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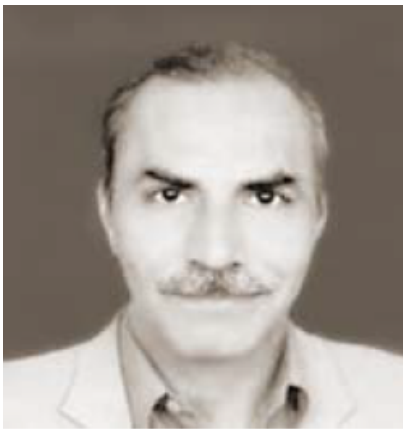
Design for All

Guest Editor
Prof Lalita Sen



Dr. Sunil Bhatia

Women are in general believed to be peace loving since they understood that enmity leads to violence & destruction. They understood issues for their functional value from their surroundings .Other side men try to look beyond what is around them. Unfortunately history was never kind to women. It includes many instances and evidences that reflect agitated minds of men who cared not think beyond killing & hunting. They however pretended to be great inventor and creator because they boost of ability to think beyond their surroundings, whereas women live with calm, peace & try to avoid all possible risks associated with unseen possibilities and focus on simple thinking while designing the products or services & try to achieve the objectives from resources available around. It might be possible that she was well aware beyond her surroundings but did not project it as such. She was more practical and down to earth & tried to achieve what is possible.

This quality of centuries old is still intact & visible in modern woman and she decides all major issues in her life even marries a person who is her nearby and her intuition guides her who is best around her. She understands the possible all threats around her and has thus basic instincts to segregate them and tackles in her own ways.

Man's pajama knot struck it irritates him; but on the other hand woman experiences the same she unlocks with ease of patience. She has many traits of understanding more even though knowing less. That specific quality has made her different from man's attitude and that has contributed to progress of the society man could have never imagined many such in history.

It was feudal system that was organized for war was essentially masculine has side lined the women and made her an object of sign of victory. Woman was never a hostile in ancient or primitive era what she is experiencing in modern time. Other side men do not mind violence and accept the challenge to satisfy their false ego and sometime make such tall claim for achieving their objective that no one believes their words but allow for achieving their objectives inspite of understanding their undercurrent meanings. When he says with sincerity to his would be beloved 'I will bring moon and star for you' .She has gullible character and knows it is moonish idea but expresses her faith in his words and surrenders herself. I am sure fancy idea of exploration of mars or moon is man where woman's idea is focusing on designing of garden or beautifying the earth. Varieties of flowers and its functional values is definitely idea of woman. The reason of peace in this world in general is because of presence of women .There are exceptions of occasions of disturbance in our world because of foolishness of presence of men. Hatred or war or enmity is surfacing in any part of the world is because of inbuilt trait of men.

Women love pink, little, pretty, simple is all myth and her preferences aren't driven by cultural pressure, stereotypes, and conditioning. She does not belong to specific place and culture she

is like a fluid that adopts the shape of the container. I disagree with such statement .She in fact is driven by her creative mind and tries hard to use the available resources from her surroundings for best functional values. She had designed the toy from clay by giving replicating the items from surroundings for distraction of crying child as well it was proven on later stage means of learning. She initially looked for clay for designing different forms and it has helped for developing in formative mind better than man. This might be reason she replicates with minute details. She has inbuilt emotion of caring & bonding for safety of her off springs made her to take care of environments with utmost care . Women strongly feel connection with nature and some school of thoughts believe she is herself is nature This nature connection forces the mind of designer for design of the windows, access to the outdoors and her high sensitivity for noise compared to men forces her to design glass or some kind of absorbers . This creative instinct is still alive in modern women. They possessed unique insight and excellent attention to detail, talents we found immensely useful for designing interiors, suggesting colors and selecting fabrics. Women are genetically stronger or I say advance in color matching and selection of best from the lot. I have noticed that women who cannot afford to erect their hut they did without spending single penny and best part is there is no complaint from anyone. She enjoys ownership of hut. Same habit is still intact in modern women and their first priority is to be own place of living. She has collected broken pieces or collected materials from waste and her keen eyes are busy in looking something worth for her life. If you allow the man to do the same he will spend lots of money and will not succeed in what she did with wastage. We know that men are in generally extrovert.

Extroverts are governed by curiosity and any mishaps attract extroverts and can form the crowd. Where introverts are not part of the crowd but they observe from distance and contribute a lot for investigating reason of incidences and that helped in progress of the society. It is our history that indicates majority of innovations is done by introverts because they do not govern by curiosity of knowing what is incidence rather they pay attention on observations and respect data. Women are generally introvert and the first who might have thought of transportation and she invented the idea of carrying load on her back or head. Similarly she designed the stick for digging the root of plants for eating and that ultimately led to agriculture. Idea of the axe designing is definitely by man for destruction.

One day I was going by lanes of my residential area where heterogeneous income population are living. I noticed that one middle aged woman who was economically not well to do could not afford basic function washing machine was manually cleaning the huge pile of dirty clothes in open court yard and there was no help .She was keeping the washed wet clothes for draining out the excessive water on plastic chair. The function of chair is to allow the person to sit comfortably but woman was using for draining the water from wet clothes because manually squeezing is physically tiring. There is another instance those who can afford the basic washing machine with tumbler and spin are applying her creative mind and to help in commercial venture of dairy. She churns out butter or cream out of liters of milk. Manually it would have taken hours and invite physical exertions but her creative mind has solved and used machine for both purpose of washing the clothes and churning out butter or cream out of milk. An over the counter

product is available in the market for controlling the acidity or indigestion of person in small pouches and it has major content of sodium bicarbonates. She is aware that to yeast food needs minimum 7 to 8 hours and same can be achieved within a few minutes by adding that one pouch of indigestion powder for instant cooking. She knows what eatable should be prepared in high flame and what should be in low flame. She is also aware that for preservation a gradual sunlight is required and low or high fire heat will spoil the taste as well as shelf life of food.

While men tend to be single-minded and focused on a task where women can perform multi-task and are more attentive to details. I look at my mother she is busy in performing multitasks to keep everyone happy and united. She is real binding force for unity of family and her permanent absence allows emotional disintegration. She is preparing breakfast as well forcing brothers and sisters should be ready for breakfast after bath. In the meantime vendors are knocking the doors and she managed all without any irritation. Every woman has dignity & feels she has been made in the image of God, and that every woman can find true fulfillment when she understands, enjoys and fulfills her creation design. Women would begin to see how technology can be relevant to their lives, and their interest in technology would grow. They would feel capable rather than intimidated, excited rather than disinterested, included rather than left behind. When refrigerators or LPG stove was introduced in India my mother requested father to go for it. He was little hesitant about new technology and inventing one or another excuses not to go for such ideas. My mother one day went on symbolic strike and it was the point father agreed to buy those items. Women express their annoyance in symbolic way like wearing high heel shoes, mini

skirt or she will express through her body language and seldom with extreme steps.

I witnessed near a construction site where female was employed along with her husband. She was not in position to buy a iron tawa for making fluffy roti on fire. She might be fed up with roti of direct heat and for change of taste she might be thinking to prepare roti with indirect heat. She found a broken piece of plane asbestos. She was using in place of iron tawa. I was surprised to see another woman was more innovative using earthen baked piece used as tawa. I realized both women were not complaining anything but discovering to meet their objectives but the woman with earthen piece appeared to me more intelligent against to who was using asbestos .Asbestos releases some harmful gases when it gets heat. It is practice among poor woman while working they tie the infants with piece of clothes around her body. They are victim of industrialization and earning is for survival and caring of child is psychological fulfillment. There is practice among labor class in some areas they tie the piece of clothes with trunk of tree close to working place and allow infants to sleep, easy to keep eye on child, and swing to distract from crying. 'Does swing movement help in growth of child's mind? I believe there are some effects of this ancient practice design by primitive women and it needs further investigation by modern designer that should design the devices that swing mechanism helps in proper growth of child. Woman believes in inclusive growth. Is it possible for woman to care the newly born child without stand on her feet? Her complexities of anatomy never allow her to crawl on hands and legs in search of food or care for infant. I look at newly born child I find infant cannot cling the mother like we see in monkey .This particular phenomena

in woman made her to stand first or infants initially needs mother attention for day & night for few days after birth and begin to crawl and ultimately stands in its own. It is nothing to do with evolution theory of Darwin. It is survival instincts that allows human race to live. There is another reason that support a woman's walk gives off subtle clues that can belie her sexual experience and helps in mating with man.

Women seem to me that they are less interested in development of fast moving transport means. Man's first love is vehicle and crazy for fast speed and enjoys adrenal secretion and high estrogen level .She prefers to walk and carries weight on her head. Water, firewood and crops for grinding are transported predominantly by women on foot; the load normally being carried on the head. It is the women from the primitive time to transport the material on her back or head. That's why woman was the most reliable suppliers of food because she believes in herself .Women collectors were wiser and used basic instincts for exploring edible items as food where men were venturing into collective but risky hunting and it was not necessary that every time they hunt the animals sufficient for collective members. That fear of fast hunting might have feared of losing the life is still in her psychics. It may be she fears that fast transport system allow men to venture in far off areas and that instill fear in her that he might invite trouble by using fast means. This character is still in modern man and to impress her beloved he drives the vehicle in possible fast speed.

It is my belief that she domesticates the dog for security, hen, goat for food and cow for substitute of mother milk and ox for agriculture as well for transport. The world should be thankful to women for the

domestication of the cat. Women tamed the wild cat for the protection of the granaries. Even in some places elephants were used as transport means. Camel for transportation in desert and some society uses its meat for food. These animals have limited capability and cannot move far off and allowing men to venture in nearby. She does not like the man to go for high speed transport means but she enjoys the thrill of high speed. She might have thought of using these animals for entertainment also. Goat or Cock or bull fighting is result of these thoughts. At the time of crash she suffered a lot compared to same severity for man because of anatomical difference. There is need for understanding the safety of woman occupants in vehicle and safety belt should be designed in such a way that it should protect the fetus as well as child. Woman engage in less risky driving and less likely to drive under alcohol or drug or speed or tailgate influences. Once she understands the proper interface she has habit to copy in book style. Urban women are at ease with driving two, three, four wheelers and even dare to venture in rail driver as well as pilot. Horse or animal riding does not appeal to her basic nature.

All animals in nature fear fire and flee from it. Fire is natural and it might be discovered by woman. It is my strong belief that she was the first who understood the role of fire and the how to manage it. She designed stove for better management of fire. Man is responsible for innovation of fire and he had designed the match stick for ignition of fire and his latest is nuclear energy. Discovery of fire initiated an iron era and what we see our modern world is impossible in absence of fire.

The rise of women's role in society and its potential impacts both on products selection and communities are noticeable. It shows that women have significant impacts on the markets in all major cities across world —and on the way communities are planned and designed— and that these impacts will only be increasingly stronger as we move into the future. Advancement of technology has empowered the modern woman and concept of feudalism is diminishing should reflect in our design of products/ services. Modern man is living under financial constraints to meet his flared desires forces him to allow the woman to go out of the house. Nuclear family is in rise, peer pressure is almost negligible but role of double income is making her role tough. Capitalism is spreading and its affects are ruining the prospects of woman because in its philosophy woman body parts are assets and her actions of exploitation are balance sheet where generation of profit receives respect and others are treated as wastage. Socialism betrayed the woman and physical exploitation was high in the name of equality. Religion of the world is unnatural phenomena & never allow woman to live naturally and tried hard to ignore and suppressed her in all possible ways. It has made the women highly superstitious and result was she was using eyeliner or dark spot on forehead of child to protect from evil eye. Gradually this practice has turned to makeup. Religion is essentially predominately a masculine design and enjoys special privilege in society. Fashion industry is helping or born out of the capitalism and its sole purpose highlighting the assets of woman. Tourism industry is only exploiting woman and some countries' economies is because of sex industry. Naturalism is the best way for growth of woman and can prove her role in

progress of the society as they were contributing without distinction of gender doing in primitive as well as in ancient era.

We are thankful to Prof Lalita Sen , Department of Urban Planning & Environmental policy , Texas Southern University for accepting our invitation for Guest Editor for our February 2014 issue. She allows the authors to write the article with complete freedom and requested every contributor that audiences are mostly students, academicians and commercial entrepreneurs so article should sensitizing the mind of reader to think beyond .

