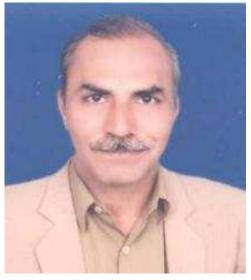# Design for All

GAATES
GLOBAL ALLIANCE on ACCESSIBLE
TECHNOLOGIES & ENVIRONMENTS

Chairman's Desk:

Dr. Sunil Bhatia

The future of the family is an interesting question. What will be the character and formation of the family will decide the future course of our current designers. 'What is the basic requirement of the family? Should designer focus on individual's need or shift to family or community? ' Generally an individual's driving force for progress is selfishness and commercial organization's exploit an individual in the name of satisfying the need of the customer is nothing but an act of cashing this weakness for their insignificant commercial benefits at the cost of our well established centuries old culture. Whenever the question of family or community's progress comes to our mind, group of people are living in harmonious way flashes in front of our eyes and gives the impression as it is welcoming individuals to live within the group with little adjustment, minor discomfort and in returns that group expects some kind of sacrifice for the collective progress. History has witnessed whenever an individual dominates any society or community his ambition flares

up and he works with strong head without caring of what he is doing is it morally right. His actions are beyond the imagination of mankind and do extreme harm to the community in the name of welfare. Later on, they have proved as ugliest face of the humanity and remembered as fascist or dictators. Wherever group is dominating, it allows gradual progress not at the cost of the disrespecting the individual, proves reason of inclusive growth and minimal resentment surface among individuals. Group develops the art of carrying forward without leaving behind anyone of good or bad intention. It develops the art of compromising, negotiations and living.

On the one hand, there seem to be trend away from the nuclear family as we know it while, on the other hand, people are still very much willing to be part of the community inspite of individualistic tendencies. Our society is designed in such a way that certain things an individual can perform but majority of functions need collective efforts. Our life is blend of individual as well as collective efforts. Neither we can escape collectivism nor live in isolation for long. It is one kind of punishment to live in extreme of both. Social behavior and values are changing drastically what was earlier had approval of the society; religion is no more valid in current society. Individual's moral values are no more the same what our ancestors had practiced. Long distance romance to children-by-choice is establish norms of present society and unconventional union of male and female for managing others expectations does not need society, religion approval . In this changing scenario , role of designer is no more traditional but lots of responsibilities lies on their shoulder of different social orders , psychological pressure and fit the thing into

flowing culture without disturbing the existing system. Above all it should be commercially viable.

Our modern designer should know while designing the products/ services which can perform individually and where they need collective efforts. If they wish to change the role where individual is required to collective or vice versa it will create stress and any point it may break , will prove nonproductive exercise and commercially unviable. Our traditional designers were aware about what job an individual can perform, where he needs assistance and where does he requires collective efforts. This philosophy was the basic in their design and it is visible till today in their products and services. When I look at house hold products, it impressed me that each item is reflecting the true picture of long history of struggle of human civilizations especially where the question of grinding comes. They have used two substances for performing this assignment. In Stone Age, they might have realized what material is easily available locally that should be used as a base material. They have zeroed to stone because it was ubiquitous. As they discovered iron, some replaced stone with it, but basic applications remained the same. Their designs were so simple for complex problems that it is still amazing our masses and fail to come out from its effects till today. Whenever current designer wishes to invent new techniques, it proves nothing innovative but one kind of repetition of our ancestor's works. Reason is, they have explored & designed the products/services with basic laws of nature. No one can escape from their design; it will never go out of fashion whatever advance technology may come in future.

The soaped linen needed a good rinse, and then to be squeezed (today's spin cycle in washing machine). Journey of Earthy Oven to

Modern Oven with electricity is such equipment that is found in every human civilization and it was designed with basic technique of placing the edible into heating chamber. Earlier heating medium was either with fire wood or coal and in modern time we are using electricity. But concept remains the same. Baked twice concept is still in use for making modern biscuits. It has come to existence because after baking the prime food oven remain hot and to use that unused heat, they cook second time. Thought process of mankind is still working under the same influence of what our ancestors did 'how to use the waste or it may be waste in one area but it may be useful in another areas'

Certain basic designs are impossible to replace and there is no better substitute also. They even rule the mind of modern designers. Modern man has various options .If the thing is hard it will go for crushing with iron container under iron rod. If it is mild or soft it will go for stone container and hammer will be of either wood or stone. In modern time we call it mortar-pestle or we may call anything in local language but no kitchen can be complete without mortar-pestle. Indian kitchen, a Hamanm-Dasta is generally known as mortar-pestle, is perfect for pulverizing and grinding herbs and spices into seasoning pastes and spice mixtures. Traditional hamam-dasta's made of wood and granite has now given way to steel or ceramic ones. The ancient grinding stones used by Native Americans, called mano and metate, are predecessors to the current-day mortar and pestle used in cooking. American Indians created grinding tools from stone, animal bone, tortoise shells, grass baskets and carved wood. There are two types of grinding stones: conical stone pestles and oval stone grinders. Food items like corn, nuts, maize and berries were ground with these stone tools.

Grinding stones had other uses, such as grinding ore mixed with animal fat to create paint. Currently it is replaced with motorized Mixer, grinder. 'Improvement by technologies into the basic design of the past is an act of conversations with ancestors of modern designers.'

Domestication of certain animals for their own benefits by our ancestors has changed the face of human civilization. Role of cow, horse, dog even cat in human civilization is significant and helped our ancestors in devising various uses of these simple animals as per their stages of life and functionality for making their own lives comfortable. Horses have influenced the transportation and after the invention of different metals, it has led to the invention of the horse-drawn, two-wheeled chariot. Aided by the advancement in more sophisticated tooling techniques, the introduction of this type of chariot helped to advance military strategies. Cow or buffalo milk was consumed in various forms like raw milk, boiled, curd, cheese, butter and ghee. Dead cow skin is used for making leather and bone for discoloring while making the white sugar and ox for agriculture & transportation. To take out the butter they have devised the small size of wooden churner for small quantity of milk. When milk was in a huge quantity and it is beyond the limit of individual to churn out, they have designed churner with rope and by pulling one end of the rope twist the churner in one direction and as the other end comes close to rod of the churner they pull small end. Their basic knowledge was excellent that churning helps in segregating the fats from milk and they have beautifully applied basic principle of various natural laws like frictional force for using rope , disturbance or well shake milk releases butter that has low density than water and helps in floating. Raw chili needs more efforts for storing for

future use. Its shelf life is very low because of moisture in it attracts the fungus. Other hand powder chili is easily consumable and has long shelf life if it is packed properly to avoid contact with moisture, manageable in less space and easy to digestible. That forced them to sun dried chili should store in powder form. They designed mortar-pestle for making powder. If the volume is huge, individual will exhaust quickly, they had designed the wood rod little longer than average human height so that a group of two people can simultaneously perform crushing by striking the rod into container. Generally woman uses wooden rod for crushing red chili because it is light and they can manage for lifting. One woman will strike with power through the rod into container where dried chili are placed and immediately she leaves the wooden rod in the air and quickly charge is taken of rod by another woman for hitting into container with pressure. That moment, first one rests. As first one assume the charge of striking the rod, another one gets rest and they keep crushing in rhythm for longer duration compare to an individual without getting tired, if anyone feels tired she will be replaced by sitting aside woman who is waiting for her turn. This example is clear indication that how to use individual capability in collective efforts by using simple design. It means our modern designers should have mental capabilities in designing proper interface of human with products and should not forget what sort of design will be used for enhancing family's value without hurting the sentiments of individuals. 'Successes of our modern designers largely depend on the breadth of their scientific and technical knowledge, as well as on their capacity of interpreting the most secret and most subtle processes of our culture.' Modern designer's works should meet the future goal as well as fulfill current need.   What we are at present

because of efforts and sacrifices of our ancestors. We are following what our ancestors have prepared the blue print by applying the basic concepts for designing various applications. My question is 'Where is our blue print for future that should guide our coming generations?' Ancient design of Mortar-Pestle of stone for grinding, crushing and pulverizing is replaced with electric appliances is not our contribution. It has come to existence because of improved technology. I agreed what our ancestors used to do in kitchen was a tedious process because they were handling their works with their simple tools and it was time consuming physical exercise that are replaced by modern equipment that can minimize manual work and majority of functions can be performed automatic. . Designers have revolutionized the kitchen with their innovative techniques and made the women no more confined to kitchen rather she can perform her job of home maker to earning member with ease and great sense of responsibility.

What is the cycle of family and its different associated characters will definitely help the designers what to design for them. Every family's foundation is happiness .When male and female come together in terms of raising the offspring it was the happiness that is guiding them. Designer should design such an interface with products that male or female can operate with ease. Spouse will not mind in operating and this basic mind set made the woman a liberated and real woman to prove her worth for the society. With the advent of new technologies modern female is no more confined only to kitchen rather plays significant role for progress of the family & community. Here designer should focus on improved technology & better minimal interface. Some designers are focusing and it has

changed the scene and what earlier male is on reversal role and he works in kitchen without many difficulties. 'Emotion and sharing should be central theme in this phase.' As their family grows, means are less and consumption is more. In this designer should focus on low cost with better technology that should meet the requirement of a family within their means. Manpower is surplus in large family so one person can supervise till the job is finished. It means cost can be reduced by introducing manual operation. Later on parents role diminishes and children takes the central stage in every decision, they need better innovative, but cost is immaterial. Ultimately nature of the family slips to hand of immature who lacks experiences and parents proved to be out dated, that point is where family is bound to disintegrate and that is the most difficult for any designers to fulfill the requirements of disintegrating family members. 'Is it possible for designers to halt the disintegration process by design?' Modern family is suffering with clash of interests of an individual and it is the era where everyone feels what he is doing is best and others stand nowhere. Reason of majority of the family's progress is marred with jealousy, competition among members. It is churning time and most of the family's progress is valued in terms of commercial assets and no one mind whatever poor human material they are. We call someone advance because they are possessing latest gadgets. In my opinion, those are progressive people who are upholding and setting an example of the values for generations to come and prove reason of civilization progress. What will be the face of modern family is not clear but one thing is sure technology may be supportive tools in shaping the new family.

Core values & behavior of family is reflected in each member and it is vital point for any designer. A cultured, educated with values will respect the design and his handling will be different from illiterate, uncultured. Similarly when we notice in behavior of challenged person those who are without family support and living like abandon is different from those who are living in protected environments. Those who enjoys all the facilities under one roof has different attitude toward life, so their interface with products and services from those who are leading vagabond life can not be same. Nothing is certain in vagabond's life and every moment is struggle for his survival so that lifestyle is different. A role of family is significant while designing the products.

The demographic change in entire world in the coming years will bring about new efforts to attack the disease of our time, which is not going to dispel the feeling of loneliness. In the positive scenario , the value of being part of the community will then be acknowledge more, with the result that new forms of longevity services will be launched together with grass root activities for people who create new lifestyle to fulfill their demands for a good life. Our life style has changed drastically from nature dependent to build environments. Earlier most of the works were associated with power of physical strength where man proves his supremacy over female. As technologies were improved and minimal power is required to perform the jobs females are replacing male in those areas. Role of male from dominating with power is slipping in the hand of female. I have witnessed in my family my father used to take almost all the decision related with family matters and due course of time when female members become earning they wished to enjoy the same

privilege what my father was enjoying. Later on, my father call the members of the family and used to say family parliament is supposed to assemble on specific day for discussion on what refrigerator should buy from different make and model. Most of the time parliament adjourned till further notice because everyone has firm opinion and any proposal moved by someone was bound to be rejected by other family members on one or another pretext. After long discussion they somehow reached to some conclusion ignoring other's opinion. At present my mother is old enough and if she is passing from market and like some refrigerator, under the impulse buying. She placed the order without consulting and even mentioning of her intention of buying a refrigerator to rest of the family members. She said 'it is minor decision, doesn't need attention and it will waste of time if we give much thought. Role has changed and everyone should accept every human has his own preferences and gender difference is diminishing. Our designer should understand these phenomena while designing the products. Two wheeler automobile was designed with kick start and require power that man possesses. New technology of self-start has changed the scenario of automobile and female can also drive. With the introduction of side car majority of challenged drivers can drive.

How did the family concept come into existence in human civilization? Is it not that it was the biological compulsion for man and woman to come together and live to be complete? It might be initially sexual desire. It is inevitable because of biological process of woman is to produce the child when she did sex. I do not know what does make the woman so attach with her child that she protect them by all means and suffered a lot during pregnancy, delivery, above all raising the child to make him capable for survival and

making a civilized child is most difficult task. She turns extremely painful journey of 'conceiving to make the child civilized' into pleasurable. I do not know what she gains out of it, is still mystery for mankind. Once she conceived and could not go for hunting it was the role of biological father to look after the both. Once male partner enjoyed the sex, his role is over. It is still unknown why he constantly lives in touch with them till the child stands on his own. 'Why does casual sex has its effects on individuals and form the family and community?' Human brain includes a wide range of emotions, of feelings, of care and affection, and the capability for objective and logical thinking and evaluation. 'Is sharing of ideas, thought formation and to developed the world of own are reason of living in family? Where he can say this world was my and I am king and it runs under my command'. If it is so, it should be prove irrelevant in modern time where everyone is free to pursue their own goals and no one can dictate anyone. It is something else what as designer we fail to pinpoints. That missing point is disturbing us while designing .Gradually they bound to live together either scarcity of food forced them to move & live in group or living alone under the mercy of natural laws was difficult. Living in group was compulsion and living with freedom is in born nature. His natural instincts forcing him to live with complete freedom satisfying whatever momentary desires surface. These natural instincts of human proved reason of danger for unity and some were taken the charge of maintaining the cordial relation among others either with their physical strength or some other means. It was the beginning of concept of social government and there was biggest challenge to control all the shade of human living in a group as an individual. He behaves individually in different manner and in group entirely

different in unpredictable manner. There is a whole scale of behavior from human to the beast-like, from behavior based on affection for the other person to, at the other end, uncontrolled behavior such as rape or by using force for other's woman for their sexual pleasure. Design of the houses was the reason of controlling the beast like nature and controlled the disintegration of group up to some level. It allowed a man-woman to raise their family and to live in peace without disturbing or never allowed in encroachment of others rights.   Initially family was nothing but 'to struggle as a family to survive'. Later on it initiated for next level of 'improvement of life style and comfort'. They designed the fire kiln in drawing room for warmness but as technology improved that fire kiln are replaced with Television or entertainment devices. With the advent of reinforced concrete technology the landscape of community living has changed so their life style. Earlier buildings were designed on raised platform because of aesthetic values but slowly it is replaced without platform because it was compulsion to make it accessible. Technology of lifts has introduced the best concept of accessibility. Airplane design has made the beginning and destination accessible world. Still many gaps are in accessibility and our young designer should devote good time to make these gaps narrowed.   Designer should not forget that the family, as the immediate substantiality of mind, is specifically characterized by love, which is mind's feeling of its own unity. Hence in a family, one's frame of mind is to have self-consciousness of one's individuality within this unity as the absolute essence of oneself, with the result that one is in it not as an independent person but as a member. Why we need improvement in our working because it is basic human nature to preserve the energy for future and optimize the output with minimum energy. In modern

time we call it 'marketing' and it helps us to stay in game by introducing sustain innovation. These sustaining products/ services are the kinds of innovations that companies often need to develop just to stay in the game. These incremental innovations accumulate in due course of time and shape a new thing that we call innovation. Introducing a ramp in old fashioned museum where its entrance or exit is inaccessible for old or challenged. What they use a sustaining innovation that might involve making the entrance and exit with ramp because good numbers of visitors are old or challenged. 'Is commercial parameter reason of making inaccessible to accessible?' Why not we feel it is our moral duty not commercial compulsion to introduce accessibility? 'More visitors will lead to more profits.' We caution our young designers 'not to get influence by commercial angle, social design is more valuable and not to be destructive in design, rather sense the trend and move along with social values. In simple word we are allowing them to grow along with sailing with current design and never dare them to visit dark, unknown areas. Disruptive innovations are the sort of big ideas that many of us have in mind when we think about an innovation. They are called disruptive because they disrupt the current market behavior, rendering existing solutions obsolete, transforming value propositions, and bringing previously marginal customers and companies into the center of attention. Disruptive innovations often come first and are then followed by a series of incremental innovations, with sporadic breakout hits interspersed.

