Design for All

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Design **ra** for all
FOUNDATION

Chairman's Desk:

Dr. Sunil Bhatia

Aging is a natural phenomenon and scientist communities believe it is a kind of disease and needs our attention for cure. They have been busy in locating the reasons of aging and its cure. Natural Disasters & calamites are also global phenomena and horribly influence some parts of the world at time. It appears suddenly, unexpectedly and leaves behind devastation beyond imagination. Scientists are busy in forecasting the reason of why, when and with what degree of intensity natural disasters would strike, but, till today ,we have not been able to forecast their attacks and our scientific technologies are not developed to that extent. We are unable in locating the exact reasons and findings those parameters which are responsible of these calamities. We hope one day we may succeed in predicting with absolute accuracy. These calamities strike and its effects are different on different people and its severity are experienced by children, aged and challenged. Each year, many people all over the world suffer different disasters—both natural, such as hurricanes, tornadoes, floods, earthquakes, and extreme heat, and also man-made calamities namely terrorists' attacks. While we cannot predict

when and where these destructive forces would inflict, we learn more from each disaster and can take certain steps to safeguard our physical and mental well-being.

When some country is experiencing the aging of the population and slow birth rate it changes the face of the problem. This year onward many countries will face the problem of aging because of millions of baby boomers will turn above 65 years; each society would soon start to show the effects of population ageing. The entire burden to look after them will come to state exchequer because they have legislation that assures it is duty of the state. Those states have philosophy of caring, believe that they have given their prime for the building of the nation and it is our turn to look after but our efforts are inadequate and nothing compared to what they have contributed for progress of the state. Each senior citizen treated by states as non-productive and states are burden by these social responsibilities under various social programs. The biggest fear of every Baby Boomers living in developed countries is getting institutionalized because it is state responsibility to look after the aged, living in tiny rooms in nursing centers, with someone telling what to do 24/7. We cannot imagine the miserable lives of aged living in poor country. Those are experiencing or who are caring, are in position to describe and none others. Look at the Saint Mother Teresa's calm face with devotion it attracts everyone, caring for destitute makes us to realize our social duties, perhaps she was first to understand the need of dignity for dying person and followed the philosophy of 'Art of Dying', was the experienced person for describing the true picture of sufferings because she was experiencing every moment the pain of sufferer .These countries also have laws for welfare for

aged but they are not properly executed because of poor finance and above all will of governments are also missing. Their sufferings multiply manifolds if they are challenged. Whereas the causes of population ageing can be deduced logically, its effects and their urgency and severity are often subject to many different interpretations. Some social thinkers believe that reason of deviating from faith in God in majority is no more fear of sudden death and short life because of advancement in medical sciences. Less faith as guiding force of supreme power in their lives made them not to visit worship places what earlier generations used to do as mass prayer out of fear at least once in a week. Earlier society was experiencing slow advancement & progress but fabric of human values were intact even new technologies were acceptable if it is supporting and enhancing human values. Earlier societies were designed in such a way that social interaction was central idea inspite of their technological backwardness. Our current society is gradually drifting from humans under the influence of advanced technology. Our society's central idea is advancement in technologies and human role is confined to support the technology. We have internet, face book that can establish connection with rest of the world with one click. Technology has helped us to achieve that height in galaxy what no earlier civilizations have ever experienced and it succeeded us in landing our research vehicle on Mars, Moon and many earlier unknown planets but we have miserably failed in reaching out to human close to our vicinity. Earlier mass worship, community dinner or lunch during festivals was common. Even a death in a family was affecting every person of the locality. They mourned for days as death was in their own family and used to assemble for days to console the grieved family. Marriage of daughter or son was

considered to be society duties and it was prime force of social interaction among their community. That religious cum social meeting was nothing but to know the welfare of an individual and help in fulfilling his social obligations. Long life has its own advantages and at times it becomes curse. They think 'we are under some kind of curse that is the reason we are living so long.' They express their wish of death to their near & dear under the influence of religious knowledge ' Man is born under the curse on this earth and heaven is where we may enjoy complete freedom for what we feel like to do' They live in the illusion as heaven is the only solution for coming out of this curse. They wish to but cannot die because law of the land does not permit. I remember when one of my old aged friend's daughter who was in her late sixties phoned me and announced the death of her father. I went to his house with heavy heart and it was shocking experience that no one was there even to lift dead body into hearse for taking him to final rites at bank of river. Neighbors are no more traditional and are not at all interested in performing the role of good neighbors. They are mostly busy in their own created web of world and they are no truer example of The Bible saying 'you love your neighbor as you love yourselves' .That forced me to think the reason of absence of his well-wishers. The majority of the friends of the dead are no longer alive and those who are alive are not in a position to attend his funeral , it may be health is not permitting or disillusionment with society because of ill-treatment made them disinterested in participating in some social activities . It may be possible when he was holding prime position in society he was suspecting everyone whosoever was visiting 'they have come to see because they seek favor'. That practice of suspicious might have not allowed to help the genuine when he was

in position, may be a major reason that people are absent for his final rites. ' Ignore the society and in return society ignores & never care about your existence' .Friend's daughters & sons are in seventies and have no emotional bonding with dead what he was enjoying in his youth and it is possible they might be suffering with age related problems so they are absent. My friend's psychology might be under the influence of commercial world as long as he was on bed in his last few years of life 'I am alive and have no relevance to society and no more useful. I am liability on family.' Those negative feelings were forcing him to die as soon he can but nature has its own plan and he was bound to follow her directions. Nature was silently goading him by whispering in his ear for fulfilling his social responsibility. He could not care to nature's call because of his mind set was under the influence of lifelong learning of commercial world and never cared about social world. This conflict is the reason of feeling curse. This is social & psychological aspect of long age life. Those who are financially poor or dependent on someone their lives are miserable and it is difficult to express in words. If aged person is challenged his misery multiplies manifold. Designers can ease their sufferings by designing low cost products/ services for this social cause. Rendering this social service is great service for humanity.

It sounds like a no-brainer but it may happen to any person of state or place or gender or age, caste & color. Myrna Kaiser, a 78-year-old woman living alone in a San Francisco apartment, began to have mental and physical problems. She started hoarding junk, let her personal hygiene go, and found it hard to follow conversations. She clearly needed help. And people stepped up. Her building manager, neighbors and her landlord, all tried to work with her. Kaiser, who

had lived in the building since 1983, was a great favorite of theirs. None of it worked. Finally, with neighbors complaining of the smell of rotting garbage in her unit, they called the city's Adult Protective Services. A caseworker came out, visited the apartment, spoke to Kaiser and decided what could be done. Nothing. It seemed incomprehensible. Left alone in her filthy, cluttered apartment, her only safety net was someone checking in on her. On Tuesday, someone did. Myrna Kaiser was dead. It was pathetic end but her death was not because she was mentally disturbed. It was effect of our too much commercialization of our social relationship. We have designed the products/ services for replacing the role of human beings. We are living in the society where interactions with fellow human beings are at minimum and day by day it is diminishing. Some persons are unable to accept & bear the challenge of loneliness, highly sensitive and they slip to the condition of Ms. Kaiser. How to counter such negative feelings? I remembered as a child, my mother used to go the common kiln (Tandoor Oven) for cooking the breads for entire family and all others women of our neighborhood also do the same practice. That was good social interaction idea where women of the locality while cooking their breads used to discuss their minor or major crisis out of will or their long face made others to ask for reason. That way they were feeling light when someone suggests how to be out of the problem or console them. Their hearts never feel heavy as a lonely person feels out of pressure of the problem. Designers have revolutionized the kitchen and domestic daily chores by their design and shorten the interaction with other human beings and reduced the dependency on other humans. That tradition is no more in our present society and result is every individual is struggling to solve their problems and

they believe solution of every problem is money. They work hard keeping one goal in their lives 'earn money' by hook or crook and in this process they ignore all social values. They earn with one goal 'how to make our lives independent and self-reliant with this earning?' They find in last days of their lives surrounded with all sorts of gadgets and no human being is around. It is our advice that while designing the products/ services we should not forget & ignore the role of social behavior and allow everyone to express his views & feelings to their fellow human beings. 'Vent out bad feelings and welcome the good feelings, otherwise person will experience suffocation and may die with these chock feelings as Ms. Kaiser'. We have noticed that man as an animal had never cared to learn the 'art of dying' silently or quietly. Even some birds and cats knew it. They do not end their lives as committing of some suicide. They get inside feelings that they have lived their lives and their end is near and they slip to quiet places where they can sleep eternally.

There is another case where person is educated served in high position in different capacities and after retirement he is comfortable financially and physically fit, finds he is unwanted when he applies for jobs. It's as if his experience doesn't count. He is still active but social system is like this as it turns him passive and dependent. It is another kind of category of challenged persons. 'Person is capable, but society refuses to entertain him/ her'. We live in a world that is obsessed with looking young and beautiful. Faced with loss of youth, many of us feel profound fear, loneliness, and regret—which lead to the depressing idea that the best years of our lives were behind us. It is, however, sad to see how the old and aged peoples, especially women are sometimes treated miserably

due to their frail appearances. For instance, in Africa, some older women are branded witches and blamed for causing problems in families such as infertility. In India, how a so called civilized society allowed a widow was to burn alive in funeral pyre with her dead husband that too with the approval of religion was not shameful and disgraceful act? Was it not design to protect the interest of privilege few who are beneficiaries in movable and immovable assets? Indeed it was. If you scratch the skin of human of any of the world, you will find same notorious human characters are prevailing everywhere under the different color of the skin .I happen to meet a person whose religion allows him to marry with many women and I asked very politely the gentleman 'how do you manage the other wives to allow you to marry another woman? His answer was shocking ' What I do, when they are newly married I enjoy her company and as I feel she is no more useful , you know, what I do ,I provide them all the facilities and do not allow them to work and even move. I take extreme care and express my unlimited love for her. In due course of time that extreme care and love proves to be reason of her fat in her body and she becomes disable. She becomes bulky and feels difficulty in moving an inch and her mind set in such a fashion that it gets disinterested in every act. She even loses her interest in sexual activity and she does not oppose marrying me with another woman.' As a designer I realized how an intelligent person are using the strategy to make the other person physical and mental disable by using the inherent character of human weaknesses for their gain. 'Obesity is one kind of disability.' I further add person who are under nourish or starved are also one kind of disable because they cannot behave as what a normal human. A designer while designing the products/ services expects that it will be useful

for majority those come under the average category and ignore exception cases. As time passes and population are experiencing new environments these exceptions are day by day becoming important and it is difficult for designer to ignore this category. Modern designer are left with one option to use the concept of Design For All/ Universal Design in their products / services for making their business a sense. Other side a Hollywood actress expressed her opinion about aging and its associated incidents in her life because she is with bubbling energy and her mind is active, desire to prove her something, thoughts are not confined only to sex and she is defying any type of disability. "I think you get better as you age. You know what you want, and you become stronger mentally, emotionally and physically. But also, things have happened recently that have pushed me to grow. My father died, and having gone through that really made me think about my life and how I want to live it," Diaz said. The 40+- year-old also said that she doesn't care about how people perceive her. "It's my life, and I live it the way I want to."

Scientists are struggling hard to wipe out the aging problem from the root and in near future they may succeed to a good degree. As long they are not succeeding, designer's roles are significant for tackling the day to day problems of the aged. They are working on assistive technologies and my plea is 'your sons and daughters are the best assistive technology product and keep them in good humor so that whenever you need them they should willfully help. 'Don't think with the support of lifeless products / services you can spend your rest of the life. Don't ignore the lively person around you and pray for that support of products / services should be my last resort

when I will be completely surrender to my fate and my fellow human beings will strongly believe that I can only survive unless and until I will take the support of these assistive technologies that may give me a new lease of life.' It is beautiful incidence from my childhood where my maternal aunt smartly managed her limitations of bulky figure shear by her affectionate mannerisms. I was in love with my maternal aunt because her figure was bulky and during hug I used to bury my head between her soft chest and it was enjoyable. 'Children love fat women and do not like slim women.' Reason is bulky woman cannot run as fast as children and unable to catch hold the child for punishment for their mischief. Other side, slim is swift and can match the energy of child and catch them easily for punishment. 'Children are always fearful with slim woman'. She used to sit in one place because her bulky size was her problem and lure us with chocolate, toffee and some time with cash and request me to do her favor by doing her minor works. After so many years, I understood her strategy that she was bulky and feeling under some limitation and experiencing one kind of disability. She wished to perform some works but her weight was not allowing her to do and to overcome this problem she was affectionate, more loving toward everyone. She was aware that only living beings can help me and I should keep them in good humor. That was her wisdom to overcome her disability by using human as assistive products/ services. People discuss their bank balances and old age. All old rich people are not comfortable. They cannot generate comfort with their assets. Old people should know the wisdom of my old bulky maternal aunt of keeping everyone in good humor by spending rightly so that their near & dear should feel eager to help them under obligations. Old

people require few sensitive minds around who can listen to them patiently.

Scientists are using many prong attack on this acute problem of aging. One is how the aged are interfacing other human beings of same age group, young and of opposite sex. If they are unable to walk properly they have designed knee replacement, heart is blocked- it is opened by bypass surgery by using thin capillary and for difficulty in enjoyment especially with opposite sex they have designed VIAGRA medicine. Every person in this world lives under the illusion that their other partner is not sexually satisfied and I am incapable to do so. Here problem is of thinking himself/ herself inferior and other superior. Just to create the feeling of superiority they have discovered many herbs and latest is VIAGRA in this attempt. 'Illness and aging need not go hand in hand.' Scientists are using stem therapy to control as well for curing various diseases those can crippled affected person in future and ultimately can make them challenged and dependent. Their last effort will be in direction to conquer the aging problem. As long our scientists are not succeeding our designers have to work as supportive tools and designed assistive products/ services that should be useful for all by incorporating the concept of Universal/ Design For All. For those of us that have an understanding of the devastating impact on older people lives from disasters such as the Japan earthquake and tsunami that hit Japan we know that needs go far beyond the immediate disaster.

Whether we are immediately affected by a disaster, such as having to evacuate our homes because of flooding, or we are affected by the

news of others suffering terrible events, as much of the world did after the September 11, 2001 terrorist attacks. Everyone was affected by disaster in psychic sense. For those whose lives are seriously changed by a disaster, such as the loss of a home or physical injury, the trauma can cause extreme physical and mental illness and pain. Stress and grief are normal responses, and the psychological reaction to disaster experiences can last a long time. In response to a traumatic event, some will develop behavioral changes (over drinking, domestic violence) and some would suffer the onset or worsening of a mental illness. Children and women are the worst sufferers. Those who are directly exposed to an event and in physical danger, or close to someone, whose life is threatened by the disaster, can feel intense fear, helplessness, or horror. These feelings can result in disorganized or agitated behavior. Constant or recurring stress can be overwhelming. For some, the psychological consequences of a disaster can be ruinous. Those who watch the news of a disaster hundreds of miles away or who worry about friends and family in the affected region can also experience nervousness, anxiety, irritability, sleep problems, and depressed mood. I categorize the affected people as 'circumstantial victims.' A person fit in all respect may be facing such condition where he is victim of such circumstances where he is helpless or fearing of losing his life i.e. he is trapped in mud or under strong currents etc. Designers are ignoring these areas and concentrating when person is challenged because of age or physical, mental disturbed. When an expected mother is close to deliver the child she needs constant assistance and designers have designed either to transport the women with all equipped van or ambulance or arrange make shift arrangement at the site. They should design the compact easy to

operate and affordable a unit where delivery can be smooth in the circumstances. We never care about sun, wind, fire and water while designing the products/ services because all have universal character, so its affects. It never differentiates between challenged, gender, aged, between poor and rich, it simply allows sometime to save his life using their inherent quality or die under the impact of these inherent qualities. It depends on individual whether he /she uses for benefits or sufferings. 'Intelligent are those who survive and rest lives under its fear even loses their lives'. We must design the curriculum for teaching the 'art of survival' and allow them to think the local materials as tools for their survival. This should teach right from the High schools to our children. We cannot anticipate how the natural or manmade disaster may strike a city of town from the blue. If we are all ill-equipped, the very survival would extreme challenged. Here roles of designers are very important but sorry to say no designers have ever tried this area for saving the life of others.   Our ancient man used their wisdom for best use of inherent character of water flow and any material is lighter or surface area is higher that body float. They combined these properties and used dry wood log to design the boat to cross the river. Our modern designer lack this wisdom and design those are commercially viable and never dare to design for social concept Why not modern designer think in this direction?

However, while our aged people show resistance and try to weather a disaster, the physical strain can take an extreme toll. When disaster strikes it affects all living beings but older adults are highly vulnerable & most likely to be at risk for illness or even death. Frail elderly or those with psychiatric or medical limitations are especially

vulnerable to stress caused by disasters. Japan's self-defense force discovered 128 elderly people abandoned by medical staff at a hospital six miles from the Fukushima nuclear plant. Most of them were identified as comatose and 14 died soon after. Almost a quarter of Japan's populations are 65 and over, and they are mainly suffering from hypothermia, dehydration, and respiratory diseases.

The loss of treasured possessions, the means to get around, property such as homes, and even the normalcy of everyday life can be devastating. Hearing and vision problems can contribute to injuries in unfamiliar surroundings and for those trying to avoid hazards. Physical disabilities and mobility limitations (such as the use of a wheelchair) can delay or prevent urgent evacuations. Loss of electricity can play havoc in rescuing operations. Old peoples are vulnerable to hypothermia (below normal body temperature) and hyperthermia (exceptionally high fever) during temperature extremes. A loss of electrical power prevents the use of required medical equipment, such as nebulizers and home oxygen therapy. A loss of access to prescription medication and treatments, such as dialysis and chemotherapy or other medications are in midway and medicines are not available or they are not made them to know the alternative arrangements where they can get medical help. The absence of family members or other supportive individuals at home is adding their problems. Barriers to receiving disaster financial aid, such as complex procedures and a reluctance to ask for help. Forced relocation can cause a severe stress on frail elderly, hastening their decline or death. In general, those needing assistance with daily activities of living (e.g., walking, bathing, eating, medication administration) are more vulnerable to injury or illness during or

after a disaster. Those at most risk for negative psychiatric outcomes and who need special planning for response include those with cognitive impairment, those with a history of severe mental illness or chronic disability due to mental illness, and those in poor physical health. Why our present designers are ignoring these areas and not paying any attention for designing products/ services those can be operated under such worst situations. They should design the product that can be operated without electricity, can bear extreme heat or winter and interface should be designed in keeping in mind if there is assistance for not ambulatory person can operate with common knowledge or aged person or challenged can simply use it without much technicalities. Problems comes when designers tries to incorporate many different functions in one product/ service.

We have not mentioned about the pregnant woman who is in last phase of expecting delivery of child is also one kind of challenged situations. Situations are normal for rest of the people but everything is not normal for her. She needs constant helps/ medications and proper facilities for smooth delivery otherwise her life as well newly born child life will be in danger or little carelessness will incur lifelong partial damage of some part of the body and they will be lifelong dependent on someone. If the expected mother is facing the natural or manmade calamities, problems multiply. Our ancient designers have designed the stretcher. A stretcher is a medical device used to carry the wounded & diseased or incapacitated persons from one place to another. It still needs lots of improvement. It is still used by minimum two people to lift the patient. Stretchers have been used since antiquity, on battlefields and in emergency situations, where wheeled vehicles

were hindered by rough terrain. In their simplest form, they generally consisted of a canvas sling with long edges sewn to themselves to form pockets through with wooden poles could be slid. As normalized or disaster stretcher have no wheels, they are usually carried by three or four people. When they must be carried by only two people, they tie straps to the poles, so the weight is supported by the shoulders and not by the hands of the carriers.

Temporary shelters are still with canvas and built with rope and pegs. In some advance countries they are designing with plastic and tried to design the temporary shelters as replica of home but in compact form. I don't consider it is design. It is merely fooling the authorities for their commercial gains. It is our experience that these materials bulky, heavy and require technical skill for erection. But one thing we are sure is that if someone can't use a product— whether it's a wounded soldier opening a door or your grandmother peeling a carrot—that's a design problem. Emergency shelters currently used by the UN in cold weather situations are designed to have space-heating stoves inside them. Several hundred people froze to death in refugee tents in Afghanistan, when fuel supplies for their wood-burning stoves failed to materialize. In my opinion every human being is born designer and we should use this character for rebuilding their lost property or house. Disaster responses should increasingly focus on supporting victims to build their own shelters as this stimulates the local economy, maintains dignity, gives victims something other than their grief to focus on, and encourages a sense of ownership of the shelter and of the materials. Formal trained designer role should be confined to supervise their work by guiding the use of local material with the concept of Design For All/Universal

design. Design For All/Universal design, which is an approach to the design of products and environments that makes them usable by people with the widest possible range of abilities, addresses this. Industrial design has morphed into the term product design, but we should also have focus on the environment. I like to say I'm looking out for age and ability and making sure we each have the lifestyle we wish for and need. It's the basic requirements of life mixed with the choices of life.

At the beginning of our monthly publication of Design For All Institute of India no one was taking our effort seriously and criticisms were pouring from every nook and corner of the world. I thought should I change my path what others are saying? Switching was difficult because there were divergent views and to satisfy all was most difficult job for me. In the meantime Ms. Imma Bonet, Mr. Pete Kercher and Mr. Richard Duncan extended their complete support on what was I attempting. That moment, I made the firm decision, let me continue what few people are enjoying. I am really indebted to their timely guidance and unconditional supports. What we are today it was their encouraging supports and they never run down me. It is great occasion for us and Design For All Foundation that they have selected this publication for celebrating their 10th anniversary by publishing special issue. Mr. Francesc Aragall I Clave is president of Design For All Foundation has accepted our invitation of Guest Editor for our special issue. Behind his successes a very strong, well-mannered women is constantly supporting and guiding the President and she is Executive Patron Imma Bonet. He has done the proper justice with his assigned job and what you are reading is result of his sincere, honest efforts.

When an aged old lady tries to open a refrigerator door with her all mighty force she is capable—when it happened, she was in so much pain it was like she'd been stabbed. When she feels like to wear the socks but unable to do so because body is not bending and generates unbearable pain. These areas are still need designer's attentions and there are many possibilities in this unexplored area. A social designer can design the products/ services if he/she feels and experiences the same pain & sufferings of old, challenged. When designer encounter such situation of others and sense same pain in their body, they are bound to be good designers. Everything we do in the course of the day: Think: How would I be doing this if my fingers were frozen with arthritis or a stroke, or if I had glaucoma, or if I couldn't put one foot in front of another. It's all about design. If we don't start putting down the weaponry and holding hands, there's no point to this anyhow. But I really believe what we do in academia can make a difference. You see students all over the world working together, and I think that's the best model we have for the future. Design for the elderly with respect to the relationship between the person and environment shows that the subject is studied from various points of view. The designers are mostly interested in the physical attributes of housing, although researches have shown that psychological wellbeing is one of the most intrinsic aspects of successful ageing. Besides having the required physical characteristics, the physical environment itself should be used to form friendship and encourage socialization and relationships. The design professional faces a tremendous task and challenges to keep abreast of technological advances and research pertaining to many facets of human beings and the built environment. Another misconception about Universal Design is that is solely for older

people. Although it has its roots as an age-driven concept, Universal Design is helpful for people in all walks of life. A parent with a baby in a stroller appreciates a no-threshold entry as much as an elderly person who struggles with steps. And I know many shorter women who are grateful for pull-out drawers in base cabinets because they can't reach the shelves of their tall upper cabinets. Everyone in this world one or many occasions in their lives experiences disability and it is the thought process of the designers in visualizing associated handicap for users of such products/ services can eliminates shortcomings of products/ services. Disability does not mean a medical or physical or age, it is beyond that even environment impact can make a person disable temporarily. International Classification of Functioning, Disability and Health (ICF) puts the notions of 'health' and 'disability' in a new light...every human being can experience a decrement in health and thereby experience some degree of disability. Disability is not something that only happens to a minority of humanity. The ICF thus 'mainstreams' the experience of disability and recognizes it as a universal human experience…. I am surprise when scientist community questions 'Most women can't have children after the age of 50, so what's the evolutionary point of living much longer than that?' One good reason, scientists say, is to ensure the survival of your offspring's offspring. It means they have realized the significance of person as social not commercial. Why offspring should be care by women? This is real crux of the problem what present generation fails to see. Their eyes are blindfolded with commercial parameters and what are the benefits of social benefits by caring elderly they are not aware and even we never bother to educate in their school. These old people may be nonproductive but

they are the carries of social, moral and we can learn a lot from their vast experiences. They are our real treasure of the society.

"Young able bodied people should not think they are designing for disabled people, but for their future selves" INCLUDE, an EC project

With regards

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Forthcoming issues:

July 2011, Vol-6, No-7

**Special issue with showcasing the works of
student of M. Des of Indian Institute of
Technology-Delhi and Editor will be Prof Lalit Das,
former Head IDC, I.I.T-Delhi, India**

August 2011, Vol-6, No-8

**Special issue with Human Interaction
section of IDSA (Industrial Designers
Society of America) and Mr. Bill Mak
Chairman will be the Guest Editor and
assisted by Ms. Vicki Haberman, Vice Chairman**

September 2011 Vol-6, No-9

**Special issue with 'The Society for Accessible
Travel & Hospitality (SATH)
on the topic "Accessible destinations"
and Guest Editor will be Ms Jani Nayar**

Content of May 2011 Vol-6, No-5

Other regular features

FRANCESC ARAGALL I CLAVÉ

Has developed his professional activity in the fields of ergonomics, biomechanics, accessibility and Design for All, concept he has disseminated through Europe representing EIDD- Design for All Europe, where he was the president, and through the Design for All Foundation, of which he is founder and president.

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President of the Design for All Foundation (www.designforall.org)

IN OUR TENTH ANNIVERSARY

It is both a pleasure and an honour to be invited by Professor Sunil Bhatia to be present again in the issue of this excellent dissemination tool that is the Newsletter of the Design for All Institute of India. Thus, having the opportunity to share with its readers the experiences of one organisation born in Barcelona, on the shores of the Mediterranean sea, but creating bonds and collaborating with friends from all around the world.

The Design for All Foundation was established because we firmly believe that it is the responsibility of every single human individual

to contribute to the wellbeing of our fellows and the preservation of the planet.

Although there is a small minority seeding exclusion, poverty, fear and destruction of our natural resources with the absurd motivation of accumulating more and more money, we are convinced that the vast majority of the world population strives every day for their subsistence, the wellbeing of their children and the humble improvement of their quality of life in their community.