Modern woman should not imitate the masculine traits because it will invite violence rather man should learn about feminism for progress and prevailing peace for humanity.

With regards

Dr. Sunil Bhatia

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Content of February 2014 Vol-9 No-2

Other Regular features

Forthcoming issues

"Women Designer year of 2014"

March 2014 Vol-9 No-3

Dr.Margaret H. Teaford, PhD , Honors Director ,Associate Professor-Clinical, School of Health and Rehabilitation Sciences, The Ohio State University would like to focus on assessing the needs of women in designing environments and applying Universal Design. And she will be the Guest Editor of special issue

April 2014 Vol-9 No-4

Valerie Casey is a globally recognized designer and innovator. She is the Founder of the global social impact NGO, The Designers Accord, and the CEO of the US-based innovation consultancy, Necessary Projects. Casey was named a "Guru" of the year by *Fortune* magazine, a "Hero of the Environment" by *Time* magazine, a "Master of Design" by *Fast Company*, and one of the "World's Most Influential Designers" by *BusinessWeek*. The World Economic Forum has honored Casey as a "Young Global Leader." She will be Guest Editor of this issue focusing on women, design, and social impact.

May 2014 Vol-9 No-5

Rachna Khare is a Professor of Architecture and the co-coordinator of Centre for Human Centric Research (CHCR) at School of Planning and Architecture, Bhopal. Prior to this she was Senior Research Fellow, Jamsetji Tata Universal Design Research Chair at National Institute of Design, Ahmedabad. Rachna is a recipient of the Fulbright Doctoral Fellowship and was affiliated with Georgia Institute of Technology, Atlanta, USA during her PhD in Inclusive Design. Her interest in the field of 'Universal Design' has earned research grants and awards nationally and internationally. She has published extensively and is one of the authors of Universal Design India Principles released in 2011.

June 2014 Vol-9 No-6

Josyane Franc is the Director of the common Department of International Affairs for the Cité du design and Saint-Etienne higher school of art and design (ESADSE). France

July 2014 Vol-9, No-7

MITZI BOLLANI Architect, Sculptor & Product Designer. She runs her own Architectural & Design Practice based in Piacenza since 1978, and focuses her work on the research of the psychological well-being for the users of her projects, acting as a primary target accessibility and safety for all individuals.

Mitzi Bollani is one of the founders of the "Design for all" concept that she applied the first time in Genoa: "Civis Ambiente – Accessible mobility in the Historical Centre": starting from the needs of people with activity limitation such as physical, sensory and mental or cognitive limitation, spaces, buildings and products were designed to be easily accessible to all, without losing the aesthetic value and above all without incurring in additional costs.

August 2014 Vol-9 No-8

Ms. Yasmeen Abid Maan, Assistant Professor, City and Regional Planning Department, LCWU Lahore College for Women University (LCWU), Jail Road, Lahore, Pakistan, is nominated as a Guest Editor and key Note will be by Prof Atiq Ur Rehman .

Ar.Yasmeen Abid Maan. Assistant Professor at Department Of City & regional Planning, Lahore College for Women University, Lahore, Pakistan.(Registered Member , Pakistan

Council of Architects & town Planners.

With over ten years' experience in architectural design, I have exceptional skills and experience in planning, detailing, designing and coordinating projects both in the public and private sectors. My communication, problem-solving and leadership skills, combined with knowledge of theory and practical subject teaching, make me a highly valuable instructor in both Architecture and City & regional Planning department.

September 2014 Vol-9, No-9

Prof Lylian Meister, Dean of the faculty of design at Estonian Academy of Arts, Estonia, will be the Guest Editor. This issue will be about Design for All field research and outcomes in Estonia.

October 2014 Vol-9 No-10

Isabella Tiziana Steffan is an architect, and a certified European Ergonomist member of the executive board of the Italian Society of Ergonomics (SIE), expert in Ergonomics and Design for All.

She works in the field of accessible design and Ergonomics for public and private customers, focusing on mobility and safety of weak users and on urban furniture. She performs teaching activities for several Institutes, among which Politecnico di Milano, Università

Cattolica del Sacro Cuore di Milano and Università degli Studi di Milano-Bicocca, where she leads the workshop "Accessible Tourism".

In 2012 she published two volumes: "Design for All – Il Progetto per tutti. Metodi, strumenti, applicazioni. Parte prima e Parte seconda". Collana di ergonomia, ed. Maggioli. Assignment editor, area Professione Ergonomia of "Rivista Italiana di Ergonomia" since she has been scientific representative and responsible for the Working Group – thematic area Design for All for SIE, the Italian association of Ergonomics and member of NAB (National Assessment Board for European Ergonomist) and CREE (Centre for Registration of European Ergonomists) for SIE.

She is co-founder of ENAT (European Network for Accessible Tourism).

GUEST EDITOR:

***Lalita Sen** is a Professor in the Dept. of Urban Planning & Environmental Policy, at Texas Southern University, in Houston, TX. She has focused on accessibility as a research specialty area from early the mid-1970s when accessible systems were funded in the US through federal programs to promote transit usage by seniors who were displaced to the urban fringes. Since the passage of the American Disabilities Act in 1990, the focus on accessible transportation and accessibility as a design issue especially for public buildings have become a major issue not just in the US but in many countries faced with children, seniors, and those who may be disabled or temporarily disabled. She has been funded by US DOT and TX DOT on numerous projects on public transportation and accessible transportation services. She has also been invited to speak on accessible transport at various European conferences at Leipzig, Lyon, and a Stuttgart. She has been a member of the Accessible Transportation Standing Committee of the Transportation Research Board, and is currently the Co-chair of that committee.*

Introduction:

This issue addresses "*accessibility* "as an area of design for buildings and infrastructure. Although the scope also includes all type of transport vehicles, the authors have primarily focused in on ingress and egress to and from structures / buildings etc. Drs. Beezy Bentzen, and Maryvonne Dejeammes are experts in different areas. Dr. Bentzen has worked on pedestrian issues for the blind to =wards developing guidance and way finding system which may assist them. Dr. Dejeammes has worked extensively on rail in Europe addressing the need to eliminate gaps between the platform and the rail cars, and other accessibility issues. Dr. Sen's focus on the issue of public policy and its implementation such as the PWD Act of 1995 in India, or the ADA which was passed in 1990 in the US, provides another perspective on the increased need for accessibility.

Dr. Lalita Sen

Maryvonne Dejeammes

Engineer since 1972, Maryvonne Dejeammes started as a researcher in the field of car crash safety, especially in biomechanics for occupant restraints. Then from 1986 at Inrets (French National Research Institute for Transport and Safety, now called IFSTTAR), she focused on accessibility for disabled people applying human factors investigation to urban public transport and railway. She promoted the global approach for the design of vehicle and infrastructure of buses, tramways and trains. She investigated the development of new technologies for accessible transport information systems too. On 1989 she moved to Certu, a technical center of the French Ministry of sustainable development, where she was co-project leader of the programme « City accessible for all », working on guidance for the local authorities and assisting the Ministry for new regulations and standards. She retired on April 2013.

Maryvonne Dejeammes participated to many European research projects (COST actions, Libertin, EuroAccess for example). She has been a member of the Transportation Research Board committee on Accessible Transportation and Mobility and a member of the steering and scientific committees of the international Transed/Comotred conferences.

ACCESSIBLE RAIL TRANSPORTATION – UNIVERSAL DESIGN AND SYSTEM APPROACH IN EUROPE

Maryvonne Dejeammes

Retired

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INTRODUCTION

Since the mid-eighties in Europe, research and development have been carried out to make railway transport accessible to disabled people and more generally to people with reduced mobility as defined by the European Council and European Parliament.

The low-floor technology was introduced for tramways and buses so that ambulant impaired persons and wheelchair users can board and exit quite easily. The step-free or level access principle is being applied for the railway accessibility too. Moreover the design of other amenities such as seats, handholds, handrails, etc. can help a lot and increase the passengers' ride comfort at relatively low cost. Signage and more recently passenger information and ticketing systems using new technologies are being implemented so that people with vision or audition impairment can access the public transport system freely.

The European research project COST 335 provided the European Commission with the basis for requirements (Commission decision,

2007). In fact, there are large variations between the economic, political and cultural backgrounds of European countries. We will focus on the most advanced developments.

The aim of this paper is to draw up the technological progress made in France and in Europe in the design and provision of accessible railway transport systems to address the needs of passengers with all kind of impairments. The need for further improvements will be discussed both in terms of product dissemination and of technological development.

1. Rolling stock and infrastructure designs

The International Union of Railways (UIC) reached an agreement on a platform height of 55 centimeters from the rail level in Europe which is progressively implemented. However, some countries have higher platforms such as Great Britain and the Paris and Ile-de-France region, which won't be modified for economic reasons.

Access for wheelchair users and mobility impaired travelers can be ensured either by a step-free system or by the use of a ramp or elevator.

1.1. Level access or step-free access at station platforms

Aiming at an autonomous access to the train coach from the platform, a level access or step-free access is obtained when the coach floor has approximatively the same height as the platform at least at one entrance per train unit. It can be realized by a new design of the train coach and/or by a partially raised platform.

Many train manufacturers developed the low-floor design for railway operators in Europe (figure 1). The train unit may have a higher floor and steps over the train wheels.

Figure 1: Low-floor entrance of the railway coach in Finland (Finish Transport Agency)

In order to avoid an access ramp, research has been performed in the Netherlands (Daamen, 2007), France, Deutschland and Great Britain in order to determine the manageable gap between the platform nose and the door sill of the coach. The most recent experiment (Grange-Faivre, 2009) confirmed that the gap should be lower than 50mm high (40mm being more comfortable) and smaller than 50mm long (figure 2).

Figure 2: Laboratory tests – level access for wheelchair users (Grange-Faivre, 2013)

For existing stations, it may be feasible to partially raise the platform to manage a level access at one doorway. Examples of partially raised platform are found in Switzerland and in the London tube (Marshalls) - figure 3. A difficulty may be the operation of various types of trains which have different gauges.

Figure 3 : Raised platform (hump) in the London tube (Metadyne).

1.2. Access equipments for wheelchair users

Two types of boarding equipment can be used when the gap is too large and/or high.

- ***An access ramp can be installed when the train is stopped along the platform. But its length is limited by the width of the station platform. An access ramp can be integrated in the coach and operated by a staff member or stored on the platform and maneuvered by a staff member on request. The gradient cannot exceed 8% for an autonomous access or 18% with help from a staff member (European TSI requirement, 2006).***

- ***An elevator onboard the train has the advantage to be available in most circumstances, under operation by one train staff member. Its dimensions may be constrained when retrofitted on an existing coach, consequently the width of the wheelchair may be limited.***
- ***An elevator on the station platform can provide access to a wide range of wheelchairs and mobility scooters. It may be an appropriate solution for a progressive investment, starting with the equipment of the major railway stations.***

Availability of staff and a thorough maintenance is required for these equipments, which have been causes of many complaints by the past.

Safety of wheelchairs and mobility scooters

The transport of wheelchairs and mobility scooters needs specific consideration for the safety of their users and that of other passengers who travel in the same vehicle.

In Europe, after experimental research and feedback from field experience (COST 335, 1999), the European commission doesn't require any technical specification for wheelchairs onboard heavy rail coaches. And the same conclusion have been made by the "Libertin" European network : there is no need for specific transport configurations of wheelchairs onboard light rail systems (Libertin, 2004).

A further issue is the transport of mobility scooters. These mobility aids, electrically propelled with 3 or 4 small wheels, are primarily used for short distances in a neighborhood. Their users have the ability to board the trains as wheelchair users and to transfer to a

priority seat for a safe and comfortable travel. Their mobility scooter can be stored on a designated location nearby.

2. Onboard accessibility features

For safety, convenience and comfort, the principles of universal design are more and more applied to various features of train coaches such as handrails and handholds, seats and tables, toilets, etc.