There are two prong strategies. One is to provide immediate relief by designing products/ services that should be with conformity with Universal design. Another is creating environment in such a manner that it should change our culture so that it is ready to accept those

products or services which are useful for all.   To achieve, two methods can be followed. Either through strong 'political will' can bring changes in thought process of an individual or introduce the cultural change- it takes centuries in building. A few believe that cultural liberalism can be achieved by the form of better, reliable and robust design of every day's products/ services. This market driven society is victim of greed of corporate and it has helped in growing few select class at the cost of majority. I am advocating that these corporate people are satisfying their greed at the cost of our centuries old values. This theory focuses on the philosophy that political change will automatically attracts cultural change. Another believes that cultural change should be frontrunner and it will compel for political change. In India before the introduction of western civilizations it was the role of the family to look after the challenge and there was no state support. He used to enjoy same respect what an able person enjoys in family hierarchy. Those were without family were left abandon on the street or compelled to survive on begging. It was pathetic condition. With the introduction of western culture we have learnt to take care of such people and our government is introducing some or other welfare scheme for improving their life style.

The idea that a diverse population needs a diverse environment to succeed seems easy enough to grasp. Certainly, it is easier to comprehend than a one-size-fits-all design philosophy. Why then, in the name of universal design and equality, do architects continue to design uniform one-size-fits-all environments? Answering that is not so simple. Some may suggest that construction methods, costs, and site restrictions make diverse environments economically and physically infeasible. Others may fault the lack of courses architects

take in human biology and psychology. This might make it impossible for them to understand the diverse range of people their buildings affect. Even more may fault the ever increasingly abstract design process. This may hinder architects' ability to identify with real future occupants. If family is with high moral value then whatever the conditions of occupants they will sail the adverse by sailing together keeping individual dignity and respect according to position in the family. Problem comes when we arrange the hierarchy according to individual's income. Less mature, incompetent, with good knowledge but finer points to run the family for progress is lacking are in central of family affairs. These individual are more a less arrogant and disrespectful to majority, introduces the arrogant culture in the family. Running a family with values needs sacrifice, respect and gradual improvement of progressive culture. Plato's philosophy of essentialism may fail in context of family. 'Essentialism has and continues to fundamentally shape how we see and deal with diversity.' In simple terms, essentialism is a generalization stating that certain properties possessed by a group (e.g. people, things, ideas) are universal, and not dependent on context. Individual can be ignored for the progress of the family. A family can be ignored for the society and society can sacrifice for Nation and Nation can be ignored for global progress. It means larger values will prevail in the world and sometime individual or community or society or even nation can suffer for prevailing the values. Our modern designer has sensed this trend that survival of the modern family is on double income where husband and wife are earning and they will be out of the house for longer time, family can afford one or at the most two children. Their survival is at the cost of quality upbringing of the child. What a full

time mother can do justice with her children, a working couple can not. Toddler or Children has inbuilt character to experiment with their acquired knowledge and some time it lead to fatal accidents even death of child also. To eliminate this possibility they have introduced the concept of 'child lock' in their products. It means somewhere family concept is in their mind while designing the products/ services.

It is great honor for us that such a distinguished organization (GAATES –Global Alliance on Accessible Technologies and Environments) under such a distinguish personality Architect/ Mukhtar Mohammed AlShibani is working for upholding the ancient wisdom of 'caring for all' is the Guest Editor of this special issue and he has invited eminent authors of his choice of maintaining the class of GAATES as well as Design For All Institute of India. Guest Editor is sharing his ideas associated with global touch but real focus is on Universal Design. Our special thanks to Ms. Mernie Peters for making this dream come true and she has left a special mark in the mind of team of Design For All Institute of India by giving timely valuable suggestions and opinions. Let our readers should understand the International mind for the cause of our social movement of popularizing the concept of Universal Design .He is carrying a long tradition of ancient culture in his shoulder and cannot deny his role as international human. He has created perfect blend in this issue by selecting such articles. "*We all grow up with the weight of history on us. Our ancestors dwell in the attics of our brains as they do in the spiraling chains of knowledge hidden in every cell of our bodies. ~Shirley Abbott*"

Instill Values. No need of an individual or society or nation to sacrifice for upholding the progressive culture .It will move in its

own with positive direction. A value designer is better than thousands successful commercial designers. A tree is known by its fruit. Designer with better human material will uphold the better values for society and he is bound to be worth for the society, so for nation and global.

With Regards

Dr. Sunil Bhatia

Design For All Institute of India
www.designforall.in
dr_subha@yahoo.com
Tel 91-11-27853470®

Content of October 2011 Vol-6, No-10

Other regular features

Forthcoming issues:

November 2011 Vol-6, No-11

Special issue with Institute for Human-Centered Design and Executive Director Valerie Fletcher will be the Guest Editor.

December 2011 Vol-6, No-12

is a special issue on proceedings of the "Better Learning by Design" Conference at The University of Vermont on 1st-2nd June 2011 and Guest Editors will be Lawrence G. Shelton, Ph.D. and Susan W. Edelman, Ed.D.

January 2012 Vol-7 No-1

It is special issue for celebration of INDO-GERMAN friendship year 2012. The Guest Editor will be Prof Dr. Peter Neumann. Dr. Peter Neumann has been working in the field of accessibility and Design for All/Universal Design for nearly 20 years now.

He is also President of the European Network Design for All Germany (EDAD), the national member organisation of EIDD – Design for All Europe.

February 2012 Vol-7, No-2

Dr Hua Dong will be the Guest Editor and it is special issue focusing role of China's Designers.

March 2012 Vol-7, No-3

Celebrating the foundation of UDIP

Professor Abir Mullick with an International reputation will be the Guest Editor and mentor of recently formed UDIP(Universal Design India Principles).

April 2012 Vol-7 No-4

National Center on Accessibility

Dr. Sherril York is the Executive Director of the National Center on Accessibility (NCA), a center within the Recreation, Park and Tourism Studies department located at Indiana University in Bloomington, IN. Dr. York brings over thirty years of experience in higher education in personnel preparation, direct service programming, and research with people with disabilities from toddlers in early intervention programs, children/adults in physical activity development, to elite athletes in adapted sport programs. She will be the Guest Editor for our special issue of April 2012

May 2012 Vol-7, No-5

A special issue on archive articles of EIDD and Guest Editor will be Mr. Pete Kercher

Ambassador/External relations: Pete Kercher, E-mail: pkercher(at)libero.it

June 2012 Vol-7, No-6

Prof Marcus Ormerod is co-director for the SURFACE Inclusive Design Research Centre with Rita Newton and they will be guest editors for a special edition of getting outdoors.

Architect - Mukhtar M. S. Alshibani

Architect Mukhtar Alshibani is currently serving as President of the Global Alliance on Accessible Technologies and Environments (GAATES), having previously served a 3 year term as Vice President.

He is an active member of the International Union of Architects and represents the Kingdom of Saudi Arabia on the ISO TC59/SC16 Accessibility and Usability of the Built Environment Standard Committee.

He continues to work with the Arab Urban Development Institute and the Prince Salman Center for Disability Research as an Access Consultant.

Mukhtar has participated in many local and international symposiums and seminars related to the architectural & urban built environment and it's effect in the disabled and elderly people. Mukhtar has shared his knowledge of universal design and accessibility, having been a visiting lecturer at a number of

Architectural colleges in Saudi Arabia. In addition, he has conducted a number of lectures in the six colleges of Architecture in KSA universities about UIA and Saudi Umran Society. In addition, he helped establish the first Modeling Centre in the Arab world in Riyadh KSA, were the center has accomplished more than 5000 models for projects in Saudi Arabia and the Gulf plus the Arab world for the top consultants and developers.

Mukhtar established his own firm, Almodon Urban Consultancy, the first consulting office dealing with accessibility in Riyadh. The opening of his office coincided with the beginning period of the Arab world dealing with needs of people with disabilities' with respect to the built environment.

Mukhtar has a Masters degree in architecture from college of architecture King Saudi University, Riyadh, KSA, where his dissertation was on the Design Criteria for the Disabled in the Saudi Built Environment. He obtained his bachelor in Architecture from College of Engineering Architecture Department Riyadh University, KSA.

Guest Editor:

Mukhtar AlShibani

The Global Alliance on Accessible Technologies and Environments (GAATES) is the leading international organization dedicated to promoting the understanding and implementation of accessibility of the sustainable built, social and virtual environments, including architectural, infrastructural design, transportation systems, habitat, and electronic information and communication technologies. GAATES is dedicated to promoting the Guiding Principles of the United Nations Convention on the Rights of Persons with Disabilities, adopted in December 2006.

GAATES was incorporated in 2007, using the terms and articles of the UN Convention on the Rights of Persons with Disabilities (CRPD) to clearly define the fundamental objectives of our organization. With the adoption of the CRPD, there is a great demand for up-to-date information on the latest developments in accessibility,

Universal Design, Assistive Technologies, and Universally Accessible environments for people with disabilities and older persons. GAATES is pleased to contribute several articles from our board members related to their areas of expertise.

Bob Topping is a Canadian Architect who specializes in Universal and Sustainable Design. Bob capably details how universal and sustainable design need not be mutually exclusive objectives, but rather, how they can be achievable goals that are mutually supportive in creating an inclusive and accessible environment. A resulting environment that is both green and accessible.

Amanda Gibberd is an expert in universal design and transportation from the Republic of South Africa. Amanda shares experiences from her country that reinforce the symbiotic relationship between the accessible built environment and accessible transportation. Both are key elements to the development of an accessible and sustainable transportation system that can serve all users, including people with disabilities.

Ensuring access to transportation is a fundamental requirement to so many elements of successfully implementing many articles of the CRPD; access to employment, education, health, justice and inclusive participation in the community as a whole. Access to the full public transportation service, not just disability specific special transportation, is critical in ensuring that people with disabilities are afforded the same status, rights and opportunities as all other members of the community.

Andres Balcazar from Mexico shares his experiences from trying to implement the principles of Universal Design in an environment where the concepts are not always well understood or appreciated. He details his experiences of working with accessibility experts and architects who understand the benefits of universal design but meeting objections from facility owners and operators who do not fully understand the long term benefits of implementing universal and accessible design elements.

An oft touted number is that people with disabilities make up one in ten people worldwide, and up to one in every five of the world's poorest people. Universal Design of the built, ICT and transportation environment is not only about access, but about inclusion of everyone. Access to the built environment in health, education, and employment are key contributors in the process of poverty reduction.

While accessible and Universal Design is well entrenched in many parts of the world, the concept and eight principles of Universal Design are foreign and not yet understood in many other countries. It is one thing to espouse the use of well-developed codes and standards, but what is still lacking, is an understanding and knowledge about sustainable universal design practices. GAATES uses not only our Universal Design expertise for projects, but also for capacity building and training around the world. Sharing our knowledge and expertise on Universal Design and sustainable design through workshops with architects, designers, building owners and operators, schools and professors and national code developing bodies is the only way to ensure that built, social, and technological

environments are accessible for everyone.

Many of us have had experience with designers and builders who mistakenly believe that designing and building accessibly based on the principles of Universal Design costs more. The reality, as we know, is that it costs far less to ensure that the built environment and ICT's are accessible to *ALL* users, so that people with disabilities can obtain an education, and be contributors in all aspects of society.

Sharing our knowledge about accessible Universal Design is more than a responsibility - it is an *obligation* that we collectively bear to ensure that all members of the global community, including persons with disabilities, have equal opportunities.

About GAATES

GAATES continues to grow both in members and in global activities. We are continually working with individuals, public and private organizations, NGO's and DPO's - to seek out and implement international best practices in Universal Design. GAATES as an organization and GAATES' individual members are continually involved in projects related to the built environment, ICT's, transportation and implementation of the CRPD.

GAATES has a number of collaborative agreements with national and international organizations, and is working closely with the World Bank, the UN, Governments, NGO's, civil society and the private sector on a number of projects. GAATES continues to welcome new members as we work towards inclusive and accessible built, virtual

and social environments. GAATES maintains a consultant database in addition to a membership database, so that we are able to call upon qualified professionals in universal design and accessibility of the built environment, ICT's, transportation and human rights and access to justice.

GAATES has created the Global Accessibility News weekly news service to promote and create awareness worldwide on accessibility the built, social and virtual environments; including architectural and infrastructural design, transportation systems, habitat, electronic information, web and communication technologies. Global Accessibility News is distributed weekly via email, and Headline News stories are always available, with stories archived by month and year at www.globalaccessibilitynews.com.

Mukhtar AlShibani

Bob Topping – CANADA

Bob Topping is a Canadian architect who has focused his work for over 25 years on accessibility issues and universal design.

Bob has worked as an accessibility consultant on many high-profile projects in Canada including the Air Canada Centre, Ricoh Coliseum, Windsor Casino and the Four Seasons Center for the Performing Arts. As the author of numerous municipal accessibility design standards, and through his work on technical committees for both Canadian and international accessibility standards, Bob has extensive experience in accessibility-related legislation and standards development.

Bob has authored and presented papers on accessibility and universal design at local, national and international conferences and workshops. He also teaches courses on accessibility and universal design within undergraduate programs at the University of Toronto and the Sheridan Institute of Technology and Advanced Learning.

Green Design and Universal Design: Convergences

Bob Topping

At first glance, green design and accessible or universal design may look like completely different concepts that have no obvious relationship. Building owners, developers, architects and designers are continually being asked to enhance the accessibility of their projects . . . in addition to an ever-lengthening list of competing project requirements that vie for available space and funds. Wouldn't it be nice if accessibility features were easier and less expensive to incorporate into projects? Emerging convergences between green design and universal design provide designers with the opportunity to do so, adding value to their sustainable projects by making them more welcoming and usable by more people.

Today's market place has embraced green design. Not so long ago creating a 'green' building was considered to be a fringe, lofty, 'tree-hugger' goal. Today, green design is a mainstream part of the building industry with obvious benefits. Sustainability is now viewed as an integral part of most projects, and a mandatory requirement for many leading corporations and government buildings.

The concept of universal design is still maturing within the design and construction industry. Knowledge of the principles and practical application of universal design continues to evolve among designers and their clients. Progressive designers are realizing the benefits of inclusive design strategies, particularly as changing demographics influence the age and functional profile of building users. The

consequences of the aging population are undisputed – more and more people with functional limitations will be using buildings and other environments – most of whom would never consider themselves to be 'disabled'. Universal design addresses this reality recognizing that such functional diversity exists throughout the entire population; it's not just about people with 'disabilities'!

Green design is about making better choices for the planet, using fewer resources, less energy, and ensuring indoor environmental quality.