The luckier ones, because we were born in good social and economical conditions, have the obligation to use part of our time and resources to contribute to the construction of a sustainable coexistence of the diversity of all human beings.

That is why with our modest resources we decided to set up in 2001 the Design for All Foundation as a tool to disseminate a message: Everyone, regardless of their age, gender, abilities, cultural background, sexual orientation or beliefs, has the right to enjoy and participate in all social, economical and cultural activities on equal conditions.

On the other hand, we also acknowledge that the human diversity is precisely what increases our creativity and sense of united humanity.

Along these ten years, more and more people sometimes as individuals, others representing organisations, companies or administrations, have embraced our goals, for which we thank them sincerely.

We have also found in our way people from all over the world with similar aims and determination with which we collaborate to have a stronger voice.

In these ten years we have also learned many things:

- *Although our mammal gens drive us to compete with our equals, the history of the human evolution shows us that the good results come from collaboration, and we have learned that it is always better to share than to split.*

- *The world is crowded with people with good intentions, and most of them are committed to their community. Our foundation aims to create laces with everyone who shares our objectives.*

- *The improvement of equality cannot be only achieved through charity but changing our habits in the administrations, businesses and community life. Therefore we strive to develop tools that can help the administrations to succeed, aligning their policies to the inclusion and creating companies profit based in consumers' respect.*

- *Naming it Design for All, Universal Design, Inclusive Design, Design d'utenza ampliata, Transgenerational Design, Conception Universelle or Healthy Communities, Gender Equality, religious tolerance, social sustainability, social integration, citizens participation, co-design, Human Rights or just freedom, there are millions of people fighting exclusion in one way or another, and*

among all these concepts there are more aspects that we share than differences that divide us.

- *Any human being, regardless of their apparent capacities, may contribute to our social or emotional enrichment. Remember how a person unable to walk, talk, understand our language, and lacking education, that is, a baby, is able to emotionally bring out the best of most of ourselves.*
- *All changes in life have always two sides. If on one side globalisation increases the opportunities for speculation, crime and capital flight, on the other we can access knowledge, information and experiences from all over the world through Internet.*

- *While the current trends are consumerism, egoism, monetarism, fundamentalism and overexploitation of human beings and natural resources, we are convinced that only by being tolerant and able to see the world from our fellow's perspective, by limiting the nonsensical consumption and preserving our planet, we have a way ahead to human enrichment. That is why we are determined to enlarge the network of people with whom we share a common vision of our future.*

The lessons learned have designed our present activities, operational and participative tools. In this issue of the Newsletter of the Design for All Institute of India you will find the following articles:

- ✓ **The Network for Excellence the Flag of Towns and Cities for All**
- ✓ **Teaching Design for All. Experiences from Germany**

- ✓ **Accessibility in the Educational Centres**
- ✓ **Accessible education for All. A new design for a school library in Burkina Faso**
- ✓ **The Design for All in the Information Technologies**
- ✓ **"The User's Ombudsman" in Transports Ciutat Comtal.**
- ✓ **Design for All: a new concept for accessibility in historical building in France.**
- ✓ **Design for All Foundation Awards 2011**
- ✓ **HUMBLES**

I hope you will find them interesting and I invite you to know more about our activities visiting our Web site www.designforall.org and subscribing to our Newsletter.

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The Network for Excellence of the Flag of Towns and Cities for All

Madeleine Gray,
Volunteer of the Design for All Foundation

THE NEW WEB SITE

Regular readers of this newsletter will be aware of the astonishing number of initiatives promoting Design for All across the world, across many different areas. At government level, for example, legislation is passed which is intended to provide a setting in which national populations and industry can thrive. Businesses frequently aim to improve their services and increase market share by taking advantage of ever-changing technology, developing ways to become more responsive to the requirements of potential customers and seeking means of tapping into new markets. Not-for-profit organisations campaign for the furtherance of human rights, undertake research into how to make products, environments and services more inclusive, and provide information, advice and guidance to their stakeholders. These activities frequently have outputs in the form of resources related to Design for All.

However, as commentators including Pete Kercher, Ambassador of EIDD Design for All Europe have noted, while individual actions are welcome, they are far more effective when they form part of an integrated chain; actions which take place in a vacuum have less

impact.[1] Take the example of tourism: Ivor Ambrose, President of the European Network for Accessible Tourism, has highlighted that while, for example, a hotel may provide inclusive accommodation, if this is an oasis within a destination which lacks inclusive supporting infrastructure, it will exclude a large number of potential visitors[2].

Hence a cross-sector, joined-up approach is essential if all the pieces of the jigsaw are to fit together. Different agencies need to cooperate: national governments can implement a regulatory framework which sets out the parameters for equality, create incentives for Design for All initiatives and put equality and human rights at the heart of decision-making, encouraging businesses and not-for-profit organisations to do likewise. Local government can prioritise investment in initiatives designed to make districts more inclusive; such commitment is recognised by the Design for All Foundation's Flag of Town and Cities for All, awarded to local authorities which dedicate a percentage of their total investment budget to local improvements.

Within an urban centre, Design for All will always be a work in progress, requiring an ongoing commitment from local government and encompassing areas such as the public realm, public transport, civic services and housing. Infrastructure improvements meant that local services such as hotels, restaurants and bars have an inclusive backdrop from which to operate. Good customer service from

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[1] *See for example 'Design for All in practice' by Pete Kercher*
Design for All Newsletter Volume 5 ,Number 12, December 2010 pp20-64

[2] *Ambrose, Ivor. 'To infinity and beyond: Advances in accessibility in the tourism industry' Access by Design Issue 126, Spring 2011 pp25-29*

businesses helps create loyal customers and reach out to more, who, in turn, will visit again with friends and family. Besides improved customer satisfaction, meeting the needs of all customers allows businesses to branch out into new markets. Businesses can learn from other private-sector initiatives and see which approaches work and which need to be improved.

Meanwhile, businesses can work with the voluntary sector to establish the requirements of different stakeholders, for example by undertaking consultation, which allows products and services to more accurately reflect the requirements of potential customers. Not-for-profit organisations can benefit from sponsorship by companies, for example of web resources or guidance publications, which conversely can enhance a company's reputation and further its corporate social responsibility aims. Voluntary sector groups can also use the views of those they represent to lobby governments for policy change and help to educate decision-makers at the local, national and international levels. The potential impact of positive collaboration across sector boundaries is huge.

To help foster relationships between these different contributors, the Design for All Foundation in Barcelona has established a Network for Excellence of the Flag of Towns and Cities for All. The aim of the network is to join the dots between the sectors and initiatives within these, facilitate collaborative working and increasing the effectiveness of individual projects. The network will contain directories of organisations, which members will be able to search, allowing members to benefit from each other's experience in numerous ways. In due course a chat facility will be available, like

the highly successful model used by the UK's National Register of Access Consultants. This will allow organisations to post a question and receive responses from other members.

The Network of Excellence intends to foster collaboration across sector boundaries

Example

A city council is planning a new sports complex. Using the network, representatives can search for a local architecture firm which has a track record of creating inclusive public buildings. They can also search for a local voluntary group representing local stakeholders, and set up consultation meetings. Using national standards found via the virtual library

and guidance produced by a not-for-profit organisation specialising in inclusive fitness facilities, they can develop a design brief which includes a requirement to take on board feedback from local representatives. They can also view best-practice examples of sports centres around the world to see what works and to what issues they should be especially alert.

In turn, professionals working on the construction team might adapt plans following consultation with stakeholders. They can use the network to locate and review national standards for inclusive buildings, and to contact a not-for-profit organisation for advice. The specifiers can consult other professionals on the best items for different areas. They can use the relevant directory to look up manufacturers of equipment, ironmongery, flooring and furnishings, and, as fellow members, may be offered a discount on these items.

The result is that the council commissions a sports centre which meets the requirements of local users and so best serves the community. The views of local people are represented through the local voluntary organisation, and the national not-for-profit organisation contributes to a socially sustainable construction project, in line with its mission statement. The construction team gains an enriched knowledge of Design for All and is easily able to access essential resources and advice. The specifiers are able to seek advice on products and look up manufacturers, as well as gaining a discount. The manufacturers gain new customers and enhance their reputation among design professionals.

Above all, the network aims to facilitate knowledge transfer, and to allow organisations to become aware of and benefit from practical examples which have already been undertaken. It will provide an information portal, allowing users to discover resources and best-practice examples, and hence avoid duplication of effort.

Example

A local authority wishes to create a register of properties in its district, classifying them according to the features which make them more or less inclusive. The aim is to allow people to more easily make informed choices about housing; for example, by choosing accommodation which has step-free access throughout. Using the network, the council could find examples of similar registers which have previously been set up in other areas. It might evaluate the challenges and successes of these projects, for example meeting local housing need and ensuring that properties do not stand empty. It might adapt the template slightly to suit the circumstances specific to its area so that it includes, for example, information on aspects such as public transport. Eventually, as more and more local authorities adopt a register, a register of properties across the country could be built up, allowing central government to analyse housing demand and supply, and to measure progress in the provision of housing which accommodates different residents' requirements.

A bank based in the UK wishes to provide a facility whereby users can access audio information at ATMs by plugging in

earphones. Using the Network, they find information about a project in the USA where a group representing visually impaired people worked with a bank to identify areas for improvement, resulting in audio facility being implemented at ATMs nationally. Drawing on this information, they look up a national organisation representing visually impaired people in the Network directory and consult them. The US project evaluation includes details of the software used to provide this service, meaning that, rather than commissioning an IT company having to develop the software from scratch, the UK bank can implement the scheme using existing software, adapted to its own particular requirements.

Awareness raising

Lack of awareness can be a significant issue encountered by proponents of Design for All. In a sense, this is a natural consequence of design doing its job properly: where a product, service or environment unobtrusively meets the needs of users, it has fulfilled its purpose. As people working in the field of Design for All are all too aware, most people only notice design flaws when their own requirements are not met. For example, many people will only become aware of the considerable distance and number of steps between platforms at a train or underground station when they are encumbered by heavy luggage. It is often only when they travel to a different country that many people experience significant barriers to communication, while somebody with a broken ankle may notice a lack of seating in their local town centre where they had never noticed this before. A traveller used to travelling first class may be surprised to find a lack of leg room in the economy section,

while somebody who has been out shopping all day and suddenly urgently needs the toilet will soon become aware if there is a scarcity of public toilets. If people in their day-to-day lives are not conscious of the barriers which poor planning and design can create, they are hardly likely to appreciate efforts to remove them.

Professionals working in the field of Design for All are naturally keen to emphasises the positive contribution Design for All can have for everybody. Genuine Design for All addresses the ways in which diverse requirements overlap and finds solutions which benefit different groups of people. Readers will no doubt be aware of common examples such as the inclusion of graphical symbols in way finding schemes, which helps people who do not speak the local language as well as those with learning disabilities and / or low literacy levels. Adequate street lighting levels can help visually impaired people navigate and can help people walking around at night, especially women, feel more secure. Providing sufficient space for wheelchairs to turn at the entrance to a house also provides a space for people to leave their shoes, a practice common in many cultures, while roomy corridors in tourist accommodation give a feeling of quality. The benefits of step-free access are clear for wheelchair users, parents with pushchairs and delivery trolleys. However, in many places, understanding of these and other advantages of Design for All remains low.
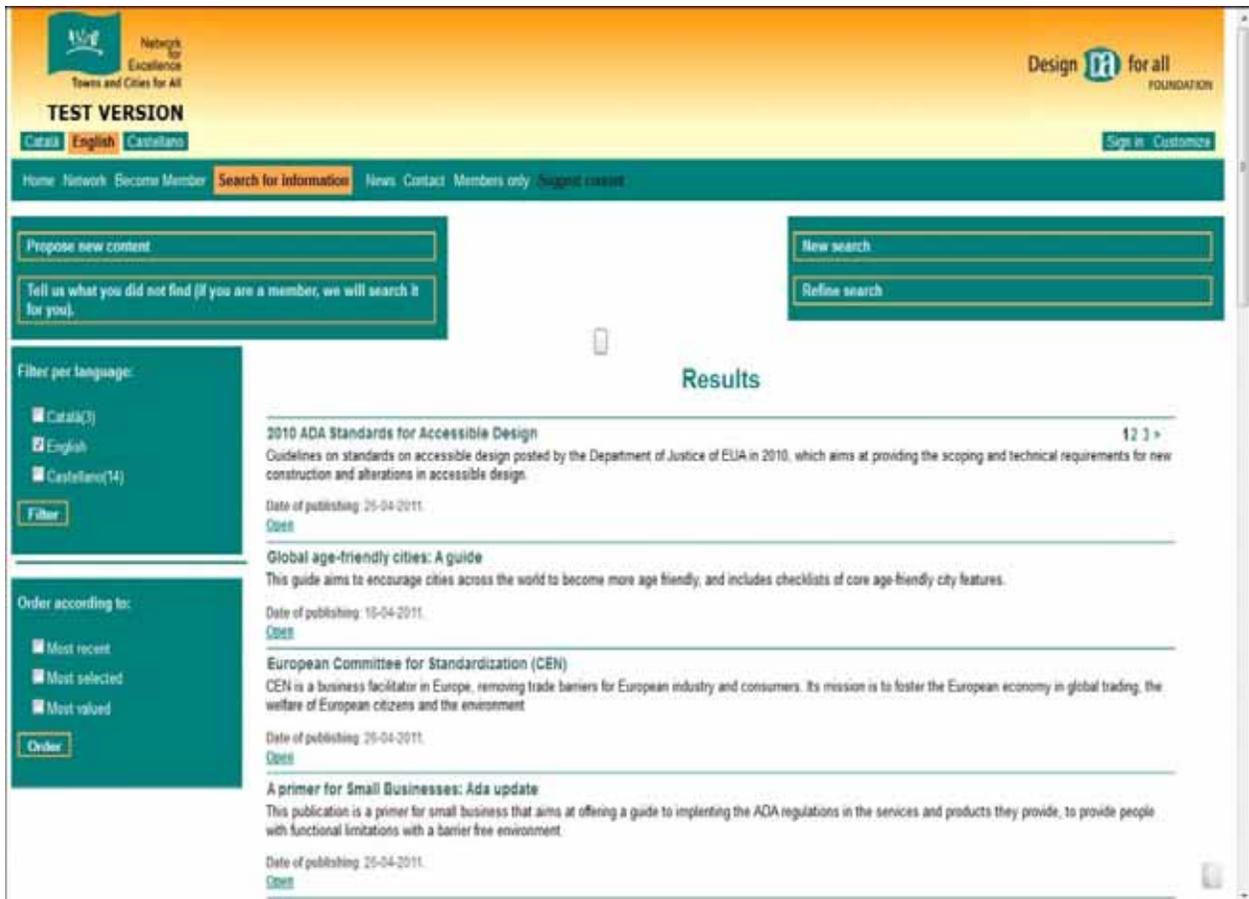
This lack of understanding and awareness was partly the motivation for the Design for All Foundation's Flag of Towns and Cities for All, which recognises the ongoing commitment of local government to the improvement of their local area. This popular scheme requires continuous improvement and a dedication of at least two per cent of

the investment budget to making changes locally, which are approved by the Design for All Foundation. Councils must also appoint a coordinator to liaise with the Design for All Foundation. Education can also play an important part: if schoolchildren learn to appraise the built environment, wayfinding systems and communication methods with a critical eye, they are much more likely to understand the importance of the role which design can play. Later, ensuring that Design for All is fundamental to the training of designers, architects, publishers, website designers and others should help lead to more inclusive products, buildings and communications.

Virtual library

Users will be able to search for a huge number of resources, categorised by area, topic, type, medium and language

The virtual library of the Network for Excellence provides an exciting new tool to collect and classify the huge range of resources relating to Design for All. There is a bewildering array of resources, originating from a large number of countries and specialising in different areas, from methods to evaluate the contribution of design to case studies of Design for All in practice. The virtual library will provide an extraordinary repository of multimedia resources. Crucially, these are categorised so that users can easily find what they are looking for. Users can search by:

- *medium, whether written publication, presentation, website or video*

- *subject, such as information technology, built environment, education*

- *type, such as legislation, standards, theory, design guidance, good practice*

- *language – the website is intended to be a truly global resource, containing information in many different languages, and the Design for All Foundation invites users to translate it into their language where possible to ensure it has the widest possible reach*

A huge number of resources will be available in the virtual library, including publications, websites and videos

Examples

The local authorities of several districts within a country wish to create greater awareness of Design for All in their local areas. They visit the virtual resource and find an award-winning multimedia awareness-raising campaign by a partnership of councils in a different country. They use the videos, literature and presentations as inspiration for their own public communications.

An architecture firm wins a bid to construct a building based in another country. They use the virtual library to locate the relevant national legislation relating to the built environment, as well as finding best-practice design guidance.

A university researcher is beginning a project on barriers preventing older people from using the internet. They use the virtual library when conducting a literature review, and discover a number of research projects undertaken on this topic in different countries. They are then able to refine their research methods and build on existing work.

The representative for equality and diversity at a city council is keen to install a sanitary facility allowing people with profound and multiple disabilities to be changed in a safe, clean environment. Using the virtual library, they discover design guidance relating to these facilities, websites for organisations who have successfully campaigned for their implementation and case studies of councils who have installed them in their local areas, showing how they gained support and funding.

The virtual library is available for use by any visitor to the website, but Network members have the additional benefit of being able to

request research help from the Design for All team if they are unable to locate a resource. The Design for All Foundation is calling for organisations to propose documents and other resources for the virtual library, which would allow them to publicise their work. The more resources there are available, the more useful the library will be, and the Foundation is inviting people to propose resources in any language, so that the virtual library may be useful to the whole Design for All community.

Similarly, the more people who know about the Network, the stronger it will become, so the Foundation has created an international network of promoters to raise awareness about the Network locally, and again encourages those interested to apply to be a promoter. A directory available on the website allows visitors to find their nearest promoter.

Members of the Network are offered a series of benefits: as well as help with research, they can contact other Network members directly, obtain a 20 per cent discount on services of the Design for All Foundation and reciprocal discounts between other members, have the opportunity to participate in research projects or educational activities and obtain free access to other Design for All Foundation networks. Members representing local government will be able to apply for assessment for the Flag of Towns and Cities for All and nominate up to four local not-for-profit organisations to join the Network for free. Businesses will be able to request inclusion in the International Register of Consultants, if applicable, and will be able to apply for acknowledgement of excellence in customer-needs

management, customer involvement in design and effective customer communication.

The Design for All Foundation will continue to develop the Network for Excellence, and would welcome any feedback relating to adaptations to make it best suited to the needs of its members. We invite you to visit **www.townsandcities.designforall.org** and to contribute with your good practices and materials.

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TEACHING DESIGN FOR ALL – EXPERIENCES FROM GERMANY

Sonia Carpinelli & Peter Neumann (NeumannConsult, Germany)

The Academy of Design at the Chamber of Crafts in Muenster/Germany offers academic studies in Design for craftsmen. During 6 terms the students will learn how to design, to plan and to present their products. Furthermore they will learn how to consult customers and to manage orders (see http://www.akademie-gestaltung.de).

From spring 2010 on the Academy included "Design for All" as a fixed module in the curriculum with an amount of about 100 lessons within the 4th term. "The goal of the implementation of the module 'Design for All' is the achievement of more innovation and success for our graduates", says Constanze Unger – directing manager of the Academy of Design.

Objectives and Aims

In the meantime Design for All was subject of a seminar, successfully held by the team of NeumannConsult – a German consultancy specialised in Accessibility and Design for All.[3]

The aim of the seminar was to sensitize and address the students to the aims and themes of Design for All (DfA), in order to:

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[3] *Parallel to the lessons within the 4th term, a shortened version of the seminar was given to students in the 6th term. After this seminar, the students should concentrate on the development of their final exam and some of them chose DfA as their main tool during the design process (see article Schmengler 2010).*

- *increase the understanding of the evolving human diversity,*
- *identify the different needs and requirements of objects, services, environment and spaces for different users,*
- *include the users and their needs during the development of the design process,*
- *contribute to the realisation of collaborative networks within the different possible stakeholders (students, producers, final users, marketing experts,..),*
- *improve the quality of life for all,*

always keeping in mind that the new design approach through DfA can allow the development of products and services that are able to respond to as many real needs as possible, at the same time guaranteeing comfort and enjoyment to the users.

Methodology

Seminars, observation and analysis, discussions, theoretical lessons, sensitizing lessons with simulations, researches, workshops with potential users, usability tests, context simulations, excursions, final research/exam were the tools used during the lessons to involve and stimulate the students, in order to arise their awareness in DfA.

Analysis of different user needs and usage context of products were conducted to find out the basic requirements necessary in the subsequent design development phase.

Theoretical and practical content lessons were given about:

- *current trends and challenges (including demographic change)*
- *lifestyles, cultural and human diversity (including mobility and activity limitations experienced by the students through the direct use of age simulators, wheelchairs, glasses simulating blindness and*

other loss of sight, headphone simulating dumbness and other hearing impairments, white cane, directly interacting with the environment (spaces and objects))

- *Accessibility and Design for All (concepts, contents and goals)*
- *legal framework and standards, funding opportunities*
- *presentation of case studies (environment and city quarters, houses and flats, furniture and services)*
- *marketing of DfA products (basic marketing and business skills needed to reach commercial success for a product or service developed according to DfA)*

During this part of the seminar the students also visited an important German wide exhibition that "showcases concepts and products that are fair for all generations" (see http://www.idz.de/en/sites/1882.html). They had the opportunity to perform usability analysis and tests on the items on display.

Experiencing human diversity
(Photo: S. Georges)

At the end of the seminar the students were expected to be able to observe, analyse and comprehend objects in relation to the potential users needs. This will allow them to transpose the needs in requirements to be used into the designing process, in order to develop comfortable, respectful, safe, functional, healthy, comprehensible and nice looking objects with a high quality of design.

Product development and marketing

After this first part, the students had about 50 lessons to develop their project ideas, under the supervision of NeumannConsult, Constanze Unger and Mathias Knigge, a well experienced designer from Hamburg (http://www.grauwert.info).

In this phase of product development the students first conducted researches about needs and functions of living by focusing on several topics. The topics were tested by the use of fictional characters called "personas", defined by specific needs and behaviours.

Afterwards, for the final project phase, they had been given different topics, mostly directed on specific demands of external entrepreneurs or institutions.

Themes to be developed were:

- *a tree house and a footbridge to a small lake to be realized for a nature park in the Muensterland region,*
- *an outdoor bench,*
- *the interior design of the new venue of a cabinetmaker workshop in Muenster,*
- *the interior design of an accessible bathroom for a new to be built hotel in Muenster,*
- *an advertisement campaign and an accessible stand for fairs and exhibitions within an ongoing project about demographic change and housing.*
-

The proposed topics gave all students the possibility to develop a project according to the needs of real customers. The development phase was realised through interactive workshop, also with the involvement of people with disabilities and older people. They were interviewed and directly tested the usability and the aesthetic value of the projects and prototypes developed by the students.

From user test to prototype: a Bench for All, designed by Sebastian Vahle

(Photos: P. Neumann, S. Vahle)

At the end of the design process some students developed a prototype 1:1 of their object. Other ones had plans and drawings according to the scale of the chosen theme. The students illustrated them during a colloquium with all teachers involved.

Since the main goal to be reached by the seminar was the transposition into practice of the DfA principles and strategy, three of the works of the students were displayed with great success during the REHACARE International fair in Düsseldorf in October 2010. Some other marketing activities will follow in the near future.

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ACCESSIBILITY IN THE EDUCATIONAL CENTRES

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At European level, accessibility is generally tacked from the principles of the Design for All principles, that focuses its activity in the search of solutions of design for everyone, regardless of age, sex, physical, sense and psychological abilities, and culture, can use environments, products and services, participating at the same time in the building up of our society. Furthermore, the Design for All also takes into account the future generations and the changes stemming from progress.

To sum up, the Design for All is an ethical attitude that wants to spread the respect towards human diversity, and through this conduct applied to the improvement of the environments, products and services, one achieves Universal Accessibility.

If we define Accessibility as the characteristic that allows the environments, products and services to be used without any problem for all and each of the people, to achieve fully the objectives for which they were designed, regardless of its abilities, dimensions, sex, age or culture, talking of accessibility is talking about equal opportunities.

Thus, if we take into account that the educational offer is addressed to people that come from different backgrounds and realities, that covers all age groups and that the same spaces can be used by

different user groups (for instance, the secondary education classrooms can also be training classrooms for adults in non-academic hours) the accessibility must be an essential quality of these spaces, of the programs and the educational tools so that everyone, regardless of their abilities, can access to compulsory education and, later, to the education chosen by themselves for their personal development and independence.

Currently, there are education environments still not suitable enough and, occasionally they show a lack of knowledge on the specialised educational attention that require the different functional limitations (between a good eyesight and blindness, for instance, there exist other visual problems that require specific tools or materials); and this entails that not everyone has the same opportunities available to access the educational offer.

On the other hand, we must bear in mind that the educational centres or spaces are not only used by the alumni (children, adolescents, youngsters and adult people); but also for all the people making up the educational community: teaches and experts, staff (maintenance, administrative, support), and parents or tutors of the alumni.

We cannot forget either that an "educational centre" also refers to the building (architectural accessibility), to the human resources, technical and didactic, programs, contents, teaching, learning and evaluation processes, documents, tools and other elements needed to carry out the educational process and that, more and more, open spaces and online domains are used for specific educational areas

(cultural visits or activities, workshops for practical training, online courses, exchanges, etc.) must also be accessible.

Consequently, to turn an educational centre into an accessible space means to achieve that everyone involved in this process can use in an autonomous way all and each of the services that it offers, and to this end, one must consider all the needs, specific and common, derived from the human diversity, since talking of accessibility is talking of equal opportunities.