- ***The steps that still exist in many coaches for entering/exiting or inside a coach can be improved to facilitate their use. For mobility impaired people, their height and the installation of handrails can be improved, as demonstrated by a thorough British research (Atkins, 2004). For vision impaired people, color contrast of step noses and handholds are a real help. (figure 4)***

Figure 4: contrasted step noses and handholds on a coach door simulation (Atkins, 2004)

- ***The accessibility of toilets is very difficult to ensure due to the space constraints in the train coach. Much research and trials have been performed, for example by the Eupax European project (Eupax, 2008) and by SNCF « laboratory train » (SNCF, 2009).***

Figure 5 shows a good example of accessible toilets in a regional train from Alstom manufacturer.

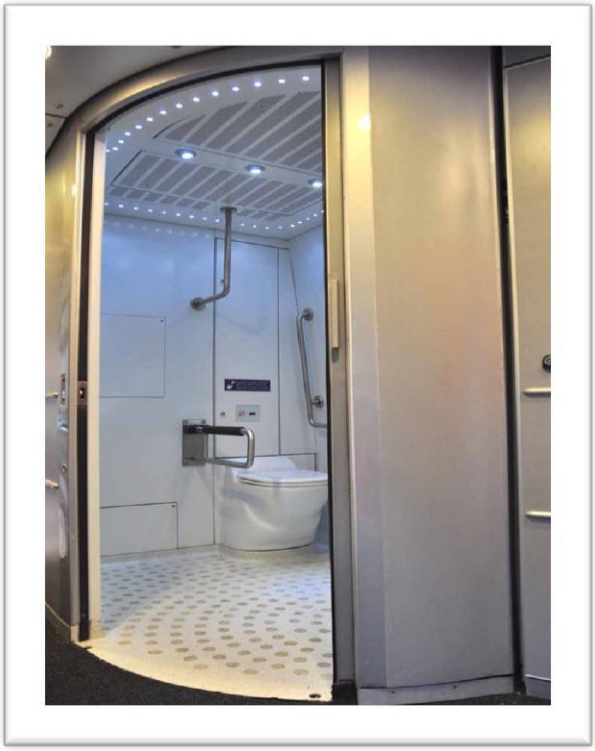

Figure 5: example of an accessible toilet by Alstom (Pujol, 2013)

- ***Foldable seats, tables and handrests provided on a priority seating platform are convenient for passengers with mobility impairment and for wheelchair users. Figure 6 shows the experimental arrangement of the SNCF « laboratory train » (2009). Note that colour contrast was tested on a specific booth.***

Figure 6: Example of foldable seat, table and hand rest (SNCF, 2009)

- ***The aisle width cannot be wide enough in most European trains to accommodate the width of most wheelchairs. So, it is important to provide the wheelchair space and priority seats on a platform close to the door. For long-distance trains, a narrow manual wheelchair may be provided on request.***
- ***Where necessary, provision of pushbuttons that can be actuated with the palm of the hand is very helpful. Their signage must be easy to understand, whatever the passengers' skill and spoken language.***
- ***All services onboard the train should be offered to any traveller. In case of a snack bar or restaurant, a service at the seat should be available, for example by request with a specific communication system.***

3. Passenger information systems

New information and communication technologies (ICT) are introduced in railway transport systems since the mid-nineties. Their use for passenger information and ticketing systems can benefit to people with reduced mobility provided that the universal design

concept is applied for their human interfaces. Unfortunately it is quite difficult to standardize and disseminate ICT products due to the rapid and continuing innovation.

1.1. Travel planning

Disabled travellers can benefit from the availability of varied information posted on a web site: search of accessible trains and stations, search of convenient itineraries owing to the person's abilities and preferences, information on disruptions within the railway system (such as availability of lifts in stations). Transport authorities and railway operators are more and more prone to provide such information on their websites. These should be compatible with the e-accessibility requirements for blind and visually impaired people. This is now a requirement in France.

CFF Swiss railway and Transport Direct in the UK are good examples (CFF website, Transport Direct website).

1.2. Information in the station

Research and development have focused on the provision of information for vision impaired people. Efforts and progress have been made for the location and design of written signage. The stakeholders apply recommendations for more legible characters and their colour contrast from their support. Their location is studied so that they can be read by seated people and short of stature people.

For vision impaired people, guiding strips can be installed on the flooring. However, the provision of vocal information is necessary to

get the location of the desired destination, such as the ticket and information offices, the train platforms or the assistance service when provided. In France, the SNCF operator performed an experiment to evaluate the potentialities of various systems (Montparnasse Laboratory station, 2007). Following the main results, SNCF is implementing a vocal information system consisting of a network of radio beacons actuated by a remote control (the same as for the pedestrian traffic signs) complemented with guiding strips (figure 7). In major stations, staff assistance is still provided to get to the train platforms.

Figure 7: radio beacon at the entrance of the ticket office and guiding strips in Gare Lyon Part-Dieu

For deaf and hard of hearing people, a recent research has been performed in order to provide accessible emergency information (Paire-Ficout, 2013). The results showed that a combination of drawings, text and computer sign language was the most appreciated by a panel of volunteers. (figure 8)

Figure 8: Emergency information display for hearing impaired travellers. Platform change (display on the left), cancelled train (display with sign language on the right) (Paire-Ficout, 2013)

1.3. Dynamic information during the trip

More and more electronic systems provide dynamic information onboard vehicles and in railway stations. The technology of display screens changes rapidly, it is very important to consider the legibility of the displayed text so that visually impaired travellers can read it. Recommendations are available following human factors researches performed in the United states, Canada, Japan and Europe. In France, the recent regulation requires several specifications on dimensions, visual contrast and display time of characters based on these recommendations.

For blind people, it is necessary to provide a voice display by a loudspeaker. The primary systems combining LED displays and loudspeakers give the visual and voice announcement of next stop onboard the vehicles, which is appreciated by all the passengers. TFT screens afford opportunity for more varied information display. However the information may lack of clarity and legibility.

1.4. Ticketing systems

Accessibility of automatic vending machines to wheelchair users and people with small stature is becoming the common standard. Recent developments deal with easy use by blind and vision impaired people. Even though the controls are marked with braille text and embossed pictograms, it is difficult to follow the multiple stages required all the more as instructions are given on static or tactile screens.

Some new machines have added a software activated with a single knob to navigate the screen with speech output via a headphone socket or a loudspeaker. (figure 9)

Figure 9: example of accessible ticket vending machine implemented in France (source Certu, 2011)

For self-service terminals adaptable user interfaces with the user's preferences stored on a card has been standardized by the designated European standardization committee (EN 1332-4). The

coding system is applicable to a wide range of self-service terminals including computer terminals in public libraries and public transport information terminals. The users have the ability to change their preferences either on the terminal or indirectly on the web. This is an opportunity for commuter trains at first.

The contactless ticketing system is easier to use by a large part of the travellers as it doesn't require a precise gesture. RATP, the public transport operator in Paris, have developed a web-based system for re-loading credit on a contactless card; this system is accessible by blind and partially sighted users.

4. Discussion

Much progress has been done for the accessibility of the railway network in France and in Europe since some twenty years. But full and autonomous accessibility won't be obtained unit many years owing to the large number of stations and the trains lifespan.
During this intermediate period, the railway operators should find agreements with regional and local transport providers to ensure the continuity of the journey of disabled people. And they should be very attentive to the reliability of the staff assistance in stations and to embark/disembark for which many travelers have been complaining by the past.

Whereas some research is underway for mental or cognitive impairment, many improvements made for signage and information systems can benefit to travellers with such impairment. And many railway operators provide specific training to their staff on disability awareness so that they can have the appropriate attitude and reactions.

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Planning for Accessibility on a Himalayan Campus

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Jhamtse Gatsal Children's Community is located in the Tawang District of Arunachal Pradesh, India. The campus is on a steep and narrow ridge, at an elevation of about [meters 6,500 feet] near the confluence of the Tawang Chu and Namjang Chu rivers, which defines the border with Bhutan.

The author is an able-bodied accessibility consultant from the U.S., who has been volunteering at Jhamtse Gatsal for about one month each year since 2010.

Construction of the campus began in 2003 with no thought of accessibility. However, Jhamtse Gatsal is now a thriving community of about 85 children and 20-30 adults. Planned expansion will accommodate approximately 200 children and 50 adults. Children live in "families" of about 20 children, with an ama la, and attend the school that is part of the community. It is anticipated that some teachers and support staff will choose to remain part of this community based on the principles of love and compassion as they age. In addition some of the numerous volunteers are retired, but hope to continue their service for many years to come and may become unable to manage stairs easily. Therefore a campus that is as accessible as possible to people who use wheelchairs or who otherwise have difficulty managing stairs or steep slopes is now the goal.

Accessibility to sites on steep is very challenging. Although the crest of the ridge has been flattened to provide level campus playing fields, the campus nonetheless has three major levels going up the ridge toward a summit. One challenge is to provide accessible routes between these three levels.

In addition, nearly all buildings are two-story, with the primary level two or three steps above the level of the playing fields, and a lower level down the slope. It is far beyond the budget of this small, private, institution to provide elevators to access two levels of a building; however it is possible to take advantage of the slope in creative ways to provide access.

Four of the five major buildings on this small campus have been designed by the staff of the institution, and even major design changes during construction are the rule rather than the exception. Much of the construction has included the labor of children and staff as well. Accessibility has not been well-considered, in part, because of a lack of understanding of the challenges for individuals who use wheelchairs, and also because of a lack of understanding of the basic principles of accessible design.

An accessibility workshop was conducted for staff and for children in classes six through nine. Participants took turns in a wheelchair, traveling straight and making turns on the following surfaces: smooth concrete, concrete pavers, grass, smooth dirt, and a stony rutted driveway. They were assisted by pushers as needed. When participants were using the wheelchair, they traveled up and down slopes of varying degrees, attempted to travel up and down a single step about 3 inches (8 cm) in height with and without assistance, and experienced traveling straight along a hallway with a cross-slope. They opened doorways and entered and exited rooms.

Based on their observations and personal experiences, each class completed an activity in which they rated the difficulty of traveling on different surfaces, suggested minimum widths of walkways where turning was and was not required, suggested considerations for allowing maneuvering space for opening doors and entering a room, and suggested considerations regarding the angle of running slope and cross slope.

Additional activities for staff involved in design and construction included: 1) constructing and traveling across thresholds of various designs that could be fabricated on-site and that would meet the

local need of protection from water; 2) using the wheelchair in toilet rooms, attempting to transfer on and off of a western toilet using upper body strength alone; and 3) maneuvering in a space intended for a future accessible toilet room, where different layouts could be drawn on the floor.

In light of the workshop experiences, staff involved in design and construction reviewed especially relevant sections of the US accessibility standard (not being able to obtain the Indian standard), and discussed how it could be used as a basis for design for new construction on campus as well as for alterations to make existing structures and the site itself accessible.

The technical requirements for accessibility as well as the practical experiences will be kept in mind as the campus evolves. The goal is to make all key buildings and sites on the campus usable by people who cannot manage stairs or who use a wheelchair for mobility. However, it will not be feasible within the limited budget of the institution to meet all technical requirements for independent mobility. Where it is not feasible to meet technical requirements for independent mobility, the goal will be to provide routes and facilities that can be used with minimal assistance.

Jhamtse Gatsal looks forward to becoming a demonstration project for achieving accessibility on a campus in mountainous terrain.

Billie Louise (Beezy) Bentzen, Ph.D.

***Lilian Salazar** is a full time professor at Tec de Monterrey in Mexico City Campus. She was the Founder Director of Architecture Program in 1997 and since 2006, Founder and Coordinator of "ArquiTEC, Entorno Accesible", an Audit, Assessment and Certifying Center for Accessible Infrastructure for people with disabilities that involve professors and architecture students. She specializes in accessibility and participates in committees with government agencies related to this concern.*

A GENERAL VIEW OF ACCESSIBILITY AND A PARTICULAR APROACH FROM ARCHITECTURE CAREER, AT "TECNOLOGICO DE MONTERREY", MEXICO CITY CAMPUS

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"The architect can be the best friend or the worst enemy for a disabled person", commented once Federico Fleischmann, president and founder of "Libre Acceso, A.C." (an important NGO).

Architects, designers and builders must be clear that our profession is definitely a social service. The "final products" are designed spaces seeking to improve the quality of life and facilitate the optimal activities development required by society. That is why, the issue of social inclusion and diversity becomes very important in design process, generating scenarios where the whole society, including people with disabilities, can develop in all areas that make up their life.