Universal design is about making better, more inclusive choices that recognizes the diversity of human abilities across the entire population. It carefully considers the design requirements of building users of various ages, sizes, sensory abilities, language skills, etc.

In our work as accessibility consultants over the last 20 years, Designable Environments has noticed that many of the systems and elements incorporated into projects to support sustainability goals, also directly affect the accessibility and usability of the building – either positively or negatively. Choosing a particular sustainability strategy or a specific green product can often result in making a project more accessible and inclusive.

Examples of Convergence

The following are just a few examples of the many convergences between green design objectives and the principles of universal design.

Green design encourages the redevelopment of brown-field sites, the reuse of existing buildings and urban intensification strategies to

locate people close to amenities and public transit services. Such planning strategies result in more compact communities where people can walk to work, school, shopping and recreation activities. More compact communities are also more accessible communities because residents do not have to walk or wheel such long distances. Seniors with stamina limitations, younger children, people who use mobility aids, and persons carrying groceries or other object all benefit from shorter travel distances to amenities and public transit. Universal accessibility is also enhanced through creative planning and grading strategies, making the urban environment simple and intuitive to use with minimal effort.

Creating a public-use green roof is a great green design decision for many reasons including; improving the air quality around a building, replacing some of the habitat lost to plants and animals by the footprint of the building, reducing the rain water run-off, and conserving energy by significantly reducing the summer heat build-up on the roof thereby reducing the air conditioning needs. It can also be a great universal design choice if amenity features are accessible to everyone. Green roofs allow people to get outside in a controlled environment without having to travel too far. Raised beds bring the flowers closer to seated and shorter people to smell and touch. They also provide a deeper soil base for larger plants and are easier to maintain because they reduce back strain caused by bending.

Maximizing access to natural daylight can contribute to a successful sustainable design by reducing the amount of artificial lighing. Appropriately-designed windows are also a great accessible choice where lower window sills are provided to allow seated and shorter people a view. Operable windows also contribute to the natural ventilation of a building by reducing the amount of energy required for air conditioning. It's also a great accessible choice, provided the window hardware is low enough and easily operable - particularly for those who may spend so much of their lives indoors. Everyone benefits from the improved air quality.

A touchless washroom can contribute to sustainability where the lighting, faucets, urinals and toilets are automated. This controls both the amount of water and energy used as the temperature of the water is preset. It's also a great accessible choice because persons with reduced strength or manual dexterity can easily use the fixtures and activate the controls. A touchless washroom benefits everyone, including those with immunity difficiencies, through reducing the risk of infection by minimizing shared touching surfaces.

http://www.istockphoto.com/stock-photo-7400991-washbasin.php

http://www.istockphoto.com/stock-photo-11901943-public-urinals-with-tiled-wall.php

Cork flooring that's sealed with a low or no-VOC, low gloss finish is another great green choice. It's a natural material produced from a fast growing source that can be made from waste product. Cork does not off-gas which preserves indoor air quality. It's also a great accessible choice because it's a low friction surface that's easy to walk on or roll wheels across. Cork is more cushioned that hardwood surfaces, making it safer and easier on knees and other joints. Unlike other hardwood or other hard surfaces, cork has acoustic absorbing qualities which can be used to enhance the usability of a space for persons who are hard-of-hearing, by reducing reverberation and background noise. Being low or no-VOC provides great air quality for everyone initially, but especially for people with environmental sensitivities.

http://www.istockphoto.com/stock-photo-12104050-cork-flooring-swatches.php

Automatic sensing lighting is another green design choice. It reduces the energy needs by keeping the lights on only when there is not enough natural daylight and/or only when a person enters the room. By removing the need for users to see, reach and use a switch, an excellent universal solution is also achieved. Lights can be activated whether a user is standing or seated, if a person has low vision or reduced dexterity, or by someone who cannot use their hands because they are carrying something.

http://www.istockphoto.com/stock-photo-11937664-sensor-light.php

Conclusions:

These are only a few of many examples of overlap between sustainability and accessibility. Many of the connections are obvious and easy; accessibility can often be enhanced by simply making different choices about certain types of products and materials. Other connections are more complex, challenging designers to use all of their skills to integrate the principles of universal design into their urban designs and master plans.

Most designers and their clients are well into the journey of transforming their approach to integrate green design strategies into their projects. As we have seen, embracing green design also provides enhanced accessibility for your projects.

Written by Bob Topping and Thea Kurdi

Additional Resources:

1 - Center for Universal Design, College of Design, North Carolina State University -

http://www.ncsu.edu/www/ncsu/design/sod5/cud/

2 - "Why Accessibility Is Good For Your Business" -

http://www.accessibilitynews.ca/cwdo/resources/resources.php?resources=78

3 - "Why Accessibility Matters" -

http://www.mcss.gov.on.ca/en/mcss/publications/accessibility/charles_beer/intro_why_accessibility.aspx

Bob Topping – CANADA

Andres Balcazar - MEXICO

Andres Balcazar has a Bachelor of Architecture from Mexico's National Autonomous University (Mexico City). He currently works as an architect and accessibility consultant. In addition, is he a Professor of the undergraduate course "Universal Design in Public Spaces," in the Faculty of Architecture's Department of City Planning, at Mexico's National Autonomous University, Faculty of Architecture. He co-developed an online course about the basics of disability and universal design for Iberoamericana University (Mexico City).

He was a contributor to the International Best Practices in Universal Design : A Global Review and served on the expert panel to determine the best practices, and has completed Accessibility Assessment and Recommendations for the Mexican Congress facilities.

The implementation of universal design in existing built environments. Two examples from Mexico involving: raising awareness among educators and adapting existing health facilities.

Andres Balcazar

1. Educating society into universal design.

Implementing *universal design* involves more than reaching designers, whether they are architects, builders, industrial or graphic designers. What I hear very often in my country and from stakeholders everywhere is that the universal design concept must be included in the designs schools curricula and in the industrial manufacturing processes, which is undeniably true and certainly an imperative in Mexico and all over the world.

But implementing universal design solutions is not the sole responsibility of designers or the industry. Talking about the built environment, in many cases and perhaps a common place all over the world, especially in the developing world, there's the fact that the final users of a space or a building are the people in charge of making all the necessary adaptations to allow its use by all the beneficiaries of universal design. There is still a long run until the UD concept is fully established in the curricula, standards and regulations and all buildings are built or adapted the right way. In the meantime, and depending the country or the setting, this task

might be in the hands of the staff in public and private offices, schools, health facilities, culture facilities, whatever.

Education is a key sector for the fully achievement of the mandates from the Convention on the Rights of Persons with Disabilities. And for persons with disabilities to fully exercise their right to education, accessibility is the major issue. Mexico is no exception and there are many communities where there is no architects or designers of any kind trained in the basics of universal design.

After a seminar on inclusive primary education co-organized with the World Bank in the year 2004, Mexican Ministry of Public Education requested accessibility guidelines for teachers and other education facilities staff which I'm going to describe here. The seminar included presentation of best practices about the inclusion of kids with diverse disabilities in education by the teachers themselves, chosen from examples requested from all over the country. But some of those best practices turned out to be the opposite; a couple of them just featured children in an education facility without a real inclusion and adaptations to the build environment and the curricula. And regarding accessibility it was clear that schools' staff didn't understand the concept and its real dimension.

After the seminar the World Bank requested a diagnostic on the accessibility to public schools in Mexico, which was also developed by me. And as an outcome from that diagnostic the Ministry requested an accessibility guidelines booklet which was not aimed at architects or designers, nor intended for featuring pages of diagrams

with specifications; but a simpler tool with a text that can be easily understood by any person without a design background.

Although Mexico has seen progress in adapting existing schools and generating accessibility standards for building new education facilities, there are more than 20,000 education facilities throughout the country and many of them still need to be adapted. There are ongoing programs for adaptation of a certain number of schools each year. While many schools will need to wait, the reality is that many of them are starting to receive students with disabilities.

The Ministry wanted the schools' staff to have a tool to address the needs of those new or existing students using with their own resources. There are cases when the parents volunteer to do the adaptations by themselves or to pay for them. Therefore they need to know what universal design is and get some explanations on the necessary adaptations.

The aim was a booklet that anyone can read and understand, eliminating as much as possible the technical aspects of accessibility. A document for the school principal to have in the shelves in his or her office, something they were willing to read and that can help them to hire a local contractor or mason and do the adaptation with minimum resources.

The criteria for developing the guidelines were:

- *Friendly text, easy to read by everybody,*
- *No need to have a technical background*
- *Short length (limited to 60 pages or less)*

- *Attractive design*
- *Self-assessment Check List*
- *Recommendations for urban or rural environments*

The booklet starts with the explanation about the benefits of universal design for all people and making a clear statement that accessibility is more than building raps or curb ramps.

Later it includes some very basic definitions: barriers, accessible routes, ramps, grade. It was considered a priority to understand what an accessible route means, and how to determine one in an existing facility.

Then it has the self-assessment checklist. This checklist includes basic elements for an accessible environments emphasizing access to the facility, accessible routes and restrooms. It is a simple yes/no layout, it doesn't give a qualification nor determines the accessibility degree of a facility, it simple tells the people that a greater quantity of "no" means a less accessible environment.

The final part of the document includes accessibility recommendations on access routes, materials and accessories, restrooms, ramps and handrails. In the images featured in this article you can see that the design layout is very colorful with photographs and other graphics and a minimum use of technical diagrams.

Since its official launching in 2007 the booklet has been widely distributed in the Mexico's public education system and the

electronic version is available to download as a free resource in the Ministry of Public Education website.

In early October 2011 was presented to the inclusive education staff from several Latin American Public Education Ministries attending the 8th annual seminar organized by UNESCO, the Spanish Ministry of Public Education and the Organization of Ibero-America States.
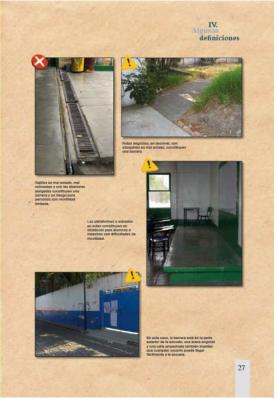
The booklet is available in Spanish only and can be downloaded from the Mexico Ministry of Public Education site on inclusive education at:

http://www.educacionespecial.sep.gob.mx/pdf/todosenlamismaescuela/accesibilidad.pdf

Booklet Cover:

Recognizing barriers in the school environment:

Example of the self-assessment checklist:

Recommendations:

A practical example of a right adaptation:

2. Remodeling of existing health facilities.

Mexico was the leading country in promoting a convention on the human rights of persons with disabilities among the international community and started the process in 2001. At the same time the country also started an internal process of developing programs, public policies and also accessibility guidelines and standards. The federal government did a varying degree of adaptations to existing buildings to allow a very basic accessibility, mainly entrances and restrooms.

But all this was made at a time when the general public, the facilities managers and also architects and builders had a close to none knowledge or sensibility about the real needs of persons with disabilities and on the accessibility concept.

In the year 2008 the National Council for Persons with Disabilities, taking advantage of funding for accessibility provided by the National Congress, conducted a series of accessibility assessment to the national health institutes: more than ten institutions comprising highly specialized health facilities for the treatment of cancer, heart diseases, nutrition, neurology, among other specialties.

The assessment was focused on the public areas, where institutions receive the larger number of people: urgencies, external consultation, laboratories. In spite of the existence of a national mandatory standard for the accessibility of health facilities developed in 2004, all of them had some sort of accessible element that didn't comply with the standard or with the notion of a proper

accessible feature for persons with disabilities. After the assessment only vive institutions were granted with funds for remodeling existing spaces.

For me there were many lessons learned: the original adaptations were made without a proper training of the people in charge of designing and building them. The current facility managers were not always the same from that time and they took for granted that the ramps, pseudo-accessible restrooms or other adaptations were adequate for persons with disabilities. Some knew about the existence of an accessibility standard for health facilities but didn't know how to implementing, or more important, why they should implement it The people working in the facilities or the patients didn't know that something better could be offered, though there were complaints from the patients in some institution because of the lack of any accessible feature.

Below you can see some before and after examples of the adaptations. They include new entrances, providing handrails to ramps or stairs, building new ramps or curb ramps and also providing restrooms with an adequate area and accessories. The managers from all institutions stated that the adaptations were noticed and welcomed by their clients and their own colleagues.

Cancerology Institute, Before:

The entrance to Emergency Room was very narrow

Instituto de Cancerología

Acceso a Urgencias – Antes

No había acceso desde la banqueta o arroyo vehicular.

Era necesario cargar a las personas en silla de ruedas

Cancerology Institute, After:

A better route and a new restroom in the Emergency Room

Instituto de Cancerología

Acceso a Urgencias – Después

Se creó una rampa de acceso, ampliando la acera.

Se colocó estacionamiento temporal.

Se habilitó un sanitario accesible, con capacidad para acomodar una camilla.

Neurology and Neurosurgery Institution, Before:

Access to the physical rehabilitation area with

Instituto de Neurología

Área de Rehabilitación – Antes

Alta afluencia de personas usuaria de ayudas para la movilidad.

La pendiente natural del terreno es excesiva y representaba un reto.

La rampa para ingreso al edificio tenía pendiente excesiva y no existían sanitarios accesibles.

Neurology and Neurosurgery Institution, After:

A new route with a better pavement and ramps with handrails

Instituto de Neurología

Área de Rehabilitación – Después

Se creó un área de ascenso y descenso nivelada en la acera.

Se construyó una ruta accesible nivelada,

Se colocaron pasamanos y se construyeron rampas adecuadas.

Se informó que la rampa se utiliza también para la terapia de los pacientes
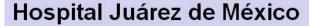
A new restroom was provided too.

Instituto de Neurología

Área de Rehabilitación – Después

Juarez Hospital, Before:

Ramps and entrance to the rehabilitation area with inadequate grade and materials

Hospital Juárez de México

Acceso área de rehabilitación – Antes

Existían rampas, pero con pendiente excesiva y acabado inadecuado.

El Cancel de la puerta de acceso se encontraba en muy mal estado.

Juarez Hospital, After:

The ramps have an improved grade, new handrail and color contrast

Hospital Juárez de México

Acceso área de rehabilitación – Después

Se mejoró la pendientes de ambas rampas.

Se colocaron pasamanos,

Se pintaron y señalizaron las rampas y los cajones accesibles

Se colocó puerta automática.

Conclusions:

What I have tried to explain with the two examples is the need of training and providing friendly tools to the general public on universal design. People in developing countries, or those living and working outside major urban areas, have had very few contact with the universal design concept. And while the CRPD mandates the inclusion of persons with disabilities into all aspects of life, we live in built environments with a majority of existing inaccessible facilities. Mainstreaming universal design must include educating and training people from all sectors and field of expertise.

Along with the imperative need of developing universal design standards for the build environment, the tools for training and raising awareness must also be designed following the UD principles and make them easy to understand as everybody.

Andres Balcazar – MEXICO

Amanda Gibberd - SOUTH AFRICA

Amanda Gibberd is one of the directors of Gauge, a practice dealing with inclusion and sustainability of buildings in South Africa. Through the practice she works for the Department of Public Transport and is responsible for universal design and environmental access monitoring of public transport projects. She is currently involved in over-seeing the roll-out of the Bus Rapid Transport systems in the country, the new system of accessible public transport.

Amanda represents South Africa on the International Standards Office committee on Accessibility and the Built Environment and sits on the national sub-committee on the part of the building regulations that affects universal design and the built environment.

