMPETENCIES
- Excellent English/ Communication skills
- Proven Interaction design skills
- Strong experience in translating user data and human-factors principles into UI designs via prototypes, and detailed UI reviews/ specifications.
- Experience with developing user profiles, use cases, and scenarios. Must have experience in
- conducting task analyses, field studies, formal UI reviews, usability tests, and survey.
- Theoretical and practical knowledge of user research methodologies.
- Formal Education in Human factors, Computer Human Interaction, or
- closely related courses. Candidates from institutes like IIT, NID, IISC will be preferred.
- Experience with working in globally distributed teams is a plus
WORK EXPERIENCE
2- 10 yrs relevant experience.
WHAT WE OFFER
Contract Type: Permanent, Full time
Job Location: India, Bangalore
Email your Resume to: srividya.v@sap.com
13.
Looking for Junior web designer to work on websites and email campaign designs. Minimum experience 1 year. Should have thorough knowledge of CSS and HTML is must. Should know Photoshop, Illustrator and Flash as well. Please send your CVs to raju@theorym.co.in Fresher are also welcome

14.

Are you looking for a great opportunity in UX, Design and Interface Engineering..

Just a few pointers for the right people..

A. Need "A" class Usability professionals as well Interaction Designers (don't worry - we know the difference b/w the two :)   )

B. Mid weight people required 5-8 years of core experience

C. Must be hands-on - truly, you will manage several aspects of projects and people but all in a collaborative and highly creative environment

D. You will join the best in breed with a good pedigree worth of experience - ranging from the best in class industries globally

E. We are looking for every one form gaming professionals to artists, so don't think much just shout to me soon

For all profiles, send across your CV as well recent work portfolio - highlighting your work, samples, processes as well references. Any patents and white papers would be good to share and will add on to to the marks :)

More details required or even better if you are interested? Sure, shoot me an email at aanand388@gmail.com

15.

If you have a holistic knowledge of Design and a flair for communicating Solutions then we have an opening for you...
Tata Elxsi's Bangalore Studio is looking for creative people to aid in Design Services Marketing
pl note, this is not a sales job, You will contribute in winning new projects through Design Proposals and Presentations
It would be essential that you have some relevant experience in design execution.
It would be ideal that you have had a creative education or a graduation in Design management
It would be nice if you understand various domains in Design (Graphics, Product,
Transportation, etc)
It would be great if you have a business flair as well..!
Pl do apply for a long prosperous career in Tata Elxsi to
ghate@tataelxsi.co.in
080 22979993

16.

Art Director

Welcome to SapientNitro, where ideas reign supreme. Here, customer experiences are what drive us, game-changing marketing is conceived, awards are won, and technology is at the very heart of bringing our creative ideas to life. There's no shame in being ambitious here; career growth is a priority for us – we help one another climb, we don't climb over one-another. Clients aren't just customers, they're partners. Integrity and a team-driven environment serve as incubators for entrepreneurial minds. Getting goose bumps? Good. If you're ready to be an idea engineer with some of the best collaborators in the industry, let's see where you can put your talents to work.
Job Summary
Art Director is responsible for the development, design and execution of creative concepts for leading-edge Marketing and Web solutions. He/she also plays the Creative Lead role on an account/track of work, managing a team of designers and collaborating with developers, IA, copywriter and content strategists as a part of the creative process
Key Responsibilities
He is also responsible for creating layouts applying design principles such as color, typography, photographic selection, organizing elements and usability.
Requirements
We are looking for someone with 4 - 8 years of experience into visualization, graphic designing. Should have worked extensively on designing tools like illustrator, indesign, coral draw, photoshop etc.
WHY JOIN SAPIENT?
Culture: We have a culture that is hard to beat. Our people are the best! We work hard, we play hard and we are team players. Flexibility, fun and smart people.
Core Values: Creativity, Openness, Relationships, Client-Focused Delivery, People Growth, and Leadership. Need I say more?
Reputation: Our reputation is unsurpassed and every element of what we deliver is wrapped in a proven client success model that has resulted in extraordinary client
satisfaction scores, and a delivery record three times higher than the industry average.
Projects: Our projects are interesting and challenging. If growth is important to you and you wish for opportunities to make a positive impact on the client's business, then join our team.
Training: Sapient invests a great deal of time and money in learning and development because, like Michelangelo, we believe that learning isn't something that's ever completed – only enhanced.
Sapient is a registered service mark of Sapient Corporation.
Sapient is an Equal Opportunity Employer

17.