Very often, the least of the problems faced daily by people with disabilities is the disability itself. It is their social, cultural and physical environment that prevents them from living fully with all

the capabilities they do have, developing in all fields with the same opportunities as the rest of the population.

While disability is something you're born with, or by disease, aging or accident is acquired temporarily or permanently, the social barriers are something that depends on the community. Is a discriminatory attitude, a lack of culture that deprives people with disabilities from enjoying life between others, with the same quality as anybody else?

The good news is that social barriers can be eradicated, and that in most cases happen because of ignorance and lack of information rather than a lack of will or values. There are no doubts that many fronts have to be tackled simultaneously to eradicate social barriers. On one hand, giving education and information about the proper perspective of disability avoiding negative perceptions and presenting positive cases of people with disabilities, bringing awareness of respect and understanding for others. On the other hand, legislate for social inclusion in educational and workspaces, giving equal opportunities to develop the skills and capabilities to this sector of the population.

Besides, talking about our profession, it is particularly relevant the impact that the architect's work can have reducing discrimination. Having accessible spaces not only eliminate physical barriers, but also as a consequence, contribute to eradicate cultural and social ones. When people with disabilities can access anywhere, use services everywhere and coexist with the rest of society myths and stigmas around them that prevent their full integration fade away. That is why the formulation and enforcement of standards and laws

that promote accessible spaces are essential for the above to happen.

As in many other countries, in Mexico the issue of accessibility for people with disabilities is poor in terms of health care, infrastructure, education, housing, jobs, services in general and opportunities. Actually the problem starts with the fact of not having a true figure of the population with some type of disability. On World Report on Disability prepared by the World Health Organization (WHO) and the World Bank in 2011, it is estimated that over one billion people are living with disabilities, about 15% of world population (estimated world population in 2010). This figure is higher than previous estimated by WHO, for the years 1970, which was approximately 10%. In Mexico, according to the "Instituto Nacional de Estadística y Geografía" (INEGI) 2010 census, people with disabilities are 5 million 739 thousand, representing 5.1 percent of the total national population. This shows that survey instruments for this sector of the population are not accurate, and from here, the approach to the problem is taken from a wrong dimension.

Students audits in buildings and urban environments.

In most of the universities in Mexico, the architecture programs does not include officially in the students' curricula the subject of Accessibility and Universal Design, neither about existing standards in this regard. It is important that students, future architects, start learning since the classroom about accessible design, but above all, internalize the importance of social inclusion through their professional work.

Because of this, in 2006 the architecture career from the Tecnológico de Monterrey, Campus Ciudad de Mexico, established an alliance with the NGO "Libre Acceso, A.C." in order to form a "Center for Evaluation and Certification on Accessibility" on Campus, called " ArquiTEC". Through the work of students, architecture professors and this NGO, a methodology was developed to make buildings and urban environments audits, not only with current regulations of Mexico City, but at the federal level with the Mexican Accessibility Standard.

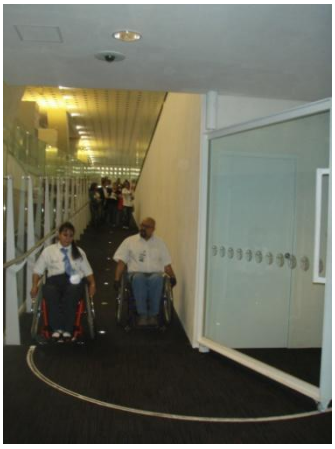
Architecture students must participate for at least a semester period of their social service with "ArquiTEC", so we make sure to impact 100 % of our students.
This program pursues that students get involved with their community applying their expertise in real projects that need specific solutions, and work towards social inclusion of people with disabilities by removing physical barriers in infrastructure. It also seeks to contribute to a greater openness to social diversity, eliminating the social and cultural barriers around the issue of disability.

Report of accessibility with photograph, problem and solution.

Presentation with the institution

ArquiTEC Objectives:

- ***Architectural evaluation of public and private facilities and urban environments under accessibility criteria for people with disabilities and promote the necessary changes to become accessible.***
- ***That the architecture students internalize the value of social inclusion and the concept of accessibility and universal design to apply them permanently in their professional lives.***
- ***That the architecture students contribute to the community by the audits of infrastructure wishing to become accessible for people with disabilities.***
- ***Contribute with the Tecnológico de Monterrey, Mexico City Campus to increase its accessibility, both in its facilities and services offered.***
- ***Collaborate with consulting, seminars and publications in forums related to the topic of accessibility.***

Students at a presentation with the institution. Teams making an audit.

Methodology steps:

The methodology is developed in 6 different steps to complete the work.

1. **Planning. Contact those institutions that ask for the audits and want to become accessible.**
2. **Sensitization. The students learn the concepts, standards and the methodology. They interrelate with people with disabilities seeing and experiencing the challenges that they face in the daily bases.**
3. **Evaluation. Visits are made to the buildings concerned, auditing all areas according to the Mexican Accessibility Standard (NMX) or the Complementary Technical Standards Building Code of the Federal District (NTC). The work is made with the methodology developed in ArquiTEC, which has a form to evaluate each element and space, supporting procedure with measurements and photographs of all the problems detected.**

4. **Report**. **A document that contains the problems identified supported with photographs, and suggested solution for each one. This is submitted to the institutions concerned.**
5. **Certification. Once the institutions perform the architectural changes in the buildings, ArquiTEC issues a certificate of "Accessible Facility".**
6. **Considerations and feedback. Students give their opinion on what they learned and about their contribution. We have feedback about the development of the semester project, the methodology used and the role of each one of the participants.**

Some of the audits performed:

- ***Terminal- 2 of the International Airport of Mexico***
- ***BRT, Metrobus Line -2***
- ***Federal District Human Rights Committee (CERTIFIED)***
- ***National Human Rights Committee***
- ***Legislative Assembly of the DF***
- ***Modal Transfer Centers***
- ***BRT, Metrobus Line -4***

Results:

- ***Since 2006, ArquiTEC has made more than 100 audits to public and private institutions. It also has developed a replicable methodology to make the accessibility infrastructure assessments.***
- ***There have also been advances in our University Campus regarding the dissemination of the accessibility issues, with the***

internal media. Also we collaborate with the maintenance office to make improvements to the current infrastructure.

- ***We are currently developing an application (App) for iPad that allows make the audits more rapid, complete and easy.***
- ***Also, since 2013 summer, the Tecnológico de Monterrey, which has 31 campuses across the country, began evaluating its entire infrastructure in terms of accessibility. Under this framework, we are coordinating the evaluation of 4 campuses in Mexico City Metropolitan Area, involving professors and architecture students from our Campus.***

ArquiTEC project is in constant innovation and growth, and even if the scopes are pretentious, social reality requires our best to make the word "all" really means "all" on an equal basis. It is not in our hands eliminate disability, but certainly we can contribute to the elimination of the cultural and social barriers through an accessible environment.

Lilian Salazar

***Lalita Sen** is a Professor in the Dept. of Urban Planning & Environmental Policy, at Texas Southern University, in Houston, TX. She has focused on accessibility as a research specialty area from early the mid-1970s when accessible systems were funded in the US through federal programs to promote transit usage by seniors who were displaced to the urban fringes. Since the passage of the American Disabilities Act in 1990, the focus on accessible transportation and accessibility as a design issue especially for public buildings have become a major issue not just in the US but in many countries faced with children, seniors, and those who may be disabled or temporarily disabled. She has been funded by US DOT and TX DOT on numerous projects on public transportation and accessible transportation services. She has also been invited to speak on accessible transport at various European conferences at Leipzig, Lyon, and a Stuttgart. She has been a member of the Accessible Transportation Standing Committee of the Transportation Research Board, and is currently the Co-chair of that committee.*

Accessibility at Historic Howrah Station in the 21st Century: Should the need for Accessibility be expanded here?

Lalita Sen, Ph.D.

Department of Urban Planning & Environmental Policy

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As in many large cities of the world, Kolkata, India is no exception: average life expectancy is creeping up, with many homes occupied by the older generation, while youngsters move aboard or other cities to find greater opportunities, education and experience life as promoted through television programs.

Nowhere is the past so visible as at Howrah Station, the main junction point for millions of commuters, and travelers from the Eastern part to all other parts of the country. A train station which was built during the British rule has yet to transform itself to address current needs of the train riders. The issue of accessibility while mandated through the Persons with Disabilities Act (PWD) of 1995, as yet to be translated into action in the mode most frequently used by the largest segment of the urban population of India: the railway system. While the system represents the historic contributions by the British, the gargantuan task of converting an historic building in a densely populated area, has not been completed as can be seen from the photos below:

While the approach to Howrah station is scenic and impressive if seen from the other side of the river (Photo1), a closer view allows

us to recognize the major obstacles to the process of creating an accessible entry way into the station (photo 2).

Photo1: Howrah bridge from below: https://www.google.com/search?q=Accessibility+of+Howrah+Station,+Kolkata,+India&tbm=isch&imgil

Entry way to the Historic Howrah Station, Kolkata

Because of its history both as a railway station and its prominence as the junction point of eastern railways, all design changes must consider the least invasive means of adding accessibility at the entry way. Once inside, other major changes need to be addressed: platforms which are accessible to all passengers without obstacles which perhaps clash with the existing

cultural needs of many citizens who have other use for the broad platforms between rail lines (photo 3).

Photo3: Travelers waiting for their train at Howrah Station: https://www.google.com/search?q=Accessibility+of+Howrah+Station,+Kolkata,+India&tbm=isch&imgil=ML0qMWcQUIssFM%253A%253Bhttps%253A%252F%252Fencrypted-tbn2.gstatic.com%252Fimages

Although such scenes are common in many small towns, Howrah has continued to display few changes since the passage of the PWD Act of 1995. The remnants of old ways are displayed in many forms (Photo 4) below.

Waiting at the platform, or in the train can take many form, while demonstrating that some older trains need to be retrofitted for accessible entryway, as the first step. A final view of a moving train

full of commuters also shows the need for more accommodation and travel training safety rules for users (photo 5 below).

https://www.google.com/search?q=Accessibility+of+Howrah+Station,+Kolkata,+India&tbm=isch&imgil

While nothing inside the station indicates any concern about accessibility, there are some hopeful signs in a limited way: spacious outside parking for connecting buses near the railway stations (photo 6).

Photo 6: http://en.wikipedia.org/wiki/File:Howrah_Bus_Terminus_-_Howrah_Railway_Station_Area_-_Howrah_2012-06-04_01303.jpg

This is a hopeful sign. Although introducing accessible features in the historic rail transport system may take a while, unlike the rapid and often sudden change to upgrade airport, such as the recent change to Dumdum Airport in Kolkata.

Despite the fact that train travel in India is ubiquitous, affordable, and frequently made by all Indians, this mode maybe one where the introduction of accessible features may take the longest to implement, while city and state level governments consider the impact of such change on the users, the onlookers and the nearby residents. Such changes will affect the neighborhood land use, and the livelihood of people tied to the activities at and around the station, especially those who are disabled and or older, who then may then become more enabled!

Since the people who will get the greatest benefit are those who are least likely to be consulted, planners assisting in the process of introducing accessible design in such historic locations should use all forms of communications to emphasize the value of an accessible design, and introduce the concept of inclusiveness, and provide this as an example of fulfilling the PWD Act of 1995.

Prof Lalita Sen

BOOK RECEIVED:

Warm Greetings!

I am very excited and happy to share my upcoming novel 'No Looking Back', a memoir based on my life experiences. I hope you have the time to read it and share your thoughts with me! Look forward.

What happens when your life is turned upside down in the blink of an eye?

Twenty-two-year-old Shivani had thrown a party one evening and awoken the next morning in hospital, her spine and her dreams shattered by a car crash. Paralysed and then wheelchair-bound, it took Shivani years of pain, struggle and determination to regain control of her life and her body, to demand and receive respect from the world, to gain acceptance from within and without, to find love and happiness. Then tragedy struck again. As the newly married Shivani drove to Manali with her family, an oil tanker collided head-on with the car, bedridden once again, she watched helplessly as first her father-in-law and then Vikas, her husband, succumbed to their injuries. And yet, Shivani refused to surrender she would not let her inability to walk keep her from achieving her ambitions.