DEVELOPMENTS IN PUBLIC TRANSPORT IN SOUTH AFRICA

Amanda Gibberd, Universal Design in Public Transport Projects
Directorate of Public Transport Strategies and Monitoring
Republic of South Africa

Introduction

South Africa is promoting the link between a sustainable public transport network and a vibrant, constructive economy which has the capacity to create opportunities for all its citizens. People with disabilities know better than non-disabled people that a sustainable public transport network is one that is usable by them, regardless of the category of their disability.

People with disabilities in South Africa are driving the idea of a universally accessible transport network. Achieving this will benefit the country as a whole, despite the inability of some categories of non-disabled people to realise that such a network will also be to their advantage.

An integrated public transport network is the key factor in universally accessible public transport; allowing ease of movement between all modes. Currently, public transport systems do not meet our basic functional requirements; which puts more pressure on car

use for those who can afford it, and prevents mobility for those who cannot. This is not sustainable.

The South African Department of Transport recognises the following:

- *For most people with disabilities, as with other people in the category of vulnerable road users, car ownership will be beyond their financial means in their life time and their only real resource is access to public transport.*
- *The country as a whole can currently see no alternative to private car ownership; appears to have a very negative attitude towards public transport and has no desire to change this attitude.*
- *Many of the people responsible for delivering universally accessible public transport in municipalities have no appreciation what this is or how it should be done. They have not had exposure to accessible transport. We are only just beginning to change this situation.*

In South Africa, the concept of architectural apartheid is a pertinent metaphor, which people with disabilities have firsthand experience of. It is endemic in the country's pre and post apartheid structures. Unless we consciously seek to move away from the environmental and institutional barriers that isolate people with disabilities, we cannot move towards a society in which we can all participate for the rest of our lives. We now have or will all have a special transport need. As we age or as our life circumstances change, our need increases. This is not a negative fact; it is a fact of life that we cannot escape.

Our aim is to create a universally accessible transport network, where we increase the reliance of the economy on the skills of its members, and decrease the reliance on the provision of benefits to those who are unable to work. By increasing transport options, we increase the opportunity of all members of society, of whatever age or disability status, to use our skills to generate and spend money, creating and sustaining job possibilities.

Policy framework and implementation mechanisms

South Africa has signed the United Nations Convention in full, including all the optional protocol. The legislation of the national Department of Transport includes the requirement to provide for people with disabilities. It is obliged to provide for 'special categories of passengers' of which people with disabilities are a key group, other affected parties being elderly people, signage and life cycle passengers. There is some discomfort about the term as the disability sector in particular, has tried to move away from being labelled 'special'. The Department is aware of that and will address it in future legislative changes.

The Department of Transport is required to include provision for special needs passengers under the The Public Transport Strategy 2007. The Strategy paved the way for the introduction of the Land Transport Act 2009. There is an additional Departmental responsibility to people with disabilities in particular, under the Promotion of Equality and Prevention of Unfair Discrimination Act 2000.

The vision of the Public Transport Strategy and Action Plan contains the following commitment to people with disabilities:

'The legacy will see that the core Network (both road and rail corridors as well as their
Precincts, stations, terminals and vehicles) is 100% accessible to passengers with special needs. Special needs user organisations will form part of the Network advisory planning and monitoring team.'

The strategic pillars of the Strategy and Action Plan are two-fold:

1. Modal upgrading of existing transport
2. Integrated rapid public transport networks

Through the work completed on the Accessible Public Transport Strategy, we have developed the following approach. The approach has been discussed with and approved by the disability sector.

- *The inclusion of people with disabilities has to be through a universal right of access to public transport services, based on the principles of universal design.*
- *The South African Human Rights Commission needs to be a key partner in overseeing the work of the Department of Transport. Also the Ministry of Women, Children and People with Disabilities monitors of the Department's progress.*

Creating an enabling environment

There is recognition that in order to bring about change, the stage needs to be set. This is being dealt with in the following way:

- *Commitment to funding: public transport projects receiving government funding are gradually including a mandate to be universally accessible. Road and rail based systems are currently targeted.*

- *Utilization of grants: the Public Transport Directorate directly administers grants. These are progressively including a universal access element.*

- *Training and capacity building: the Department is training staff internally and in other government departments on universal access, and encouraging the disability sector to register courses to help train staff and operators.*

- *Setting standards throughout public transport systems: We are putting in place a system for the appointment of an access consultant who works with the local Municipality to draw up the Universal Design Access Plan to guide the implementation of universal access in transport projects.*

- *Development of infrastructure and vehicle specifications: the national Department of Transport has assisted with the introduction of a new infrastructure specification and is working on a new vehicle specification, which will be brought in over time.*

Modal upgrading of existing public transport

Existing public transport projects include:

- **Rail Projects:** *the rail authority has published a Universal Access Policy, and associated standards. It has taken a number of initiatives towards universally accessible rail systems and the Department is supporting them where requested.*

- **The Gautrain:** *this train system has set a new standard in accessible public rail transport in joining Johannesburg to Pretoria. The Department role is to ensure that the implementers address the challenges we have picked up on universal design and support the access consultant already appointed to assist Gautrain in improving the system.*

- **Bus projects:** *the Department is developing a time table for the introduction of accessible buses (and long-distance coaches) with the bus industry. We are looking at standards for bus stations, which are currently classified as parking garages*

- **Mini bus and Midi bus taxi services:** these provide much of South Africa's transport network. Whilst not formally public transport, government provides funding to the taxi association. The specification that the Department is developing will cover these vehicles to some extent which are used for regional trips. Most taxi ranks lack the same basic provisions as bus stations.

- **Dial-a-Ride:** *South Africa has a limited Dial-a-Ride service. This is not seen as a sustainable form of accessible public transport in main transport networks; however, there is a role for it. We are looking to see how it can support the networks and its role in providing accessible transport in rural areas.*

- **Non-Motorised Transport:** the Department is working on standards to improve universal access in the pedestrian environment, which in most of South Africa, is currently riddled with barriers.

Currently public transport does not involve maritime or air transport.

Integrated Rapid Urban Public Transport Networks

These consist of two elements:

- *Planning: all municipalities throughout the country are developing integrated urban public transport networks. Only some of these receive grant funding to assist with the projects. The others still have plans linked to their Integrated Transport Plan, which is a public plan and open to view and involvement from local interested parties.*

- *New bus rapid transport systems: major urban centres are planning new rapid transport systems. Cape Town and Johannesburg already have the beginnings of a network.*

Integrated Rural Public Transport Networks

The Department has developed a Rural Transport Strategy, committed to developing transport in rural areas that is universally accessible. We are targeting a number of rural districts, with the aim of studying the local demographics and piloting specific projects to look at how we should meet transport needs in an integrated, accessible and sustainable manner.

Legacy programmes

The legacy programmes that the Department has inherited are those as a result of the 2010 FIFA World Cup. We are in the process of integrating these into the overall public transport network and seeking to ensure that a suitable standard of universal design is achieved in them.

Given more time, we would like to have achieved a better standard of universal access on these programmes. We have inherited some serious challenges with the standards currently used on these systems. With infrastructure in particular, the cost of correcting errors is high and this is not in the public interest. We are also dealing with mindsets that need to be challenged. We have:

1. *Insisted that a proper process is put in place, beginning with the Universal Access Plan, against which to monitor municipalities.*
2. *Introduced key stages where the municipality has to demonstrate how it is approaching universal access.*
3. *Required on-going input from stakeholders and an appointed consultant to ensure, as far as we can, that the completed system will perform as desired.*

Involvement of the disability sector

A national task team assisted the Department in setting up these projects. It has been put on hold due to a lack of funding. However there are plans to restart it again.

Each grant funded project has to have consultation with local groups. Thus people with disabilities and other special categories of passengers are involved at local levels.

Conclusion

South Africa has a very ambitious plan. We hope to create a national network of accessible public transport that knits the country together. There is still a lot of resistance from those who say it is something that developing countries cannot afford to do. We are looking at incremental development over stages, and of economic, innovative solutions that do not compromise universal design standards. We are mindful of the need to spend money well – once a public transport system is in place, it cannot be refurbished without major expenditure.

The Universal Design Access Plan we are developing makes it clear that people with disabilities, as well as other special needs passengers, have a right to a particular standard of service. This plan will set standards for how you are able to plan a journey, get in and out of a vehicle, make the journey, get to your destination and give feedback on the journey. We hope to spread the use of this plan to all modes of public transport and to the whole integrated network.

Amanda Gibberd - SOUTH AFRICA

Monika Anna Klenovec

DI, Architect, Access Consultant, Vienna/Austria

Univ.-Lecturer of Universal Design at Vienna University of Technology, Austria

Member of ISO/TC 59 SC 16 and chair of edTG of ISO/FDIS 21542 and in other CEN/TCs,

Austrian delegate in UIA WP "Architecture for All", Region 1

Austrian representative in ANEC (European voice of consumers in standardization) in WG "Design for all"

Participating in several EU Projects as in build-for-all, LivingAll, Stand4All, etc.

Recent study for EU-Mandate 420 as project leader of PT A (analyzing European building legislation, building codes, guidance documents and standards on accessibility, proposal for new EN standards on accessibility in the built environment to support public procurement)

GAATES member and International Director, Vice-Chair of NGO Committee on Ageing – UN Vienna (former chair)

Founder and chair of design for all – Centre for Inclusive Environments

Lecturer, author, trainer and educator, standardization expert on accessibility issues in the built environment, research and several studies on accessibility issues

Contact details: Klenovec@designforall.at

Homepage: www.designforalla.at

ISO 21542 ante portas - Common agreement on accessibility and usability on the built environment worldwide

 Monika Klenovec

Abstract:

The final vote procedure on ISO/FDIS 21542 Accessibility and usability of the built environment will be terminated on November 22, 2011. The intention of this standard is to meet the needs of the majority of people. It has been agreed on minimum standards of provision which are generally accepted and agreed by consensus between different countries over the world to accommodate the diversities of age and human condition. This International standard should also contribute to continuous improvement in the built environment to meet the different abilities of all people during their whole lifecycle. The scope specifies the range of requirements and recommendations for many elements of construction, assemblies, components and fittings related to the constructional aspects of access to buildings, circulation within buildings, to egress from buildings and evacuation during an emergency. An informative annex provides guidance on aspects of accessibility management in buildings. The new ISO 21542 will contribute to a common understanding on accessibility and usability of the built environment all over the world and provides clear guidance for architects and designers, and finally will be of major importance to support the implementation of the UN Convention on the Rights for Persons with Disabilities.

After 10 years of intensively work of many experts to develop a standard on accessibility and usability on the built environment the final vote on this draft standard is on the way. Until 22 November 2011 the formal vote has to be sent to the national standards organizations all over the world.

This draft standard was nearly unanimously accepted and agreed upon in the enquiry stage with technical and editorial comments – only Japan disagreed due to the fact that they wanted to have more a guidance document than a standard. This high acceptance could only be reached due to pre-enquiries before the official enquiry to discuss most of the comments and disagreement and find a solution by consensus.

What's about the content of this important standard for the accessibility and usability of the built environment supporting also the UN Convention of the Rights of Persons with Disabilities which becomes an international legal instrument on 3 May 2008?

Mainly these areas of the UN Convention are considered in this International Standard :

Preamble (g) "the importance of mainstreaming disability issues as an integral part of relevant strategies of sustainable development"

Article 9 "Accessibility"

Article 10 "Right to life"

Article 11 "Situations of risk and humanitarian emergencies"

The intention of this standard is to meet the needs of the majority of people. It has been agreed on minimum standards of provision which are generally accepted and agreed by consensus between

different countries over the world to accommodate the diversities of age and human condition.

Definitions as "universal design, design for all, inclusive design, barrier-free building design, human centered design etc." applied in different parts of the world in slightly different ways have not been used in this standard to ease overall consensus on the design principles established in this standard.

In the introduction of this standard the main purpose and application is further described:

"This standard provides building users, architects, designers, engineers, builders, building owners and managers, manufacturers, policy makers and legislators with requirements and recommendations to create a sustainable built environment which is accessible ….. and define how the built environment should be designed, constructed and managed to enable people to approach, enter, use, egress from and evacuate a building independently, in an equitable and dignified manner and to the greatest extent possible."

The intention of this standard is to meet the needs of the majority of people. This goal is achieved by agreement on minimum standards of provisions which are generally accepted to accommodate the diversities of age and of human condition.

In some countries higher level of technical specifications has been achieved due to their long history in developing standards for accessibility in the built environment. The requirements of this standard are not intended to replace more demanding requirements defined in those national standards or regulations."(Introduction ISO/FDIS 21542)

This was one of the major concerns of European countries and has been covered with this sentence in the introduction. European countries want to have certainty that this new International Standard will not undermine higher requirements of the National Standards of individual countries. But not only European's requested this sentence but also Australia who have a long term commitment on accessibility and a strong disability movement who would not accept any lowering of the nationally introduced requirements.

It is also pointed out very clearly - and supported by several research studies – that if these design requirements are taken into consideration in the early stages of building design, the costs related to accessibility and usability measures are minimal and raise the value of the property in terms of sustainability . Further information on costs rated on different size and building types can be seen in the ETH-Study from Switzerland: The average cost factor is 1,8% in addition to the overall building costs if accessibility requirements are applied in early stages of planning which improves also comfort and safety issues for all users.

"This International Standard may be used by

> a) *National authorities to determine a specific programme of implementation and*
> b) *Building owners to fulfill their responsibilities, according to anti-discrimination and equity legislation, or on a voluntary basis.*

As most buildings are subject to refurbishment, upgrade or change of use at some stage during their life cycle, national regulation can require all or part of this International Standard to be applied".

It is also important to ensure that existing buildings of historical, architectural and cultural importance are accessible. In such cases it might be necessary for national authorities to allow some exceptions to this International Standard, as well as recommended appropriate alternative accessibility measures. (Introduction ISO/FDIS 21542)

This International standard should also contribute to continuous improvement in the built environment to meet the different abilities of all people during their whole lifecycle.

Nobody is an average person and we all are different, either in size, weight, strength, vision and hearing abilities, cognitive abilities, mobility etc.

The scope specifies the range of requirements and recommendations for many elements of construction, assemblies, components and fittings related to the constructional aspects of access to buildings, circulation within buildings, to egress from buildings and evacuation during an emergency. An informative annex provides guidance on aspects of accessibility management in buildings.

While the standard is mainly is focusing on provisions for buildings, the external environment is considered directly concerned with access to a building or building group only from the relevant side boundary. The standard does not deal with public open spaces nor with single family dwellings which may be developed in additional parts in the future.

This standard should be applied for new and existing buildings.

For existing buildings there are options included in some paragraphs which appear as "exceptional considerations for existing buildings in developing countries" and as "exceptional considerations for existing buildings" with lesser standard than in new developments is

accepted due to technical and economic circumstances only." (Scope ISO/FDIS 21542)

The dimensions stated in this standard, relevant to the use of wheelchairs, are related to the footprint of common used wheelchair size and users and is 800 mm wide and 1 300 mm long. For larger wheelchairs and scooters the dimensions have to be increased accordingly.