Because of all the above, on late June 2010, the Committee of Representatives of People with Functional Limitation (CERMI) (http://www.cermi.es/es-ES/ColeccionesCermi/TelefonicaAcces ists/Coleccion/Attachments/22/LA% ESIBILIDAD%20EN%20LOS%20CENT 20EDUCATIVOS.pdf) published a guide entitled "Acces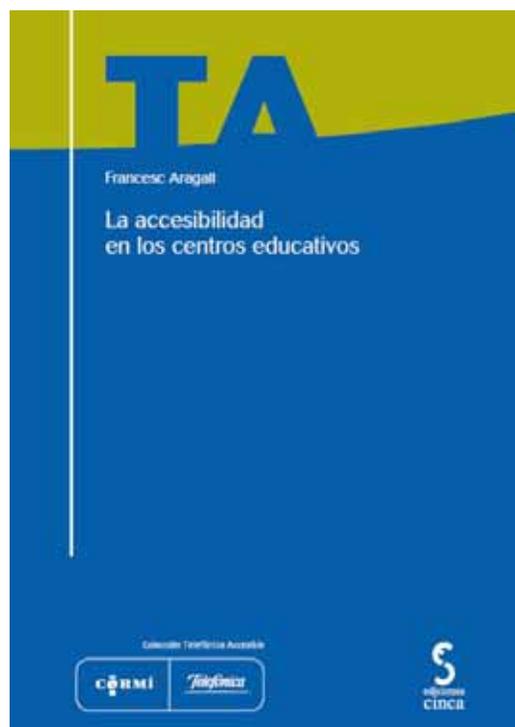sibility in the Education Centres" drawn up by Francesc Aragall president of the Design for All Foundat and sponsored by the Department of Education of the Spanish Government.

The reason to draw up this guide was twofold. On the one hand, it aims at helping everyone involved in the educational community in general, as well as the competent institutions, associations and NGOs, in their efforts to make all people, regardless of their role within the teaching community, be able to participate on equal

conditions in all the activities developed in the field of education and, at the same time, measures and resources to facilitate the access and participation of those people with functional limitations that could find themselves with difficulties to do so if they did not count on the corresponding supports, measures or adjustment to access education.

Moreover, so that all the members involved are taken into account in the educational community and the organizations of the associative sector, the text was revised and agreed on before its publication so that accessibility makes educational practice easier, and also, that the decisions taken for the development of accessibility favour it.

If an Educational Project is drawn up bearing accessibility in mind, apart from complying with the law and the present regulations established by the Estate, Regional and local authorities, there must be taken into account that:

1. The board of directors and the faculty must have at their disposal the necessary tools to detect the possible lacks in the space and resources, materials, programs, contents, documents, tools and other elements necessary to educate, as well as the specific needs of the alumni in order to bring them to the corresponding institution in each case, and to coordinate the actions and work proposals that appear in the Educational Project.

2. The services of educational orientation and educational psychology must inform the management of the needs and/or

specific and general recommendations that they spot, so that these can be included in the documents of the centre and the ones of the alumni that require them.

3. The non-teaching staff (lunch room group leaders, cleaning and maintenance staff, etc.) must be informed of the project of the centre when it comes to accessibility. This way they will be able to contribute with their work to the development of the centre and make the necessary contributions.

4. The families of the students, especially in the case of minors, must receive information on accessibility needed in order to get involved in its implementation and to be respectful of the norms that come from the project (type of school material, parking, schedules, etc.).

5. The Parent's Association and local NGOs which are committed to the processes of education, must propose, revise and respect the criteria of accessibility and try to achieve that the design of their programs is coherent with the one of the education centres of the town or city.

6. The centres of teacher training and of resources must include in their syllabus and their update courses the aspects of accessibility that must be taken into account in every educational process.

If it is true that lately there has been a social turn when it comes to educational inclusion of the people with functional limitations, of

adults and immigrants, it is also true that there is still a long road ahead, since there is still the thought that these groups are a minority collective that, occasionally, receive education developed in special classrooms or separate centres, educational segreegation that cannot remain any longer, since it is contrary to what the International Convention on the Rights of People with Disabilities states.

We must bear in mind that the main population trait is diversity, that is, that each individual is unique and, thus, it shows different abilities and needs, and contributes to society with unique and unrepeatable experiences. Thus, growing up as part of this diversity enriches us as people, since it offers us the opportunity of sharing different experiences (cultural, of relation with the environment, of language, of other realities...) stemming from individual values: each one of us contributes from their own values and receives the help of the other people's values.

Departing from the fact that everyone is part of society and has the same rights and the same duties, it would be normal that, in addition, they have the same opportunities to enjoy those rights and fulfil those obligations.

Ergo, so that equal opportunities become a reality from the social point of view, the educational spaces must be designed taking into account:

• *The equality of sex when it comes to achieving competences and educational objectives and of acquiring and assimilating*

contents. That is, the bigger or lesser easiness to learn is not related to the alumni's sex, or the teacher's that give the lessons.

- *The right of all to receive an education adequate to their needs, as well as personal interests.*

- *The right to enjoy a dignified life and feel they are useful to society, regardless of their age, personal or social conditions (regular education related to their personal interests, evaluation of their knowledge and experience, etc.).*

- *The right to use the same educational resources as their colleagues.*

- *The right of people with or without functional limitation to receive right formation according to their wishes and needs, as well as to choose where to get it.*

- *The benefit that entails for the whole alumni, in its educational process, the presence and participation of student mates that have a different reality. For instance, to describe to a colleague with visual difficulties the chart we are looking at, will make us pay more attention to details that, very likely, would have gone unnoticed (existence of a shadow that helps us see when the light is coming from). As examples, we can also mention the one of a student with hearing functional limitation that explains in class his or her sensation when he or she receives the vibrations of a certain type of music or the alumni coming from abroad that show how a particular*

holiday (common or different to the welcoming country) is celebrated in their country.

- *The right of people of a different ethnicity, language and culture to keep their identity and, at the same time, integrates and be part of the society in which they live.*

- *The right of people with a temporary or permanent functional limitation to keep on with their studies, enjoying the same conditions and opportunities than the rest of the alumni.*

In the same way, so that equal opportunities becomes a reality from a functional point of view, must take into account physical, intellectual and sensorial diversity, without forgetting about, as we have mentioned earlier, that there are different degrees of functional limitation, and these require different supports, without this becoming a reason to develop specific educational resources for each functional limitation.

Thus, spaces, materials, didactic resources, programs and methodological strategies must:

- *Respect physical differences, but keeping in mind that, in addition to the people who are wheelchair users, or wear crutches or prosthesis for some member, or with another physical or sensorial functional limitation, both permanent or temporary, there are also dimensional differences (high, short, obese, thin), problems of manipulation, dexterity and strength, as well as small motor functional limitation that cannot be simple at first sight (not being*

able to stretch an arm or a leg fully, for instance). However, there are also those people that, without having a functional limitation, do find it difficult certain activities or there is a difference in usability in relation to the majority like in the case of left-handed people. Likewise, the collective of people with hearing functional limitation is very heterogeneous, and it is important to respect those individual differences when it comes to make environments, materials, programs and methodologies available. For instance, in the case of deaf alumni who communicate via Spanish or Catalan sign language codes, alumni users of hearing prosthesis: cochlear implant and/or hearing aids, alumni users of support systems to oral communication, etc.

- *Develop the cognitive capacities. In addition to the curricular individual adaptations that come from diversity (intellectual working, memory, language and others), the programs and didactic material must be thought to motivate the alumni and to use all necessary resources regularly. We must bear in mind that, as it occurs with physical abilities, there is a large diversity at cognitive and behavioural level that is not always easy to spot.*

- *Ease the follow up of the educational process of the alumni, that is, have available the necessary technical and human resources so that everyone can follow a class without any problem, as well as for the teacher to organize the educational activities with normality. As an example, the big diversity of the cases where there are sensorial problems (sight, ear, taste, smell and equilibrium) that sometimes is detected with difficulty.*

It is important to clarify that, occasionally, the good will of teachers, parents, classmates, boards of directors, etc, triggers the improvisation of technical resources to solve problems that arise during the school term (accidents, new students, allergies). We must say that, in these occasions, the good will should work towards searching an expert that can sort the problem, since the lack of knowledge can be counterproductive for the student or the classmates (bad postures, elements with cutting edges, etc).

To sum up, for equality of opportunities to become a reality it is necessary to think that everyone has the same rights and opportunities, ergo they must be able to use the same resources easily.

In this publication, we will also find general criteria to draw up an accessible syllabus that promotes equal opportunities for the alumni, since this must be open and flexible when it comes to inclusion, prioritizing, and timing.

Thus, the following should be taken into account:

- *T*iming (time needed to achieve objectives).

  The design of the general syllabus must foresee the possibility of making individual adaptations that respect the rhythm of the alumni that need more time to acquire certain teachings.

  - When the student obtains the same result as their classmates with some months of difference (in the same school cycle), it

is considered that the incidence in learning is not very significant, since the student meets the objectives of the cycle, and will then be able to move on to the next cycle without difficulty.

- When the student does not manage to achieve the objectives of the cycle once this has finished, his incidence in the acquisition of teachings is bigger, since in the new cycle he or she will have to receive support as in the previous one.

To respect the rhythm of all alumni – not only the ones who take longer to acquire the knowledge, but also of the ones who acquire it faster- the following is essential:

- The organization of the activities in the classroom: Taking into account that, although the contents are different, not all alumni acquire them at the same rhythm (measure of support and reinforcement, advanced material, corners, help between classmates, etc.).

- Individual planning: Which students need them? When? In which specific contents? What do they need?

- Tasks: Once the answer to the former questions have been obtains, the different tasks in and out of class will be able to be developed (materials, support staff, extra works, help to a colleague, parent involvement, etc.).

- *Prioritizing some curricular element or content that the student has not fully acquired, and it is of high importance to acquire new learning (reading, writing, relationships with other students, etc.).*

To carry them out, it is necessary:

- The analysis of the student's cultural context: address location (urban, rural), possibility of having internet connexion, access to the different community resources (libraries, theatres), habits and family traditions, hours that the student spends with their family (parents that work away from home with a very different schedule to the one of school), etc.

- The choice of a methodology that can help to a faster acquisition of learning.

- The knowledge of the available resources (in and out of the centre):

- The adaptation of the language to the previous knowledge of the alumni: those whose mother tongue is not the academic language, people with a low developed vocabulary, turns particular to the language that are not used in other areas, etc.

- *Inclusion. To adapt the learning strategies so that all alumni can achieve the basic objectives and develop to the maximum their abilities, the tools at our disposal must be taken into account, developing an intensive syllabus that contemplates and respects the personal characteristics of the student, through one or more of the following strategies:*

  - **Different types of grouping of the centre's alumni: Reorganization (making up reduced heterogeneous groups), flexible groups (taking into account the learning contents), interactive groups, etc.**

  - **Adaptations of the access to the syllabus and non-significant adaptations of the syllabus: they are small changes in the base syllabus that do not modify its basic elements.**

  - **Significant adaptations of the syllabus: they get significantly apart from the objectives, contents and evaluation criteria of the syllabus. These are addressed and can only apply to the alumni that need intense support for their educational inclusion.**

  - **Organization of the processes and strategies of teaching/learning in the classroom, taking into account the organizational and syllabus measures, ordinary and extraordinary, of care to the diversity of the alumni. In this section, it is fundamental to provide written information (charts, summaries, conceptual maps), before the teaching of the contents in the classroom (this is a very useful**

measure, for instance, for the alumni with hearing functional limitation, since it allows to access previously to new vocabulary and, once in the classroom, focus their attention in the contents that show more difficulty), count on adapted materials that can be used by the alumni with functional limitations (for instance, when it comes distributing written documents, texts of bigger size to alumni with visual functional limitation or in forms like tests or other exercises, leave wider spaces so that the alumni with motor functional limitation can write down the answers without difficulty).

Another important factor in the educational process that must be fully accessible is the information that receive the students, parents, teachers and staff of the centres, about the educational projects, the operation of the centre, the programs and activities related with education, both academic as non-academic.

Thus, when it comes to information addressed to the students, we must bear in mind that:

- *The school agenda must have a clear and functional organization, for instance, in the space for every day there must be enough space so that each child can write down the different types of information (homework, birthday parties, school trips, etc.): It must adapt to those children that do not use exclusively written language, and do use visual support, like pictograms or pictures to indicate the sequence of activities, pending tasks and other information of interest.*

- *In the informative circulars must use a clear and easy to understand language for students, and with a font size no smaller than 12 and with sans serif characters or "thanks", for instance, Arial type. When it is necessary, there must be Braille print outs and for the youngest, or for children with cognitive difficulties to access information, drawings that represent the information or pictograms must be used.*

- *In the academic information it must be clear which reports are for parents, as well as if they must be returned signed to the centre.*

In the information for parents or tutors, it is essential to use the different formats or procedures to convey it, designing those taking into account the diversity of population, to avoid inequality of opportunities to access information. For instance, parents and tutors of minors that use school transport do not have a daily access to the information that is place on the same educational centres, regarding grants, dinning hall menu, shows for the family, lost and found items, etc, which does not reach them.

On the other hand, the school agenda, that is also used as means of communication between the centre and the families (communiqués, permissions, sick notes, interviews, etc.) must be easy to check, since on many occasions children forget to tell their parents about the note (for teachers or parents) and the adults do not revise them daily because it is not very functional.

It would be advisable to user a Webpage as an element of communication between the centre and the families, (in some centres, they have already incorporated the sending of a text message to the cell phone to inform of the absence of the student). So that all students can check the website, this must be designed following the principles of the Design for all, for instance, though the rules WAI (Web Accessibility Initiative), that we have previously mentioned.

On the other hand, the space assigned to meetings with parents or cultural and sport activities, must foresee that it can be sued by people with different functional limitations, thus, as for the normal classrooms, these spaces must be fitted with a magnetic loop, be well lit up, be accessible, with a distribution that allows a comfortable mobility and, if needed, because a deaf person that uses sign language goes to the meeting, count on the presence of a sign language interpreter.

We cannot forget either that one of the objectives of the exchange of information between the centre and the families is to boost the participations of all agents involved in the educational process, contributing and receiving from the others the personal strategies that allow them to establish relationships, learn, respect one another, as well as helping and receiving the help that is needed at the right time.

Finally, as this guide aims at improving the educational practice, favour accessibility and participations, in the physical aspects (spaces, resources...) as well as in the contents, competences (learn

to learn) and syllabus in general, it also offers the adaptation of the educational environment of a method developed in 2008 (ECA for Administrations http://www.eca.lu) by F. Aragall, P. Neumann and S. Sagramola, to manage projects of improvement of accessibility from the perspective of the Design for All that depends on the inclusion of 7 interdependent Factors for Success (FIE) in the work process.

These factors are:

1. *Commitment to the highest level*
2. *Coordinator*
3. *Networks of collaboration and participation*
4. *Planning*
5. *Knowledge management*
6. *Resources*
7. *Communication and acknowledgement*

Studies of cases in European have shown that if one or more FIE are missing, or disappear during the process, there is a high risk that the project does not reach the expected objectives or results.

We must also take into account that, in general terms, the process of development of a particular centre takes place in for transitional phases:

1. *Awareness phase*
2. *Initial phase*
3. *Development phase*
4. *Consolidation phase*

In reality, the phases are not clear-cut, and their duration also changes depending on the centre, its services and facilities, but the characteristics and actions of each phase must be combined with the 7 FIE, that must be present both in the planning and the management of accessibility of the centre.

In short, in order for the implementation of accessibility is a reality along the whole educational and training process, is essential that the educational community tackles in a decisive way, but also systematic, the challenge of tailoring the education to the diversity of characteristic and needs of all the people involved, achieving thus a true equality of opportunities for all.

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Accessible education for all – A new design for a school library in Burkina Faso

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Education is the most important qualification for our children to design a better future. The access to school education is an essential precondition to acquire basic knowledge and to give children the chance to participate in an emancipated society. In developing countries, the access to fundamental education is often very limited and in many cases not given to children with disabilities. In order to improve the situation for all children, the aim of the project is to build a school library in Burkina Faso by considering two aspects in specific, first, the concept of Design for All (DfA) by allowing accessibility to the building and

All sorts of heights need different kinds of designed benches, Ouagadougou, 09.2010

facilities and, second, the requirements of a cost-efficient and country-specific construction work by using local materials. New and adjusted standards for construction are applied both to the exterior and the interior design of the school, including also the conception of desks, benches and shelves manufactured by local carpenters according to the specifications of DfA.

Department of tomorrow and cooperation partners

The construction of a library in Burkina Faso is one of the latest projects of the "department of tomorrow", which realizes this project in cooperation with European and African partners. The main cooperation partners are: NeumannConsult in Muenster, a consultancy specialized in the field of Accessibility and Design for All and responsible for the successful integration of DfA into the architectural design of the library; the Academy of Design at the Chamber of Crafts in Muenster/Germany, which provides the professional background and the skills for the craftsmen; for fair education (FFE), a non-profit organisation with focus on education in developing countries; ISOMET, an engineering company for innovative energy solutions in Burkina Faso, which guides the technical implementation of the library on-site, and DACHLL, a local non-profit association in Burkina Faso with focus on education.

The department of tomorrow is a German enterprise which unifies socio-political and entrepreneurial demands for sustainable development. It was established in 2010 as a virtual interdisciplinary institute and presents a network of experts which are competent in fields like "education for sustainable development (esd)", "accessibility" and "innovation communication". It develops sustainable strategies for companies, scientific institutions and motivated contemporaries to ensure socially responsible action and holistic and sustainable projects, mainly in developing countries. Actively involved in a range of educational projects, it has initiated an educational exchange program for teachers and implements innovative and sustainable ideas for various companies in regard to Corporate Social Responsibility (CSR).

Background and vision

The need to improve the educational situation for children and adults in developing countries has been an incentive for the department of tomorrow to focus first of all on countries with a low literacy rate and limited facilities for education. The West-African state Burkina Faso was selected as one of the least developed countries worldwide with a literacy rate below 30% and an educational index of less than 0.3. The educational index is based on the adult literacy rate, the enrolment ratio for primary, secondary and tertiary schools and presents therefore an important indicator for education in general (HDI, 2009). Most of the people in the rural areas of Burkina Faso are subsistent farmers with an annual income of less than 600 Euro. Beside their indigenous knowledge and oral tradition, they do not have any access to knowledge, higher education or advanced training, although almost all of them regard these options as very important for their children. Unfortunately, compared to their low income base, the farmers have to pay high school fee, so that they cannot afford to send all children to school and often select preferably first-borns and older children, mainly boys. Children with disabilities attend rarely schools.

Education for all, Small award for a pupil of the primary school, Ouagadougou, 04.2008

Therefore, the project has given special consideration to woman and people with disabilities, which belong to particularly disadvantaged groups. In order to improve the access to education for these

disadvantaged groups, better external and internal conditions should be provided, e.g. by adjusting the building and its interior facilities to the needs for disabled children and adults. Therefore, the concept of DfA and accessibility has been seen as an essential and integral part of the project. Furthermore, the members of the department of tomorrow intend to consider these aspects not only as standards for a new architectural design of the schools, they want them moreover, to become fundamental components of the discourse of developing aid and politics in general. The library could be an example to consider these guidelines in the future and could present more than just a short-dated fashion but a first approach to develop new standards for public buildings in developing countries.

The Project

The library is constructed next to the primary school in Boudtenga, a small rural village located near Ouagadougou in Burkina Faso. By electrifying the building with solar energy, the school library can be used not only during daylight but also in the evenings/nights. The latter is especially important for Burkina Faso where the sun sets all-year around 18:30h and where most of the rural areas are completely dark due to the missing electricity. The library is therefore a good place to extend the education also in the evenings by giving the children a secured place to do their homework or by offering adults

Concept and first model made by students, Academy of Design, Muenster, 07.2010

additionally evening classes (e.g. alphabetization courses). The school library should be equipped with essential text books, dictionaries, specialized books, but also novels and romances to reach a high target group. A 1300 people -approximately 230 school kids and 700-1100 adults from the surrounding rural areas- might use the library to lend books, to take part in (evening) classes or to have easily access to written information. The school library can also become a meeting point for scholars in the evenings and could be a way forward to increase the interest in books and hence to promote the alphabetization process of the population.

Theory and initial phase

During the initial phase, the main challenge was to integrate all different requirements and needs into an adequate and feasible construction plan for the library. On the one hand, the accessibility to the library for all target groups was emphasized and, on the other hand, a cost-efficient and feasible realization with local materials was intended.

Cooperation face to face, Carpenter Moeana Hübner, Ouagadougou, 09.2010

Thanks to NeumannConsult, the contact to Constanze Unger, the directing manager of the Academy of Design at the Chamber of Crafts in Muenster/Germany (HBZ) in Muenster could be established. NeumannConsult offers as a consultancy regularly seminars at the HBZ in order to sensitize students to the needs of Design for All (see article Carpinelli and Neumann, 2010).

In cooperation with NeumannConsult and the HBZ, the department of tomorrow formulated a project work for some students. The students of the 6th terms, namely Moeana Hübner, Florian Gutzeit und Markus Stallberg, were asked to collect information and to acquire knowledge about the local conditions and materials for the construction work. They participated also in an intercultural seminar held by the department of tomorrow. Constant communication, intensive research and regular meetings and workshops were part of their advanced training courses during the first three months of their preparation phase.

To develop a preliminary construction plan for the library, it was especially important to respect the country-specific requirements such as the availability of local materials, the different climatic conditions and the socio-cultural background of the local population. In addition, aspects of sustainability were taken into account, explicitly the use of renewable resources. Also, it was important to consider that the investment costs for the building should not exceed those for a conventional library construction. Only by fulfilling these requirements the library could be a prototype and an example for further locations.

Both, traditional and modern building techniques were applied whereas traditional and local materials were favored. To evaluate the usability of local materials for the construction, the students received local material samples from Burkina Faso (e.g., wooden plates and iron bars) already during the planning phase.

During the initial phase, following points were considered:

● *Usability of local materials*

● *Accessibility for all target groups*

● *Costs efficiency and adjusted design (DfA)*

The students appreciated the work of the architect Francis Kéré from Burkina Faso who inspired their first drafts. For the final draft, Sonia Carpinelli, a member of NeumannConsult and an experienced architect, were involved and responsible for the professional planning of the library. Meanwhile, the students designed the interior of the library (e.g. benches, tables and desks) and built practical models to test the usability.
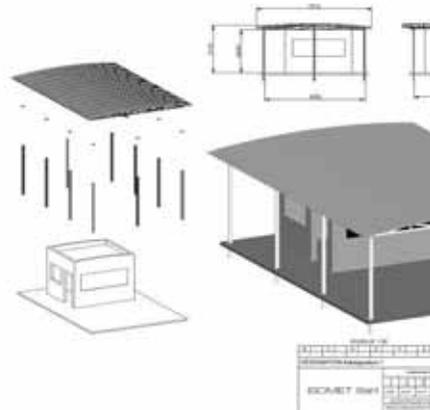
Drawing by ISOMET, a local engineering company in Ouagadougou, 09.2010

Producer-user-process

An essential and important part of the DfA is the involvement of users. The

Screening and testing of materials, Ouagadougou,

future users need to test the products in close dialog with the producer in order to improve and finally to optimize the products. This *producer-user-process* was a main aim of the on-site implementation during the stay of the students in Burkina Faso.

The on-site implementation phase in Burkina Faso was supported by InWEnt NRW, who provided some specific seminars in Germany to prepare the students for their field

work abroad. The craftsmen were keen to extend their theoretical knowledge into practical experience on-site.

In September 2010, the first carpenter and one of the project managers of the department of tomorrow initiated the project in Burkina Faso.

All involved stakeholders could benefit from this exchange: the German carpenters, who gained intercultural experience on-site and learned how to use local materials; the local craftsmen in Burkina Faso, who gained insight into the work of the European carpenters; and the local villagers, who will benefit from the library and who are finally responsible for the success and sustainability of the project.

Future users of the library in Boudtenga - they will be the beneficiaries of "tomorrow", when the library is designed for all, Boudtenga, 09.2010

Site visit with villagers – the begin of a new educational place for their

Perspectives

The library will be completed by the end of 2010. In dependence with the close user-producer-process, some changes might appear during the construction work of the library in order to adjust the construction to the local conditions in Burkina Faso, to improve the usability of the building to the needs of the local population and finally to ensure a barrier-free access for all users. This process presents a challenge and an advantage at the same time: the

permanent communication between users and producers can help to guarantee the most adequate adjustment of the library to all aspects and the most ensured acceptance in the population to promote education.

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THE DESIGN FOR ALL IN THE INFORMATION TECHNOLOGIES

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Design for All is a concept that, despite its relative youth (1995), has been spreading around Europe both fast and deep.

Despite the fact that the definition of Design for All that we prefer in the Design for All Foundation states: "Design for All is the intervention on environments, products and services with the aim that everyone, including future generations, regardless of age, gender, capabilities or cultural background, can enjoy participating in the building of our society with equal opportunities, participating in economic, social, cultural, recreational and entertainment activities while also being able to access, use and understand whatever part of the environment with as much independence as possible". Other definitions have also come out, like the one that states that "the Design for All consists of reaching out as many products and services as possible to the maximum of users without needing to adapt them or add any accessory", or the one of the Stockholm Declaration of the European Institute of Design and Disability (EIDD) "the Design for All is the design for the diversity, social inclusion and equality".

In any case, the spirit of the Design for All is an ethical attitude that proposes: Everyone, regardless of personal characteristics and circumstances, has the right to enjoy what the market and administrations make available and, thus, the professionals that

influence modifying our physical and social environment have the moral duty of not excluding anyone with the result of their activity. Being aware of the fact that this moral attitude contributes personal, social and also economical benefits, it is very important that the Design for All takes into account the new technologies so there is no risk of excluding an important percentage of the population due to the products and services not being correctly designed, which entails that only a handful of people have access to telecommunication, information and automation.

The new technologies cover fields as diverse as transport, telephone, Digital Terrestrial Television (TDT), computing, Internet, Videoconferences, Tele-work, the alarm systems and control of the environment through environmental intelligence or home automation. Virtually everything, from a simple hotel key or a credit car to an industrial robot are technological tools and in all of them design for all must be taken into account.

For instance, in the cell phone world it is necessary to bear in mind the design for the device to access the keyboard comfortably and at the same time a comprehensible and easy to navigate menu, both in voice and text. This way, people with visual or hearing problems, both children and the elder (that in some cases need to be located) must be able to access mobile phones.

Different types of devices for mobile telephones and laptops

Regarding computing, the capacity of the machines and its programs is bigger and bigger, although there is the risk of generating a wider distance between the user and technology; many computer tools are not useful due to their complexity. At the moment of developing new Hardware, Software and Websites, it is important to consider the diversity of the potential users and thus apply regulations such as the WAI regulations (Web Access Initiative) and the Design for All.

In any of the common infrastructures in Telecommunications (ICT), THAT ARE THE BASES for the communication between households and the exterior, and that are related with access to any telecommunications service, the Design for All and accessibility must be implemented, like in the case of house automation or phones.