NO LOOKING BACK
A TRUE STORY (PAPERBACK)

No Looking Back is a deeply moving and inspiring narrative about surviving the challenges of disability in a country that takes little account of the daily difficulties and indignities faced by approximately fifteen per cent of the worlds population, whether in terms of infrastructure, legislation or awareness - a country that appears to believe that disability equals invisibility from the public discourse. Undeterred by the hand fate had dealt her, Shivani Gupta has chosen to champion the cause of the disabled everywhere and is today one of Indias best-known accessibility consultants. Her life is an extraordinary testament to true courage and the indomitability of the human spirit in the face of overwhelming odds.

The book can be ordered online from **Flipkart** and **Amazon**

A New eBook from UniversalDesign.com

Universal Design Tips: Lessons Learned from Two UD Homes

This new electronic book from UniversalDesign.com is filled with tips and ideas that will help guide anyone through the process of designing and constructing their own Universally Designed home. The book was co-authored by John Salmen, AIA, the publisher of *Universal Design News* and founder of UniversalDesign.com, and Ron Knecht, whose durable, energy efficient Universally Designed house was featured in the January 2012 issue of *Universal Design News.*

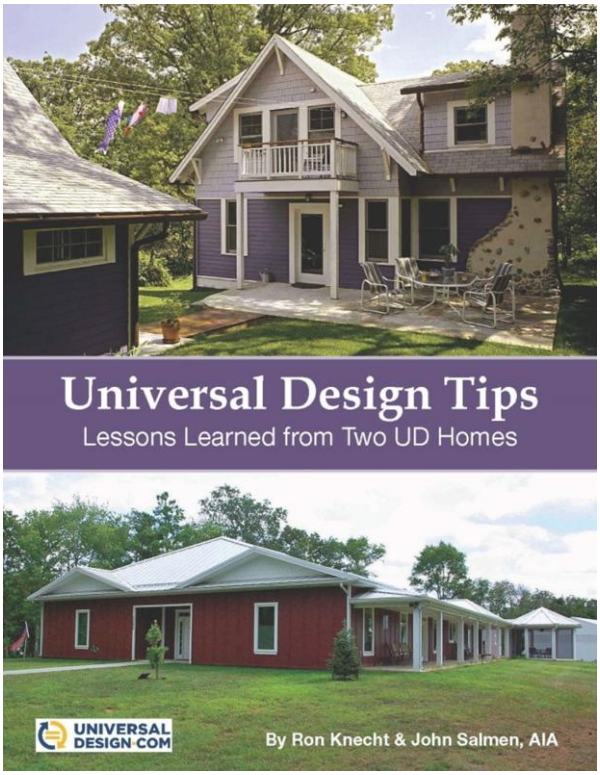
The first section of the book deals with the planning process, providing insight on how to choose a location for the house, consider activities of daily living during planning, best use various types of design professionals, finalize a floor plan and develop a building schedule.

The rest of the book is organized according to different areas or elements of the home (i.e. exterior doors, bathing, and kitchen counters, just to name a few.) Whether designing a whole house or simply remodeling one area, *Universal Design Tips* makes it easy to quickly refer to the relevant section and find valuable tips that ensure success. Each of these sections includes design tips, photos and important lessons that the two authors learned through their personal projects.

John Salmen has been working in the field of accessible architecture and Universal Design for over 30 years, and he put this expertise to good use when remodeling a historic property to create the Universally Designed house he and his wife hope to live in for many years. Salmen's "Home for the Next 50 Years" has been featured in various media outlets: including *The Washington Post*, *Fine Homebuilding*, AARP's television show *Inside E Street* and the book *The Accessible Home: Designing for All Ages and Abilities*. Now, readers will be able to explore Salmen's home in even greater detail and apply his experience to their own Universally Designed home projects.

Ron Knecht's experience with Universal Design started after his wife of 46 years became ill with cancer. As her health worsened, Knecht learned first-hand the importance of accessibility for maintaining independence, safety and one's quality of life. Before Knecht's wife passed away, she extracted a promise from him that he would move to a Universally Designed house located closer to their daughter. Knecht was underwhelmed by both the houses that he saw on the market and the UD house plans that he found online; he realized that he would have to plan and build a custom house in order to fulfill his promise.

Knecht and Salmen were mutually impressed with the thoughtful Universal Design details present in each other's homes, and eventually they decided to co-author a book that would draw from their experiences to provide guidance for anyone planning to build or remodel their home for enhanced safety, comfort, independence, convenience and aging in place.



The eBook is available from UniversalDesign.com as a downloadable PDF, for $20. A short excerpt of the book is also available for preview prior to purchase. To buy the eBook or view the preview visit UniversalDesign.com.

3.

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WORKING AT THE VILLORESI EST REST AREA
-

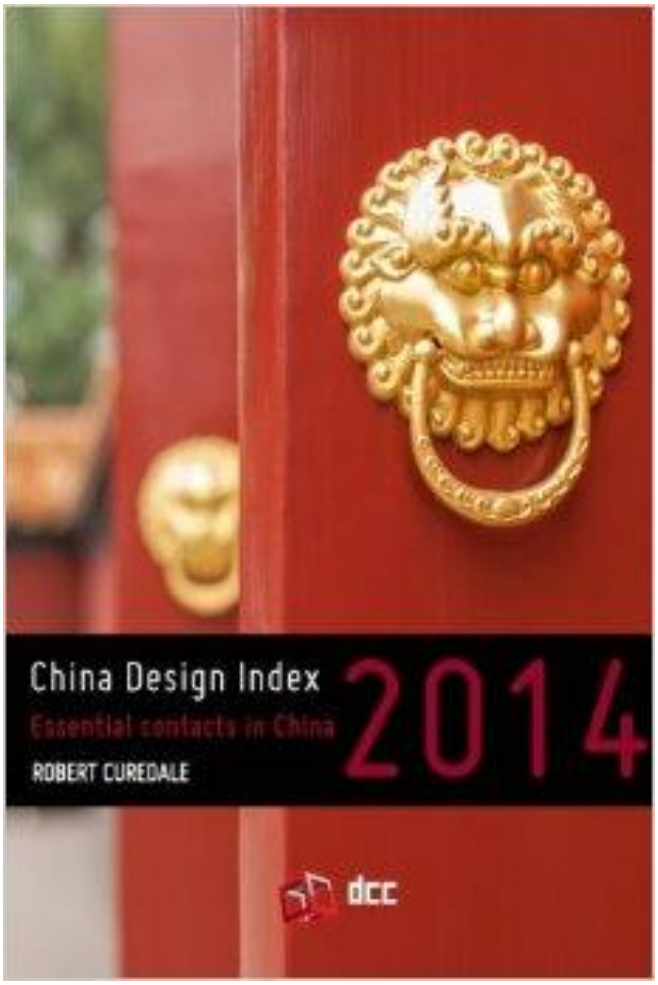
This book was born as a result of a partnership with Autogrill , which , for the new facility " Villoresi East " , has developed an innovative project -oriented Design for All It was becoming clear , however, realize that the care provided for "all" would have escaped to "many."

If you are not on the wheelchair wheels , or you are not blind , or not traveling with a large family or you do not have to look after the old grandfather , will not be able to perceive many of the social securities included in the project . It was therefore necessary to make more visible the virtuosity of the design process and the results that could not be evident for many .

The result is this book , not as a simple description, but as a critical analysis of Villoresi East , set in a context that wants to develop methods and means of the Design for All

The first objective is therefore to use the "case Rest " to investigate the steps needed to develop projects inspired by Design for All , I hope so authoritative .

4.



China Design Index 2014: The essential directory of contacts for designers Paperback – February 1, 2014

by Robert A. Curedale (Author)

NEWS:

1. Indian government introduces Rights of Persons with Disabilities Bill in RS

Government on Friday introduced the Rights of Persons with Disabilities Bill in Rajya Sabha (RS), seeking to increase reservation for persons with disabilities in public sector jobs from existing 3% to 5% and reserve seat for them in higher educational institutions.

Persons with disabilities under the proposed legislation – which also seeks to broaden the ambit of disability from seven to 19 sub-categories — will, however, not get such relief soon as the members in Upper House insisted to send it to a standing committee of Parliament for detailed examination before putting it up for discussion and passing.

If the chairman Hamid Ansari agrees to send the Bill to the parliamentary panel, then it won't be passed during the current session – the last one during the present government.

At present, the reservation for the disabled is only 3% in the ratio of 1% each for people with mobility, vision and hearing disabilities. The new Bill, if passed by the Parliament, will extend the quota by 2%, covering two new additional categories – mental disability and people with multiple disabilities.

The proposed legislation divides the broad categories into various sub-categories, seeking to include as many types of disabilities as possible. It includes, thalassemia and muscular dystrophy besides autism, blindness, cerebral palsy, chronic neurological conditions, mental disability and multiple disabilities.

The Bill, introduced by the Union minister for social justice and empowerment Mallikarjun Kharge, also provides for setting up National Commission for Persons with Disabilities, which will have

statutory powers besides establishing a dedicated National Fund for Persons with Disabilities.

The proposed legislation is expected to bring more clarity in defining disability. Anyone suffering 40% disability or more will continue to be defined as a 'person with disability'.

Besides making provisions to prevent persons with disabilities from harassment while getting disability certificates, the proposal legislation also provides for stringent punitive measures under which anyone violating the provisions could face from six months to five years of imprisonment and a fine from Rs 10,000 to five lakhs.

Demand to send the Bill to standing committee came from CPM members in the House. As soon as Kharge introduced the Bill, the party member Sitaram Yechury rose to his feet demanding that the bill should be referred to a Standing Committee. Deputy chairman P J Kurien, however, said that the chairman Hamid Ansari would take a call on this.

The government had in December last year decided to replace the Persons with Disabilities (Equal Opportunity Protection of Rights and Full Participation) Act of 1995 with the new Bill. It maintained that the proposed legislation is in consonance with the United Nations Convention on Rights of Persons with Disabilities, which India had signed in 2007.

Various Disabled Rights Groups had, however, protested against the Bill in its current form, saying the provisions were not in tune with the norms of UN convention. The groups had identified 20 shortcomings and suggested amendments in the Bill.

Besides introduction of this much awaited Bill, the Upper House could not transact any other business for the third consecutive day on Friday. Member raised various issues including Telangana, corruption and plight of Tamil Nadu fishermen simultaneously as soon as the Rajya Sabha assembles. As the din continued, the House

was adjourned for the day after two adjournments during the first half.
Source: Times of India

2.- Translator's commentary on the "Brazilian Study of the Profile of Tourists with Disabilities"

English Translation ver. 1-18-2014

Brazilian Study of the Profile of Tourists with Disabilities
Technical Document - 2013

Original title: *Estudo do Perfil de Turistas – Pessoas com Deficiência*
Documento Técnico – 2013

Translation by Scott Rains, srains@oco.net

With this study of travel by Brazilians with disabilities Brazil joins an elite group.

To date Australia, Brazil, and the USA have undertaken national studies of the travel behavior and preferences of travelers with disabilities. It would be unfair to hold this small-scale non-quantitative study of only 68 respondents in too close a comparison to Simon Darcy's groundbreaking 1998 study "From Anxiety to Access" or SATH/Open Door's 2002 Market Study of Americans with Disabilities. However, undertaking this study manifests a good-faith commitment to Inclusive Tourism and Inclusive Destination Development on a small scale by two consecutive presidential administrations. This, the "Brazilian Study of the Profile of Tourists with Disabilities" (Original title in Portuguese:" Estudo do Perfil de Turistas – Pessoas com Deficiência), is a valuable preliminary to a more comprehensive and actionable study which we hope will follow.

In a certain sense this study, because of its limited sample size and geographic restrictions, could also have been called "Setting a Research Agenda for Understanding the Market That is Brazilian Travelers with Disabilities." Other countries wishing to undertake a similar study would do well to imitate the methodology that uses both in-depth interviews and focus groups. Focus groups were reserved for what the study calls "real" tourists – those who had traveled within the past 12 months. In-depth interviews were given to respondents who were considered potential travelers but had not traveled in the past year. Holding these information-gathering sessions at five locations around the country was critical to sampling regional differences.