In the beginning 9 main key accessibility issues for the early stages of planning have been developed supporting architects and planners to have a clear view what are the main areas they should consider during the whole design process:

1. *Equitable approach to a building,*
2. *entry via the same entrances, use of the same paths in horizontal circulation,*
3. *use of the same path in vertical circulation,*
4. *use of same rooms,*
5. *use of same equipment and facilities,*
6. *use of accessible toilets and sanitary facilities,*
7. *equitable exit and evacuation routes,*
8. *concepts for emergency planning,*
9. *important information via two senses or more*

Having these key accessibility issues in mind during the whole design process it would be much easier to apply the principles of accessibility criteria.

The standard includes many figures to show the details and provide comprehensive guidance for all building elements and different building uses – from the parking space to the desks of reception areas. New design requirements have been developed for evacuation routes considering fire safety issues to meet the special needs for people with disabilities in an emergency situation. The importance of application of color contrast for vision impaired people is highlighted and two different contrast levels are provided to indicate safety markings and to enhance orientation for an accessible design concept.

Whilst most countries and building regulations may include legislation on equality to avoid any discrimination, particular the built environment and transport facilities contribute to improve independent living and mobility and benefits to society generally in our globalised world – for people with permanent disabilities, for elderly people, for temporarily injured people with restricted mobility, for people with luggage while travelling and for families with small children in their pushchairs and prams.

Especially in an ageing society where elderly people want to stay in their homes as long as possible accessible buildings including housing and all facilities of everyday life contribute to improve life quality and to reduce health costs. European statistics show that seniors older than 60 years coming to a hospital about 83 % are caused due to a downfall. High health costs for operation and rehabilitation are connected with these accidents and afterwards additional support and increasing caring is often needed. It has also to be considered that any transfer in a caring facility due to inaccessible housing is much more costly than staying at home with additional services in an accessible built environment.

The new ISO 21542 will contribute to a common understanding on accessibility and usability of the built environment for all users - covering Universal Design/Design for all/Inclusive Design - all over the world, provides clear guidance for architects and designers, and finally will be of major importance to support the implementation of the UN Convention on the Rights for Persons with Disabilities.

Written by Monika Anna Klenovec

Monika Anna Klenovec
DI, Architect, Access Consultant, Vienna/Austria

APPEAL:

New Universal/Building Course Being Offered by the NAHB

The National Association of Home Builders (NAHB) is premiering a new course on Universal Design/Build at the Remodeling Show in Chicago. With its focus on integrating universal design principles into all types of residential construction projects, the two-day training brings cutting-edge design solutions to building and design professionals.

"This new course on Universal Design/Build will help builders and remodelers incorporate innovative design in homes," said Bob Peterson, CGR, CAPS, CGP, chairman of the NAHB Remodelers and owner of a remodeling firm in Fort Collins, Colo. "Universal Design/Build contributes more depth on design as a follow-up to the popular Certified Aging-in-Place Specialist courses created to help with developing home modifications for seniors and individuals with disabilities."

The two-day course focuses on integrated home design and product specifications to accommodate differences in physical ability, health issues and aging. It expands on the aging-in-place concept by shifting the focus from specific modifications to meet the needs of one person to integrating universal design throughout a residential project.

Graduates of Universal Design/Build will better understand the significance of universal design concepts in residential construction, identify differences between accessibility adaptations and universal design, learn methods of creating functional and attractive design, develop universal design solutions for simple and complex situations

that address changing needs of clients and locate appropriate resources, products, materials and services for these projects.

Gerontologist Nora DeVoe, PhD, from Buffalo, N.Y., participated in a pilot of the course: "I got a lot of great information to expand my knowledge…and had great insights from the presenters who were very well versed in their field. I also enjoyed meeting and networking with the variety of students taking the course with me. I look forward to putting this information into practice within my business."

The course benefits building and design professionals, as well as social and health services providers.

Universal Design/Build will be offered Oct. 10-11 at the Remodeling Show in Chicago. Registration for the course is available at http://www.remodelingshow.com/attendee/conference/nahb-designations.aspx.

Source: NAHB

BOOK RECEIVED:

1.

Design by Nature, written by designer and educator Maggie Macnab (author of award winning Decoding Design), is a practical book for designers that explores nature's physical expressions of pattern, shape, order, symmetry and other ways in which it functions with seamless efficiency and beauty.

Nature's supreme ability to solve problems as they are needed using universal principles and processes applied in unique ways makes it useful for anyone interested in applying creative problem solving to their work or life.

The book contains exercises and designer process studies (Stefan Sagmeister, Debbie Millman, Kenya Hara, Jonathan Harris, John Langdon, Ellen Lupton, Erik Spiekermann, and many others), as well as including work from street artist Banksy, nature artist Andy Goldsworthy, MC Escher, and architect Buckminster Fuller.

Its foreword is written by Debbie Millman, the former president of the national AIGA.

NEWS:

1.

2.

Lemon Tree Hotels receives NCPEDP MphasiS Universal Design Award

New Delhi-based Lemon Tree Hotels has been bestowed with NCPEDP MphasiS Universal Design Award. The award was given to the company in recognition for playing a pivotal role in making life more accessible for people with disabilities. Every Lemon Tree hotel has a room for differently-abled guests and the public areas are made easily accessible as well. Additionally, Lemon Tree Hotels employs over 100 employees with disabilities (EWDs) across its 14 properties and works closely with experts to arrive at comprehensive and innovative training modules that enable them to perform.

Lemon Tree hotels was nominated in category C i.e. companies/organisations that have implemented features/facilities within their organisations, which has led to them recruiting and/or serving people with disabilities and providing them equal opportunities to participate to the best of their ability.

3.London 2012 - Design for 2012 Paralympic medals revealed

London 2012 have revealed the design for medals at next year's Paralympic Games.

More than 2,100 medals, which have been designed by London-based jewellery artist Lin Cheung, will be presented in 502 Paralympic victory ceremonies in more than 19 venues over 11 days of competition.

The Greek Goddess of Victory is the inspiration for both sides of the medal, whose design has been praised by International Paralympic Committee president Sir Phillip Craven.

"I'm sure that the design of the medals will be a source of inspiration for the thousands of Paralympic athletes around the world who are counting down the days before they compete in what will be an amazing festival of elite sport," added London 2012 chairman Seb Coe.

"British Paralympic athletes have had great medal success at previous Games winning 102 medals at the Beijing 2008 Games alone."

Nearly two million tickets for next year's Paralympics are currently on sale, with the application period closing in exactly one weeks time.

Coe has expressed confidence all tickets will sell-out and LOCOG report some price categories in a number of events, notably track cycling, swimming and the opening and closing ceremonies, are already oversubscribed and will now be allocated by a ballot.

4. Mansukhbhai Prajapati Awarded as
most powerful social entrepreneur of India
By **Forbes**

GREEN REFRIGERATOR

Have a fresh and natural bite, sip..Each time.

For those who love 'Green'.

Go Green..Today.

Why me?

I am a natural refrigerator made entirely from clay to store the vegetables and fruits and also for cooling water. I provide natural coolness to the stored material without requiring any electricity or any other artificial form of energy. The upper portion of me can store about 10 liters of water, while the lower cabinet of me has separate spaces for storing fruits, vegetables and milk. Through the bottom layer of the upper chamber, small droplets of water continuously percolate below, which keep the inner climate moist. Water evaporates through my side walls reducing the inside temperature and thereby providing the desired cooling effect. I give higher cooling effect in dry climate as compared to humid climate. If require some water can be filled in the lowest section to increase the over all cooling effect. I not only improve the health of humankind but will also do my bit to save environment which has been damaged by humankind.

Advantages:

• It does not require any electricity or any artificial energy and therefore no recurring cost
• Can be used to store drinking water as well as keeping vegetables, fruits, milk etc
• Fruits, vegetables and milk can be stored fresh without deteriorating the quality for 2 to 3 days.
• Better preserves the original taste of the fruits and vegetables.
• Very good alternative for the rural people who cannot afford the conventional refrigerator

• It does not require any maintenance and small size adds more portability to it.
• Eco-friendly

My size and Shape

Height 27 inches ,Width 15 inches, Depth 12 inches, Weight 22 Kg

NUTRITIOUS CLAY COOKER

From a land of culture and tradition,

For a Healthy world.

Stay fit. Stay healthy..Always.

Why me?

I am as natural and pure as I can be. Your ancestors liked me because I prevented them from many health deficiencies as I do not loose the nutrients of vegetables cooked in me.Todays generation seems to have forgotten me but I am back again with modern modifications.

MAGIC CLAY TAVA

Experience low fat food in its most natural form.

Experience the magic…now.

Why Me?

For the first time someone has spread non-stick food grading on me due to which humans get natural taste of food and I also save 25% of gas. I am affordable unlike my other friends, that is the reason why everyone wants me.

PURE CLAY WATER FILTER

Purify the water in you, Purify 90% of you.

Be natural. Be pure.

Why me?

I am very proud of myself because I not only run without electricity, but also give clean and cool water. I also prevent people from various

Water infections.

5.

Burton Blatt Institute Chairman to keynote Universal Design Conference

Oct. 24-26 in Sao Paulo, Brazil, University Professor Peter Blanck, chairman of the Burton Blatt Institute (BBI) at Syracuse University, and key partners will highlight how the Global Universal Design Commission (GUDC) is leading an unprecedented effort to build support for the voluntary adoption of universal design (UD).

Created to widen the concept of accessibility, the UD principles transcend the disability universe, considering other populations with needs, such as aging baby boomers. The UD approach advocates that all built environments and products be useable by all people.

Blanck, University Trustee and BBI Board Member Joshua H. Heintz L'69, and his law partner, William J. Gilberti Jr., founded the GUDC to create UD standards—consensus-based, innovative performance guidelines that go beyond minimal compliance with law and provide ease of use to all. The GUDC standards are modeled on the green standards for the built environment, designating a level of accreditation for a project based on its usability, safety, health, and inclusiveness.

At the Third International Meeting on Technology and Innovation for Person with Disabilities, Blanck will deliver the keynote address on "Universal Design in the World." James Schmeling, interim executive director of the GUDC and managing director of SU's Institute for Veterans and Military Families, will present on "Universal Design in the Civil Construction Industry."

"The GUDC's presence at the conference comes at an important time. Brazil is considering adoption of GUDC standards to guide development for its 2014 World Cup facilities and its 2016 Olympics and Paralympics," says Blanck. "Brazil's interest is an exciting development, and we hope it will bring international attention to the importance of the GUDC standards."

In addition to Brazil, BBI and the GUDC are collaborating with other university, corporate, and government leaders to promote adoption of the standards. For instance, Procter & Gamble is partnering with the GUDC to focus on implementing the standards in its built

environment and workforce policies; Greiner Hall, a residence hall at the University of Buffalo, used the UD standards; and SU College of Law's new building committee is considering using the standards.

About the Burton Blatt Institute (BBI) at Syracuse University

BBI reaches around the globe to advance the civic, economic, and social participation of people with disabilities. Launched in 2005 at SU College of Law, BBI builds on the legacy of Burton Blatt, former dean of SU's School of Education and a pioneering disability rights scholar, to better the lives of people with disabilities. BBI engages in projects on civil and human rights, inclusive entrepreneurship, employment, and economic empowerment. With a staff of more than 50, BBI has offices in Syracuse, Washington, D.C., and Atlanta. For more about BBI, visit http://bbi.syr.edu.

About the Global Universal Design Commission (GUDC)

Universal design (UD) makes things easier, healthier, and friendlier to use for everyone. The GUDC is developing UD voluntary consensus standards for commercial buildings, livable communities and products, which will expand access to buildings, communities, products, and services for all people. The standards will guide corporations and government entities in the creation of environments free of barriers to social participation, providing diverse users with access to commerce, public services, entertainment, and employment opportunities. For more information on the GUDC, visit http://globaluniversaldesign.com/.

6.

IDR: INCLUSIVE BUS

Inclusive Design Research

OCT 14 2011   ISSUE 20

DESIGN IS NOT JUST WHAT IT LOOKS LIKE AND FEELS LIKE. DESIGN IS HOW IT WORKS.

— STEVE JOBS

Accessibility in Public Transport: 'mentality shift' needed !

Significant progress has been made in improving the physical accessibility of buses in London. However, the atmosphere – or 'ambience' – on the bus can be off-putting for many mobility-challenged users. Inclusive Design Research Group, working together with Hillingdon Council (http://www.hillingdon.gov.uk/) and Transport for London (http://www.tfl.gov.uk/) (TfL) have been conducting an exciting and challenging project that looks at the issues of accessibility + inclusivity on public buses.

Applying various human-centred research methods, we identified three broad categories of barriers to using public bus services:
- Physical (e.g. inaccessible environment)
- Psycho-social (e.g. rowdy teenagers)
- Operational (e.g. drivers' not stopping the bus in correct positions)

Our study indicated that it is the psycho-social issues that seem to be proving the biggest barrier to using public buses. This further highlights the need for 'Mentality Shift' when addressing accessibility in public transport.

Informed by our research, TfL and the Hillingdon Council are now looking into running a prototype bus service as a proof of principle to implement and test the 'Happiness Bus Scheme'. The scheme proposes a participative public engagement experiment to bring innovation and community spirit to public transport and aims to demonstrate that bus travel can be a fun and rewarding experience for everyone.

For more information about this project please contact Farnaz.Nickpour@brunel.ac.uk

MEMBER PROFILE: MR ZHONG FAN

Zhong Fan trained in industrial design. In July 2011, he graduated from Central Saint Martins College of Art and Design, London, UK with an MA degree. His degree project is about transferring parametric thinking from architecture design to industrial design. He is a finalist for the UK Lighting Design Award 2009 and has worked as a product designer in RossLovegrove Studio, contributing to projects ranging from shoe design to conceptual yacht design. He also participated in the RSA's Design Against Crime competition.

Zhong is interested in developing prototyping facilities to enable the wider participation in design of the general public.

UPDATES

Presentations at the Tsinghua-DMI Design Management Symposium

We shall attend the symposium in Hong Kong in December 2011, presenting papers:
- Inclusive Design Research: An Initiative in China
- Small Children's Emotional Responses to Entertainment Interfaces
- Management Styles of Design Companies in Shanghai
- The Management of User Data in the Design Process

For information about the symposium, visit http://www.tsinghua-dmi.hk/en/home/index.php

If you would like to be added to our subscription list, please email inclusivedesignresearch@gmail.com

We are also now on Facebook, to join our group click here.

EVENTS

UNIVERSAL DESIGN 2012 OSLO
11 – 13 JUNE 2012, OSLO, NORWAY
THE MAIN FOCUS OF THE CONFERENCE IS PEOPLE IN PUBLIC SPACE, WHICH IS DIVIDED INTO THREE MAIN TOPICS: PLANNING FOR THE DIVERSITY OF TOMORROW; GOOD PRACTICE – THE INTERPLAY OF REGULATIONS, RESEARCH AND PRACTICE, ADDED VALUE – THE BENEFITS OF MAINSTREAMING UNIVERSAL DESIGN.
ABSTRACT SUBMISSION IS UNTIL OCTOBER 31ST 2011.

7.

Older drivers helping design newer cars
Ford considers the needs of aging drivers when designing its fleet

None of us are getting any younger, but we're still buying cars. Older drivers may have different needs than younger ones, though, which is why many auto companies are taking aging drivers into account when they design their vehicles.

"The baby boomers have always been an important segment, not only because of their numbers but also because of their affluence," says Sheryl Connelly, global consumer trends and futuring manager for Ford Motor Company. "For them, the car has always been an iconic symbol of status.

"The baby boomers are aging, but they're aging in a way that is also unprecedented. They're not like their grandparents. They're really an active segment, but there are some changes happening that come with aging such as reduced response time, impaired vision and limited range of motion.