In the media, for instance Digital Terrestrial Television, the subtitling systems and audio description, favour people with visual and hearing functional limitations, but also make the access to their contents to immigrant people, that are learning the language. These systems are also useful in fields of electronics education (e-learning).

Public Administration, in the moment of designing a service for the citizens and applying new technologies, must also consider that every citizen has the right to access and enjoy the service. For instance, despite all the types of technology surrounding us, the electronic vote has not yet been implemented, and the person who has visual problems or is blind needs to be helped by someone when it comes to voting. The same thing happens with the Income Tax Return done via telematic system or the information points and

Citizen Information offices that are not adapted to everyone's abilities.

When it comes to Transport and new technologies, we find a wide variety of applications that make mobility and access of the people with functional limitations easier. For instance, the Ticket machines for public transport (MAE) have been designed and developed so that the user with functional limitation can access to them through the references in the frame of the screen and the voice menu, as well as "marks" in the tickets in order to ease its validation.

Vending machines for transport Tickets (MAE)

The wheelchair users, children or low size people, can access their information by bending the screen to the height that is most convenient to them. People, who do not wish, because they are in a hurry or because they find it hard, to access the menu to obtain a new ticket, find a slot to introduce the expired title and directly obtain a new one.

Thus, in all scopes of everybody's everyday life, technology can make things easier or more difficult for us.

If we achieve that the professionals who deal with design, development and the application of the society of information and new technologies do their job with more professionalism, more

social responsibility and take into account everyone's needs, we achieve that the good practices carried out by professionals, administrations and companies are the "norm" and not the "exception".

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Gerent of Transports Ciutat Comtal

http://www.sarbus.com/paginas/tcc_portada.php

"THE USER'S OMBUDSMAN" IN TRANSPORTS CIUTAT COMTAL. BRIEF DESCRIPTION

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From Transports Ciutat Comtal, we understand that a passenger transport service must ensure a good adaptation to the needs of their users to be well appreciated m and this adaptation to the needs of their users may be needed to a large extent, understand the fact that users are different and that their interactions with the transport service can take place in many ways and with very different results.

For this reason, Transports Ciutat Comtal has introduced the figure of the Ombudsman of the user.

This figure, external to the management of the Company and that the Design for All Foundation (DfA-Fd) will manage, dealing with the complaints, suggestions and gratefulness that may arise from their customers. This way it is possible to have timely and specific information about services they receive and how they are perceived by the user. This aims at improving them,, bearing in mind technical requirements, our human resources and the timing for carrying out appropriate actions.

Complaints that we receive are forwarded to the DfA-Fd, who carries out the tasks of complaint investigation, proposing solutions and responding directly to the customer.

Moreover, the claimant may make the complaint through the website of Moventis where it is explained what the DfA-Fd does. It also allows him or her to fill out a form on which he/she can record his/her complaint. We attach several pictures of this application.
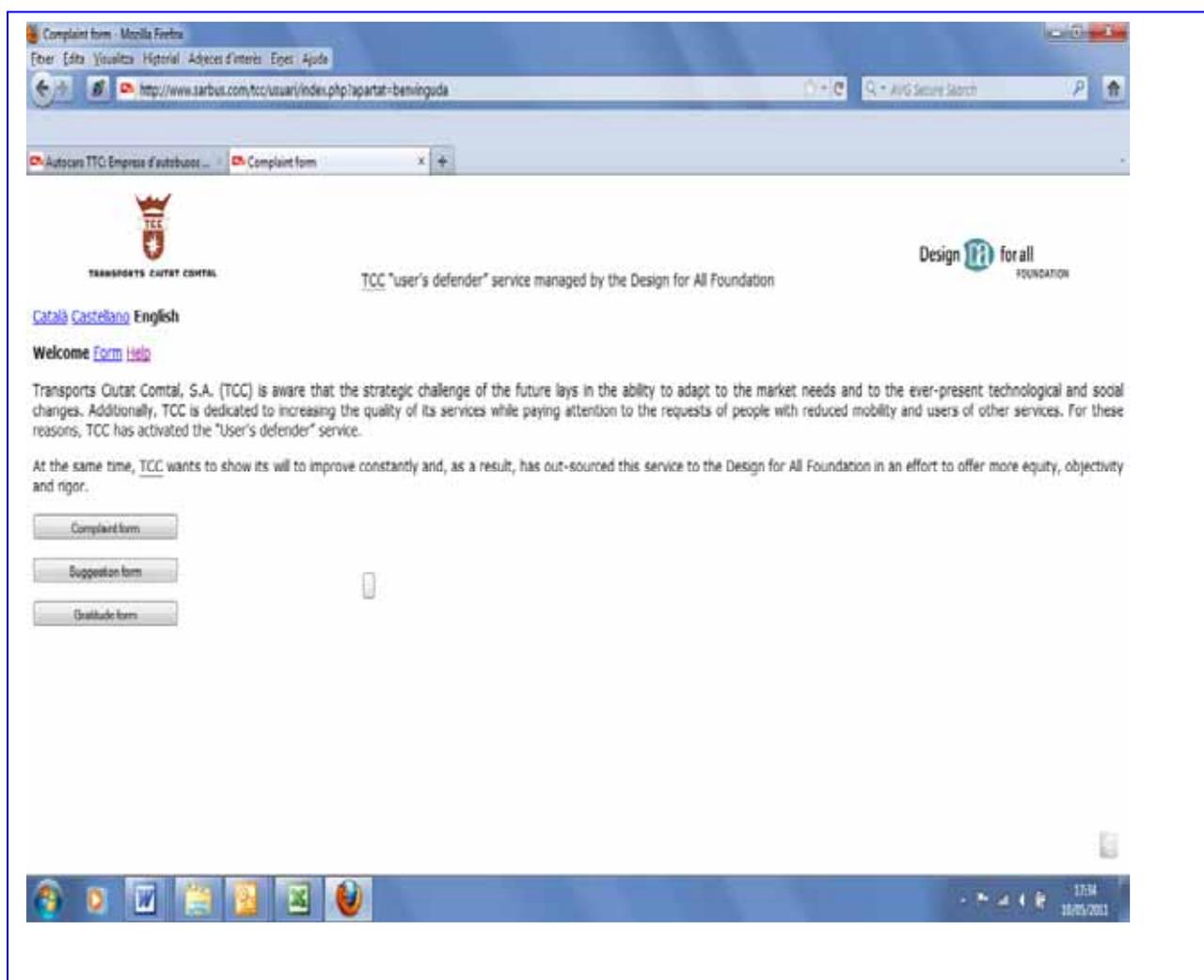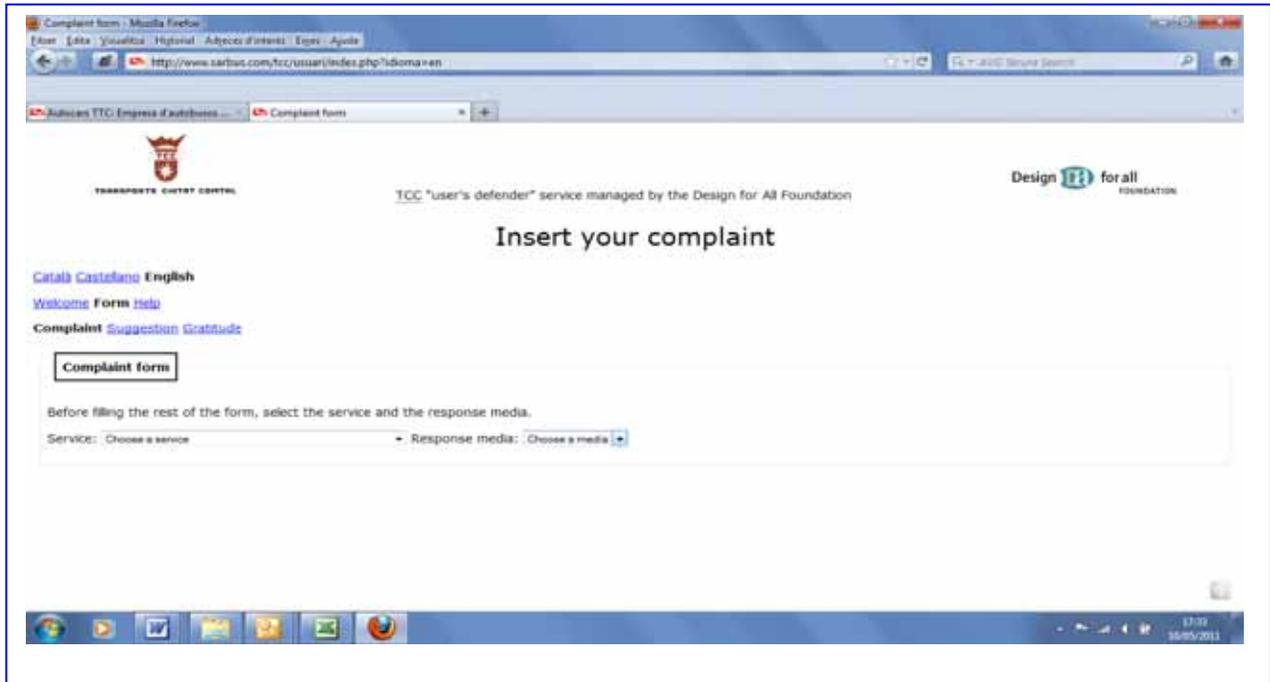
As can be seen, the form can be completed in Catalan, Spanish and English, being that the language of reply to the claimant.

Also, the DfA-Fd has a phone that the claimant can also avail of.

The application had shown makes available detailed information by type of service, type of complaint, etc...

This system of managing complaints and suggestions is certified under the criteria of ISO 9001:2008 and UNE-EN 13816:2003

The system we have described meets the points listed below:

1. *Claimant identification*
2. *Description adaptation and classification of findings and suggestions to the Priority System*
3. *Status of complaints and suggestions*
4. *Definition of indicators*
5. *Control of complaints and suggestions successfully closed.*
6. *Costumer attention points, Telephone and Website.*
7. *Complaints Book available to customers on the bus*
8. *Staff to customer service, with ability to deal with different languages (Catalan, Spanish and English and other languages if it was necessary).*

Obviously, Transports Ciutat Comtal gives answer to citizen's complaints and simultaneously gives a copy, on a computer support, to the responsible for supervisory Administration of the service. This information would include, at least, the following information:

1. *Entry Date*
2. *Departure Date*

3. Typing of the complaint

4. Complainant Contact Telephone and e-mail

5. Answer

6. Signature

Based on the information provided Transports Ciutat Comtal is able, during the first week of the next month, to submit a report with the analysis of the results to the supervisory Administration in accordance with:

1. *Number of complaints per month*

2. *Number of open complaints per month*

3. *Number of closed complaints per month*

4. *Pre-defined indicators*

5. *Qualitative analysis of the cases that, considering its importance, must receive a special dealing.*

Transports Ciutat Comtal has committed in several of its services to reduce in 10% significant complaints during the second year, after having assumed the service, and we succeeded in all of them. This makes it clear that this is an effective management system.

Transports Ciutat Comtal also undertakes, on their services, and through the management system shown, to respond within 10 days to the claims, whenever the same ones do not bear a very difficult investigation that it disables to have response in the due term.

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DESIGN FOR ALL: A NEW CONCEPT FOR ACCESSIBILITY IN HISTORICAL BUILDINGS IN FRANCE

Florent ORSONI

Based on the international Convention on the Rights of Persons with Disabilities, accessibility for all is now recognized an absolute necessity in France, Europe and throughout the world. But tools and methods for its physical implementation need to adapt in a specific way to heritage sites. The challenging and complex relationship between accessibility as a necessary social goal and heritage conservation, which is fundamental to people's collective memory, has led to a new European perspective. The seminary brings together several European specialists to exchange ideas and practices on the subject of Heritage accessibility in the incomparable site of the castle of Versailles.

The future of accessibility practices

After presenting different preservation laws and European approaches of accessibility, the seminary will draw upon the complex question of the coordination of territorial agencies. Instead of imposing an exemplary, reproducible model, it will confront several case studies presenting singular approaches in different European countries, including France. The subject of accessibility leads to inquire into the organization of heritage buildings with

respect to issues of circulations (Abbey of Montserrat, Spain, Greenwich House, UK, château des Ducs de Bretagne, France). The seminar will also present some Scandinavian examples focusing on the problem of a "dignified entrance" for all, and the possibility of a modular "reversible model" for certain sites (Azulejos Museum, Portugal). Conception and implementation at a city scale and the notion of urban accessible continuous systems (Angers and Paris) will also be discussed.

To underscore the fact that heritage accessibility isn't limited to people with reduced mobility, Isabella Steffan and Keith Bright will present a series of integrated devices responding to sensory or learning impairments.

Implementing tools and devices

The seminar will conclude with a presentation of a website used by the Danish Ministry of Culture to promote and encourage the sustainability of accessibility practices by creating an open space for exchange. Today, this website informs and promotes a growing social network on the reality of handicap and accessibility.

The «Union of cultural institutions for accessibility (RECA)» exhibition will be presented throughout the event. It will show several innovative devices for accessibility by several French prestigious cultural operators. These devices also become a mediation tool and help promote cultural sites.

This seminary is organized by the Tuttimobi organization- Design for All foundation, in partnership with the French Ministry of Culture and Communication, the castle of Versailles, as well as with the support of Ponts Formation Editions, the Ecole des Ponts et Chaussées, La Demeure Historique Foundation, Eo Guidage and European partners. Six years after the accessibility law (February 11th 2005) in France, this seminary is the opportunity to exchange ideas and take a step further on the fundamental question of the accessibility for all to cultural heritage.

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DESIGN FOR ALL FOUNDATION AWARDS 2011

For the 2011 edition of the Awards we got the honour of counting with a jury consisting in relevant personalities in the field of Design, politics and Design for All. They were (in alphabetical order):

- *Mr. Francesc Aragall (Spain), President of the Design for All Foundation*
- *Dr. Sunil Bhatia (India), Founder of Design for All Institute of India*
- *Ms. Aina Calvo (Spain), Mayoress of the Palma de Mallorca City Council*
- *Mr. Per Eriksson (Sweden), Mayor of the Askersund City Council*
- *Ms. Valerie Fletcher (USA), Executive Director of the Institute for Human Centered Design*
- *Mr. Pau Herrera (Spain), President of the Executive Commission at BCD - Barcelona Centre de Disseny*
- *Mr. Keiji Kawahara (Japan), Executive Director at IAUD - International Association of Universal Design*
- *Mr. Pete Kercher (Italy), Ambassador at EIDD - Design for All Europe*
- *Ms. Xènia Viladàs (Spain), Design Management consultant and member of the Advisory Council at DMI - Design Management Institute*
- *Mr. Peter Zec (Germany), President of Red Dot GmbH & Co.*

They elected three finalists in each category (administration, NGO and companies) and a winner among them.

Administration Category:

Winner: Malaga City Council

Nominees: Swedish National Property Board - The Norwegian municipalities of Skien, Oslo and Porsgrunn.

Company Category

Winner: Landscape Structures Inc.

Nominees: TAU Cerámica - Accessible Portugal and Essentia

NGO Category:

Winner: Baskin

Nominees:Retina Navarra Asociation- Sonokids Australia

In this article we present the selected projects

ADMINISTRATION CATEGORY MALAGA CITY COUNCIL MALAGA ACCESIBLE CITY

PROJECT SUMMARY

Malaga City Council works since 15 years ago in implementing effective actions to achieve that accessibility is an essential element; we undertake policies that enhance the inclusion of all groups.

Our city is management in relation to disability because of:

- *2004.Accessibility Ordinances of the City of Málaga*
- *2007.Department of Universal Accessibility*
- *Plan Accessibility Strategy of the City of Málaga 2007-2011.*

- *2005.Málaga City Development Partnership Accessible, which guarantees the participation of 50 associations of disabled people*
- *Plan of elimination of physical and communication barriers in streets, municipal facilities and services*
- *Signaling system, books on communication, braille information, webcams, information videos, interpreted in sign language and subtitled*
- *Interpreter of signs language*

This work has been recognized by the following entities:
- *2006.Award Reina Sofia Accessibility municipalities of over 100,000 Inhabitants*
- *2008.Award Camf-Cocemfe Andalucía*
- *2009.Award Cocemfe. Award National, to the municipalities have taken differentiating action on accessibility*
- *2010.Award Cermi accessibility to local entities*

PROJECT OBJECTIVES

- *To contribute to improving the quality of life of persons with disabilities and their families in a context of equal opportunities, non discrimination and universal accessibility.*
- *To ensure that all persons with disabilities have full access to information, advice and support, promoting that municipal information is made by media, design and contents that meet the criteria of easy access to reading and understanding.*
- *Incorporating universal design into all programs, resources, municipal services and products.*

- *To do visible the presence of women with disabilities in the Municipality of Malaga by means of the raising awareness and integration.*
- *Promote maximum autonomy and independence of persons with disabilities and stimulate a more active and wider participation in economic, social and cultural life of this community.*

Guide for tourist attention with disabilities, aimed at employers in the hotel industry and tourist

Accessibility to Malaga beaches

METHODOLOGY

It is based on the principles of universality and trasnversality to achieve the necessary convergence of common objectives and use of resources.

Proposed methodology is based, first, in guaranteeing the participation of all the professional actors, political, social who are

implied. Secondly, to implant the protocols and indicators necessary for development and evaluation.

Working together with the persons' entities with disability, through a Development Partnership, through workshops.

It organizes a joint and co-responsible work for all the municipal areas that will enable an integral response as a quality criterion for this plan.

DESCRIPTION OF THE SPECIFIC RESULTS OF THE PROJECT

- *Creation and development of a specific Municipal Area of UNIVERSAL ACCESSIBILITY that have come and inclusive participatory projects, campaigns and policy described in the memorandum attached.*
- *Based on the above we have that the city of Malaga is a place designed with full accessibility criteria.*
- *100% of the city's public transport is accessible*
- *100% of municipal equipment (building included) eliminating physical and communication barriers.*
- *Adapted sport has been normalized and included in municipal sports programs*
- *Since 2007 it has grown over 150% the number of organizations representing people with disabilities who participate in the Development Partnership*

IMPACT OF THE PROJECT

Project has involved a change in the model city that has become an accessible space in which all citizens can feel integrated and develop barrier-free daily life activities and communication.

The city of Malaga stands as a national benchmark for accessibility.

INNOVATION

- *Incorporation of accessibility in communication in the local media with sign language interpreter.*
- *Incorporation of specific signage and alternative communication in all municipal facilities.*
- *Incorporation of specific signage and alternative communication in shops and establishments in the city.*
- *Incorporation of tactile maps in municipal buildings and open spaces*
- *Networking with disability organizations*

Organization Name: Málaga City Council

Contact person: María José Llamas Centeno (mjllamas@malaga.eu)

www.malaga.eu

SWEDISH NATIONAL PROPERTY BOARD

Dignified Entrance

PROJECT SUMMARY

"Dignified Entrance" (Värdig Entré) is a collaborative project run jointly by the Swedish National Property Board, the City of Stockholm and the non-profit organisation EIDD Design for All Sweden.

The idea behind the project is that everyone should be able to use the same entrance and do so with dignity. Visitors arriving by wheelchair and those using a walking frame or pushing a pram should not be directed to an entrance at the back of the building or have to use the goods lift. The entrance should be dignified for visitors and for the building itself. Four extremely challenging cultural heritage buildings were chosen as pilots.

The project demonstrates the advantages of applying Design for All process instead of a traditional accessibility approach when addressing the complex challenge of making cultural heritage buildings accessible for all. An architect and a designer have been hired for each pilot project to lead a design process involving all stakeholders.

Concrete results so far are that the art gallery Liljevalchs konsthall/Stockholm and Boställshusen on Skeppsholmen, with Hotel Skeppsholmen as tenant, have now been made fully accessible for all visitors. The solutions in both cases involve the development of new industrial products.

PROJECT OBJECTIVES

The project objectives are multifaceted:

- *To demonstrate in practice, where earlier attempts to achieve accessibility have failed, the unique potential embedded in the Design for All approach being used as the basis for decision-making and design process.*
- *To resolve the traditional conflict between accessibility and conservation in cultural heritage buildings.*
- *To create innovative solutions which with or without modifications can be reused in other buildings.*
- *To demonstrate the difference between standardized and professionally designed accessibility.*
- *To create a model for the interaction between decision-makers/purchasers and executors/developers.*
- *To stimulate industry to develop/manufacture products which meet functional as well as aesthetic needs.*

METHODOLOGY

The project applies Design for All as approach, process and methodology.

A steering committee were formed in autumn 2006 with representatives for each of the three project partners and with a mandate to make all necessary decisions within the project including the procurement of architects, industrial designers and manufacturers.

Four pilot buildings were selected representing some of the biggest challenges that can be found in Sweden in terms of historic value and public interest, two of them owned by the Swedish National Property Board[4] and two by the City of Stockholm[5]

For each pilot project an architect and a designer were procured in open competition as process leaders.

For each pilot were also formed a project group with a broad representation of stakeholders, such as property managers, curators, tenants and people with different functional abilities.

All proposed design solutions within the pilot projects were openly discussed within a "product council" comprising the members of the steering group and all the participating architects and designers. One of the positive effects in this approach is that ideas and solutions from one building can be used in another.

The project represents an effective and creative way of collaboration and partnership, between central and local government, and among different professional categories, with a large degree of influence from the public, the visitors.

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[4] *Boställshusen on Skeppsholmen, now converted into Hotel Skeppsholmen which opened in late 2009; Södra Bankohuset, the world's oldest central bank building in the Old Town of Stockholm and now the head office of the National Property Board*

[5] *Liljevalchs konsthall, an art gallery on Royal Djurgården; and the Stockholm City Hall.*

DESCRIPTION OF THE SPECIFIC RESULTS OF THE PROJECT

Two of the four buildings being used as pilots (Liljevalchs konsthall and Boställshusen) have already been made fully accessible in a way that respects the architectural and cultural historical values of the buildings. Two completely new products, a specially constructed glass and steel lift (Liljevalchs) and a discrete lifting platform which moves both vertically and horizontally (Boställshusen), have been designed and developed within the project. An innovative method for contrast marking of stone material has been developed and is now being implemented in several heritage buildings. Other new designs within the project are still in the process of being manufactured.
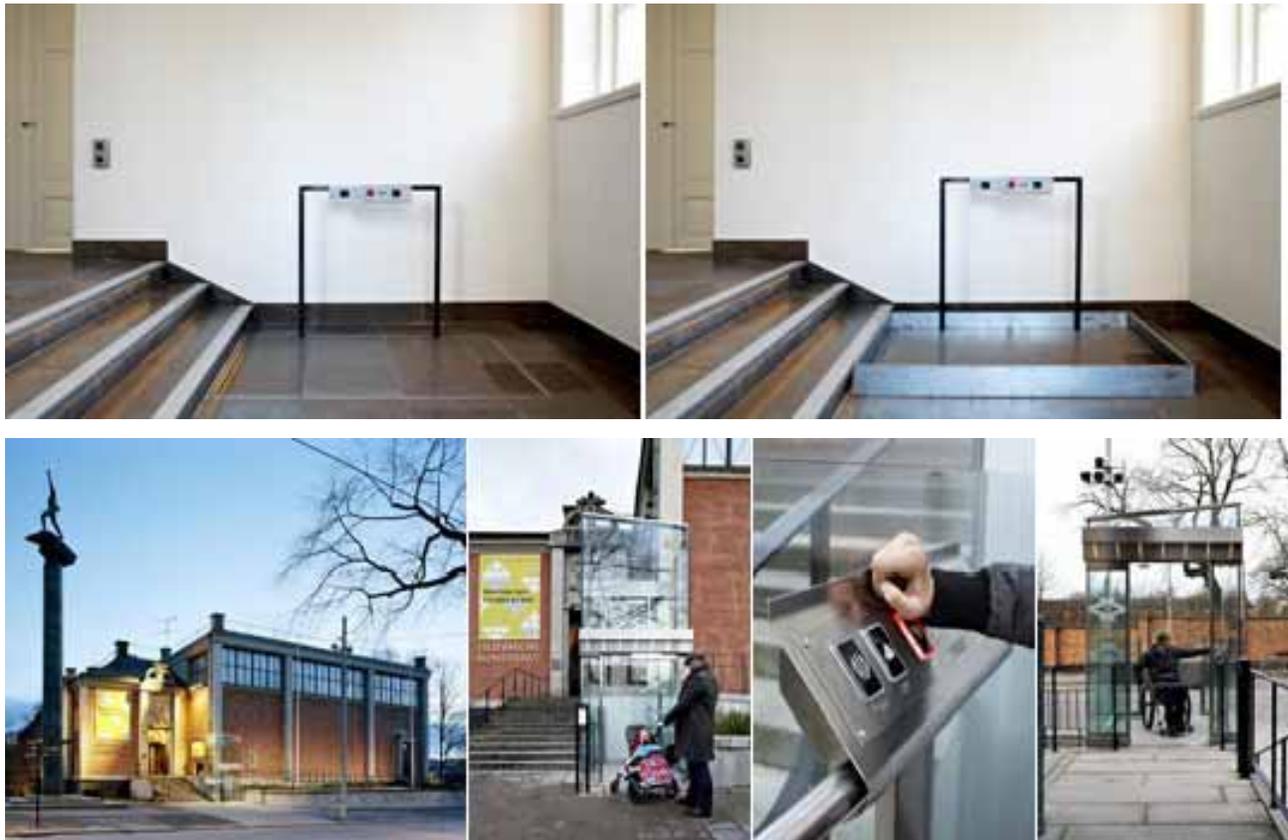
IMPACT OF THE PROJECT

Many heritage buildings and environments were created in the Middle Ages and the centuries that followed, when they often symbolized power and were as inaccessible as fortresses. In the twentieth century our view of man has undergone a radical change.

The cultural heritage should be open and accessible for all. There is therefore a strong need to find architectural and technical solutions which enable everyone to visit public buildings, solutions which also show respect for the buildings' heritage values.

The project Dignified Entrance has demonstrated that it is possible to make even the most challenging cultural buildings accessible for all without damaging their architecture and cultural historical value. Although tangible results already have been produced the project is still running. The final impact therefore still remains to be seen. No doubt, however, the project represents a breakthrough in Sweden for Design for All as decision-making, process and methodology. The Design for All approach has succeeded where earlier attempts to achieve accessibility have failed. Solutions that have been created within the project have also already been implemented in a couple of other buildings.