However, other countries wishing to undertake a similar study would also do well to consider running a separate and parallel set of interviews with regional travel and hospitality suppliers. This would provide a binocular view of venue accessibility and the levels of competency of staff to accommodate travel by persons with disabilities. Such a two-party source of initial data would facilitate what must be the next step for Brazil. This next step would look like the sort of consumer and industry listening and planning sessions undertaken by Darcy across Australia in 2005. Further detail on that methodology is available in "Setting a Research Agenda for Accessible Tourism" (http://www.sustainabletourismonline.com/137/universal-access/setting-a-research-agenda-for-accessible-tourism)

None of the findings of this study are surprising to those familiar with the systemic global lack of reliable tourism product, accurate and relevant information, or training of tourism professionals in the rights and consumer preferences of travelers with disabilities. What stands out to me as different by way of degree was the apparent unanimity around what the Asian disabled traveler cohort influenced by the decades-long tradition promulgated by the United Nations ESCAP would call "rights-based tourism" – a clear and unyielding rejection of discrimination by the travel industry (including being charged extra for medical equipment.) Also noteworthy as a Brazilian emphasis is the high frequency of friends (rather than

family, personal care assistants, or business colleagues) being identified as travel companions and travel-influencers.

3.

Disabled can now access basic facilities

*EASING HARDSHIP: Prince Sultan bin Salman shakes hands with an official **after signing an agreement with a universal design and accessibility consultant.***

The Prince Salman Center for Disability Research (PSCDR) announced Sunday the completion of one of its major projects on universal accessibility to basic facilities following the issuance of a royal decree approving it as a national project.

The project aims to create a barrier-free environment that facilitates the full participation of disabled people. It involves equal access to education, health care and communications technologies, as well electronic and emergency services.

The announcement was made by PSCDR Chairman Prince Sultan bin Salman at a symposium on universal accessibility held at the Ritz-Carlton Hotel. Prince Mansour bin Miteb, minister of Municipal and Rural Affairs, and Saudi officials were also present during the event.

In a previous statement, Prince Sultan said that the program is an important part of the center's care for the disabled.

"The Supreme Council for the Welfare of the Disabled will determine the engineering and architectural needs for building such facilities," he said.

"Disabled individuals are in need of rehabilitation, training, education and medical treatment. All these facilities need venues," he said.

According to a report, there are more than 1 billion people with disabilities worldwide. More 15 percent of the population in every country has some kind of disability, a fact that is often under-represented in national statistics. Disabled people often have to move around with companions, affecting up to 25 percent of the population.

In 2012, the PSCDR hosted an international forum on universal accessibility and how to facilitate access in transportation methods.

Participants in the forum also shared international experiences in the field.

In a statement made to Arab News, Mukhtar Al-Shibani, president of the Global Alliance on Accessible Technologies and Environments (GAATES), said that accessibility for disabled individuals should be established within a sustainably built social and virtual environment.

This includes architectural and infrastructural design, transportation systems, electronic information and communication technologies.

Betty Dion, former president of GAATES, said accessibility should be incorporated in a universal design template without the need for adaptation.

"We must be able to enable individuals with disabilities to live independently and participate fully in all aspects of life and provide them equal access to facilities such as transport and education. This, by default, involves eliminating obstacles in popular outlets such as buildings, transport methods and indoor and outdoor facilities, including schools, houses, medical facilities and workplaces," she said.

She also emphasized that measures are needed to ensure the safety of the disabled during armed conflicts, humanitarian emergencies and natural disasters.

(Source : Arab News).

PROGRAM & EVENTS:

1. 'Typography and Culture' http://www.typoday.in/

Typography Day will be organized for the seventh time on 28th Feb, 1st, 2nd March 2014 at the Symbiosis Institute of Design, Pune in collaboration with the Industrial Design Centre (IDC), Indian Institute of Technology Bombay (IIT Bombay) with support from India Design Association (InDeAs) and Aksharaya. **The theme for this year's event is 'Typography and Culture'.**

2.

3. CALL FOR ENTRIES:
POSTER DESIGN COMPETITION

You are invited to design poster for ICSID interdesign 2014 workshop
Contest Theme:

Humanizing the Metropolis

Background

Under the theme Humanizing the Metropolis, the Interdesign workshop aims to design solutions to address critical service issues in the metropolis. The goal is to enable the city to become self-reliant on its resources, as well as increase its citizen's sense of pride.

"In the context of emerging economies, Mumbai presents numerous opportunities for a dialogue about infrastructure, housing, sanitation, mobility, education and health care to name but a few. It demonstrated the challenges of this densely populated city and a desire to work towards the betterment of its communities through an inclusive process. In selecting their proposal, we hope to help the city bring forward a substantial level of affordable solutions to address some of these critical issues."

The competition calls for poster that expresses the interdependence of citiy's services, its resources and the people.

Awards

First winner Rs. 100,000. (One lakh) with citation)

Second winner Rs.50,000. (Fifty Thousand with citation)

Grand Jury

The member of the Grand Jury panel comprise of leading designer, thinkers and communication experts. People who love Mumbai.

Participation Eligibility

Entry to the contest is open to all Professional designers, design students living in India

Participation is open to teams and individual submissions.

Submitted designs must be original and not currently in publications.

Submit the design with a brief write-up of around 150 words.

Specifications

Dimension of the final poster: 420mm X 600mm only in portrait format

Resolution: 300dpi

File type: JPEG or PDF
Colour mode; CMYK
Your Contact Information
Name, Postal Address, E-mail, Telephone no. Cell No
Last date of Submission of your entries
Friday June 21, 2013, 4pm.
If you have any queries, pl. do not hesitate to contact us:
SudhakarNadkarni
nadkarni36@yahoo.com
or Anand James Dev
anand.dev@welingkar.org
Send Entries to:
ICSID Interdesign 2014
Business design
weschool,Matunga,
Mumbai-400 019

4.

5.


universal design
CONFERENCE
COTA
CITYOFSYDNEY
to search, type and hit enter
Search
20-21 August 2014 – Sydney Town Hall

6.


2013-2014 BIOMIMICRY STUDENT DESIGN CHALLENGE
FORWARD MOTION:
Life-Friendly Transportation Solutions

7

Transportation connects us all.

Whether it's simply getting from home to work or using products shipped over distances near and far, in every region of the world transportation impacts our daily lives.

At first glance, transportation may simply appear to be about the movement of people and goods. But looking deeper, it's also closely linked to equality, access to healthy food and good schools, and wildlife impacts, for example.

As the mobility demands of people and freight have grown, so too has the need for products, systems, and services that will make the transportation sector more life-friendly, for both people and the planet.

Registration is now open

Learn biomimicry and how to apply it while competing for cash prizes with students from around the world.

Register your team for immediate access to the biomimicry design resources and start developing your design solution today!

8. International Design for All Foundation Awards 2014

The 5th edition of the International Design for All Foundation Awards recognise achievements in the field of design for all, great and small, by governments, businesses, not-for-profit organisations and professionals from all over the world. In so doing, they aim to demonstrate that the

implementation of design for all/universal design in any form contributes towards improving quality of life for everyone.
At the Design for All Foundation we believe that our awards should not be a competition, but that we should recognise all examples of good practice which arise from identifying a need or problem and satisfying user requirements and expectations. Hence from this edition onwards we will honour all "Good Practices" which meet the criteria for excellence.
However, each year an international jury will select the 5 "Best Practices" out of all the Good Practices submitted to be presented with the International Design for All Foundation Award. These will be the examples which stand out in terms of their impact and which indicate the way ahead for better implementation of design for all/universal design.

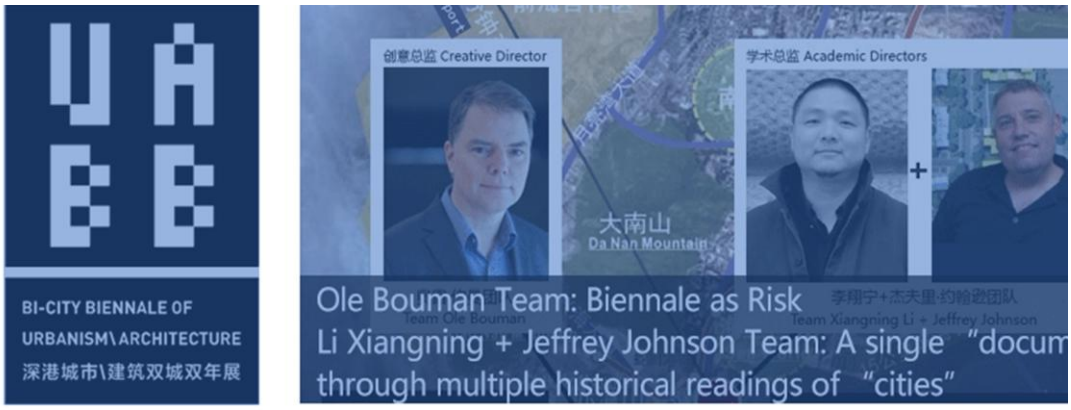
1. **2 January 2014:** Deadline for submission of entries for the 2014 Awards (Ended)

2. **12 February 2014:** Award ceremony, which will take place as part of Urbaccess: the European accessibility and universal design exhibition in Paris.

3. **Candidates for Good Practices selection and participation in 2015 Awards are already accepted**. Go to designforall.org/new/awards.php for further information.

9.

10.


BI-CITY BIENNALE OF
URBANISM\ARCHITECTURE
深港城市\建筑双城双年展
创意总监 Creative Director
学术总监 Academic Directors
大南山
Da Nan Mountain
Ole Bouman Team: Biennale as Risk
Li Xiangning + Jeffrey Johnson Team: A single "docum
through multiple historical readings of "cities"

11


DESIGN FOR SUSTAINABLE WELL-BEING & EMPOWERMENT
Indo-Dutch International Conference 2014
12, 13 & 14 June 2014
Indian Institute of Science, Bangalore, India
Temporary website – More details in November

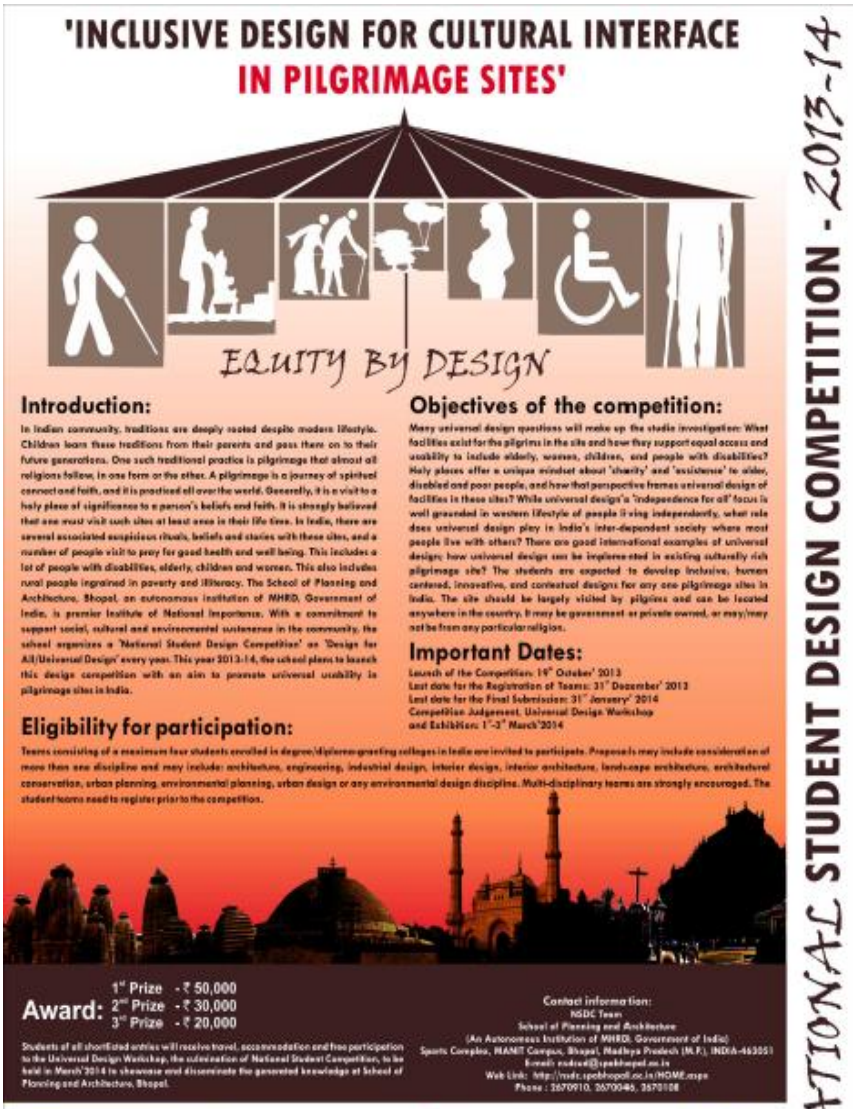
12.