"Our designers and engineers think about how we anticipate the needs of a rapidly aging population and what we can do to design the car so these changes don't affect the utility and the joy of car ownership."

Among the design and engineering tools is a "third-age suit," a strap-on suit that restricts the user's motions and mimics the limitations that older drivers and passengers may experience. Through experience with the suit, designers may lower the vehicle "lip" so occupants don't have to lift their legs as high to get in and out, lower the trunk liftover so cargo can be loaded easily, or add grab handles on the pillars that can assist with entry.

Technology features that can aid drivers include rearview cameras, blind spot monitoring systems, and on some Ford vehicles, a self-parking feature that enables the vehicle to turn its wheels to easily

get into a parallel parking spot. Font sizes for controls and screens are larger, and in some vehicles the instrument cluster can be customized, with more or less information available as the driver prefers.

"Another thing we think about for baby boomers is that they're downsizing," Connelly says.

Many people are moving into smaller houses but still want them to be luxurious, a trend they carry over into their cars.

Boomers may be moving out of SUVs and into a more compact crossover or smaller car segment, but they want it very well-appointed, unlike in the past when small cars were "starter" vehicles for young drivers and were generally very basic.
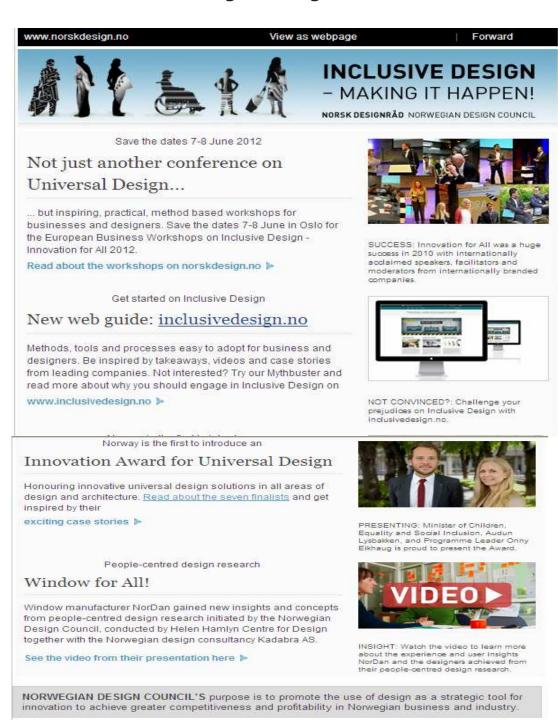
8.

Universal a-Peel

Three young design students with a dream to make the city more livable have come up with a novel concept — A vehicle designed to integrate growth in cities and give the driver freedom from driving! Kunal Singh, Amal Tiwari and Pratik Mistri from NID Bengaluru, along with their counterparts in Ahmedabad and engineering students have won the prestigious PACE Award for sustainable urban transportation.

Their PEEL vehicle was judged the most practical and affordable. Says Kunal, "It was a great experience working together with some Ahmedabad students. As the R&D hub, we have the technology to see how the project would look in 2030." The project itself was really challenging. There were debates, synchronising of ideas with engineers and concerns about the system design. And their efforts paid off when they were awarded the first place for industrial design and market research.

The students started off with analysing the amount of information a driver gets. They also had to keep the environment in mind for the final automobile design. Says Pratik, "Our focus was to make sure lesser resources are used and make it affordable." Living in Bengaluru, they feel only added to their perspective in the design process. Adds Amal, "Human behaviour and traffic situations of both the cities are different and that helped us propose designs for a large base of users."

Designed for a car in 2030, this project hopes to incorporate autonomous driving, wireless charging and directional sound. Kunal hopes their designs will be accepted by the industry. "We are trained to take our ideas to the prototyping stage and then test them in the real world. Some ideas are already being included in the industry," he adds.

9. Newsletter of Norwegian Design Council.

PROGRAM & EVENTS:

1.

Call for Papers + Poster Competition Announcement:

Conference, Workshops and Exhibitions:
Typography Day 2012

1st – 3rd March 2012
at IDC, IIT Bombay with support from InDeAs and Aksharaya
http://www.idc.iitb.ac.in/typo/
Theme:

Focus on 'Typography and Publication'

Introduction

Typography Day will be organized for the fifth time in 2012 at the Industrial Design Centre (IDC) at the Indian Institute of Technology Bombay (IIT Bombay) with support from India Design Association(InDeAs) and Aksharaya.
The event will include an international conference which will be devoted to addressing issues faced by type designers, type users and type educators. The theme for this year's event is 'Typography in Publication Design'. The conference will feature presentations on the last two days preceded by day of workshops dedicated to typography and calligraphy. Exhibitions on Typography Posters and Book Publications will also be hosted at the venue.

The event is planned over three days:

Day 1: Workshops on Typography + Meet on 'Research in Typography'

Day 2-3 : Conference focusing on 'Typography in Publication Design'

Day 1: Workshops on Typography:

Typography workshop is designed to offer exposure to student community on various aspects of typography in Multi-language scripts with a focus on Publication Design. This will provide a platform for students from varied backgrounds to interact with practicing professionals in graphic design.

Day 2-3: Conference focusing on 'Typography and Expression':
The Conference will focus on the following issues:

1. Experiments and Explorations in Publication Design.
2. Publication Design with multilingual scripts.
3. Typography and Publication Design in native (indigenous) Scripts.
4. Typography and Publication Design within local contexts.
5. Research activities in Typography and Publication Design.

Call for Papers
We invite a 500-800 word abstract (with examples) in three categories:
1. Issues of Typography in Publication Design (Academic Research/Presentations)
2. Innovative applications of Typography in Publication Design (Industry Presentations/Case Studies)
3. Student projects in Typography and Publication Design (Student Projects)

Abstract Guidelines:
The abstract should include the following:
1. Title of the paper
2. Keywords
3. Abstract of the paper
4. Three to Four examples of the work
5. Author name, Designation, Organisation and contact details (including email). The total number of words including the title, keywords and the abstract should be a maximum of 800 words.

Paper and Presentation Details:
The selection of abstract is through blind jury.
Selected papers will need to be orally presented by the author/s during the conference on 2nd and 3rdof March 2012 at IDC, IIT Bombay. The time duration for each of the paper presentations is 20/15/10 minutes followed by 5 minutes for discussion along with Q & A. The selected papers will be published during the time of the conference.
Formatting guidelines as well as a template for the full paper will be supplied along with the acceptance mail of the abstract.

Deadlines:
Deadline for abstract submission: **3rd October**

Declaration of accepted abstracts: **31ˢᵗ October 2011**
Deadline for submission of full paper: **31st January 2012**

Please submit the abstract (subject line: Abstract submission) by mailing it
typographyday@gmail.com
Poster Competition

Design a poster expressing your favorite word through the typography of your motherscript.
Participants are expected design a poster / create a typographic composition to express their favorite/most meaningful word using the letters in their mother script. Calligraphic, digitally created letterforms, existing fonts or a combination of these can be used for the poster.

The resulting poster should be of the size and specification given below. This competition is open to students, faculty and professionals. The competition is open to all. Non resident Indians, as well as foreign citizens can take part in it.

Procedure for selecting student participants:
Twenty Five winning entries will be published and displayed in an exhibition during the event. The winners are entitled to free participation (registration and food) during the 'Typography Conference and Workshop' from 1st to 3rd of March 2012.
Submission Specifications:
You need to submit the solution along with a brief write-up of around 150 words.

Size of the final poster: 420 mm x 600 mm either in portrait or landscape format.
Resolution: 300 dpi
Filetype: JPEG or PDF
Colour Mode: CMYK
Write up about the design: Maximum 150 words (in RTF, TXT or PDF format).
Contact Info: Name, Postal Address, Email, Telephone number, Name and Address of Institution.
Deadline for submission: 15th December 2011
Declaration of results: 30th January 2012

Email your submissions to: typographyday@gmail.com along with the write-up and your contact details.

Each participant is allowed a maximum of three entries.

Contact

If you have any queries, please do not hesitate to contact us:
Chetan Bhuj
Typography Day 2012,
Industrial Design Centre
IIT Bombay
Powai Mumbai- 400 076, India
E-mail: **typographyday@gmail.com**
Phone: 091-22-2576 7820, 091-22-2576 4815
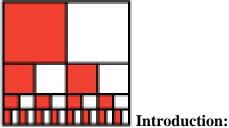Fax :   091-22-2576 7803, 091-22-2572 3480

2.

3.

4.

5.

'Expo infoDesign'

3 Day Workshop:
Information Structuring, Architecture and Visualisation'
20th - 22nd October 2011 from 9.30am - 5.30 pm at IDC, IIT Bombay
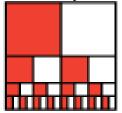http://www.idc.iitb.ac.in/events/expo-infodes-2011.html

Introduction:
The course Expo Info Design is an exposure course on different aspects of presenting and organising information to make communication of information visible, efficient and effective.
The course will cover Information Theory, Ordering of Information, Methods for Structuring and Visualisation of Information, Display of Qualitative Information, Process of Sorting and Categorising Information as well as Introduction to Information Architecture.
The lectures will draw upon examples from a wide variety of application of Information Design that include: Web indexing and oranising Menus, Knowledge Visualisation, Sigange and Wayfinding, Maps and Diagrams, Graphic Interfaces and Displays, Interactive Information Applications, etc.
The course is scheduled to have lecture and discussion sessions in the morning followed by workshops on Information Design related creative problem solving sessions in the afternoon

Design Workshop: hands-on sessions
The participants will work on a specific Information Design project, with expert guidance from faculty members. These design solutions will be presented at the end of the session and discussed with faculty members from IDC.
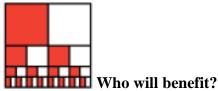
Course Contents /Lectures:
The following are the list of topics during the workshop:
- Introduction to Information Design
- Gestalt and Information Theory
- Visual Representation of Information
- Visual Order and Hierarchy
- Information Structuring
- Information Architecture and Categorisations
- Interactive Display of Information using interactive Medias

- Design of Symbols, Signs and Navigational Systems
- Organisation and Structuring for Web Typography
- Representation of Time and Space in Visual Narratives
- Creative Design Process and Information Linking

Workshop sessions:
- Workshop on Information Structuring - Information Structure, Identification, Classification, Sequence, Hierarchy and Layout
- Workshop on Information Architecture - Conceptual Models, Navigation, Structure and Prototyping
- Workshop on Problem Space Visualisation - Card Sorting, Categorisation, Visualisation, Mappings and Affinities

Who will benefit?
The workshop is meant for all professionals involved in the communication, media and design industry, design consultancy services and marketing of products. This would include designers, engineers and others involved with Visual Design, Web Development, Software Products, Multimedia Products, Digital Media, Product Graphic design, Interface Design and New Media Design. Organisations would particularly benefit from the workshop by sending in a team of professionals to learn collectively from lectures, case studies, new methods and techniques and the theoretical aspects of design principles.

Registration:
Registration details are mentioned at: http://www.idc.iitb.ac.in/events/expo-infodes-2011.html#reg

Contact details:
If you have any queries, please contact:
seminar[at]idc.iitb.ac.in
Chetan Bhuj
(Mob No: +919769577540)
Expo-infoDesign Workshop,
Industrial Design Centre
IIT Bombay
Powai Mumbai- 400 076, India

Phone: 091-22-2576 7820, 091-22-2576 4815
Fax :   091-22-2576 7803, 091-22-2572 3480

6.

7

8.

9.

10.

11.

12.

Design for the BIG
User-Centric Innovation & Strategy Course

Are you really **INNOVATING** or shooting in the dark?

- Are your "Innovative" ideas actually just your gut feeling or your boss's opinion?
- Do you only rely on surveys and focus groups to ascertain user needs?
- Are you developing "Innovative" ideas without validating if they are the RIGHT ideas?
- Have you seen several "Innovation" initiatives lead to expensive failures?

Location: Mumbai, Dates: 28-29th Nov 2011

Location: Bangalore, Dates: 5-6th Dec 2011

JOB OPENINGS:

1.

Trapeze (www.trapeze.in <http://www.trapeze.in>) is a unique multi-disciplinary design consultancy that delivers creative solutions beyond the traditional confines of a design studio, in terms of both design approach and expertise in execution. We have the following openings:

Web/Interface designer

With 3-4 years of experience. Must be good at flash and have an understanding of web technologies. Experience with mobile and tablet interface (iPhone/Android) would be given priority.

Exhibition/Spatial Designer

2-3 years experience. Proficiency in Autocad, 3D softwares. Ability to work with and knowledge of materials. Must be a graduate of Interior Design / Exhibition Design / Architecture and interested in multi-disciplinary work.

Artworking / DTP Person

Proficient in Adobe Photoshop, Illustrator, InDesign, with good understanding of Print.

Write to us at contact@trapeze.in <mailto:contact@trapeze.in> (Pdf/Ppt portfolios need to be under 5MB in size).

2.

Paper Plane is currently seeking experienced, hands-on User Experience Design professionals with backgrounds in Information Architecture, Interaction Design, User Research or Usability to lead client engagements, manage project teams, and actively contribute to shaping product strategies, vision and design. The position is based in Mumbai, India.

Paper Plane is a 12-year-old leading experience and interaction design firm with an unrelenting focus on cutting-edge design techniques and

standards used to build online brand experiences and digital applications. We have a solid track record building Internet applications ranging from entertainment to highly transactional sites across the travel, financial services and consumer Internet verticals. We rely heavily on understanding and addressing user needs through the lifecycle of each engagement and provide value to our clients by helping them create useful, usable, and adaptive interfaces. We have evolved our services to include digital marketing strategy to help clients to take their product to market. In the near term, we are focused on extending our services into the mobile domain and recognize the importance of building scalable digital solutions that can easily port across platforms and devices. We're determined to stay ahead of the curve and by doing so, remain relevant and maintain growth. At Paper Plane, you will work as a valued member of a team dedicated to ensuring our solutions meet the highest design and front-end development quality standards. This is a great opportunity to be part of a company that develops and manages Internet and Mobile properties for a variety of brands in India, the U.S., and U.K. Our local client list includes HDFC Bank, HDFC Securities, Thomas Cook India, Times Internet, Web18, Maruti Suzuki, Verve Magazine, Sula Vineyards, RBS [ABN-Amro Asia Equities], Asian Paints, Reliance Securities, Kale Consultants, Sony Music, Kotak Mahindra Bank and Blue Frog, among others.

As part of our client facing User Experience Team, you will work in an environment that is fast-paced yet focused, versatile, and highly collaborative. We bounce ideas off one another, review each other's work, and "pitch in" to help other team members as needed. We believe this dynamic environment helps foster creativity and innovation, and broadens domain knowledge.

What We Need

Engagement / Project Management

1) Maintain a continuous knowledge of project status in order to identify potential issues and/or opportunities within or related to the project.