Citrix Online is growing and we're looking for a Senior User Experience Designer to join our team of talented and highly collaborative UX designers!

We're passionate about our "simpler is better" design philosophy, so we're looking for someone with a talent for creating clean, intuitive, and usable interfaces to lead UX design efforts for our GoToAssist team in Bangalore, India. As a user experience designer, you will be responsible for defining the user experience of the next generation of award-winning Citrix Online software and mobile products. The User Experience Designer works with product and UX management to understand customer needs and business requirements; creates design deliverables such as sketches, wireframes, storyboards, flows and mockups to communicate design solutions; and works with developers within an agile development process to ensure a polished and easy-to-use end product. You will also work with user experience researchers to translate user research and usability study findings into design improvements.

QUALIFICATIONS

- 5+ years of experience (3+ with a post-graduate degree) defining information architecture, visual design and/or interaction design for software or complex web applications, with recognition as the lead user experience designer for one or more software and/or web application releases.
- Bachelor's degree (BA/BS/B.Des.) or equivalent in Graphic, Industrial or Interaction Design, HCI, Human Factors or a related field, or equivalent experience. A post-graduate degree/diploma in one of these fields is preferred.

- Experience managing UX design within a software development process, including working directly with development teams, product management and stakeholders. Experience working in an agile development methodology is strongly preferred.
- Experience using Adobe Fireworks, Photoshop, Illustrator, Flash and/or Microsoft Visio to create design deliverables.
- Familiarity with UX trends, best practices and design standards for one or more of the following platforms: MacOS, Windows, iPhone, Blackberry, Android, Symbian, Windows Mobile and/or Palm.
- Experience performing heuristic review and applying usability best practices and principles to drive design.
- Ability to be comfortable and successful working with geographically dispersed teams.
- A passion for the user experience, an obsessive attention to detail, and a proven ability to communicate and collaborate with others.
- Familiarity or experience with call-center customer or technical support contexts is highly desired, but not required.

HOW TO APPLY

Apply online at www.citrixonline.com/jobs to Req. #9054. Please include a link to work samples or an online portfolio. If you are unable to submit through the website, please send your CV and work samples to kristen.johansen@citrix.com. This is a full-time on-site position with benefits in Bangalore, India, with some travel to our headquarters in Santa Barbara, California. All resumes will be accepted in strictest confidence. No agencies please.

IMPORTANT ANNOUNCMENT:

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, U.k

Mr Mike Brucks , ICDRI

Prof Lalit Das, India

Mr John Salmen of Universal Designers & Consultants, Inc. USA

Mr Pete Kercher, Ambassdor EIDD (2nd Volume)

Prof Ricard Duncan, USA,(2nd Volume)

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

Professor Dr. Peter Zec
President of red dot

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=kFyCLPuQgxk

John Salmen of UD Min-3

 Universal Designers & Consultants, Inc

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

For free Registration: write to
subscribe@designforall.in

Write to us about change of
e-mail address:
address@designforall.in

Advertising:
To advertise in digital Newsletter
advertisement@designforall.in
Acceptance of advertisement does not mean our endorsement of the products or services by the Design for All Institute of India

News and Views:
Regarding new products or events or seminars/conferences /workshops.
News@designforall.in

Feedback:
Readers are requested to express their views about our newsletter to the Editor
Feedback@designforall.in

Dear Friends,
We need your feedback on our publication and your support for popularizing the concept of our social movement of Design For All/ Universal/ Barrier free/ Inclusive Design. It is our further request kindly submit your latest articles, research findings , news and events with us for publication in our newsletter.
With regards
Dr. Sunil Bhatia
Design For All Institute of India
www.designforall.in
dr_subha@yahoo.com
Tel:91-11-27853470(R)

Forthcoming Events and Programs:

Mr. José Ángel Molero González

Dr. Markus Rebstock

Vidhya Kalyani Rmasubban

(Cover Design: Photo courtesy of Rotator Bath concept by designer Ron Arad,
Design For All Institute of India)