HCI 2014
INTERNATIONAL
HCI International 2014
22 - 27 June 2014, Creta Maris, Heraklion, Crete, Greece

13.


london|2014
uxpa
conference
UXPA2014 is 21-24 July, 2014. Be part of it.

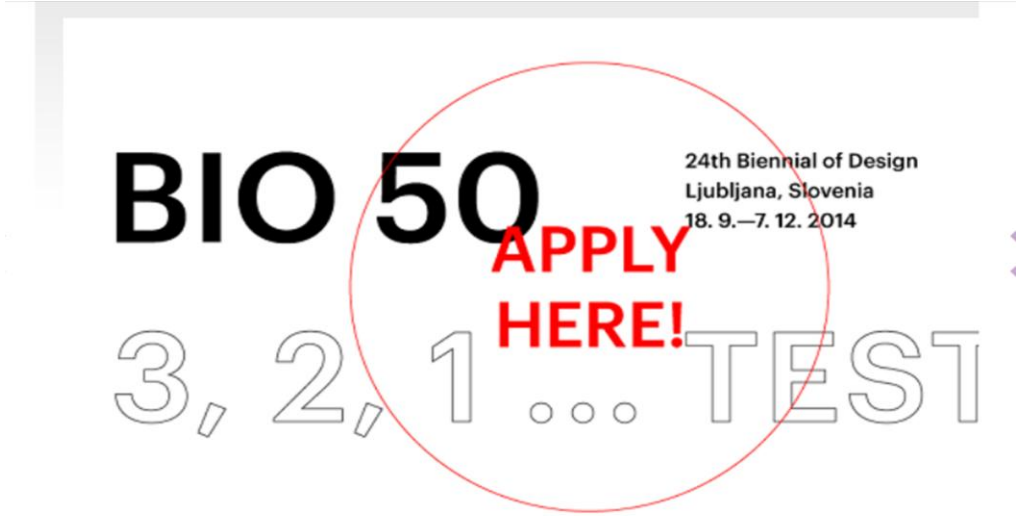
14.


'INCLUSIVE DESIGN FOR CULTURAL INTERFACE
IN PILGRIMAGE SITES'
EQUITY BY DESIGN
Introduction:
Objectives of the competition:
Important Dates:
Launch of the Competition: 19th October' 2013
Last date for the Registration of Teams: 31st December' 2013
Last date for the Final Submission: 31st January' 2014
Competition Judgement, Universal Design Workshop and Exhibition: 1st-3rd March'2014
Eligibility for participation:
Award: 1st Prize - ₹ 50,000
2nd Prize - ₹ 30,000
3rd Prize - ₹ 20,000
Contact information:
NSDC Team
School of Planning and Architecture
(An Autonomous Institution of MHRD, Government of India)
Sports Complex, MANIT Campus, Bhopal, Madhya Pradesh (M.P.), INDIA-462051
NATIONAL STUDENT DESIGN COMPETITION - 2013-14

15. Designing for the New China Online Workshop The Design Community College

Sunday, January 19, 2014 from 9:00 AM to 12:00 PM (PST)

16.



17.

18. Illinois-Iowa Center for Independent Living will host a free Universal Design Seminar

From 1 to 3 p.m. Feb. 13, at Community Health Care in the Community Auditorium located 2750 11th St., Rock Island.

Guest speaker will be William Gorman, executive director for the Illinois Statewide Independent Living Council.

A variety of topics will be covered, such as Functional & Flexible approaches to housing design, Demographic Changes in America, Principles of Better Living design, and much more.

To register, call Illinois-Iowa Center for Independent Living 309-793-0090.

19. Typography Day 2014

28th Feb, 1st, 2nd March 2014,

Symbiosis Institute of Design, Pune with support from InDeAs and Aksharaya

http://www.typoday.in

Theme:

Focus on 'Typography and Culture'

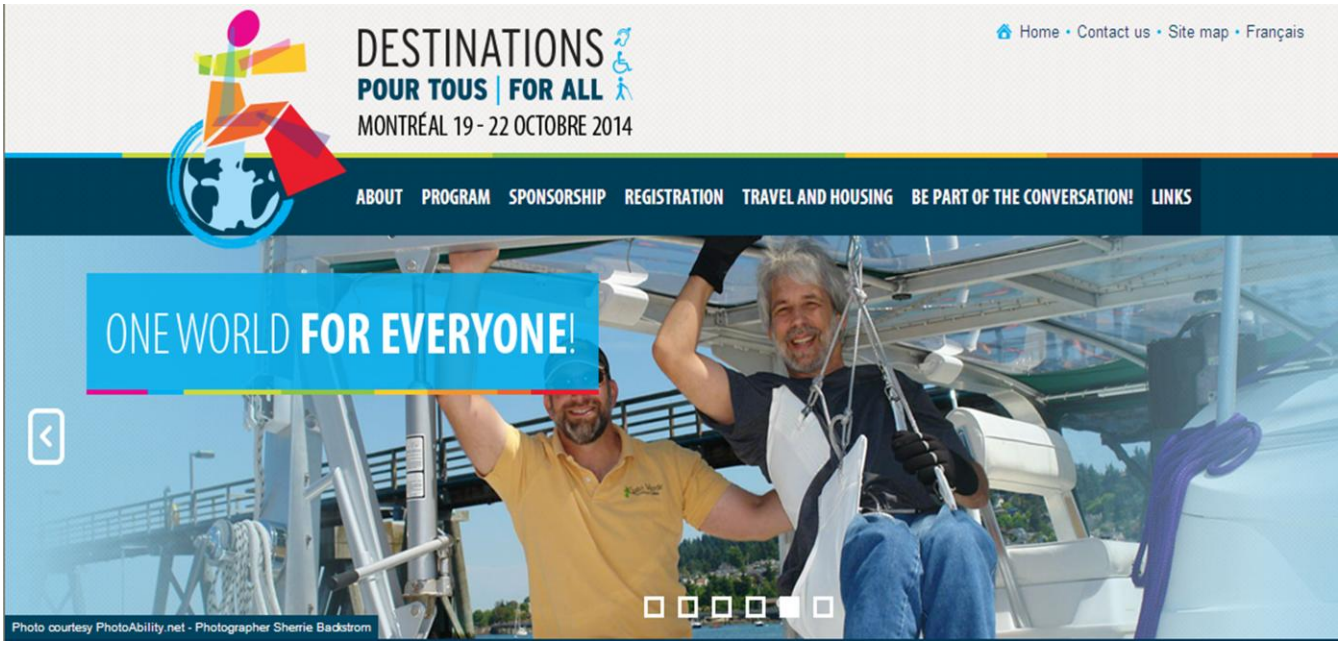
Registration Open

Participation in the conference and workshop Typographyday 2014' on 28th Feb, 1st, 2nd March 2014 requires registration.
Do register early as the seating is limited to 400 participants.
More details at http://www.typoday.in

20. Craft: A Contemporary Vision
IICD - One Day SYMPOSIUM on Crafts (20/2/2014)
FOLLOWED by IICD Convocation on 21 February 2014.

Call for Participation - Registration required
Indian Institute of Crafts & Design, Jaipur (J-8, Jhalana Institutional Area)
One Day Symposium
Theme : Craft : A Contemporary Vision
Date : 20th Feb. 2014 / Venue : IICD, Jaipur

21.



22.


3rd
ICDC
International
Conference on
Design Creativity
The Third International Conference on
Design Creativity
3rd ICDC
12-14 January 2015
Centre for Product Design and Manufacturing | Indian Institute of Science, Bangalore, India

23.


i-CREATe
8th International Convention on Rehabilitation Engineering & Assistive Technology
6th – 8th August 2014 @ Bangkok Metropolitan (Pathum Thani), Thailand

24.

products, news, business

2014 Good Design Awards Open for Entry

12 February 2014 by James Reed

Enter the 2014 Good Design Awards before 28 February and receive the 20% early-bird discount – official entry closes 31 March.

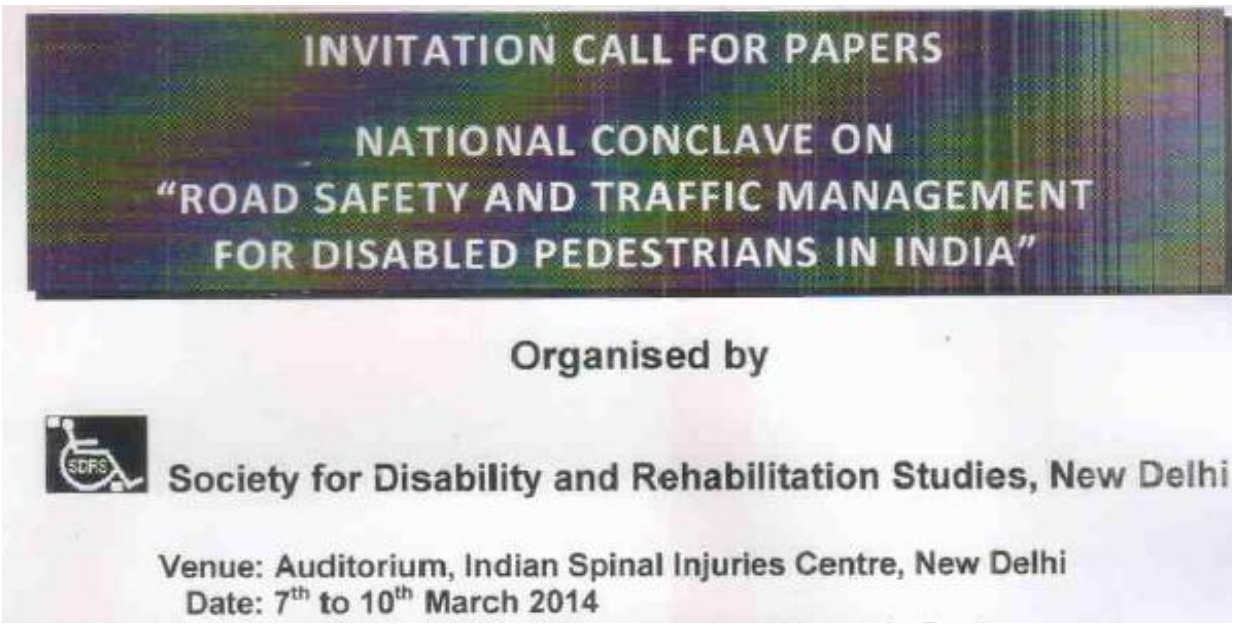
home / 2014 / february / **2014 Good Design Awards Open for Entry**

25.

26.


aim
Abilities In Mind
Embracing Ability: Making It Happen
March 5th & 6th, 2014
Vancouver Marriott Pinnacle Downtown
1128 West Hastings Street, Vancouver BC
*** EARLY BIRD DEADLINE EXTENDED TO JANUARY 17, 2014***

27.


INVITATION CALL FOR PAPERS
NATIONAL CONCLAVE ON
"ROAD SAFETY AND TRAFFIC MANAGEMENT
FOR DISABLED PEDESTRIANS IN INDIA"
Organised by
SDRS
Society for Disability and Rehabilitation Studies, New Delhi
Venue: Auditorium, Indian Spinal Injuries Centre, New Delhi
Date: 7th to 10th March 2014

Job Openings:

1.

Wipro Lighting is in the business of manufacturing and marketing Wipro and Cleanray Brand of Luminaries, Lamps and Accessories. Wipro Lighting caters to both institutional and retail consumers and offers comprehensive lighting solutions across various application areas. At Wipro lighting, Product design and innovation is key business growth driver and considered to be the prime differentiator in market. Wipro Lighting is part of the Wipro Consumer Care & Lighting Division of Wipro Limited with diversified interests in Information Technology, Healthcare, Infrastructure Engineering and Consumer Care.