2) Create workshops and conceptualize innovative techniques to engage client teams in knowledge sessions

3) Track project progress and coordinate between client and internal teams to resolve issues to maintain committed project timelines

4) Manage client expectations through the project lifecycle by regularly communicating / interacting with client representatives

5) Ensure quality of deliverable is consistent with project commitments

6) Gather and analyze data to understand and define customers' needs, desires, and communication requirements as well as online consumer behaviour

7) Communicate client goals to the team and represent the client's interests during design and delivery

8) You must be able to contribute to the accurate definition of project scope, phasing, and planning, and when necessary, develop and negotiate project plans

User Experience

1) Create & deliver sales pitches, evangelizing UCD processes to potential & existing clients

2) You will be required to build value relationships with clients to promote usability services and UCD

3) Identify & understand client strategy, goals and needs to prepare strategy & audience definition workshops that aid in discovering deeper insights about the client's business

4) Use and further develop techniques including Persona Development, Competitive Analysis and Contextual Enquiry to identify key consumer behaviours, needs and frustrations

5) Support the creative team with interaction ideas and strategies based

on customer engagement models & research

6) Work closely with the design team to define a solution for complex problems in complex domains

7) Evangelize UCD processes internally & in business environments

8) Implement user research processes such as persona creation, contextual enquiry, data analysis & user testing

9) Provide design solutions & recommendations through usability evaluations, expert reviews, information architecture & low-fi prototypes or wireframes

10) You must be a thoughtful advocate for the user at all times

11) You should be a highly detail-oriented individual with a "perfectionist streak"

12) You have excellent communication skills, know when to listen, and can present and defend ideas clearly and succinctly

13) You are someone with an entrepreneurial spirit, who can identify opportunities to develop unique service offerings, proactively assist Business Development in targeting appropriate clients, and participate in the pitch process

The Challenge/Excitement/Fun

1) Are you the kind of person who thrives on making order out of chaos and delighting users by creating simple products that are useful and easy to use?

2) Are you able to see the "big picture", while simultaneously comfortable diving into the details?

3) Do you enjoy staying on the cutting edge of new technologies and emerging industry trends?

4) Are you a passionate individual who enjoys testing your skills and "pushing the envelope" while seeking to live a balanced life?

If you answered YES to most of the questions then you are a person with a 'Can-Do' attitude and we encourage you to read on...

Hands On Requirements:

1) Graduate degree or equivalent experience in online Marketing or Design, preferably with a focus on the Internet

2) 4+ years of industry experience

3) Proven ability to understand and refine a client brief before transmitting it to internal teams for execution and delivery

4) Experience obtaining client/market research data through customer visits, user interview, questionnaires and surveys

5) Experience analyzing user research data to develop communication models, user personas & audience segments

6) Experience analyzing competitor strategies to help customers adapt and evolve existing marketing strategies

7) Excellent online research & benchmarking skills, knowledge of online trends and persuasion techniques

8) Experience ideating and supporting the creation of storyboards, presentations, pitches and contracts

9) Ability to negotiate deliverables, dependencies and schedules with clients

10) Ability to manage client expectations through project delivery

11) Proficiency in professional tools like PowerPoint, Excel, Project, Visio etc.

12) Good skill with professional design and prototyping tools (e.g. Omnigraffle, Dreamweaver, Flash, Photoshop, Illustrator, Fireworks) are a big bonus

13) Candidates who submit examples that demonstrate how they successfully incorporated user-centered design methodologies into a product's final design will receive priority.

14) This is a full-time position with a competitive salary and a lot of

fun. Please, no recruiters or freelancers.

15) You must reside in or be willing to move to Mumbai.

Other qualities:

1) Independent and proactive in getting things done

2) Excellent verbal and written communication, presentation and persuasion skills

3) Excellent analytical and problem-solving skills

4) High degree of creativity and a passion for design & usability

You deserve a few more brownie points or beers at happy hour if you have experience with:

1) Managing customer accounts for large brands and prominent websites

2) Conducting user research and analysis, or incorporating user research insights or usability findings into a previous project or product

3) Visual/graphic design sensitivity and intuitively know what good design means

4) Understand the Mobile environment and are keen to develop mobile solutions

Please send in your Cvs and portfolios to rajalakshmi@paperplane.net

4.

Komli Media (www.komli.com) is looking for an* UX Designer *on an urgent

basis. Please forward your resume/portfolio to (ziinalpatel@gmail.com)

We're looking for a passionate, quick-witted designer with *2+ years*

Professional experience in Interaction design or Web application design.

*Responsibilities**:*

- Designing crisp, innovative, and elegant interfaces for our web-based

products.

- Working closely with our UI development team to oversee the

implementation of your designs.

- Jumping in to help with user experience decisions whenever they arise

- Developing detailed wireframes, screen-flow diagrams & UI specs to

effectively communicate the design to product managers and engineers.

- Formulate ideas on how we can improve customer adaptation by enhancing

our user interface designs.

*Requirements**:*

- Individuals with strong creative skills and a keen interest to design

for the new web paradigm.

- Understanding of web and interactive design fundamentals.

- Strong focus on Information Architecture & Interaction design.

- Solid understanding of layout, typography, color and other design

principles

- Ability to provide creative yet simple solution to complicated design.

- Strong attention to detail.

*Preferred**:*

- Strong experience with tools such as Flash, Photoshop, Illustrator,

Corel Draw, Dreamweaver etc.

- Web design experience, including familiarity with current technologies

including HTML 5, CSS, Flash

- Branding/Logos and icons design experience.

- Portfolio illustrating strong UI and graphic design skills.

User Experience Designer | Komli Media, India3.

5.

Announcing openings in Samsung Bangalore for Senior Designers (Interaction Designers, Visual Designers, Design Researchers).

Experience:

6 to 10 years.

Skills:

1. Candidate should have in depth knowledge of Design & Usability principles and related work in the field (guidelines published by experienced researchers and scientists)

2. Should have experience in doing heuristic evaluation and primary research

3. Should have experience and ability to create concepts and wireframe/prototype concepts

4. Open mind and analytical thinking ability are essentials

5. Important to have strong secondary research skills: papers, articles, books, internet

Please send me your resume and portfolio to debayan.m@gmail.com or debayan.m@samsung.com

Next eXperience Team, Samsung.

6

Customer Experience Team at Grameenphone Ltd. is seeking a User Experience Specialist to join the team immediately.

Job Responsibilities:

Work closely with Solution and Product teams on new campaigns, products and services

Conduct primary and secondary research to validate and test concepts and upcoming products

Draft up user personas, user goals, and scenarios

Create user interface structures and wireframes for new and existing products and services

Develop high level and/or detailed storyboards, mockups and prototypes to effectively communicate interaction and design ideas

Gauge the usability of new and existing products, and make constructive suggestions for change

Plan and execute UX Research projects (Field studies, Usability Testing...)

Be an advocate of the User Centered Design Process.

Education, Skills & Experience Requirements:

• **Bachelor /Master in Interaction Design, HCI or related fields**

• **2-3 years of industry experience. Fresh graduates might also apply.**

• **Demonstrated experience in designing usable web-based interfaces.**

• **Experience in Usability research projects (testing, field research..)**

• **Expertise with prototyping tools (MS Visio…)**

• **Excellent communication and teamwork skills.**

Please reply back with your resume and portfolio at praneet [@] grameenphone [.] com

7.

I am designing one iPad App which I want to delope it through XCode iOS technologies…

Any iOS Developer here???

Please mail me your contact details & profiles to my mail ID: hello@mandarapte.com

8.

opening for Sr. Software Engineer – Web Programming with us. Please respond with your updated resume

About Replicon

Replicon is the global leader in SaaS based timesheet and expense management software with over 1.2 Million users worldwide. Global leaders like HP, AT&T Wireless, Amazon, Turner Broadcasting, and Ferrari, use Replicon's time tracking software solutions to maximize project performance, optimize resource allocation, accurately bill clients, and automate payroll policies.

The company has been recognized by Profit Magazine as one of the fastest growing companies in the last 3 consecutive years. It has been listed on the prestigious Deloitte Technology Fast 50 and it was selected as a finalist for Ernst Young's Entrepreneur of the Year Award.

Position Overview

Replicon is looking for a Sr. Software Engineer – Web Programming. You will be responsible for design, develop, and deploy application components (based on JavaScript based frameworks & tools) that go into the making of the Replicon products. The goal is to effectively write programs with quality and timelines, while adhering to the engineering processes.

Replicon's development team is enthusiastic and results driven. The more you prove your ability to deliver real solutions to problems with a positive attitude, the more flexibility and freedom you will have to write software the way you want. Being able to write long resumes does not impress us; being able to write good software impresses us (it's a lot harder).

Responsibilities:

• Work with the team leads and product managers and QA to understand the user stories and defects that are assigned

• Design, estimate and develop the required code that fulfills the required product functionality

• Adhere to the best engineering practices and tools

• Understand, be aware and stick to the requisite timelines, In case the timelines can't be met, escalate in a timely manner

• Strive to continually improve technical and developmental skills

Qualifications:

• Bachelor of Computer Science, Computer Engineering, or related field

• 4+ years of experience in JavaScript programming, HTML (HTML5), CSS(3), Ajax

• 2+ years of experience with web development (ASP.NET, C#)

• Experience in using charting frameworks

• Working knowledge on databases (MSSQL/Postgress), web/application servers (preferably IIS)

• Working knowledge on JavaScript based UI framework (jQuery etc.) is a plus

• Knowledge on Sencha Touch framework is a plus

• Knowledge of products and technologies involved & estimation techniques

• Good communication Skills.

Competency Requirements:

• See the inherent challenges in all things; if a task is complicated, you simplify it; if it is simple, you excel at it; if it is mundane, you automate it

• Be a problem solver; be given any problem and will come back with solutions, or at least alternatives

• Be a perfectionist; you are not satisfied until your code is rock solid

• Be pragmatic; you implement the best solution for the problem, not the coolest solution, and can tell the difference

• See the big picture; we write software to solve real business problems

● **You write software in your spare time because it's fun**

Please upload your resume by going to this link along with the following details,

http://newton.newtonsoftware.com/career/SubmitResume.action?id=8aa005063 2a553ed0132a66d0d2b1d8e&source=Other

Total Years of experience

Relevant years of experience

Current company

Current Location

Current CTC

Expected CTC

Notice Period

Contact Number

Any offers in Hand

Reason for change

Please do not change the subject line while sending the resume

HR - Recruitment | Phone +91 80 -4013 -0444 (ext. 433) | Fax +91-80-4013-0444 , Replicon | Hassle-Free Time & Expense Management Software - 7,300 Customers - 70 Countries

9.

Oracle Applications User Experience team is looking for Entry Level Interaction Designers.

Job Title:Interaction Designer

Position:Full-time, permanent

About Oracle Applications User Experience

The Applications User Experience group at Oracle (Apps UX) is a centralized team that provides comprehensive interface design, usability engineering, and HCI research for Oracle's enterprise applications. Team members have experience in a wide variety of disciplines, including cognitive psychology, interaction

design, usability engineering, Human Computer Interaction (HCI) and visual design. The group is spread across Redwood Shores, Pleasanton, Denver, Boston, Canada, UK, Bangalore and Hyderabad in India and Australia.

Oracle's User Experience team in Bangalore and Hyderabad in India is the largest outside Redwood Shores and support the design of web applications for small

and midsize businesses and as well as building the next generation of Applications and Fusion applications. Both the Bangalore and Hyderabad organizations

have full scale usability labs.

Visit http://usableapps.oracle.com to know more about the global Oracle Applications User Experience Group

Job Description

A passion for designing compelling and industry leading user experiences. This position will be responsible for all UCD activities through out the

product's lifecycle including needs analysis, conceptual modeling and cognitive walkthroughs. Designers will produce storyboards, scenarios, wireframes,

prototypes and UI specifications and work closely with the larger UX team to define front-end research & contribute towards design patterns and guidelines.

Job Responsibilities

 - Collaborate with product teams to produce user interface scenarios, task flows, storyboards, wireframes, and interactive prototypes

 - Work with global UX team and product teams to evangelize UI design directions and resolve design and implementation issues

 - Participate in design reviews of products for compliance with corporate UI standards and provide feedback and recommendations

 - Write portions of UI style guides, design direction white papers, and/or whole product UI specifications

 - Collaborate with usability engineers to conduct user research and support usability efforts throughout the development cycle

 - Participate in user research activities (Contextual Enquiry, Surveys, Focus Groups)

 - Educate individual developers, product managers and strategists about UCD principles and deliverables

Eligibility

 - Master's degree in Industrial Design, Visual Design, Human-Computer Interaction, or related discipline

 - Possess 6 months to 1 year experience or be a new college hire with significant internship experience

 - Strong conceptual and analytical skills and demonstrated ability to prototype and design elegant UI solutions to user problems.

 - Must have knowledge of UI design principles across platforms (Web, Mobile, Tablets)

- Understand the user-centered design processes and methods

- Good communication and people skills in working in a multi-disciplinary, collaborative environment

- Should have knowledge of HTML, Dreamweaver, Photoshop, Illustrator, Flash or interactive design /prototyping tools

Please send your resume along with portfolio to our Oracle User Experience recruiter at achappa[dot]bheemaiah[at]oracle[dot]com

10.

About Us: The HP User Experience Studio is an end-to-end design, prototyping and front end engineering studio. This new studio is part of HP Business Solutions and will drive innovation across consumer verticals including Travel, Hospitality, Healthcare, Transportation, Entertainment, and Media. The studio will conceptualize, design and build web, tablet & mobile applications for HP's global product organization.

About the role

We are looking for outstanding Senior and Principal Interaction Designers to create next gen user experiences at HP. The Interaction Designers will participate throughout the product development process collaborating closely with product and UX leaders, user researchers, visual designers, prototypers, product managers, front-end engineers to help shape the next-generation of applications at HP.

Candidates must be strategic, independent, self-motivated, creative problem solvers capable of adapting quickly and producing results in a fast-paced global multi-disciplinary environment.

What you'll be working on

●Create productive, delightful, highly responsive, signature user experiences for tablet, web, and mobile applications

●Scope, plan and manage multiple design projects from strategic product definition to launch

●Create user interaction models and frameworks, workflows, information architecture and navigation, schematics and interface guidelines/specifications

●Iterate design wireframes and prototypes incorporating visual designs towards final product

●Facilitate project communication and asset exchange across a multidisciplinary and globally distributed product and engineering team throughout all phases of the project

●Work with user researchers to conduct usability studies and inform future designs

●Generate user experience innovations and IP that impacts the future of HP and the industry

What we're looking for

●**5-10 years experience as a key member of a UX or product team participating in the complete product development lifecycle of several successfully launched web applications**

●**Masters or Bachelors Degree in Interaction or Product Design, HCI, Human Factors, Visual Arts, Communication or related areas**

●**A diverse portfolio that demonstrates strategic creative thinking and is able to articulate the thought process behind final designs and how the designs met strategic business objectives**

●**Strong analytical problem solving skills. Ability to understand new domains quickly, and deeply understand needs and wants of different kinds of user groups**

●**Advanced proficiency with different wireframing and prototyping tools and a good understanding and appreciation of front end web technologies (HTML 5, CSS, JQuery etc)**

●**Ability to develop fresh new approaches to complex design problems. Strong knowledge of design patterns, usability best practices and user feedback methods**

●**Ability to switch modes between ideation, sketching & rapid design experimentation**

●**Understanding of user centered design and the broader product development process**

●**Careful attention to detail and ability to articulate design and create rich UI specifications**

●**Solid grasp of interaction design principles. Skills in visual design a plus**

●**Excellent interpersonal and communication skills, strong self-organization**

●**Ability to act independently and balance different types of projects effectively**

To apply or learn more about the HP UX Studio: Email amit [dot] pande [at] hp [dot] com. Applications should include a CV and link to portfolio.

11.

The 40+ member Design team at Yahoo, Bangalore is introducing a new

function - Strategic Design Planning and Operations.

The key responsibilities of the function are:

1. Bring operational efficiency in the Design Organization

2. Help bring in Project prioritization and resource planning across

design teams.