INNOVATION

The innovative value of the project lies both in the Design for All process that were designed for and applied within both the project itself and the pilot projects, and a couple of completely new products and designs that can be used in a large number of other buildings.

Organization Name: Swedish National Property Board

Contact person: Per-Anders Johansson (per-anders.johansson@sfv.se) www.dignifiedentrance.com

SKIEN, PORSGRUNN AND OSLO MUNICIPALITIES

Five film spots: the curb, the movie, crutches, superpappa and skateboard

PROJECT SUMMARY

Three public municipalities in Norway collaborated on the production of five film spots to be freely used by all: Skien, Porsgrunn and Oslo municipalities.

Each of the five film spots - the curb, the movie, crutches, superpappa and skateboard - communicates the message of equal opportunity regardless of personal situation. The clips purposely show situations that most people can identify with. If a wide variety of viewers can apply the humour in the films to their own experiences in life, the message gains relevance. Universal design becomes a topic that affects not only those with special needs, but encompasses anyone who has ever broken a bone, pushed a pram, rolled a skateboard, gone to the store with small children or watched a movie. In other words, almost everyone.

The films were produced to promote awareness and to communicate the importance of universal design in city planning. As planners, we have quite a large impact on city development in terms of public spaces, transportation, infrastructure, building projects and zoning.

Since "universal design" has a wide variety of applications, it's important for planners to be able to grasp the underlying design premise and communicate it onward to others. We thought that introductory film spots would deepen the understanding of what "universal design" is, and why it is important. Depending on the context, the clips can be shown in meetings, seminars or just sent out as an email.

Each film focuses on a different topic, and can be shown separately or together. "The curb" is about obstacles and seeing things from a different perspective. "The movie" is about not leaving anyone out. "Superpappa" shows how even the most resourceful can be defeated by one small practical detail. "Crutches" illustrates how ridiculous it can be to ignore the natural solution and press the user to extreme measures. The theme of "Skateboard" is alternative wheels, and how surfaces are not just for cars but for all rollers -whether on bikes, in wheelchairs, on skates or skateboards.

Considering this is a low budget student film project, we are very satisfied with the quality of the results. Westerdals School of Communication produced the film spots using two students: Ida Thurmann-Moe and Martin Sofiedal along with their teacher Morten Thomte. The students used humour as a way to get the message of universal design across, showing how different people react to obstacles in the city.

We hope that the five film spots will help city planners promote "design for all" in projects throughout Norway – and generally communicate the challenges that many users meet in their daily life

– giving equal opportunity to people regardless of physical requirement.

PROJECT OBJECTIVES

- *Define a product that can actively be used to deepen understanding of universal design, and communicate "design for all" as a concept.*

- *Produce a tool that can be used by public officials in a wide variety of settings, in any municipality or department, or public forum. Focus on media and film as an innovative tool for meetings, seminars, workshops, written communication or even larger audiences – a teaser for introducing UD as a theme.*

- *Creatively work together across the usual departmental boundaries and join forces to prioritize "design for all" as a criterion for planners in Norway.*

- *As public administrators, avoid boring and longwinded presentations about UD. Keep it interesting and test out the use of film spots as a visual and auditory media. Promote flexible use of the clips for any screen, whether in a theatre or on a pc.*

- *Think to the future, use younger producers and be open to new ways of communicating universal design. Be open to the student's way of communicating, implementing humour, perceptual shifts and a larger range of nuances in the films.*

- *Normally focused solely on the structural aspects, we planners need to widen the lens to encompass the emotional aspects of users when faced with physical obstacles: frustration, anger, loneliness and disbelief. Communicate these challenges in a positive way that is easily understood by the viewer.*

- *Share the product with anyone who would like to use it, without cost.*

METHODOLOGY

We three municipalities worked together on the film spots using the following process:

Define the problem in terms of work with UD

As a public administrator, be open about the problems faced at work. Define the need.

Work together to solve it

Join forces when facing a larger challenge. Find the common denominator in the partnership. Be creative, but realistic. Limit the amount of work to a manageable level. Define the project group, and schedule meetings.

(The project leaders from each of the three municipalities partook in all of the group meetings over a period of two years)

Get the necessary tools to work with

A public administrator often needs to communicate the needs of the user in internal, public or political forums at the start of the planning

process. Medial tools, such as film, create visual images and direct attention to the user. We three municipalities discussed film spots as an appropriate tool when telling others about UD and explaining the concept.

Use competent and creative consultants

The students at Westerdal School of Communication won the bid for making films about UD and produced the clips. It was a two year process, and we are very satisfied with the result. The student producers were creative, young and experimental with good communication skills.

"User focus" in the production

Universal design focuses on the user. A wide variety of people meet physical obstacles that hinder them from participating in city life. The project group has tried to keep the focus on the user throughout the production of film spots, and make the situations in the films applicable to a wide range of people.

Product availability

We have made the film spots available to anyone wanting to use them. They are available on the website www.u-u.no and on several other websites. "The curb" was launched on national TV over Christmas, and several of the other film spots have been used in seminars and meetings by city planners, lawyers and project leaders.

DESCRIPTION OF THE SPECIFIC RESULTS OF THE PROJECT

The result of the project is five film spots.

Each film focuses on a different topic, and can be shown separately or together. "The curb" is about obstacles and seeing things from a different perspective. "The movie" is about not leaving anyone out. "Superpappa" shows how even the most resourceful can be defeated by one small practical detail. "Crutches" illustrates how ridiculous it can be to ignore the natural solution and press the user to extreme measures. The theme of "Skateboard" is alternative wheels, and how surfaces are not just for cars but for all rollers -whether on bikes, in wheelchairs, on skates or skateboards.

IMPACT OF THE PROJECT

Use within the three municipalities

The films focus on the general aspects of "design for all". The general nature of the spots are due to the fact that the project leaders work in a different areas of Norway, in different departments and with responsibility for a wide range of ongoing projects: Oslo municipality, department of public transportation. Porsgrunn municipality works with accessibility and user friendly development and Skien works with designing attractive city spaces. All three are now putting the films out on their websites as information to their communities.

Use by other private and public offices

Several of the film spots have already been shown in seminars, on national TV, and are now being made available on the websites of

national departments. We are now sending out dvd's to those who work daily with universal design in public companies.

Potential use

The film spots can be used by anyone with an interest in design for all. We have now translated the subtitles to English for this award application, and are open to other countries who would like to use them. The films are easily understood since they are very visual and use few words.

INNOVATION

A bureaucrat is defined in the dictionary as a public official who is rigidly devoted to the details of administrative procedure.

To avoid the usual bureaucratic approach to communicating - specifically with power point presentations at the start of any meeting, seminar or workshop - we have started using film/innovative media in the public sector.

A link to download the five film spots.

https://rcpt.yousendit.com/1029783269/c3a66bfb8f2492b1e66fe2250e2d8acf

Organization Name: Skien kommune, Plan & forvaltning

Contact person: Laurie Smith Vestøl (laurie.vestol@skien.kommune.no)

www.u-u.no/filmer

COMPANY CATEGORY

LANDSCAPE STRUCTURE

A Higher Level of Inclusive PlayTM Initiative

PROJECT SUMMARY

Landscape Structures strives to create universally designed playgrounds that are accessible to all children. There are three components to a Higher Level of Inclusive Play: physical accessibility; age and developmental appropriateness; and sensory-stimulating activity (diagram). Combined, Landscape Structures used these to create inclusive play environments that meet the needs of all children in the same place in a variety of ways. A Higher Level of Inclusive Playground invites children of all abilities to play and imagine together--making them equal through play.

As part of this initiative, Landscape Structures has created an Inclusive Play Advisory Board a team of experts in the fields of child development, adaptive recreation, sensory play and occupational therapy that provide guidance for new products, concepts and user experiences. This board works collaboratively Landscape Structure staff to add value to current products and help shape future products and designs.

PROJECT OBJECTIVES

Landscape Structures Inc. was founded in 1971 by Barb and Steve King, and is headquartered in Delano, Minn. Landscape Structures is the leading commercial playground equipment manufacturer in the world, and the company has designed, manufactured, installed and

delighted children of all abilities with more than 50,000 playgrounds worldwide. In particular, Landscape Structures in the leader in designing for inclusive play through innovative products, playground designs and community education.

They are a great example of an organization that embraces the Design for All criteria (respectful with diversity, safe, functional, healthy, comprehensible and aesthetic) on all levels of their operations.

They demonstrate a commitment to healthy, sustainable communities in many ways. One is by creating play products that encourage children of all abilities to get outside, play together and be healthy. They are focused on taking inclusive play to a higher level by integrating more sensory play on the playground.

The primary goal for the Higher Level of Inclusive PlayTM Initiative is to help communities create universally designed playgrounds that are inclusive to all visitors. Landscape Structures believes that by actively supporting the local community through this initiative, they are better able to lead the way in creating healthy, play-friendly communities across the country and throughout the world. The Higher Level of Inclusive PlayTM Initiative is implemented company-wide, but its ongoing development falls to the Inclusive Play Solutions Team. This team includes four core members each of whom dedicate about 75% of the time to the initiative.

Landscape Structures works with a global network of local playground consultants. This includes 165 experts in the U.S. and

Canada as well as 45 experts internationally including Mexico, Europe, Asia and Australia. With an average of 15 years of experience, Landscape Structures' playground consultants are highly skilled professionals. These consultants work with a community every step of the way to create a successful community playground project. They are backed by Landscape Structures field technicians, designers, client service staff and receive yearly training in inclusive practices.

METHODOLOGY

Education is a key component of the Higher Level of Inclusive Play Initiative. This is done on many levels at Landscape Structures. Internally, all staff members are involved in trainings that introduce inclusive concepts of universal design, benefits of sensory play and current issues in disability awareness. Members of the Inclusive Play Solutions Team, with support from Inclusive Play Advisory Board members present at national, state and local conferences of many types (Parks & Recreation, special needs and therapy) on the concepts of inclusive play, universal design and sensory play.

The Inclusive Play Solutions Team has also created a series of certified webinars and trainings for architects and landscape architects on how embracing the principles of universal design and knowledge of how children of all abilities play can be used to create inclusive playgrounds for all children. These trainings are made available through the global network of local playground consultants located around the world.

Inclusive Play Advisory Board members also consult on new product design. This process also includes the input from community members and families of children of all abilities to provide initial design feedback, test prototypes and long term feedback on usage. Advisory board members consult and support Landscape Structures playground designers on playground design and layouts to provide all visitors with an inclusive experience of play that they will remember.

This past year Landscape Structures was the corporate sponsor of the 2nd Annual Inclusive Play Symposium: Play for Life. This event brings together speakers in the fields of play, and inclusive recreation to provide participants with a two-day event focusing on the importance of play across the lifespan for all individuals. This event included 60 participants from six states. Participants included students studying occupational therapy, landscape design and numerous professionals.

DESCRIPTION OF THE SPECIFIC RESULTS OF THE PROJECT

Landscape Structures has a long history of inclusion. In the early 1990s, Steve King was chair of a committee tasked to develop accessibility standards with a focus on physical needs for the ASTM (American Society for Testing and Materials). As a member of this committee he was appointed to the Federal Access Board's Recreation Access Advisory Committee in 1993. He was the sole playground equipment manufacturer to be named to that committee. Through this experience Steve had the opportunity to speak with community members of varying ability about their experiences of

play on community playgrounds. Through these experiences access and inclusion was woven into the fabric of Landscape Structures. Over the years they have lead the way in designing for inclusion including:

- *First transfer system for providing access to playstructure for children in wheelchairs, 1993*
- *First multi-rider accessible glider, Sway Fun®, 2002*
- *Universally Accessible Playgrounds Design Criteria, 2007 (See PDF document "2007 Accessible Design Criteria")*
- *First playground equipment manufacturer to advocate for a Higher Level of Inclusive Play by introducing the category of Sensory Play and bringing better playgrounds to all, 2010*

Through all these initiatives and the development of the new Inclusive Play Advisory Board Landscape Structures will to continue to be a leader in inclusive play for years to come.

IMPACT OF THE PROJECT

The Higher Level of Inclusive PlayTM Initiative resulted in an increase of inclusive playground designs by 15% over 2009 resulting in over $8 million in sales and the ordering of 32 Cozy Domes and 63 Sensory Play Centers in 2010.

This initiative includes the first partnership with a university community center that provides services to individuals of all abilities. (See Document Reprint Grattan Article).

In 2010, Landscape Structures initiated a partnership with Autism Speaks, a non-profit organization with the mission to change the future for all who struggle with autism spectrum disorders. Local Landscape Structures consultants have participated as Walk Now for Autism Speaks sponsors and Landscape Structures has provided a Sensory Wall for children to experience at these events. **www.autismspeaks.org**

1. **Provide access**
Accessibility is the first stage in ensuring all kids can benefit from play.

2. **Age and developmentally appropriate**
Designate a variety of play zones, from quiet to physically active.

3. **Social gathering space**
Kids of all abilities are placed at the center of play with their peers.

4. **Quiet, cozy escape zone**
Smaller, semi-private spaces help kids feeling over-stimulated escape the loud and busy areas.

5. **Varying challenges**
By providing them gradually increasing levels of difficulty, all kids are challenged to master new skills.

6. **Sensory activities**
You help all kids imagine and play together by stimulating their senses – increasing their social interaction and furthering their development.

playlsi.com

the outside scoop **15**

INNOVATION

Landscape Structures has a history of partnering with a variety of non-profit organizations that support play for children of all abilities.

KaBOOM! – Landscape Structures has had a 15 years relationship with KaBOOM! a national non-profit dedicated to saving play for America's children. "Our mission is to create great playspaces through the participation and leadership of communities. Ultimately, we envision a place to play within walking distance of every child in America." KaBOOM! has worked with community partners like the Center for Creative Play to create an accessibility toolbox for communities to build great playspaces for all children to play. www.kaboom.org

Boundless Playgrounds – Landscape Structures has had a 12 year relationship with *Boundless Playgrounds*, a non-profit organization dedicated to the promotion and technical direction of barrier-free playgrounds. In addition to designing and installing over 40 projects with Boundless Playgrounds, Landscape Structures design staff has completed training programs provided by their organization. www.boundlessplaygrounds.org

Shane's Inspiration – For the past 10 years Landscape Structures has worked on more than 25 playgrounds with Shane's Inspiration, a nonprofit organization that develops Universally Accessible Playgrounds that allow children with disabilities to play side-by-side with their able-bodied peers. They also provide community outreach,

education and transportation programs with the collective goal of overcoming the barriers of bias, fostering friendships and understanding among children of all abilities. **www.shanesinspiration.org**

The Miracle League – Landscape Structures has been the Preferred Playground Partner to The Miracle League for the past three years. Through this partnership, **Landscape Structures** has the privilege of connecting with many community champions, the directors of the local Miracle League organizations and their supporters, to continually gain knowledge to better serve the needs of children with disabilities. **www.miracleleague.com**

Landscape Structures has numerous other alliances and partnerships which can be reviewed at
http://www.playlsi.com/Learn-About-Us/Affiliations/Pages/Affiliations.aspx

Organization Name: Landscape Structure, Inc.

Contact person: John McConkey (**JohnMcConkey@playlsi.com**)
www.playlsi.com

TAU CERAMICA

TAU cerámica's haptic collection

PROJECT SUMMARY

TAU Cerámica's CERGOCIVIS* project sets out to develop products using Universal Design guidelines and taking biomechanics criteria on board, with the aim of promoting accessibility for people with reduced mobility (PRM) and the elderly, increasing the user's comfort and safety, and at the same time extending the ways in which ceramic coverings can be used in new spaces such as pavements, roads, squares, railway station platforms, shopping centers, airports, etc.

Everyone, regardless of age or any intrinsic physical limitations, has the right to enjoy a welcoming environment in which there are no barriers.

TAU Cerámica offers a line of floorings which take the differences between users on board and are designed to help those people who require greater attention

The CIVIS SYSTEM includes the CIVIS'AGORA® line, offering floorings for use in public spaces which give people feelings of durability, safety and comfort.

CIVIS'AGORA® is a system of coverings for construction purposes designed for public spaces. It has emerged from the research work

carried out by TAU together with the Instituto de Biomecánica de Valencia (IBV) and the Instituto de Tecnología Cerámica (ITC).

It is a genuine one-stop solution which guarantees accessibility in urban environments and greater safety than other types of flooring, provided that it is properly installed using the specially developed adhesives.

At the same time, the systems offer improved mechanical strength compared to the pathologies seen in public spaces and their properties are able to stand up to wear and friction, and are also easy to clean.

These products have been designed in accordance with the principles of "Universal Design" or "Design for All", which gives them properties making them safe and comfortable to use and also helping to improve accessibility in urban planning and construction.

PROJECT OBJECTIVES

The solutions adopted nowadays with urban paving present problems due to the way they are designed or installed which may cause risks to or practical problems for users. These risks may include falls, slips, trips, a general lack of comfort in use, etc.

These risks or problems in use are usually aggravated with the tactile or haptic floor tiles which are currently used and in addition to the risks stated above there are also others such as problems in getting around with prams or wheelchairs, poor support when using

walking sticks, the lack of safety put across by tactile floor tiles (especially when they are installed on a slope), etc.

Components as common and necessary as floor marking tiles have to combine a series of properties which guarantee their function (markings designed for the whole of the population) and, as far as possible, reduce any risks as a result of poor design.

The "haptic" product range is the only pavement solution that incorporates different intensity levels of its structured and tactile surfaces.

METHODOLOGY

Below we assess the properties which are most important to a safe, comfortable interaction considering all categories of the population including reduced mobility circumstances which require technical components and aid such as wheelchairs, crutches, walking frames, prams and pushchairs, etc.

-   Blister or strip height. The main function of the blisters is tactile detection, by contact, of both the blisters themselves and their associated meanings (pedestrian dropped kerbs or edges of pavements). As a result we recommend reducing the height of the drop to the optimised minimum which will guarantee this detection. This will help to reduce the risk of trips as each relief, edge or upper rim considerably increases this risk, especially for the elderly, due to the way in which they tend to walk (they do not lift their toes up as much when walking). This point becomes a more serious matter

when the floor tiles are installed on sloping surfaces such as pedestrian dropped kerbs, and this height also means that if the weight of heels, walking sticks, etc. is placed upon the edge of the drop or strip, as a result of their gradients the potential "fall" or slip can lead to a loss of stability. The solutions provided by the Haptic collection offer reliefs which never exceed the recommended toe clearance (Winter et al, 1990) which means this can be considered a change for the better.

- Effective support surface. This design needs to be created with the aim of being perceptible to the touch (and chromatically if the person in question is not totally unsighted) (ONCE, 2003) by people including those who are visually impaired. Even so, we have to consider the consequences for all other users, as the fact that there is not a great deal of foot support means that this kind of pavement can cause the elderly to lose their balance, sprains, obvious discomfort for people wearing high heels or thin-soled footwear, trips (which can be extremely dangerous as these are areas which tend to give warning of transitions such as changes of level, pavements, pedestrian dropped kerbs etc.) and the difficulty in manoeuvring with items on wheels such as wheelchairs, prams, bicycles, etc. The drop tile from the Haptic collection offers two improvements over existing solutions: it increases the area of support on the upper plane (larger area in the blister tray) and allows additional support to be provided with the lower plane (as the relief height is lower this allows combined support on both the upper and lower planes).

-   Visual contrast: as has previously been mentioned, the aim of these systems is not only to trigger tactile feedback but also to combine it with a significant visual contrast which means that the Haptic collection designs shown by TAU CERAMICA include a change of texture in the upper plane which is deemed to be a good thing in order to improve visual contrast.

-   Distance between drops/strips. The distance between the drops and strips used with existing solutions (25 mm) is excessive as it generates gaps in which heels, wheelchairs, etc. can get caught which can be dangerous to users. This comment is supported by the fact that there is no legislation by the Spanish Autonomous Communities on accessibility which accepts gaps in urban paving of more than 20 mm in any direction (e.g. Order of 9th June 2004 by the Generalitat Valenciana, decree 13/2007 by the Community of Madrid). The Haptic collection designs shown by TAU CERAMICA reduce this distance which can thus be considered an improvement.

-   Slipperiness. Another form of entrainment is the kind which can cause a slip, especially with the tactile solution involving longitudinal strips where, as has been stated previously, the support surface is reduced by half and thus the friction is altered accordingly. These strips, laid out in the direction in which people will be walking, can easily be converted into sliding rails. Therefore, due to the shapes of the edges of the drops and the strips (which have a significant relief), and due to the way in which they are installed, in many cases on gradients varying between 6% and 10% according to their locations, tiles of this type require specific ramp-type tests as they are more suitable for the actual ways in which the

floor tiles will be laid out. Similarly, experience shows that measuring friction by using the laboratory friction tester as required by the current Technical Building Code in Spain in order to estimate surfaces with reliefs, is totally unpredictable. The Haptic collection designs shown by **TAU CERAMICA** include a texture from which we can infer a suitable slipperiness coefficient even when measured using a ramp pursuant to the LINEEN 13451-1 standard and under the worst possible conditions (barefoot).

DESCRIPTION OF THE SPECIFIC RESULTS OF THE PROJECT

TAU'S Haptic collection designs include design criteria based upon the characteristics of users and the ways in which they walk, they provide considerable improvements over the solutions currently in use, as they guarantee the function which these floor tiles are expected to provide (giving warning and identifying unusual elements such as pedestrian dropped kerbs) as far as possible reducing the risks in use deriving from inappropriate designs. As a result of applying these criteria there is an increase both in comfort in use and in the safe interaction between all users and these designs.

IMPACT OF THE PROJECT

The Haptic collection combines a series of characteristics guaranteeing its functionality (signing for everyone) and reduce the risks caused by poor design as far as possible.

Safe, comfortable interaction is based upon the height of the button or strip, the effective supporting surface, visual contrast, separation of the bosses or strips and slippage.
Specially designed for areas with signing coverings for changes of environment or use.

The "haptic" product range is the only pavement solution that incorporates different intensity levels of its structured and tactile surfaces.

INNOVATION

Some interactive devices meant for the user have been incorporated in the conception of this product, introducing the latest design technology available for public spaces. Hence why we have applied Kansei engineering in the emotional design of this product, measuring its characteristics to reduce the tiredness generated in static and dynamic bipedestation, studying its optimal friction level from its ergonomic point of view as well as its maximum textured level to avoid any walking problems on it.

Organization Name: TAU CERAMICA

Contact person: Javier Portoles Ibañez (info@ese3.com)
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ACCESS FUTURE (ACCESSIBLE PORTUGAL AND ESSENTIA) TOURISM AND ACCESSIBILITY

PROJECT SUMMARY

Aware of the opportunity of social and economic benefits of adapting the tourist destinations to host people with special needs, *Accessible Portugal* and *Essentia* felt they could make the difference helping territories and their agents to move forward in the field of tourism for all.

We introduce stakeholders to innovative applying methodologies, from a conceptual to an operational level of business. We believe demand for tourism for all justifies this time consuming and demanding work, so we want to share with tourist agents the vision that destinations commitment to the pursuit of a common objective of excellence pays off. We want to stand up that the creation of travel, leisure and tourism conditions for everyone, with or without special needs, is good for business, employment, social recognition of disabled people and promotion of a culture of accessibility. The consortium is born as the first Portuguese partnership that associates the accessibility concerns with the domain of tourism destinations and its communities. We hope these destinations will be able to qualify and differentiate, not only by the terms of a social label but also as an added market value.

PROJECT OBJECTIVES

Contribute to the development of the tourism for all in Portugal.

- *Highlight some "destinations of tourism for all" driven by excellence, quality and distinction by the means of the full understanding and valuing of the "DNA" of the territories.*

- *Promote the culture of accessibility in every destination through the involvement of local actors in common strategies designed to develop accessibility in a systemic way.*

- *Give the tourism agents the useful tools estimated to transform their territories into "destinations of tourism for all", making them more attractive for people with special needs and their relations (families, friends...), diversifying the traditional tourist markets.*

  - **Look for new opportunities and new markets, assuming today's state of affairs as an opportunity to conquer new clients, reinvent the services and "warming up" the economy (inclusion may be seen as good business). The consortium works to assist de efforts of those destinations who are working hard to offer convenient, comprehensible and aesthetically appealing services and facilities to the disabled tourists.**

  - **Given the gap between the needs of the demand and the capacities of the offer – and although we should see this problem as a whole – we deliberately pay attention in the first hand to the qualification of services and the training of staffs involved in the "tourism for all" operations. By promoting these values, sensibilities and skills among the stakeholders of the destination, the consortium expects to promote a greater understanding about the "Design for All" approach.**

- Demystify the design of hotel rooms for disabled people, showing to promoters, owners and managers the benefits of the "Design for All" in their business.

- *Promote the introduction of adaptive and assistive technologies, thus making tourism experiences more pleasant and comfortable for all customers.*

- Join the efforts of those who want to change the way the assistance to the disabled person is approached, contributing to create a more positive, participative and ambitious framework, aimed at strengthening the abilities of every human being.

- Stimulate the commitment of national authorities (i.e., *Turismo de Portugal, I.P., Instituto Nacional para a Reabilitação, I.P.*) in the task of the qualification of the "tourism for all".