3. Define and track Design metrics and demonstrate value of design to

Business.

4. Help define the holistic picture for design teams on activities happening across lines of business, thus helping break silos and leverage on synergy.

5. Enable overall improvement of the Design organization via cross team communication, sharing of knowledge across teams, training and so on.

6. Evangelize Design inside and outside the organization

Desired skills and experience:

1. You should be a High energy individual, passionate about Design, with good networking and communication skills.

2. At least 5-7 years of related experience. More the better.

3. Should have experience working in a Design setup.

4. Should be aware of the end to end design process.

5. Understanding of Internet products and media websites desirable.

6. Experience working in mid to large size organizations ideal.

7. Related Degree in Design / arts / human factors is desired but not mandatory

If you think you are the one who can start this function at Yahoo, Send in your resume to join-ued@yahoo-inc.com with subject "Design Operations"

About Y! Design

Y! Design at Yahoo! Bangalore is responsible for the designs that create winning experiences for our products. Be it Cricket, Jagran, Locals, Maps, Editor tools, Mail, Advertising Platforms or Ad Experiences - UED anticipates users' varied needs to design delightful experiences for them. With a team size of over 30 in Bangalore and 40 including Emerging Markets (headquartered in Bangalore), we design not only for India and the Emerging Markets but

also for global products. We are a multi disciplinary team comprising

of Product Designers, Interaction Designers, Visual Designers, Web

Accessibility specialists, Content Strategists and Prototypers that

design and deliver some of the most successful Yahoo! products.

ABOUT YAHOO!

Yahoo! is the premier digital media company. We deliver your world,

your way by creating deeply personal digital experiences that keep more

than half a billion people connected to what matters most – across

devices and around the globe. And it's the Yahoos behind the scenes who

make this all possible. We are energetic, idea-driven people who are

passionate about shaping the future of the digital world.

Sr. Manager, Y! Design, Emerging Markets, Bangalore SDC, Yahoo! | Cell:

+91-9845062366 | Mail: almal@yahoo-inc.com

12.

Trampoline Design is looking for a Product/Furniture design Diploma students and Interns.

Interested candidates should send a CV and Portfolio to:

info@designtrampoline.com

13.

We have an immediate opening for the post of a Product designer at Rayden Design Studio.

Requirements:

• Should be proficient in Solidworks and/or Rhino and 3D Studio MAx

• Fully Proficient in Adobe Creative Suite

• Should be able to execute concepts and ideas

• Excellent communication skills, both written and verbal

• Excellent with time management and prioritization of tasks

• Attention to details

Preferences will be given to local talent from Pune. Need someone who can join urgently. Please send your updated CV & Portfolio as PDF or weblink only to

mooshir@raydendesign.com with details of current compensation and notice period.

14.

Senior UI Designer for the Schneider Electric Design Lab India

Schneider Electric India is seeking a UI designer who will be based in the Design Lab in the GTCI offices in Bangalore, and will report to Design Lab India Manager.

Competencies:

* The candidate has to have 3-5 years of experience with a UI Design project team. Creative and innovative, he/she has to be capable of delivering realistic and detailed propositions.

* The candidate has to have the capacity to work within the Design Lab with product and graphic designers.

* He/she must be at ease with the conception of interfaces such as computer monitor, mobile devices, touch screen, dashboard, etc,...

* He/she must possess artistic capacities enabling him/her to build and drive the brand UIs distinctive to Schneider Electric.

* Minimum of 3 years experience designing for different device types: Desktop PC, web, Kiosk, Smart phone, embedded HMI, etc.

Mission:

* Produce UI projects (ergonomics,look and feel) confided to him/her.

* Plan and organise UI projects confided to external agencies.

* Evaluate costs and optimise budgets regarding vendors.

* Play an important role as facilitator between the external agencies and Schneider Electric.

* Support the projects during the key phases by accompanying the project sponsors (BUs).

* Ensure and organise constructive dialogues between the different parties; R&D, marketing, external agencies.

* Diffuse and survey respect of the Schneider Electric design charters and strategy, both internally and with the referenced external agencies.

Additional skills required:

All candidates should present their portfolio or provide work samples as part of the application process, you have to be able to justify your role and contribution for each project submitted, and candidates must be fluent in English.

About Schneider Electric design:

Schneider Electric has been built progressively by acquiring companies at the forefront of their fields.

Our aim is to bring together and unite this key know-how in order to propose new solutions tailored to fit our planet's challenges.

As a global specialist in energy management, we want a brand language that is more precise, radical and consistent with our specific personality. This is the major avenue for Schneider Electric's differentiation. Our vision, in the long run, is a coherent offer portfolio that conveys reliability, simplicity/easy to use, and ingenuity.

About Schneider Electric:

As a global specialist in energy management with operations in more than 100 countries, Schneider Electric offers integrated solutions across multiple market segments, including leadership positions in energy and infrastructure, industrial processes, building automation, and data centres/networks, as well as a broad presence in residential applications.

www.schneider-electric.com

Those interested may kindly send in their CV & Portfolio to my below email ID's

gowthaman.rajan@schneider-electric.com / gowtham_rr@yahoo.co.in

Mobile : 97411 20897

Schneider-electric , Bangalore

15.

*JOB DETAILS*

Job Title : User Experience Designer

Level : Junior

Field : Service Design

Job Functions : Design Research, User Experience Design

*DESCRIPTION *

About us - Icona Blare

Icona Blare is a Design Studio. Our roots go back to 2009 with Seethru Designs. In Feb 2011, we rebranded ourselves as Icona Blare. We are located in a well known area called Koramangla in Bangalore.

We at Icona Blare provide services such as systems development, programming, usability testing, branding, interface design and product design & development, among others. Icona Blare has worked with dozens of corporate clients. Each of our projects is characterized by user-friendly, sensible, and cost-effective solutions that get the job done.

SPECIFIC *REQUIREMENTS*

We are looking for a user experience designer with ability and diverse understanding of research and design. A curious, well versed in using various design and research tools, conceptualizer, strategic thinker and an innovative imaginative mind.

We are looking for someone with an experience and keen interest in design research and user experience design.

DETAILS

* Conduct user research using various research techniques * Provide design research assistance in identifying various research needs * Use various research tools and follow research guidelines identifying content * Research and collect required content based on defined parameters

* Participate in conceptualizing and analysis processes through out the project

* Work seamlessly with design and development team

* Produce refined content for user experience and information design

* Develop initial prototypes of the concepts

* Prepare web architecture and wire frames for designer reference

* Good communications skills

QUALIFICATION

You should have at least Bachelor's degree in design, research or any equivalent fields from a reputed design institutions. We require you to be a fresher (1/2 years of experience preferred). You should have a CV and a portfolio/portfolio link accompanying your application letter/email.

LOCATION : Bangalore, India

Job Title : Junior Art Director

Level : Junior

Field : Art Direction

Job Functions : Branding, Advertising, Campaign design for print and digital media

*DESCRIPTION *

SPECIFIC *REQUIREMENTS*

We are looking for a Junior Art Director with ability and diverse understanding visual communication ability in diverse fields. We are looking for someone with an experience and keen interest in campaign design, Branding, advertising, etc.

DETAILS

* Passion for advertising campaigns involving narrative, story driven, character-driven arcs

* Specific knowledge of design tools for the print and online environment.

* New ideas proposed in response to the Creative Director's feedback and client requirements

* Understanding of client deliverables, and the ability to take responsibility for them

* Optimizes visual design and concept in the Internet or multimedia environment

* Visually expresses and integrates with information architect and Editorial deliverables and technical specs from Engineering and production artists.

* Demonstrates successful design and integration, and the delivery of projects on time and within the given budget.

* Negotiates, communicates and informs within the project teams.

* Work with a large variety of clients

* Works on final art integration and implementation in coordination with team, schedule and budget.

* Adheres to agreed upon delivery schedule coordinated with producers and project managers. Keeps producer or project manager notified of any changes in schedule.

* Communicates with the project team throughout all stages of design

QUALIFICATION

You should have at least Bachelor's degree in Graphic Design or visual communication or any equivalent fields from a reputed design institutions. We require you to be a fresh fruit with 1/2 years of experience preferably, Freshers may apply. You should have a CV and a portfolio/portfolio link accompanying your application letter/email.

LOCATION : Bangalore, India

Email contacts for Applications

prabhjeet@iconablare.com , raahul@openresearchproject.com

16.

Design lead (Exp: 3 – 5 years)

Responsibilities:

Own and lead the User Experience component of all Moonraft projects, maintaining the same high quality across delivery platforms, be they digital or 'digical' platforms.

Mentor, lead & inspire both design and tech teams to deliver the best possible solutions in User Experience.

Envision and develop user experience strategies both for customers and in-house initiatives.

Requirements:

Proven expertise in delivering exceptional User Experience Design & high comfort level with Usability concepts.

Strong design-thinking, and ability to grapple with design problems across disciplines of Product/Space/Digital design.

Formal design education background.

A strong desire to be a game-changer, and a pioneer in the domain of User Experience.

Be medium-agnostic, and be able to conceive an develop the very best User Experience solutions irrespective of if they involve space, tangible products, touch-screen devices, or a combination of all.

Visual designer (Exp: 1 – 3 years)

Responsibilities:

Deliver visual designs for screens based on supplied wireframes.

Support the tech team and the design team with creation of UI artifacts, and deliver them in the formats required primarily for web, mobile & tablet based applications.

Pitch in with other graphic design requirements which might involve creation of posters, illustrations, company stationery, and other printables.

Requirements:

BFA or equivalent degree in Visual Arts/Applied Art/Visual Communication Design.

An impressive portfolio in graphic design is a must.

Expertise with software tools like Photoshop, CorelDraw, Flash, In Design, Illustrator, etc.

Some exposure to working with digital media and delivery formats for the same.

Good communication and interpersonal skills.

Information Architect (Exp: 1 – 3 years)

Responsibilities:

Conceptualize, design and deliver UI solutions for various digital delivery platforms, including web, mobile, and tablet platforms.

Interface with clients throughout the project life cycle, starting from the requirement gathering phase.

Own and lead the charge on end-to-end project life cycles.

Requirements:

Formal design education background.

An impressive portfolio is a must.

Hands-on experience designing for digital media, websites, etc.

Needs to have a firm grasp over IA concepts and be comfortable with IA artifacts like wire-framing, navigation flow diagrams, etc.

Needs to have excellent analytical as well as creative skills, and needs to be in tune with the latest trends in the domain of Interaction Design.

Should have the ability to work in a multi-disciplinary team and interface with clients to gather requirements, etc.

Expertise with design tools like Visio, Omnigraffle, Photoshop, CorelDraw, Flash, In Design, Illustrator, etc.

Good communication and interpersonal skills.

An understanding/grasp of relevant technology (HTML/CSS/JS etc) that goes with building digital experiences will be an added plus.

If you'd like to talk to us go ahead and shoot us a mail at careers@moonraft.com

17.

UX Labs, Indigo Consulting is looking for Lead Usability Specialist and Sr. Associate - User Experience.

Interested candidates please mail your resumes to meenal.gidvani@indigo.co.in.

The details as follows:

Position: Lead Usability Specialist

Location: Mumbai

Job Profile:

The ideal candidate should be passionate about understanding the needs of users and translating them into design. In the position of lead User Experience Researcher and Analyst, the candidate will have to lead the Information Architecture, User Research and Usability Testing efforts for well known Indian and International Brands. The UX Lead will need to collaborate with project managers, visual designers, tech experts and other team members to deliver high quality, impactful brand experiences for a client base that includes internationally renowned brands and companies. The candidate will not have to create final visual

designs, but should have the ability to visualize, communicate and drive implementation of the site experience and interaction through wireframes.

For further details about responsibilities, visit -

http://www.indigo.co.in/careers/lead_ux.htm

18.

Visual Designer - Endeavour Software Technologies Pvt Ltd @ Bangalore

We are seeking a UI / UX designer with a deep passion for smart phones, tablets, open innovation and experimentation – and great visual design skills.

If you're the right fit, you'll thrive in a supportive environment that's low on hierarchy and high on team-based collaboration.

Visual Designer (Total position: 3),

First and foremost-… you're a great human-centered interaction designer

You have "depth and breadth" in many different ways, from mobile application development to web applications (or vice versa). Or interactive exhibits.

You may have an identifiable approach, but you're able to dramatically modify your visual designs depending on the specific needs of the project.

You participate in design conversations beyond project work – by attending conferences, contributing to publications (blogs / online, printed, etc) or designing new interactions for personal enrichment.

You work best in a participatory, collaborative, team-based work environment. You inspire teams through collaboration as well as direction, vision and planning of visual design deliverables.

You have strong verbal, written, and visual presentation skills. You understand the value of design and brand within a business context.

Candidates should have at least 1-5 years of professional experience in interactive media, strong information visualization skills, prototyping skills, and likewise be comfortable working collaboratively within multidisciplinary teams. Candidates should demonstrate an ability to work across a range of areas including: visual design, animation/interaction prototyping; product interaction; and software tools.

Additional Skills Required,

You must be fluent in…

Rapid iteration and prototyping

Layout / UI design (e.g. using Illustrator, Photoshop etc)

Information Architecture

Visual UI Development

Experience with the following skills is desirable (but not required)...

Interactive presentation

Print-based Communication Design

Programming and scripting (HTML, Javascript, CSS, XHTML or other languages)

Send your CV + Portfolio to hitesh.ruwala@techendeavour.com before 08/Nov/2011, however the process is ongoing and we review applications on a regular basis.

19.

HFI is on the lookout for User Experience professionals at all levels.

Who are we looking for?

A combination of the following roles:

Researcher (connect with end users and understand their needs, drives, blocks, etc.)

Analyst (derive insights from information)

Designer (create experiences based on your insights)

Must have:

Passion for great user experiences that transform lives

Understanding of the user-centered design process

Capability to understand and represent the end user

Ability to emotionally connect and motivate people through design

Ability to communicate your findings, insights and design - both internally and to clients

Energy and drive to work on fast-paced, diverse, and challenging projects

Good to have:

2 - 5 years of relevant experience

A graduate / post-graduate degree (in Human Factors Engineering, Applied / Cognitive Psychology, Sociology, Product Design, New Media Design, etc.)

Work Location : ·   Mumbai

Interested? If you share HFI's philosophy of "User Experience for a Better World" and are interested in working with the world leader in User Experience Strategy, Innovation and Design, then we would love to hear from you...Send us your resume and portfolio to careers_india@humanfactors.com

20.

There is an urgent requirement for UI designers & Animators for a well-regarded US based Gaming company ' Kiwi ' (http://kiwiup.com)founded by Ex IDEO, Disney Playdom & Alumni of Harvard & Standford Universities. Interested folks please contact to Smitha at sshivanna@kiwiup.com /   +91 9590 449 960 asap .

For free Registration: write to
subscribe@designforall.in

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

Advertising:
To advertise in digital Newsletter
advertisement@designforall.in
**Acceptance of advertisement does not mean
our endorsement of the products or services
by the Design for All Institute of India**
News and Views:
**Regarding new products or events or
seminars/conferences /workshops.**
News@designforall.in
Feedback:
**Readers are requested to express their views
about our newsletter to the Editor**
Feedback@designforall.in

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

Contributors:

Mukhtar AlShibani

Bob Topping – CANADA

Amanda Gibberd - SOUTH AFRICA

Andres Balcazar - MEXICO

Monika Anna Klenovec ,*Vienna/Austria*