METHODOLOGY

The consortium have joined the consultancy skills and broad experience in Tourism of *Essentia* with the "tourism for all" commercial know-how of *Accessible Portugal*, as a tour operator and travel agency specialized in accessible tourism, to develop a replicable model of integration and management of "destinations of tourism for all". The pioneering model focuses on the collective involvement of the stakeholders of the destination and lies on the following principles:

1. *The creation of a task force, composed of tourism agents, public officials, social institutions and other relevant stakeholders of the destination;*

2. *The outlook is discussed and decided by the collective of the task force in order to achieve a framework that complies with the identity of each territory and is faithful to its needs and wills;*

3. *The framework adopts a systemic approach which covers a wide scope of actions, spreading from the dimensions of tourism hardware (attractions, venues, hotels, etc.) to the dimensions of the software (services, training, etc.);*

4. *The implementation of the actions obeys to an initial phase of tests (famtrips with people with special needs);*

5. *The outlook delivers a target communication work (creation of various communication media);*

6. *The outlook delivers also the extension of the framework among the stakeholders of the destination (workshops, seminars, training, manuals, etc.), along with the awareness of the local population;*

7. *Develop a marketing job accessible tourism product through different formats (flyers, website, brochure, roll-ups);*

8. *Develop a certification system adapted to the customer. the governance and the outlook are strongly compromised with the adoption and production of innovative contents concerning the accessible in the tourism sector (articles, studies, involvement in projects of R & D nationwide);*

9. *The viability of the framework is achieved by an active procurement of financial, technical and institutional support;*

DESCRIPTION OF THE SPECIFIC RESULTS OF THE PROJECT

The most prominent result of the consortium is the assignment of the trademark AccessFuture, with effective results:

A. **Project management of the awarded operation "Lousã, accessible tourism destination"**

1. *Setting up of a structure of mission in which the municipality of Lousã plays a strategic role (with up to now 14 local agents from public, private and associative purposes);*

2. *Creation of a technical team to manage this structure;*

3. *To achieve the viability of this framework, some applications to national and European funding have been applied successfully;*

4. *Checking-up of all accommodation establishments in Lousã, in terms of tourism for all services;*

5. *Assistance to the Technical Team in several awareness and training actions (i.e., 4 workshops to raise the awareness of local agents, a "Manual of Recommendations on Accessibility" for the tourist offer and awareness-raising actions among the residents);*

6. *Assistance to the involvement of two international strategic partners (ENAT and TGB) and national and regional institutions;*

7. *Come along local tourist agents in national and international missions;*

8. *Speakers in seminars dedicated to accessible tourism: Portugal, Spain, Austria, Italy and Czech Republic;*

9. *Test scheme of destination famtrips in Lousã, with 58 tourists, 15 of them with special needs;*

10. *Advising on the certification system for the municipality of Lousã, provided by TGB;*

11. *The operation was granted the European Enterprise Awards 2010.*

B. Organization of several tourism agents awareness sessions requested by Hotel Association of Algarve, and by *Turismo de Portugal* under the theme "New perspectives for tourism: Universal accessibility as quality referential", with relevant speakers, such as *Socytec, ProAsolutions*;

C. Publication of "Tourism for all" articles in the specialized media

D. Expertise in the project "Inclusive Tourism – development of care skills for people with special needs", resulting in a set of educational resources: Manuals and a E-learning Module for training purposes;

E. Collaboration in the planning of "tourism for all actions" in several applications to *Rampa Program*

F. Accessibilities study in the world heritage, requested by the *Turismo de Portugal*;

G. Vowel of the Portuguese Technical Committee for Standardisation of Tourism – CT 144.

IMPACT OF THE PROJECT

- *First hand mobilization of the Turismo de Portugal, I.P. for the economic relevance of working some targets on tourism for all;*
- *Greater awareness of the academic world to the importance of this theme, measured by the increasing numbers of scientific studies dedicated to tourism for all;*

- *Greater awareness of hotel owners, promoters and managers in regard to tourism;*
- *Greater awareness to the responsibilities of municipalities in terms of planning and management of their territories as "destinations of tourism for all";*
- *Individual and collective empowerment of these two partners of AcessFuture, who know share skills to enable some integrated product and destination solutions of "tourism for all", unique in Portugal;*
- *Creation of a partnership culture in a field of work where traditionally agents tended to work on their own;*
- *Development and national and international extend of the concept of the "Take Care Destination", empathizing the role of product and services in tourism for all;*
- *By the specificity of a whole set of services, one of the impacts of the project was its great visibility in the media and, particularly, in the tourism suppliers;*
- *Finally, the project contributed to increase the awareness of the society, in general, to the rights of people with special needs in terms of access to voyages, leisure and tourism. Thus, today there is a greater conscientiousness of these rights among the potential clients of tourism for all in Portugal.*

INNOVATION

The project is meant to customers such as private tourism agents and municipalities who seek an innovative approach to the development of more accessible tourism services and destinations.

AccessFuture offers integrated services from the conceptual to the operative/executive plan. We offer integrated consultancy and tour

operator services with the purpose of answering a wider range of needs (changing of mentalities, motivating local players to tourism for all business, etc.). In a way, there is a greater focus on the providers of "services" and "products" of tourism for all. Thus, our services go beyond the traditional rehabilitation approach and promote a set of economic benefits for tourism suppliers and for social institutions that want to explore an opportunity in tourism. Because it relies on the promotion of an economic and social benefice to the territories and its stakeholders, this approach promotes real changes and therefore boosting, direct and indirectly, an effective inclusion of people with special needs.

In practice, we serve as facilitators, connecting links needed to set an integrated tourist offer meant for every tourist, regardless of his condition. The relationships undertaken in these links need to be stimulated, tested and empowered in the terms of bottom-up strategies in order to improve the collective skills, confidence and reliance needed for the creation of accessible products/services/activities which seamlessly serve tourists with special needs or not.

We stand up for an approach that refuses the creation of "all-accessible destinations", a kind of *ghettos* for disabled tourists, where the integration of people with special needs was not met as a value. "Tourism for all" does not need to be a burden, it is in itself an opportunity for the destinations, the tourism suppliers, the social institutions and, nevertheless, every citizen – and we are fully committed for that to happen.

Organization Name: Consortium between Accessible Portugal (Tour Operator and Travel Agency) and Essentia (Tourism Consultants)

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NGO CATEGORY

BASKIN ASSOCIATION

BASKIN, a Basket-ball designed for all

PROJECT SUMMARY

The name BASKIN indicates a new pedagogical design of *basketball,* transformed into a radically *inclusive* activity with great attention to the human diversity in terms of physical and mental abilities. After the first experiments in 2003 at Cremone (North Italy), Baskin has been presented in 2010 at a national level as a new sport really designed for all, where it is no longer people that must adapt themselves to an already built sport, but it is the sport that is tailor-made to people.

Baskin is arousing a growing interest in:

1) The education system, for its great educative potential

2) The sport movement, for its welcoming identity able to reach a much larger range of users

3) The disability world, for its power to generate inclusion, far from usual segregated or charitable opportunities

4) The university, for its originality that renews pedagogy, anthropology and epistemology of sport.

As result of a pedagogical engineering process based on a cutting-edge cultural matrix, this innovative model of sport is maybe anticipating a more people-centered sport development in the 21st century, generating a global restructuration of the standard sport economy.

PROJECT OBJECTIVES

Baskin looks like the 1st structural model that transfers so deeply the approach of "design for all" into the sports phenomenon.

We think especially interesting to adopt here an historical perspective to show that the evolution of different fields like industry, architecture, education and sport are influenced by the same sociocultural evolution towards human diversity.

History shows that civilisation has explored different ways of dealing with "human diversity", moving from a cultural model based on the exclusion of vulnerable minorities to the gradual construction of a new model that takes these minorities into account to an ever-increasing extent.

1ˢᵗ phase: "*marginalising paradigm"* (or "*exclusion*" one), with hostile, pitiful or uninterested attitudes towards minorities like disabled people

⟶ **NO DESIGN for them**

2ⁿᵈ phase: "*differencializing" paradigm*. The rights of the minorities had been progressively recognised in the fields of education, mobility, work and free time, thanks to the creation of different specific products or services that suit to each human category, often in separated contexts

⟶ **SPECIAL DESIGNS for them**

3ʳᵈ phase: "*universalizing" paradigm* (or "*inclusion*" one). Gaining ground today, this new model is encouraging to recompose the unity and the cohesion of this world fragmented in different categories[6].

⟶ **DESIGN FOR ALL**

In this evolutionary process, what education system has begun doing, by preferring the inclusive education model ("one-track approach") over the special schools model ("dual-track approach"), should be followed by the other areas of society, like mobility, housing, free time activities, under the same *universalizing paradigm*.

So, focussing on the field of free time activities, as crucial area for the everyone's quality of life, we can affirm now that Baskin's project accepts the cultural challenge to enter in the 3rd phase. And let's underline the real need to face in the sport movement, which

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[6] *Indeed, vulnerability is not anymore something to be handled only in special institutions, through special services and using special products, but it is rather a universal human should be hosted in a "global system designed for all" ("unitas multiplex", E. Morin)*

has internationally remained on its old pattern, stopping its *evolution towards human diversity* between the first 2 phases:

- ▪ *The "exclusion paradigm", because many people with and without disability are excluded to sport participation.*
- ▪ *The "differencializing paradigm", because many sports are specially designed for men, women, mental disabled people, physical disabled people, ...*

METHODOLOGY

It is interesting to note that Baskin is the result of creative cooperation between teachers of physical education and parents directly in touch with the worlds of sport and disability. The key methodological principle was creating an inclusive and cooperative way of working among all the organisers to reach a cooperative and inclusive situation among all the players (a macro-inclusion to get a micro-inclusion). But not only instructors were solicited to find the best practical solutions, since it was essential to make directly protagonists the USERS too!.

So, the "pedagogical design" of Baskin that was reached in 2006 had been the result of a low empiric process, after almost 4 years of systematic observation, making progressively evolve the rules of the game in order to constantly improve the promotion of human diversity in the team and to answer always better to the needs of the different players. In 2006, Baskin Association was created and the global system of rules became official. But the evolutionary process of perfecting this pedagogical design has followed up to now, thanks

to the feedbacks of the community of users, actualizing the rules each year (*like a "WIKI" method*).

In a more concrete approach, Baskin's methodology put into practice the inclusion principle, starting from the abilities of the players; thanks to 4 main kinds of pedagogical adaptation (*see the Video for the detailed description of the 10 rules that govern the game*):

1) Material adaptation: use of more baskets: 2 normal and 2 lower on the sides; the possibility of replacing the normal-size ball with another one with different size and weight in case of shoot in the lateral baskets

2) Space adaptation: protected areas designed to ensure the shot in the side baskets

3) Rules adaptation: each player has a role defined by his/her motor skills and has therefore a direct opponent of the same level. These roles are numbered from 1 to 5 with their own rules

- *Defence authorized only on the direct opponent*
- *Tolerance for dribbling (accepted by rules)*
- *Limited no. of shoots during each period*

4) Communication adaptation: possible assignment of a mentor, a team player which can accompany more or less directly the actions of a fellow who may need it

We do believe that Baskin's methodology could be considered like a structural proposal for a new sport model designed for all.

DESCRIPTION OF THE SPECIFIC RESULTS OF THE PROJECT

The general results of this project respect the 6 criteria that define the Design for All:

Respectful with diversity: Baskin successfully meets the challenge of extending participation to a big diversity of users, all playing together in the same team, so not in the usual separate way defined by previous human categorisations. Baskin translates the principle of inclusion in various ways:

- *inter-gender: girls AND boys*
- *inter-ability: with AND without disability with mental, sensorial AND motor disability with light AND severe disability*
- *inter-experience: with AND without previous sport experience*
- *inter-generation: with different ages (youngsters, adults, seniors)*
- *inter-culture: with different ethnic roots*

Each player has to face a real challenge meeting his/her skills, so without the charitable spirit towards e.g. disabled people. The common success depends on everybody. Indeed each one can bring to the team a critical contribution and become *the* decisive player for the final exit of the match!

Safe: In Baskin, there are 2 protected areas for players who need more physical and psychological stability to play, what is a crucial question when people with so different conditions (even in wheelchair) are playing on the same ground

Functional: Beyond a mere improvised tolerance towards diversity, there is a precise structuration of the rules system, oriented to a functional differentiation of 5 roles inside the team. These qualitatively modulate the responsibility of all players.

Healthy: Baskin makes concrete the institutional good purpose: "*more sport for more health for all*", giving the opportunity to everyone (not only people who have a "classic sporting profile"!) to lead a healthy style of life through the participation in a sport activity.

Comprehensible: Baskin makes sport accessible to all using 2 main strategies: the cooperative learning methodology and a peer-tutoring system inside each team. Moreover, few are the rules to know for each role and the information is adapted to the profile of each player.

Aesthetic: Baskin does not sacrifice either the beauty of inclusion (or its specific emotions) because of sport, or the beauty of sport (and its specific emotions) because of inclusion, what makes the game also attractive to all spectators! Indeed, Baskin is designed to be played but also to be watched!

IMPACT OF THE PROJECT

The "sport designed for all" (or "inclusive sport"), through the good example of Baskin, calls a new restructuration of the international sport system with 4 main impacts:

1) *EPISTEMOLOGICAL IMPACT: Sport activity   a new cultural object*

2) *ANTHROPOLOGICAL IMPACT: Sport person   a new human subject*

3) SOCIAL IMPACT: Sport performance a new meritocratic model

4) ECONOMICAL IMPACT: Sport market   new   economical dynamics

1) FROM sacred object for elected population TO objects designed for the whole humanity

By passing from a *natural exclusion process* to a *cultural inclusion process*, Baskin symbolizes a paradigm shift in the sport history: humanity cannot think anymore *Sport* in terms of a sacred object which can't be modified and which suit only to an elected population. It is not anymore the persons who must be adapted to the already existing sports, but the sports which should be designed to suit to the persons. So, we pass from the requirement of an *ergonomic design of human beings* to the one of an *ergonomic design of sports* (and society).[7]

2) FROM standard individual TO real persons

The inclusive sport model, as Baskin shows, accepts the cultural challenge to escape the normativity and "the stifling confines of the *average*", which is the mere statistical product of a standardisation purpose, too abstract for the real life. The "standard individuals" don't exist! Baskin is just addressed to the *real* persons.[8]

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[7] *In a less normative point of view, Baskin fill the gap in the panorama of sport opportunities, overcoming the obligation for people to participate only in a separate way in sport opportunities according to their human categories. So, Baskin (as would allow all the future inclusive sports) gives finally the choice: to practice an inclusive sport or a specialized one, respecting the principle of empowerment.*

[8] *Because the "sport" model of 20th century was designed for a certain "standard individual" (with or without disability), most of real people (disabled or not) are still excluded to participate in the standard opportunities of this sport model.*

3) FROM an illusory meritocracy to a fair meritocracy

Baskin provides a new performance assessment system, based on the objective personal capacities.

Valuing the *relative performance* (and not the *absolute one*!), it promotes a new idea of justice and fairness in sport and it suggests to change from a *privileged heroism* to a *merited and more democratic one*.

4) FROM < 35% of potential users of Basket-Ball TO > 80%

of potential users of Baskin In the last 25 years, the contemporary sport passed from an economy of offer to an economy of demand. Now, the inclusive sport model, as Baskin shows, opens the club's doors to a much larger range of potential participants (disabled or not!): a jump from 35% to 80% of population. So, if this change became widespread, the new situation could profoundly revitalize the territorial sports economy and regenerate the whole sports market (which represents today almost 2 % of the GDP in European countries).

INNOVATION

The innovation of this project regarding the conceptualization of "Design for all" refers to the kind of "objects" which Design for all usually focussed on: from material to immaterial ones – beyond the classic distinction between products and services – i.e. from elements of the physical environment (buildings, furniture, objects) to elements of the cultural environment (sport, science, art, …).

Indeed, even if the object of Baskin project can be classified in the category of "services", it is not only a question of making accessible a sport service already existing, as we usually imagine it through economical, architectural and human resources *(1/ accessibility to move inside the gymnasium; 2/ accessibility to reach it by different means in the city; 3/ personal support of trained professionals and volunteers; …)*. The object of Baskin project is to change the architecture of sport itself as a cultural object.

That is this transfer of usual application of design for all to the cultural phenomenon of sport which is innovative according to us. So, the concept of "design" applied to "sport" refers to its pedagogical *architecture*, what means the "internal logics" of each sport, formally defined by its rules. That's why we have talked much about "pedagogical design".

According to the quality of this design, each sport activity has an *ergonomic structure* more or less adapted to the human diversity; and this happens even if all economical, architectural and human resources are provided, because the standard architecture of sport tends "to exclude people or to separate them by transforming human diversity into homogenized human categories".
Moreover, let's note that this "internal" dimension of "design" has an obvious consequence on the "external" dimension of sport, through the quality of show offered to all spectators.

In conclusion this innovate application of Design for all calls a big "pedagogical laboratory" that should be open in sport's world with the purpose to reinvent the different activities in an inclusive way.

Building a new inclusive model of sport – a more human-centered one – can be interpreted as a real challenge for our society in the 21st century.4

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RETINA NAVARRA ASOCIATION

Cinema and theatre accessible

PROJECT SUMMARY

Accessible cinema

These are sessions which the technical and human resources are used to show accessible cinema for all.

These sessions have subtitle for deaf people, audio description for blind or people visual impaired, an abstract of the argument in Braille and big letters with contrast, reserved places for wheel chair's users and the film presentation with a sign language interpreter.

Accessible theatre

These are sessions with productions included at the Official Program of the most representative Pamplona's theatres.

These sessions have become accessible to people with serious visual impairment, through audio description systems, and those with average hearing disabilities through headphones for a custom. These sessions have also been accessible to people with motor problems and wheelchair users.

We also organize and support the program: "Scene and Disability", which promote theatre and dance companies that integrate people with disabilities on staff.

PROJECT OBJECTIVES

- *Demonstrate that it is possible that you are film and theatre recreation accessible to all people, regardless of their physical, intellectual, sensory or mental, that is, respecting human diversity.*

- *Giving people with disabilities the option of watching films and theatre as an activity within the existing leisure facilities in our community and thereby improve their quality of life.*

- *Work in raising awareness with businesses and individuals in the world of cinema for the approach of his work and exhibitions have in mind the requirements of universal design concepts using technology as an innovative element that makes it possible.*

- *Demonstrate that it is increasingly clear that improvements in universal accessibility to information and culture are an added value for companies that offer this series of public services.*

- *Promote employment of people with disabilities in dance and theatre companies.*

METHODOLOGY

Eight years ago the Retina Navarra Association had the idea of cinema and the theatre accessible to all people, and in that time without resources, audio description was made live. Retina Navarra behind the project worked with a company that subsequently explode in Spain, but at the entire edition of Navarra and disclosure ago from Retina.

The theatre and film sessions are offered free of charge but always integrated into the scheduling of rooms and theatres not to generate any kind of discrimination. Anyone can call the Association to obtain their input, having special reservations for groups of people with disabilities.

Presentations Cycle Scene and Disability "are integrated within the Gayarre Theatre program.

Human Resources:

- *Administrative Assistant Office Management Retina Navarra.*
- *Project Coordinator, paid from Retina Navarra.*
- *Technical audio description and subtitling.*
- *Voice for the recording sessions for film and broadcast live theatre sessions.*
- *Volunteers for accompaniment.*

Technical resources:

- *Braille printer.*
- *Laser Printer.*

- *Headphones.*
- *Software for subtitling.*
- *Audio and recording equipment.*

The sessions are assessed through questionnaires quality completed by users.

DESCRIPTION OF THE SPECIFIC RESULTS OF THE PROJECT

- *It has managed to maintain a stable program with a movie every two months and six to eight theatre sessions accessible.*
- *It has kept a room occupancy averaged 90%.*
- *At all meetings was attended by media.*
- *Members of the City of Pamplona and other institutions have attended the sessions as spectators, proving that the integration of all people is possible.*

It has gotten to the theatre and film sessions are accessible for all, involving people with different abilities, all ages, social conditions, race, gender, etc.

IMPACT OF THE PROJECT

In the sessions have involved at least 10 different social entities and persons with disabilities have not only assisted with family and friends, also enjoyed a meeting point to meet other people.

The company Navarre also is assimilating the universal design as part of any activity because the accessible meetings of cinema and theatre do not differ of other, they do part of the programming and the contents are the same, by what no differentiation is done.

People were afraid to leave now have leisure activities that are comfortable.

And the most important social impact that we emphasize is that we have broken the prejudices of those who thought that people with disabilities can not enjoy a standard entertainment.

INNOVATION

To make the film and theatre were available had to make an investment in technology and media can easily switch from live action to a recorded action. We have implemented captioning and audio description on the dvd advantage of new recording technologies.

We also believe that the public is innovative integrated and no "special" sessions.

Organization Name: RETINA NAVARRA Association

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SONOKIDS AUSTRALIA

All Abilities ePlayground – Ludic Design for All

PROJECT SUMMARY

Play is essential for every child's wellbeing, development and quality of life. For children with a disability opportunities for independent and explorative outdoor play are in general limited or lacking. Recognising every child's right and need to play, Sonokids created the All Abilities ePlayground: an online play space as accessible and as userfriendly as possible. It is a unique virtual play environment that was designed and developed from scratch from the point of view of - and with the involvement of - children who have a wide variety of disabilities. Design for All was applied so that in the ePlayground children with a disability do not encounter barriers to play but instead will find they can play and learn things on their own. The design is attractive, flexible and supportive to suit individual needs. Innovative navigation makes the ePlayground a more or less 'ideal' play space for all children to enjoy, explore, to share and to be empowered by.

PROJECT OBJECTIVES

Accessibility and usability

The ePlayground aims to respect the diversity of children's abilities and needs, and to enable all children to play with pleasure and in a dignified way. Rather than focusing on a childs disability, the starting point for the design was what an individual child is capable of doing and then aiming to build on this and make it as easy and fun

as possible. Design for All is used in an innovative and revolutionary way with the aim to engage all children in play. The design aims to be intuitive and easy to understand, its unique accessibility and usability benefitting all children. The project aimed to use children's feedback throughout the design process.

Empowerment

Play is essential for every child's wellbeing, development and quality of life, as play stimulates and supports imagination, skills development and cognitive learning. Unfortunately children with a disability in general have less opportunities for independent and explorative outdoor play. The ePlayground aims to reflect an all-inclusive and safe (online) play environment, in order to enable children with a disability to play as independently as possible. It aims to invite them to freely explore the virtual environment - in their own pace and following their own preferences. The Design for All aims to give children independence and control over the online play space with the higher goal to give them a sense of empowerment and a boost in self-confidence.

Inclusiveness, interaction and awareness

The ePlayground's design aims to enable participation in play by children with extremely varied abilities and in a wide age-range, while at the same time being attractive for all children in order to ensure inclusiveness. It aims to create opportunities for group play, interaction and socializing with the aim to not only enhance children's self-esteem but also to help grow understanding of and respect for alternative ways of play.

METHODOLOGY

Sonokids applies Ludic Design for All™: the design process centres on access and usability for all, as well as on finding creative and new possibilities for play, and crafting ways that entice children to explore them.

The ePlayground was designed to act in the way that suits the individual player the best. This was achieved by designing the virtual play environment in layers and levels, with variable modes and settings – including speed and response time, to enable each individual child to find something that he/she likes and that he/she can do, or can learn to do through practice and at his/her own pace.

Different types of play stimulate and support imagination, skills development and cognitive learning on different levels. Firstly, the ePlayground comes to life as soon you arrive. This 'living map' was designed to engage children with severe or multiple disabilities via so-called passive play - by way of watching, observing, and listening. Secondly, for children with profound and complex needs to 'play games' can be as simple as to just 'make something happen' - or cause and effect. On the ePlayground's island map, cause and effect is designed through multiple entertaining 'actions' that the player can activate. Finally, the ePlayground offers (inter) active play via a musical, puzzle, 'shooing' and action game.

Accessibility and usability aspects were considered from the start. To create universal accessibility it is essential to keep focused on individual needs. Throughout the design process feedback from user testing was collected and children were observed as they played.

Further feedback was provided by parents and teachers. The user feedback was continuously processed in the prototype testing and helped to further develop and amend the application.

This led to a design in which children can navigate by way of: a computer mouse, keys of a standard keyboard, concept keyboard (e.g. Intellikeys), a touch screen, a trackball or joystick, an interactive whiteboard, automatic scanning, single switch, space bar, or Puff2Play™ (developed by Sonokids. Play control via puffs of breath into a microphone). Closed captioning and animations benefit the hearing impaired.

The layered design structure supports integration.

DESCRIPTION OF THE SPECIFIC RESULTS OF THE PROJECT

All the efforts and considerations of the designers and the feedback of the users have come together in Design for All that has made the ePlayground a safe and supportive online play environment that respects the diversity of children's abilities and needs and enables participation in play by all children. It offers fun, innovative and accessible ways of interactive online play, stimulates and supports imagination, skills development and cognitive learning and allows a child with a disability to play as independently as possible. Play in the ePlayground enhances the self-esteem of children with a disability.

Many children with varied abilities, diverse needs and a wide age range have enjoyed playing in the ePlayground. They found their way easily without having to refer to help or instruction. This

includes children with autism spectrum disorder, with an intellectual disability including Down syndrome, children with cerebral palsy, a learning disability, a speech disability, a physical disability, a sensory disability and children with complex needs. Children with no identified disability enthusiastically played side-by-side with children with disabilities.

Several schools for special education have introduced the ePlayground into the classroom. In Queensland, Australia, the ePlayground is available for all children via the intranet of the State's libraries.

Launched in June 2010, the All Abilities ePlayground is available as a free online resource at **www.allabilitiesplayground.net.au**.

A growing number of more than 2500 unique visitors from 27 countries so far have accessed the online ePlayground. On top of this comes the large number of children who play via an offline version that is supplied for download on request.

IMPACT OF THE PROJECT

The ePlayground is a unique example of innovative Design for All with the potential to enhance the lives of children around the world.

The great impact of the ePlayground may be best illustrated by two examples on a small, personal level:

- *Imagine the smile on the face of a boy with Down syndrome giving a 'high five' for each point he scores in the IbisBuster game.*
- *Think of the stunned but happy expression on the face of the teacher at a school for special education who watched a normally non responsive young student with a severe speech and behavioural impairment get to the front of the class, complete the Memory game with great ease and skill and then - to top it off - slowly speak the names of the matching pairs.*
- *Understand the effect and implications of the young boy saying "Wow, well done!" to his class mate who is a wheelchair user and who navigated the Roo Hill Thrill 'surf' game by pressing the switch with her elbow.*

Play in the ePlayground can positively affect group dynamics as well as the way parents or teachers look at a child. Play enhanced mutual respect and improved understanding.

The ePlayground can be accessed online, for free, by anyone in the world with an internet connection. It can also be accessed from Android mobile phones that support Adobe Flash. In the situation where a computer network or connection may be slow (for instance at some schools), an offline version of the ePlayground can be installed on any PC, at any platform.

The ePlayground has received compliments and appreciation from children, parents and teachers from around the world. It easily lends itself to be customized to local cultures or languages, and it has the potential to keep developing. Children keep discovering new ways to

play and new ways to enjoy the ePlayground. Some start to dance to the remix they create in the TrixMix game. Some become very competitive due to the Roo Hill Thrill dynamic Hiscore list. Some use their Playstation II controller to access the online ePlayground, some learn to take turns while playing as a group on an interactive whiteboard.

The All Abilities ePlayground is unique because it is created to suit the needs of so many different children. Up to the smallest detail it uses accessible Information technology and Design for All to avoid barriers and to enable an inclusive and sustainable (online) play environment to the benefit of all.

INNOVATION

The All Abilities ePlayground is a unique example of applied Design for All. The design team set out to achieve an innovative design that would suit 'all', based on the wishes and feedback of all those children trialling the application throughout the design process. The challenge was to create not just one game, but a play space, a virtual play environment as accessible as possible for children with varied special needs, personal preferences and a wide age range. This was accomplished by delving into and focusing on the individual requirements of children in all aspects of the design: in the look & feel, the support, the adjustable settings, the communication and information provision, the lay-out, the interaction, and in the navigation and flexible play opportunities.

Puff2Play™ and BuddyFly™ were invented and developed by Sonokids.

- *Puff2Play basically means that if you can breath, you can play. It enables a child to indulge in play who cannot use a computer mouse, keyboard, or even single switch assistive technology. A simple computer microphone can be used for Puff2Play. By giving a short "puff" of breath into the microphone children can produce a very controllable "sound", which is applied to the game-controls.*

In the Automatic scanning ePlayground children can navigate with Puff2Play around the island map and its actions and also play all games. In the IbisBuster game it is used in combination with Autowalk instead of scanning which makes it even more exciting to 'shoo' the ibis. Puff2Play really opens up play opportunities in the ePlayground for multiple disabled children.

- *BuddyFly, the Game Mate, is a butterfly designed to 'accompany' through the playground not only children who are blind or have low vision, but also children with a learning disability or children with dyslexia, and to provide them with spoken information.*

Since children prefer real voices over a synthetic voice BuddyFly's energetic voice is a tweaked version of real voice recordings. He is fun to listen to and greatly contributes to the play experience. On demand BuddyFly also describes to (blind) children what the ePlayground looks like and speaks the scores in the games.

The All Abilities ePlayground takes Design for All to a whole different level.
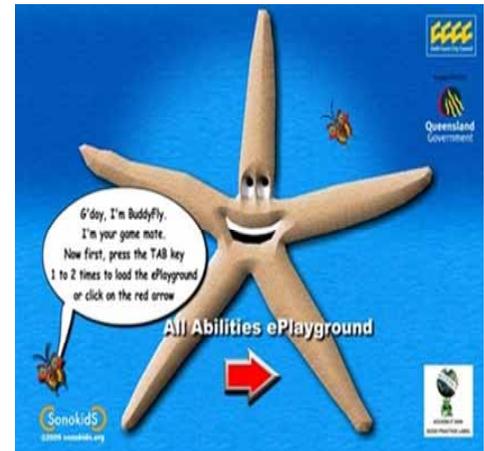
Organization Name: Sonokids Australia

Contact person: Phia Damsma (phia@sonokids.com)

www.sonokids.org

www.allabilitiesplayground.net.au

Interview:

Kazuo Tanaka,   President,   GK Design Group

Board Member -   International Council of Societies of

Industrial Design

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Editor:

Shri L.K. Das

Former Head Industrial Design Center, Indian Institute of Technology (Delhi), India

Dear Mr. Tanaka

Thank you very much for meeting us at the launching of I Mark in New Delhi and agreeing to an interview. We feel honoured

Shri L.K. Das

You have vast experience as Industrial designer, you are managing director of GK group, holding post as member of ICSID and you have a prominent role in framing design policy in Japan as well as other countries through your membership of ICSID. Our question is what is the future of design beyond   GOOD design is Good Business

Kazuo Tanaka

I believe that the Japanese Good Design Exhibition in India has widened the perception of design in India. I think that a kind of ethos brought by the exhibited things from Japan might stimulate people in India. It speaks for itself that design's quality means nothing but improving our daily life. Also the value created by design is not only stimulating consumers' desire by changing surface of products. It rather creates a new value of things or matters and is capable to innovate society.

I sincerely hope that the meaning of "Good Design is Good Business" will be understood in India and Indian industries are making their way toward more prosperity.

Shri L.K. Das

Traditionally the Japanese design perhaps was a humble, somewhat anonymous citizen who worked well into his old age and left a lasting impact on the Japanese culture giving it a character that cares for the people and the environment alike. Will the modern Japanese designer fulfill a similar mission.

Kazuo Tanaka

Japanese young designers are not so conscious that they themselves have been living in the history of Japanese design. They might believe like "we have been designing things according to our sensitivity." However, profound culture in Japan, in which we live, haven't been changing no matter how things have been updated. In that sense, I think that today's younger designers seem to insensitively keep working on design in Japan as a Japanese.

Shri L.K. Das

Please give examples of Japanese Designs that are of interest to design to the design for all and universal design enthusiasts. Who are the leading figures in Japan in these areas of conerns.

Kazuo Tanaka

Universal design today has become "common sense." Designers are always thinking of universal design as well as function and price of things. Japanese are very much natural-born worriers in a sense. They are always concerned about "if any, something somewhere." This disposition sometimes restrains creativity. However, it rather have played a role of creating the distinction of Japanese products.

If a distinction of universal design in Japan could be raised, it might be integration with electronic engineering. For example, research on a guiding system for eye-impaired persons by using a mobile phone terminal, is world's most advanced one. Though dating back a little, in

the world exposition held in Aichi prefecture in 2005 in Japan, many kinds of such systems were tested, and a work for further practical use has been taking place since then.

Shri L.K. Das

Japan has a significant population of elderly. Does the G-Mark reflect such concerns. While practicing as a designer, what are difficulties you face in designing product specially motorcycle say for safety, women or the elderly . Why I am asking you because your company has major account of designing YAMAHA.

Kazuo Tanaka

Aging society has been imposing Japan a more serious issue. In Japan falling birthrate has been progressing along with the aging, and the trend is putting the nation in serious concern of decreasing national vigor due to the decrease of population of productive age.

In such society, it is important to find a good number of senior persons those who enjoy their lives in good spirit. In a universal design realm, a way to make up physical function between younger people is not merely thought out. We would like to design things for aging people through that they also could enjoy the quality of their living and feel joy of life. Yamaha Tesseract is a four-wheel

bike we designed. This bike enables us to ride by leaning like two wheel bike in negotiation with a corner. By this way, we could enjoy a sports riding with the riding conditions fare stable than two wheel's. The structure was made possible by a unique link system, and it was conceptualized and developed by a designer.

Shri L.K. Das

When Japanese designers and business people come to India they are very keen to take photographs of our design work in our studios and workplaces and they have a firm no when it comes to similar situation in Japan. Will Japanese creativity go beyond business and into open source creative sharing and collaboration.

Kazuo Tanaka

Though the question is a little harder to understand for me, does this mean if a design realm in Japan and India could collaborate in an open–source-design? If this is the case, the answer is "yes." I believe that it is important especially in a BOP field.

Shri L.K. Das

Can you suggest a open source creative sharing and collaboration that we all can work on together and that can be made available to

all for manufacturing. Something that will help the future of mankind and planet earth.

Kazuo Tanaka

We will have to tackle global environmental issues as humans' common problems, too. In that sense, we need to pioneer our future by sharing many kinds of solutions by all means.

Shri L.K. Das
Thanks for visiting India. Please do visit us again. Anything else you would like to say to your readers?

Kazuo Tanaka

About the great disasters in Japan, so many Indian friends extended generous concern to us. We will express our heartfelt gratitude to all people concerned.

It has been counted as once a thousand year disaster. In addition, the nuke in Fukushima still keeps imposing global environment grave threats. To resolve the problems, it might need a long period. Having faced these conditions, even the definition of design may change.

Human wisdom, through "the Ideas said to be design," should make a break through of difficult aspects. I sincerely hope that beyond the hardship a new horizon of design would be pioneered.

Let us deepen further friendship between India and Japan.

With deep appreciation from the bottom of our hearts.

Kazuo Tanaka

President

GK Design Group

Book Received:

Disruptive thinking leads the way

Luke Williams, a fellow at frog design, and adjunct Professor at the Stern Business School at New York University has released his new book.
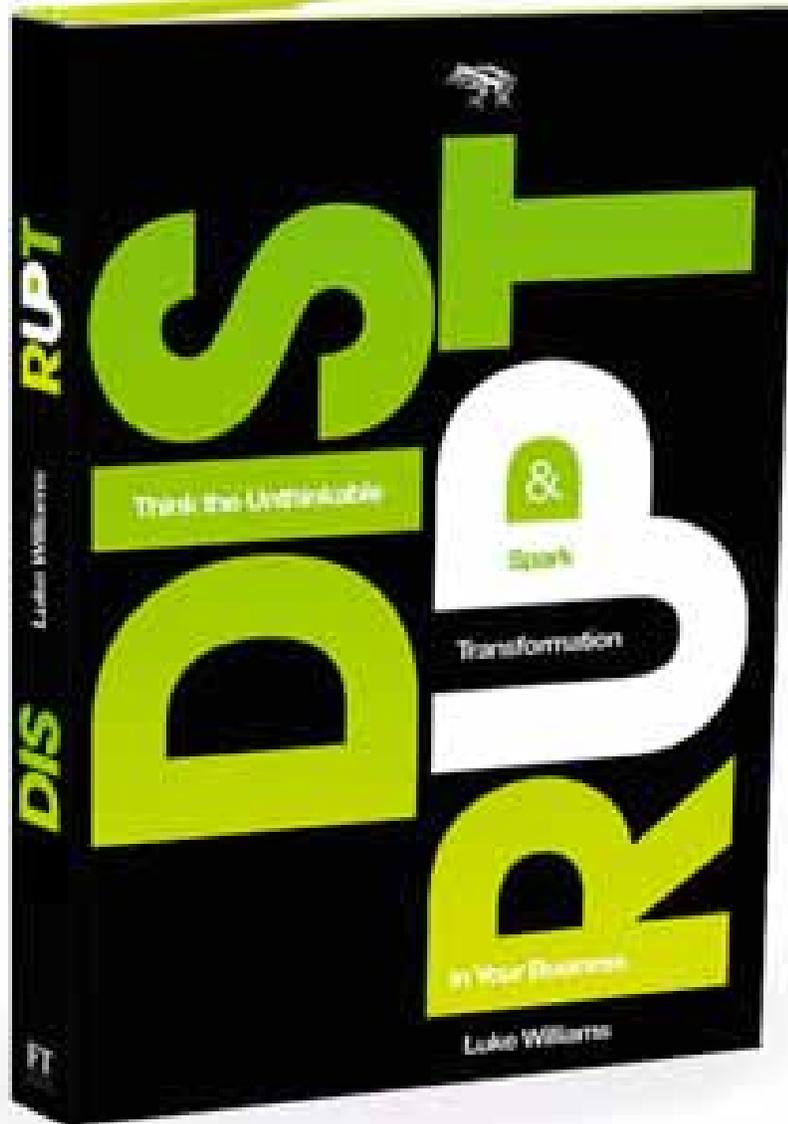
In Disrupt: Think the Unthinkable to Spark Transformation in Your Business, Williams explains how to think disruptively and how to capture disruptive thoughts.

2.
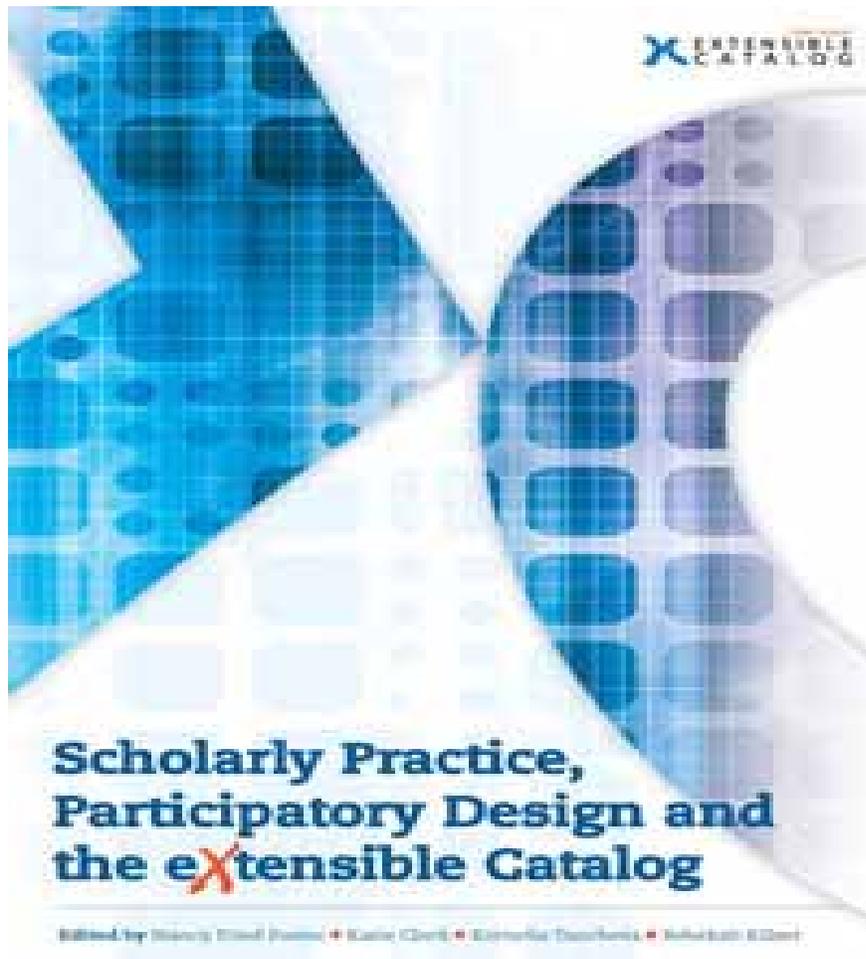
Scholarly Practice, Participatory Design and the eXtensible Catalog

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Thesis Received:

1.

Accessibility and Disability in the Built Environment

: negotiating the public realm in Thailand

Thesis by

Antika Sawadsri

In partial fulfilment of the requirements

for the degree of

Doctor of Philosophy

Faculty of Humanities and Social Sciences
School of Architecture, Planning and Landscape

Newcastle University

2010

News:

1.

2.

Beyond Boundaries, for Age Care
Transnational Networking, Vietnam delegation India Visit Report 4th April to 8th April 2011

A Delegation from 'Vietnam National Commission on Ageing' consisting of members from government & NGO working with Elderly under leadership of Ms. Nguyen Thi Lan, Head of Office, Vietnam National Commission on Ageing recently visited India on study-tour, following an invitation from Sailesh Mishra, Founder President of Silver Inning Foundation. A member of the IFA Silver Inning Foundation is a not-for-profit organization dedicated for the cause of senior citizens.

The visit provided opportunities to exchange knowledge between NGO's/Organisation working with elderly in both countries. According to the 2009 estimates in Vietnam 9% of population is 60+, about 7.5 million. According to the forecast of the UN Population Program due to a decrease in the birth rate and increasing life expectancy, by 2025 the older population in Vietnam will be about 17% of the total population and 25% by 2050.

3.

Unique Tsunami Alerting Device enters field testing

A new Tsunami Alerting Device (TAD) has been developed by the JRC to directly alert people at risk in the event of an incoming

tsunami wave. When an earthquake occurs, innovative software automatically calculates within minutes the results of tsunami propagation predictions and activates a siren.

Thorough testing of the prototype device begun on 20 April in Setubal (Portugal), in collaboration with the local Civil Protection authorities.

The Tsunami Alerting Device (TAD) is activated by new software that quickly calculates the estimated wave height and travel time. JRC's software is based on a model that takes into account seismic parameters, such as the earthquake epicentre and magnitude, and pre-calculated potential tsunamis based on their historical locations. TAD consists of a panel equipped with data receivers, a display, an alerting siren and a loudspeaker.

The TAD can be connected with other existing local sea level measurement systems. This allows the device to activate the alarm also in the case of dangerous waves of non-seismic origin such as those created by landslides.

The JRC Tsunami Alerting Device (TAD) is activated by new software that quickly calculates the estimated wave height and travel time.© EU, 2011

The Tsunami Alerting Device (TAD) installation in Setubal, Portugal © EU, 2011

The TAD's capacity to directly and timely alert people at risk on coastal areas represents a major step forward towards the creation of effective tsunami early warning systems.

The device will be tested in Portugal, in Setubal, 50km south of Lisbon, in which the local municipality has already developed a detailed evacuation plan in case of flooding due to a potential Tsunami. The testing activity, to be conducted until April 2012, will be performed jointly by the JRC and local Civil Protection in order to determine appropriate operational parameters for the device. The JRC is already supporting the Institute of Meteorology that has been tasked by the Portuguese government to design and implement a National Tsunami Early Warning System. In this context, the JRC is providing scenario calculations, the development of a Tsunami Analysis System and testing of the TAD device.

The TAD is part of a global Tsunami Wave Propagation Model developed by the JRC in the context of the Global Disaster Alert and Coordination System (GDACS). GDACS was jointly developed by the JRC and the United Nations Office for Coordination of Humanitarian Affairs (UN-OCHA). It provides a platform for those involved in international disaster response (such as first disaster responders, Red Cross, NGOs etc) to exchange disaster-related information in a structured and predictable manner. GDACS automatically collects information from seismological organisations and integrates this with other data, such as population density, in order to estimate the potential impact of an event from a humanitarian point of view and alert those at risk in case of danger.

4.

5

Industry Analyst Urges Vendors to Design Technology for All Ages in AARP-Sponsored New Report

People are social. Their need to communicate and stay engaged with work, family, friends, and peers is a driver for adoption of enabling technologies like cell phones and social networking sites. While usage among adults aged 50+ is accelerating, tech vendors and designers could reach more of this market by adopting the principles identified in the new report: Connected Living for Social Aging: Designing Technology for All, researched by Laurie M. Orlov, founder and Principal Analyst of market research firm Aging in Place Technology Watch.

"There is no time to waste," said Orlov. "A swelling rank of baby boomer consumers, money in hand, are ready to buy better products that will help them stay connected and live social lives. But too often technology products, challenging in their complexity, are designed for none – trying our patience and persistence, forcing us to struggle with a device that may make us feel physically clumsy and less than smart. Instead of this techno-babbling world, in the future vendors will enable user experiences that appeal to all age groups, enabling customization to our needs, available across multiple versions and devices."

The report's insights about the required attributes of technology products that are designed for all are based on interviews with thirty experts drawn from companies like Intel, Philips, HP, Microsoft, Cisco, and Google as well as research and industry

experts from Forrester, UCLA, Georgia Tech, USC, and Carnegie Mellon University.

Long-time Forrester and tech industry veteran Laurie M. Orlov is the leading industry analyst describing the trends and technologies in the boomer and senior market. Her blog, related articles and trends reports can be found at http://www.ageinplacetech.com. The AARP report is one of three comprehensive reports available on the website – including a Market Overview and Home Healthcare report.

Jody Holtzman, Senior Vice President of AARP: "Our hope is that through papers like this, through the sharing of research insights about end-users and the needs and opportunities they present, that the technology industry -- both big companies and startups -- will embrace the goal of design for all as its standard. What will follow will be action on a scale that can make a difference, delivering an array of designed-for-all technology products and services, information and tools that address the needs and wants of the 50+ and enhance the quality of life for all as we age."

Headquartered in Port St. Lucie, Florida, Aging in Place Technology Watch provides thought leadership, analysis and guidance about technologies and related services that enable boomers and seniors to remain longer in their home of choice. In addition to her technology background and years as a technology industry analyst, founder Laurie M. Orlov is a certified geriatric care manager and member of the Philips Think Tank on Health & Well-Being.

Orlov spent more than 30 years in the technology industry, including 24 years in IT and nine years as a leading industry analyst at Forrester Research. She is a recognized expert and advises organizations like AARP and the Center for Technology and Aging. Her blog is widely referenced and re-published across the Internet and she has spoken at Aging in America, What's Next, Silver Summit at CES, and the GSA Business of Aging conference.

6.

7.

Winners of the European Design Awards 2011

Celebrating their fifth year, the European Design (ED) Awards ceremony took place at the close of Spring: Icograda Design Week in Vilnius, Lithuania.

Entries were divided into eight categories: special prizes, identity, publication, digital, packaging, illustration, self-promotion and various.

Judges awarded 68 bronze, 60 silver and 32 gold medals.

The European Design project aims to celebrate European design with all its regional distinctive elements as well as its common grounds.

They also wish to be a platform for European designers to meet, be inspired and build networks with each other.

Through the ED Awards they seek to promote and raise standards for communication design throughout Europe and to properly honour and award people who invest their passion in design.

more: icograda.org/news/year/2011_news/articles2166.htm

(85)

Program & Events:

1.

Towards the European Year for Active Ageing and Solidarity between Generations (2012)

Date: 29 April 2011

Venue: Charlemagne Building, Brussels, Belgium

Organizer: European Commission

Web Site:
http://ec.europa.eu/social/main.jsp?catId=88&langId=en&eventsId=335&furtherEvents=yes

Event type: Conference
Additional Information:
The conference will be an important milestone towards the European Year for Active Ageing and Solidarity between Generations (2012) and should help to mobilise stakeholders at all levels.
Member States, regional and local authorities, social partners and civil society organisations will be invited to commit on specific objectives and activities in view of the European Year 2012.
A first version of the future website of the European Year 2012 will be launched.
The conference will also mark the 3rd European Day on Solidarity between Generations

2.

3.

Monsoon Course on HCI 2011

IDC, IIT Bombay is happy to announce a
nine-day course on HCI design from June 29 to July 12, 2011.

Contents | Schedule | Fees | FAQs...
Time: 9:00 am - 5:30 pm
Venue: IIT Bombay Guest House (Directions)
Photo: Monsoon in Mumbai, Arkoprovo Mukherjee, 2007

4.

INTERACT 2011
13th IFIP TC13 Conference on Human-Computer Interaction
Lisbon, Portugal
September, 5-9 2011
building bridges

ifip

INTERACT 2011
13th IFIP TC13 Conference on Human-Computer Interaction
Lisbon, Portugal
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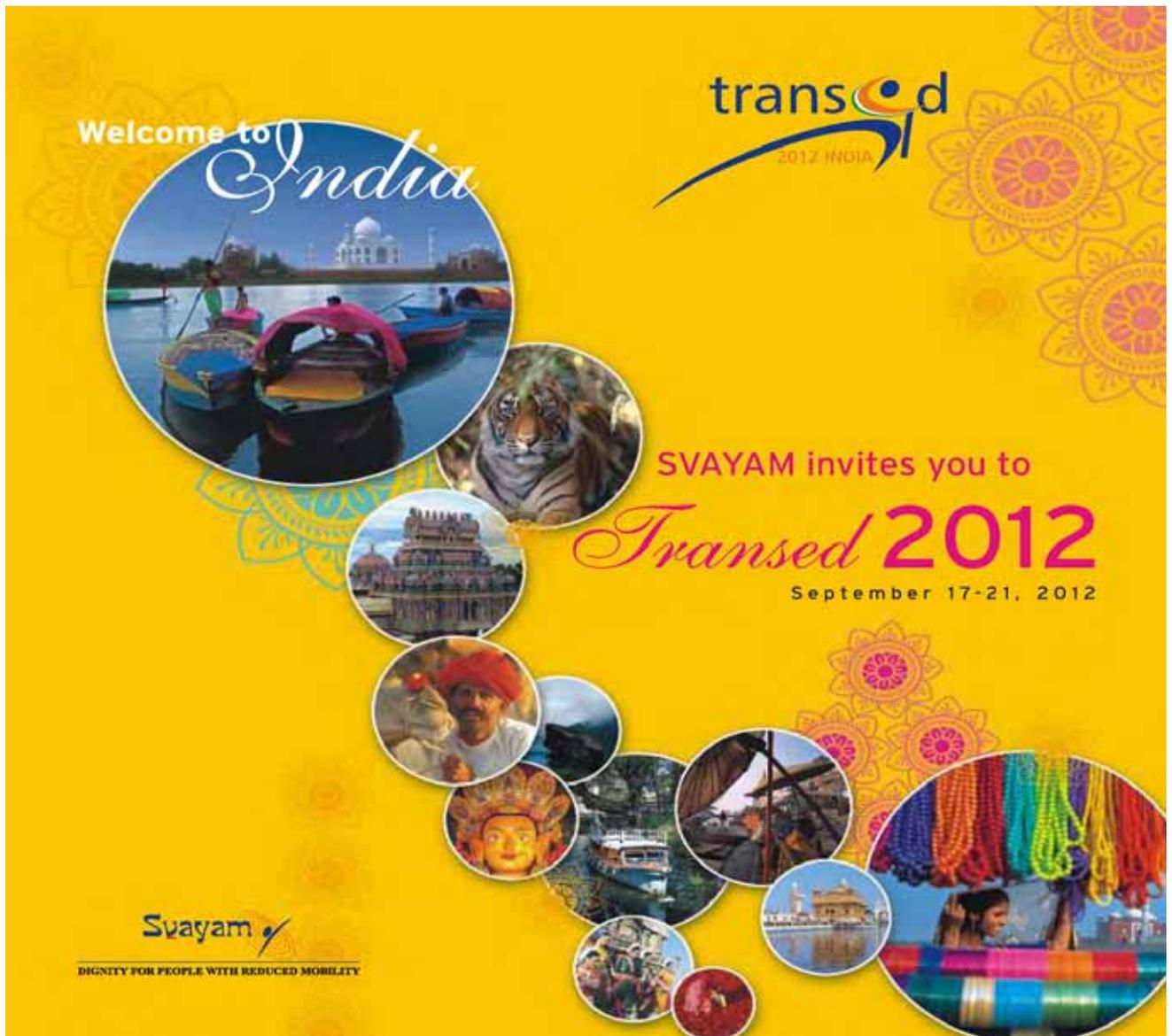**Call for Papers**

WORKSHOP ON
**Human Work Interaction Design for
e-Government and Public Information Systems**

On September 6th, 2011
At INTERACT 2011, Lisbon, Portugal
Organized by
WG 13.6 Human Work Interaction Design

5.

6.

7.

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8

BRITISH COUNCIL

India

YOUNG CREATIVE ENTREPRENEUR AWARDS

Are you an entrepreneur who is promoting, managing or running a venture centred on a creative sector like music, performing art, design, fashion or publishing? Are you aspiring to take that enterprise beyond India, to gain foothold in the strong creative economy of UK and build relationships to promote your creative venture to the UK?

If so, the Young Creative Entrepreneur (YCE) Awards could be your ticket to a world of opportunities. These are the only awards that give recognition to creative entrepreneurship across the sectors of Design, Music, Fashion, Screen, Interactive, Performing Arts and Publishing.

9.

Fashion Moves Competition

Creating a bridge between the Fashion / Garment Industry and People with disabilities. Exploring textile and design to create Fashionable, functional clothing while providing a good fit.

Registration Date Extended

FOLLOWERS

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fashioncompetition (at) earthlink.net
866-366-8366

10

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1

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– feel free to send an email to abid@emo2.com. Job is located in Chennai, India. Also this is a full-time job only. No freelancing / part-timing at this time.

2

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

UED at Yahoo! is responsible for the designs that create winning experiences for our products. Be it Cricket, Education, Local languages, Editor tools, Mail, Advertising Platforms or Ad Experiences - UED anticipates users' varied needs to design 'wow-experiences' for them. The team designs and innovates great user experiences for products across platforms like PC, smart phones, feature phones, tablets and connected TV.

 With a team size of 34 in Bangalore and 40 including Emerging Markets (headquartered in Bangalore), we design not only for India and the Emerging Markets but also for global products. We are a multi disciplinary team comprising Product Designers, Interaction Designers, Visual Designers, Web Accessibility Specialists, Content Strategists and Prototypers that design and deliver some of the most successful Yahoo! products.

 Current openings at our R&D center in Bangalore:

1. SENIOR INDIVIDUAL CONTRIBUTORS (Interaction Designers and Visual Designers) with 6-12 years of experience. Knowledge of HTML, CSS and scripting will be of added advantage. These are senior positions with full responsibilities to define design direction for one or more products.

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

 How to Apply?

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

You may also visit our careers site at Yahoo! Career Portal for more information on the open positions.

Note: Those who have already applied in past one year need not apply again..

3.

A budding startup Weareholidays based out of Delhi is looking to hire designers.

About the company: www.WeAreHolidays.com:

We're a young start up and offer a dynamic & fast paced environment, a chilled out work place and a cool culture apart from the usual. We're working on a disruptive online product in the weekend getaways, activities and holidays space in this part of the world.

We're looking out for passionate people with fire in their belly and willing to slog it out. People who do not see things and ask why, rather people who dream of things and ask Why Not?

Looking for :Visual/Interaction Designer

Ideal candidate will be a thorough professional and should be able to handle visual design with understanding and appreciation of interaction design, information architecture and user experience.

Key Responsibilities

Web application development using Ruby on Rails, Javascript & HTML/CSS, Web Services

● Work on the layout, visual appearance and usability of the web site. Ensure the designs are visually effective, easy to access & interact with and support the business goals and vision

Work with product and business teams and translate product requirements and design briefs into wireframes

Iterate on the wireframes post formative and summative testing

Work with different personas, user scenarios, UX specs, task flows, wireframes, site maps, storyboards, taxonomies, task flows, mockups, prototypes, visual designs and design patterns

Have understanding of and be able to appreciate the advantages and disadvantages of the primary form factors, viz. desktop/laptop computers and mobile devices (primarily smart phones) and be able to design distinct user experiences for each of them

Ensure designs are optimized for low latency and slow speed internet access

Ensure designs are optimized for different form factors, browsers, resolutions etc

Coordinate with outsourced design partners/freelancers and act as a audit and QA function for them

Work on low and high fidelity mockups on paper

Work with developers and testers to make sure what's designed gets translated in code

The ideal candidate for this profile will be someone With at least 2 years of relevant work experience in web design

A graduate/post graduate from a recognized university/college

Proficient in Adobe Master Collection CS5 (Photoshop, Flash, Illustrator etc.), SQL, ASP/ PHP and Macromedia

Working knowledge of technologies such as CSS, HTML, JS, AJAX is an added advantage

In tune with current web design trends and techniques and upcoming trends

Has a showcase of strong online portfolio of user centred web design

Attention to detail and creative approach to problem solving

Ability to be simplistic even while solving the most complex of design problems

Good communication skills, knowledge of English language and able to function as part of a diverse team

Able to thrive in a fast paced and dynamic start up environment

Has a knack to constantly re invent himself/herself through his/her designs which is able to break through the clutter and truly engage the users

This position will be based full time at Delhi. Salary and perks will be no constraint for the right candidate. To apply for this role, please mail most recent resume/CV to careers@weareholidays.com and do include a few lines in the mail on why you think you are the perfect fit for this role and can excel at it.

4

There is a requirement of Freelance Industrial Designers / Design Firm/s to work on Small Home Appliances (SHA) for C.K. Birla Group's appliance Division in Delhi. Prior experience with design of SHA is must. Please send your profile to following address.
ghatwais@orientfans.com

5.

What we are looking for

Do you have an urge to create things that will delight and empower others? Do you feel the need to speak up about why experience and design matters to those not typically accustomed to that line of thinking? Are you comfortable and passionate about defining what to design before figuring out how to design it?

We are re looking for people who have the ability to blend business strategy and customer insights to define great UX for social / web applications, mobile applications, and community platforms. We're looking for people who feel comfortable and confident talking to business owners of an organization and articulating the positive effect design will have on the applications they are looking to build and subsequently on the overall business initiative. We like people who can think big but love to get their hands dirty too. People who build strategies and visions and can act on it to write scenarios, sketch storyboards, create wireframes, and build UI prototypes. People who are not only skilled practitioners, thought leaders, but also able to build and manage a super 3-4 member UI team over the span of a year.

Candidates should have a broad portfolio that particularly includes web / social apps and mobile apps. At least 4 years of professional experience as an interaction designer or equivalent. He or she should have skills in creating scenarios, story-boarding, wire-framing, and visual design. Strong communication skills are key in our highly collaborative environment. We collaborate not only with each other but with clients. You must also appreciate ambiguity and value creative conflict in support of strong design.

About Kuliza

Kuliza is a social technology firm focused on helping companies leverage technology support in the areas of social software, community platforms, mobile apps, and cloud computing for improving business performance, communication and customer engagement.

We provide advisory, implementation, and support capabilities to organizations looking to leverage social technologies. Our implementation capabilities cover full scope from bespoke development to integration and customization of social platforms / tools. As part of our support services we help customers migrate and manage their applications on the cloud. Our services portfolio includes:

- **ZaSocial** – Designing and building online communities /networks, social apps/games, social commerce platforms, and social CRM tools
- **ZaMobile** – Designing and building apps/games for iOS and Android based mobile devices and tablets
- **ZaCloud** - Conceptualizing cloud strategy, defining cloud-architecture, migrating your product / service on the cloud, and continued monitoring and management

6.

The Indian Institute of Crafts & Design, Jaipur is inviting design thinkers, academics, design professionals, design strategists, who would be interested in a full time position at IICD.

The new positions at IICD are

!. Dean Academics, Post Graduate studies

2. Program Leader, Craft Management & Entrepreneurship

3. Program Leader, Furniture & Interior Spaces

4. Faculty, Design Theory

We are also inviting candidates for an academic administrative post:

1. Head, Academic Affairs

The Advertisement for the same has been published in TOI Ascent on Wednesday, 4th March 2011.

Please find attached further details.

We invite interested members to send their applications to recruitments@iicd.ac.in

7.

What does WhiteShapes do?

We have expertise in designing impactful, beautiful and usable experiences by taking human-centered approach. We strategize User Experience.

We offer a methodology to sustain as well as disrupt innovation in product and service design life-cycle and help organizations break the equilibrium in the market.

What services does WhiteShapes offer?

To know about the services please visit the website www.whiteshapes.com

Requirements:

2-3 years of hands-on experience in visual design for the web/ mobile platforms

Thorough understanding of the User-Centered Design process

A portfolio demonstrating strong visual design capabilities

Great communication skills and willingness to work from client location

Contact:

Interested candidates with relevant experience may mail Resume & Portfolio at

sushilkewaley@gmail.com

8.

Ericsson India Global Ltd is for a graphics designer and a creative content writer. Interested graduates can send their CV's at nidhi.tripathi@ericsson.com
JOB DESCRIPTION

Do you consider yourself to be a self motivated individual with a natural talent ?
Do you have the unique ability to balance outstanding creativity with great detail orientation?
Are you interested in being part of a fun, high performance organization ?
Ericsson India Global Ltd. is looking for a Graphic Designer for its Internal Communication team.
Requirements:
1. You must be self-motivated and be able to design in a number of different styles.
2. You will be responsible for creating designs and information architecture which are engaging, user friendly and unique.
3. You will be involved in the entire design process from start to finish.
4. You must be proficient in Photoshop, Illustrator, Flash.
5. Knowledge of 3 D softwares and scripting will be an added benifit.
Mobile + 91 88612 00524
nidhi.tripathi@ericsson.com
www.ericsson.com

9.

Abhikalp is looking for an Industrial designer at Indore with

an interest in Automobile design. The work involves mostly

commercial vehicle design and engineering.

Abhikalp Design Studio

#78, Ravindra Nagar, Old Palasia, Indore – 452018 India.

Ph:+91-731-2498085

vpande@vsnl.com ,vidu2512@yahoo.com

10.

Senior Designer - User Experience Assessment and Usability Testing

Experience: 6-10 Years. Number of Positions: 1

Description:

MindTree's UX group is establishing User Experience Assessment services for its customers. The service is aimed at providing end-to-end usability and experience design assessments of existing (or under development) applications/products/ websites/ intranets/extranets/mobile applications etc. followed by proposing design recommendations.

Responsibilities:

· Formulate strategy, methodology, and processes for the new service offering of Usability Experience Assessment.

· Reach out and make pitches to customers to sell the service offering.

Constantly research and work towards revising and maintaining the quality of methods and processes.

Research, select, acquire, set-up and maintain a pool of tools for conducting both remote and on-site usability testing. While working on a project, select the appropriate tool from the pool depending on project schedule and budget constraints.
Work with recruitment agencies for recruiting UX assessment participants. Collaborate and assist the agency to screen test participants and handle administrative process like payments, etc.

Plan, manage and conduct heuristics evaluations, expert evaluation, usability testing for various projects- web/mobile/desktop applications and devices. Work with clients, project teams and interaction designers to set usability metrics, develop test plan, scripts and scenarios, pre-test, post-test questionnaire, etc.

Possess expertise in usability engineering/testing methodologies and tools (examples- Morae, UserVue, GoToMeeting, etc.)

Ensure that all the user experience testing related activities are adhering to project scope and schedule and are completed on time with high quality.

Perform qualitative and/or quantitative analysis. Translate assessment findings into insights and actionable prioritized design recommendations. Recommendations should be innovative, effective and improve the overall user experience.

Summarize key findings via write-ups, annotated screenshots, video, etc. to communicate persuasively with key stakeholders/clients.

Stay abreast with the new developments in the methods and tools used for user experience assessment/testing.

Train other user experience group members about various processes and tools of usability testing.

Please Note: We are expecting a self-motivated and highly energetic expert in usability engineering, /testing methodologies so interested and appropriate candidates only should apply.

UX Architect/Sr. Designer - Mobile User Experience Design

Experience: 6-10 Years. Number of Positions: 2

Description:

MindTree is looking for Mobile UX Architects/Sr. Designers to spearhead strategic development of mobile solutions in the Digital Business space for fortune 100 customers of MindTree.

The position requires strong understanding of experience design, interaction design and information design paradigms cutting across mobile devices and platforms such as Iphone, Ipad, Blackberry, iOS, RIM and Android.

Knowledge and experience of working on mobile commerce, mobile banking, mobile payments, mobile marketing, making the transition from a traditional office to a mobile workplace, mobile services etc. will be preferred. An actionable understanding of changing consumer behaviors impacting digital business trends in general is a must.

Responsibilities

·Work closely with marketers, digital strategist and technologists to conceptualize, define and design solutions across mobile devices and platforms.

Have strong understanding of design opportunities and limitations of iOS and Android platforms. E.g. Hardware capabilities, performance, bandwidth, screen-sizes, color depth etc.

Have clear understanding of experiences that transcend desktop and are more meaningful on mobile devices. Knowledge of re-designing experiences of existing desktop/web applications to Mobile Web or Native Applications.

Have capability to understand business drivers and objectives, user insights and user needs and translate them into content and functionality needed for the mobile solution.

Familiar with tools for designing quick interactive prototypes for Ipad, Iphone and Android devices is an advantage. For example – JQTouch etc.

Define and govern standards and best practices to design applications for mobile devices in MindTree.

Provide training, mentorship to other fellow designer in MindTree on how to design for experiences for mobile devices.

Responsible for delivering high quality proposals to prospective customers in mobile and user experience design.

Stay abreast with the new developments in the methods and tools used for mobile user experience design.

Demonstrate thought leadership by publishing blogs, papers, public presentations and talks.

Education, Qualification and Experience

Master's Degree in Interaction/User Experience Design, Human Factors, HCI, Psychology, or related field from reputed Indian/overseas Universities.

Bachelor's degree in Applied/Commercial Arts with comparable work experience will also be considered.

Knowledge of interaction, information design and information architecture principles.

Excellent collaborative, verbal/written communication, presentation and client-interfacing skills.

Excellent multi-tasking skills.

Willing to travel and loaded with creativity and energy.

Must showcase a portfolio.

UX @ MindTree

It involves working closely with cross functional teams in large and mid-size organizations in order to enhance over all 'customer experience' through a holistic approach of understanding customer experience goals, usability measures and user goals.

Members in this practice come from diverse backgrounds such as Product design, Industrial design, Architecture, Fine Arts (Animation/ Sculpture etc.), HCI, Psychology, Mechanical Engineering (designing motor bikes) and of course Computer Science.

You can be a part of this success story and find great growth opportunities in a growing company. You can read up more about MindTree's work culture at http://www.mindtree.com/

MindTree UX Blog: http://mindtreeux.blogspot.com/

Send your resume and portfolio: mindtreeuxjobs@gmail.com

If necessary please reach us:

1.   Hetna Naik, Sr. User Experience Designer - +91-9986086031

2.   Vinay Dixit, Manger UX Practice- +91-99886266066

11.

We have a position for a Sr. Program Manager to be based out of Bangalore. Please see the job description below. If interested, you could send your resumes to sandeep.sardana@frogdesign.com

Senior Program Manager, BLR

Senior Program Managers play a multi-faceted role within frog: first and foremost they are responsible for all aspects of the project life cycle: diagnosing client needs, managing project teams, and leveraging the knowledge and creativity of colleagues to generate robust business solutions. Senior Program Managers foster a high-performance and fulfilling team environment that drives the "convergent" thinking and collaboration our projects thrive-on to ensure that the final product is of the highest quality and exceeds client expectations. frog Senior Program Managers also serve as client-facing leaders, overseeing the day-to-day relationships with our clients, providing thoughtful and pragmatic leadership. We dive deeply into the issues at hand and often identify additional ways to help clients achieve their business goals over the longer term and transform those learnings into programs and account plans. Senior Program Managers are also the link between the financial operations of the company and the services we provide. We are responsible for clear contracts, accurate budget control, and timely reporting of revenue and budget data. We also see around corners, identifying and mitigating risks to the project, the client relationship, and frog's growth and profitability.

Senior Program Manager, BLR will manage medium to large, complex programs from inception through completion and is primarily responsible for ensuring that delivery meets expectations. Responsibilities include working with program management partners in other frog studios, India design director, and global business development directors to manage smooth project initiations. Senior Program Manager, BLR will also negotiate contracts, coordinate design and technology staff activities, represent clients internally, maintain project review sites, create and manage budgets and schedules, hire contractors as needed and maintain team morale.

Senior Program Manager, BLR will collaborate with discipline leads on resource planning and allocation across projects. Senior Program Manager, BLR will also be responsible for budget control and cost analysis (using SAP) on the projects and communicating such details to the Director of Program Management and General Manager. All issues impacting deliverables, schedules, and budget should be maintained with thorough documentation. Proactively communicating schedule and scope changes is imperative. In addition to these tasks, Senior Program Manager, BLR will be expected to make a contribution in the defining and refining of the Program Management discipline's methods and processes.

Essential Functions:

● Manages medium to large sized programs and accountable for successful design delivery

● Manages the growth of the project team

● Provides strategic account direction for account

● Ability to articulate measurable business results around deliverables for our clients

● Assists in the business development efforts by identifying opportunities for frog

● Shares best practices across the PM domain

● Implements resolution of project level issues independently

● Creates efficiencies and processes for the operation of account across studios

Qualifications:

● 7-10 years program management experience

● Experience from a client service organization

● Candidates are expected to demonstrate experience managing complex, multi-location and multi-discipline projects

● Excellent understanding of product design, software or digital development, and brand strategy

● Experience in account management and business development practices

● Strong professional/academic credential including business background

● Strong understanding of Project Accounting

● Experience with Business Software and Analysis Tools (SAP or other ERP system a plus)

● Experience and knowledge of design and design process

12.

CEO needed for pioneering contemporary gallery

Tasveer invites applications for the position of CEO

About Tasveer

Established in 2006, Tasveer is India's leading photography gallery and holds exhibitions across its centers in Bangalore, Delhi, Mumbai and Kolkata. So far, we have exhibited some of the finest photography being done both in India and internationally, and we are constantly striving to discover and promote emerging talent. Tasveer aims to build a strong client base of collectors, as well as educate the public in the art of photography. As a commercial gallery, all of the exhibited photographs are for sale, and we now represent over 25 different photographers. Besides this, Tasveer is also involved in a number of not-for-profit initiatives that help support emerging photographers, such as collaborations with educational institutions, competitions and artist residency programs. Please visit our website for more information, www.tasveerarts.com.

Key responsibilities:

Establish the organisation's goals, objectives and targets.

Advocate the organisation's mission, vision and beliefs.

Be the primary spokesperson for the organisation.

Articulate and develop the organisation's annual strategic plans and budgets.

Oversee the management and administration of the organisation.

Monitor and improve the operating strategies for ensuring the organisation's growth.

Oversee exhibitions, partnerships, sponsors, networking and client building - both nationally and internationally.

Oversee and develop the organizations marketing, public relations and communications strategy.

Recruit, supervise, manage and motivate staff. Evaluate their performance and appraise the team's work.

Eligibility of the CEO

Applicants should be mature professionals with 10 or more years experience in the field of visual arts, arts practice, art marketing or other related roles in the arts and humanities in India.

Candidates should have the following capabilities:

A good knowledge of current issues and activities in the arts

Ideational ability

Strong leadership skills

Good sense of strategy

Financial management skills

Networking skills and an ability to represent the organisation in various different forums.

Exceptional public communication skills

A passion and interest in running a small but tight ship

The position will be based in Bangalore, and will entail considerable travel in India and abroad.

Remunerations:

The compensation package will range between Rs 7 to 9 lakh per annum.

Deadline:

Applicants should write to info@tasveerarts.com with a covering letter and detailed resume by 31st May 2011. Only candidates selected for the interview will be intimated.

13.

Position Title: Sr. Usability Engineer

Position Description:

Usability Engineer/Analyst is responsible for designing useful, usable, desirable, and feasible interactions that delight both end users and customers(enterprise & B2B). From informing and envisioning the product plans, to driving success metrics and detailed designs, the UX discipline strives to enhance and elevate the user experience of our products, thus increasing end-user and customer satisfaction.

Position Type: Full-time

Position Requirements:

Thorough knowledge in UX process & methodologies.

Understand vision & business goals.

Understand the user's needs, goals & expectations.

Document task-flows, persona & scenarios.

Be a smart and a vocal advocate to sell your concepts & ideas

Own the UX deliverables & provide design rationales & style guides.

Ability to effectively communicate concepts/ideas through quick visual mocks

Define the UX for the product, validate them and, by deeply integrating with the development cycle, see that product's UX gets shipped as it was envisioned.

Ability to execute within tight schedule and business constraints.

Attention to detail and thoroughness of approach.

Ability to align with current industry & design trends.

Extensive design experience on web portals/application.

Ability to multi-task, prioritize projects and communicate timelines and stick to it.

Adapt early critiques as a feedback on the design and take it forward.

Educational Requirements:

5 to 7 years of experience with Bachelors or Masters in any discipline.

Background of cognitive science or Psychology would be plus.

Tools:

Hands on Photoshop and Visio.

Other mind mapping and wireframing tools

Soft skills:

Open to learning & Possesses a positive attitude

Persevering and hardworking attitude

Company: Jamcracker Software Technologies Pvt. Ltd.

Place: Bangalore

14.

this requirement on behalf of Gaurav Jindal, co-founder Yo Munk. Yo Munk is an e-commerce start-up founded by IIT/IIM graduates. Yo Munk is seeking UI designers for a project; the scope of work and the required skill sets are provided below. Interested candidates please respond directly to Gaurav at creative@yomunk.com with your resume and portfolio.

Scope

User interface for the website

- Create production ready UI

- Provide implementation support the development team

- Translate business and product requirements into interface designs through conceptual models, wireframes, paper prototypes, screen mockups, etc

- Create internal standards, templates and processes necessary to ensure a consistent, unified, high-quality user experience

- Maintain consistent style under the direction of the Art Director

Viral design

- Conceptualisation, design and implementation of virals

Skills

- Good understanding of layout, graphic design, typography and color theory

- Good understanding of usability concepts

- Proficiency with Photoshop, Illustrator and Flash

- Good understanding of the limits of web technologies

- Knowledge of html/ css

- Experience in social media virals would be a plus

Interns and freshers can also apply.

15.

A job opportunity with Hinduja Interactive - a full-service interactive communications consultancy based out of Mumbai (Above Vashi Station). They are looking out for a Web Usability Analyst/ Information Architect.

Profile for Web Usability Analyst/ Information Architect

Design and prototype advanced website/software UI/UX concepts for web clients and RIAs.

Know how of usability and accessibility standards for web.

Facilitating design ideation, prototyping, and usability test efforts

Ability to conduct task analyses, usability tests, heuristic evaluations, cognitive walkthroughs, site visits, focus groups and related user research.

Using ad-hoc tools and technologies (such as HTML, CSS, VS.NET, Flash) as part of the iterative prototyping-design cycles.

Translating user requirements into innovative design sketches, wireframes, prototypes and written specifications as needed to help translate ideas into production.

Establishing usability goals for the applications and generating long-term usability plans.

Collaborating with software developers, web UI designers, and marketing managers. Including presenting plans, UX designs and scenarios to the management.

Directing web UI developers and graphic designers to reach the desired UI UX functionalities.

Finding and fixing current usability and UX related errors and flaws in applications.

Conducting usability testing during various phases of product development.

Developing various types of user scenarios and stories.

Introducing new technologies and emerging trends in user interfaces and user experience approaches to the company.

You can get more information about them on their website - www.hindujainteractive.com

In case you are interested, please email your details on brian@htmtinteractive.com

16.

Patni-iGate with its 1.2 billion strength is now hiring in its UX Center of Excellence.

If you are passionate about UX design and/ or front end engineering

Please send your CVs to meenakshi.nagdev@patni.com

All the positions are for Mumbai and Pune location, however travel may be required for assignments.

 Front end engineers (6 positions) experience level 2 to 4 years

Skills Required

-Solid hands on experience in HTML5, DHTML and CSS

-Sound knowledge of JavaScript

-Experience in JQuery and Ajax

-Experience in cross platform/browser compatibility

-Good understanding of Accessibility standards.

-Experience in developing flash (animation/Action Script) based applications like video players (Optional)

-Good understanding of usability principals (Must have)

-Understaing of Java/J2EE (Good to Have)

UX Designers (5 positions) experience level 2 to 4 years

Skills Required:

-Sound experience in designing creative user interface

-Very good and quick at translating ideas through Photoshop

-Experience in applying usability principles in designs

-Good interpersonal and communication skills.

 Candidates with U.S. workpermit preferred.

Industrial design and/or Mechanical Engineering background is preferred.

 Please send your CVs to meenakshi.nagdev@patni.com

17

Position:

Art Director

Location:

Mumbai

Experience:

3-5 years

Job Description:

Lead the art team in brainstorming/ conceptualization to processing and all aspects of the creative process. You must be competent in Corel Draw and PhotoShop (Knowledge of Illustrator and Indesign will be an added advantage) Your portfolio must be outstanding with a significant proportion of direct mail pieces and designing work which have worked for clients. You must have a strong

sense of designing for print media, good working knowledge of typography and layout. Knowledge of web designing will be an added skill.

Desired Candidate Profile:

Ideally a commercial artist from a reputed institute but not a pre-requisite. You will be involved in ideating and designing communication for direct mailers, eDM, welcome kits, contests, events and promotions.

Company Profile:

Direxions an independent ISO certified marketing agency with offices in Mumbai, Kolkata, Delhi and USA offers cutting-edge direct and integrated marketing solutions to companies who want to acquire, retain and build relationships with customers, distribution and sales channels or employees

How to apply:

Mail the following to amathan@direxions.com

• Some of your best Direct Mail work (Maximum of 5 JPGs or 2MB, whichever is higher).

Alternatively you could include a URL to your online portfolio

• Current CTC:

• Expected CTC:

• Time required to join:

18.

Sr. User ExperienceDesigner

Relevant Experience: 3-5 Years   **Number of Positions: 2**

Description

 As a senior member of Oracle's EPM/BI UX team, youwill be responsible for applying a deep understanding of user-centered designprinciples to the design of EPM and BI software applications.

 Qualifications

Possess Bachelors, Masters or Ph.D. in Design (Visual Communication, Product Design, Interaction Design, Human Computer Interaction)

Possess 3-5 yrs of professional user-centered design experience as an individual contributor in software industry

Required Skills

Possess great user interface design skills

Possess great analytical skills

Possess great visualization skills

Posses great communication skills to communicate ideas and concepts clearly

Ability to work in a team as well as work independently

Possess experimental design knowledge sufficient to plan usability experiments

Possess knowledge of data analysis tools and techniques

Required Design Skills

Ability to lead user-centered design projects under the guidance of manager or principle project lead

Ability to plan, coordinate, and facilitate usability evaluations and report findings to product development team

Ability to engage with Oracle's end-users, understand their tasks and expectations, and deliver a user driven user experience

Ability to follow established practices and guidelines for designing user interfaces and usability evaluation test plans

Ability to foster relationships with product managers and developers to maximize effectiveness of design recommendations

Ability to mentor user experience designers in all aspects of the design process

Ability to maintain project plan, schedule, and report status independently

Ability to construct surveys, checklists, and other related tools

Ability to conduct expert design reviews independently

Tools and Technology

Expert in using prototyping tools such as Photoshop, Dreamweaver, Flash, Flex, Visio, Illustrator etc.

Experienced in using HTML, CSS and Javascript

Expected to learn Oracle technology stack and product lines

Send your resume and Portfolio to -

Brian Casey (Manager EPM UX) : brian.x.casey@oracle.com

Aparajith Aradhya (Sr. User Experience Designer) : aparajith.aradhya@oracle.com

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,
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