Wipro Lighting is looking forward for a multifaceted Designer who can join its design team at Pune. Pl forward your resume and portfolio not exceeding 10 mb in a single mail to Ratnadeep Prakash – Manager - HR(ratnadeep.prakash@wipro.com) with cc to me at Rajesh.Sangewar@wipro.com

Candidate Profile Details

Industrial Designer:

- Bachelor's and/or Master's degree in Industrial design with 0-3 years' experience in product design. Prior education in engineering or architecture would be added advantage.

- Excellent sense of style backed by a very good understanding of trends and informed point of view with a passion for design.

- Strong conceptual thinker, with excellent problem solving skills and attention to detail,

- Demonstrated knowledge of key Industrial design processes starting from consumer research, all the way through conceptualization, visualization, detailing, mock-up building, validation and conversion.

- Positive thinker and a team player, able to interact with different business functions like marketing, engineering, manufacturing, sourcing etc. through effective presentation and refined interpersonal skills.

- Strong skills in sketching and modelling in Rhino or Alias & Keyshot, 2D software like Photoshop, Illustrator, Freehand, and CorelDraw etc.

- Strong understanding of processes, materials and mechanisms demonstrated through examples.

- Puts customer at the core of design and drives innovation.

2.

Seeking out a Graphic Designer with a couple of years experience to join our studio. Others with more experience welcome too!

If you want to work across materials/surfaces other than just paper, or screens: we would be a good place to be in your consideration set. Our designers are involved in immersion in research, brand architecture and key presentations to clients.

We work in a wonderful light filled studio in trendy lower Parel. Small team, intense work. Do just pick up the phone and call +912224914433.

Ask for Siddhi or Aditi and have a chat. Mail aditi@freedomtreedesign.com or siddhi@freedomtreedesign.com

3.

Following are the details for the opening, kindly mail me your CVs at vritib@gmail.com

Company: Aricent Group

Location: Gurgaon

Position 1: Sr. Interaction Designer

Work Ex: minimum 3 yrs

Vacancy: 1 No.

Specialisation: User Experience design

Qualities: Knowledge of work as per general design industry standards. Should be qualified with a masters degree from tier 1 design institute like IITs/ NIDs

Position 2: Sr. Visual designer

Work Ex: minimum 3 yrs

Vacancy: 1 No.

Specialisation: Visual/ Graphic Design

Qualities: Knowledge of work as per general design industry standards. Should be qualified from tier 1 design institute like IITs/ NIDs

Position 3: Interaction Designer

Work Ex: 0- 3 Years

Vacancy: 1 No.

Specialisation: User Experience design

Qualities: Knowledge of work as per general design industry standards. Should be qualified from tier 1 design institute like IITs/ NIDs

Position 4: Visual designer

Work Ex: 0- 3 Years

Vacancy: 1 No.

Specialisation: Visual/ Graphic/ Web Design

Qualities: Knowledge of work as per general design industry standards.

4.

Required Manager- Design Projects for our retail store & studio in Raghuvanshi Mills, Mumbai

Qualification: Graduate from a reputed Interior Design Scool/Design School (hard goods/furniture)

Experience: App 4-5 years of projects experience, handling materials, clients, vendors etc.

Role: To develop and manage our customised projects business for residences, institutions and design firms. This is a key role in Baaya Design and the person will be involved in overall strategy creation and growth of the company.

Qualities: Must be a highly confident communicator, with fluent English speaking and writing skills, be good at managing people and projects with efficiency and good planning. Must have a can-do atitude and be willing and able to learn and adapt quickly. Understanding of craft and materials like wood, metal, clay and skills like carpentry and surface finish is required. Must have proficiency in photoshop, corel draw and cad software.

Salary: As per background and experience of the applicant.

Baaya Design offers customised art & craft solutions to map contemporary interior requirements. We make murals, wall art, art furniture, partitions, mirrors, wash basins, artefacts and more for interiors. Our range speaks of an eclectic, vibrant and natural styling. We offer a young, creative and learning environment to work in.

Send us your CV at: baayadesign@gmail.com or to shibani@baayadesign.comTel: 02265210165, 02224979463

5.

Foun10 is on the lookout for Designers (2 positions) who love being challenged, love to learn, are passionate about design and creativity and have a penchant for interacting with people.

About Candidate

Excited about the endless potential of the web, and being able to design things that millions of people can engage with every day.

Degree in Graphic Design, Interaction Design, Product Design, Interactive or Multimedia Design, or related fields.

2+ years experience designing digital experiences for web / mobile.

An awesome portfolio demonstrating a collection of stories.

A solid understanding of layout, grid systems, typography, colour theory, visual hierarchy, visual balance, and user interface patterns.

Proficiency in Adobe Suite, Keynote, Axure, paper sketching - whatever works for you; you get to decide which tools you use.

A deep understanding of how the designs are implemented - HTML, CSS, various frameworks like Bootstrap.

Comfortable with ambiguity and changing priorities.

What will you be doing?

Create wireframes and UI concept mockups from client requirements.

Translate wireframes and interaction models into pixel-perfect visual artifacts for web and mobile application interfaces.

Create and maintain web and mobile style guides.

Influence millions of people every day.

What is it for you?

Small team = big impact

Learning, learning, learning!

Opportunity to work with cool startups and big enterprises

How to apply?

If you're interested in this position, please send your resume to Harrshada.Deshpande@Foun10.com.

Be sure to include a link to your online portfolio in either your cover letter or your resume. Please include salary history and salary requirements in your application.

6.

User Interface Designer

The Zynga design team is responsible for delivering the highest quality platform solutions, and is at the cutting edge of social interaction. To help us stay there we need you! We are currently looking for a User Interface/User Experience designer with talent and flair, an eye for detail, and a passion for the digital space.

Job Requirements:

Lead and collaborate with a multi-disciplinary design team for user experience planning and development

Generate crisp, innovative, and elegant design solutions for complex online social products

Responsible for execution of strong interaction design and visual design principles

Lead rapid iterations and testing on a variety of ideas using wireframes and sketches to fully designed comps

Work closely with the Art Director or General Manager to lead the strategic vision of the project

Enthusiastically partner with user research specialists to understand the goals of multiple user types and create designs that uphold their needs

Partner with engineers to collaborate and iterate in fast-paced design-build cycles

Facilitate dialog around end-user requirements and business requirements

Help build a dynamic, creative environment in which you can design while also motivating and mentoring other team members

Work with a program manager to coordinate project scheduling and resource allocation and ensure solutions are delivered on time and exceed expectations

Research interaction design trends

Make a point to understand how Zynga's audience interacts with its games/services, and make use of this knowledge in the development of the best possible user experiences

Required Skills:

5 + years of professional design/user experience for software, web applications which leverage emergent technologies, consumer electronics and/or mobile devices

Bachelor's and/or Master's Degree in Interaction Design, New Media Design, Industrial Design, HCI, Human Factors/Ergonomics or related field

Strong technical background or the ability to quickly understand and articulate interactions in a complex technical environment, specifically in regards to new technologies (JavaScript, HTML 5)

Thorough understanding of user experience design for social applications or rich Internet experiences

Excellent interpersonal skills and the ability to communicate effectively throughout

Proven ability to work with cross-functional teams and successfully launch new products

Strong working knowledge of Photoshop, Illustrator, InDesign, Fireworks, and associated design tools

Extensive experience with user interface design patters and standard UCD methodologies across multiple platforms

Knowledge of, but not a deal breaker- 3D Modeling, Flash, rendering and animation

The position is in Zynga's Bangalore office.

7.

Symbiosis Institute of Design is a premier design institute based in Pune, India, which offers 9 specializations at undergraduate level. One of the specializations being offered is User Experience Design. This discipline maintains a robust and carefully nurtured association with industry and professionals so that students receive best possible inputs.

We are currently in process of empanelling guest faculties for the discipline of UED and invite interests from full time professionals/ freelancers/ evangelists/ academicians and researchers for either conducting core courses like Interaction Design, Information Design, Interface Design, Game Design, e learning, HCI and Usability Testing or for guiding Design Projects.

The empanelment will facilitate Symbiosis International University to later invite you as a jury member for various exams and Institute of Design to engage with you at opportune moments in academic calendar and curriculum.

Through this forum, we will like to reach out and extend invitation to the interested community members to associate with us and wonderful young minds.

Please send your interests with a short bio data to priyanka.chaudhary@sid.edu.in and manohar@sid.edu.in

8.

Tech Mahindra Ltd. is looking to join the user experience design team. Designers having knowledge of telecom domain will be an added advantage.

There are multiple positions for Mumbai, Pune and Hyderabad location. Roles will be defined based on relevant experience and inclination.

Position : User Researcher (+ 3 years of relevant work experience)

Skilled in a range of research methods and have experience conducting user studies to understand user needs, motivations and behaviours.

Qualifications:

Bachelors or Masters degree in Human Factors, Human-Computer Interaction, Interaction Design, Computer Science, or comparable social science degree with focus on field studies.

Skills:

- **Fundamental knowledge of various research methods**
- **Inquisitive towards users' needs and their usage patterns**

• Excellent analytical skills• Strong knowledge in interaction design & information architecture

Role & Responsibilities:

• Design, plan and execute user research activities including remote and field user studies, usability testing, contextual inquiry, and stake-holder workshops• Prepare research insights report through data/information analysis• Collaborate with UX team members to propose design recommendations for incorporating into the design

Position : User Experience Designer (Experience: 3-8 years)Experienced UX designer with passion of designing user centric experiences for Web, Mobile and Tablet applications. The UX designer will work closely with internal and external stakeholders and take ownership of all UX deliverable during project lifecycle. Qualifications: Graduate/ PG Degree/ Diploma in Design - Interaction Design, Visual Communication, Industrial Design or related field. Skills:• Strong conceptualization and leadership skills• Fundamental understanding of User Centric Design• Strong interaction design & information architecture skills• Good Understanding of Visual Communication and Understanding of UI development technologies e.g. HTML/CSS Role & Responsibilities:• Translate business goals into user centric solutions.• Work closely with stakeholders and the cross functional teams to understand project requirements• Prepare estimations and work on UI deliverable schedules• Design the information architecture, task flows and high level prototypes. Expertise in Axure is mandatory.• Co-ordinate visual design and UI development activities for a given project• Participate in pre-sales activities such as preparing project proposals, POCs, and developing collaterals.

Position : UI Developer (Experience: 3-5 years)Develop, test and implement the UI for complex dynamic web applications. The UI designer will work closely with internal and external stakeholders and take ownership of all deliverable during project lifecycle. Skills:• IT experience (over 4 years) developing providing software development support, performing analysis of production issues• Understanding of key technological considerations/issues associated with distributed multi-tier infrastructure such as: architecture of dynamic web applications, HTTP, HTML, CSS, Javascript, jQuery.• HTML5/CSS3 knowledge and responsive design layouts• Should be able to work with emulators• Experience

with server side template languages, ASP• Solid understanding of user interface and web standards• Knowledge of DOM and code injection• Good knowledge of browser behaviors (IE8-10, Chrome, FireFox)• Layout and design skills including table-less html/CSS• Ability to work in a dynamic environment• Must be able to work in groups as well as independently with minimal supervision• Must be detail oriented• Good oral and written communication skills Role & Responsibilities:• Work closely with stakeholders and the cross functional teams to understand project requirements and wireframes• Prepare estimations and work on UI deliverable schedules• Co-ordinate with UX and visual design activities for a given project Interested candidates please forward your resume and portfolio to Mrinal.Mazumdar@techmahindra.com

9.

Junior Industrial Designer- Design Lab India

Job Code - TNS8

The ideal candidate has to have 2-3 years of experience within a design team, either in a company or agency, having integrated design in the strategy of product conception.

He/She must be a graduate from a reputed design school.

Competencies:

The candidate should be able to:

• Express ideas clearly and build on the ideas of others.

• Translate user needs, technical realities, brand attributes and business needs into compelling products that embody a positive experience.

• Demonstrate excellent visualization skills

• Express a unique point of view on the design brand strategy.

• Demonstrate knowledge of and empathy for the manufacturing process.

• Understand product development cycle.

● Handle the technical connection between visual and functional design elements.

● Hand-on model making experience

● Proficient in using 2D & 3D Design tools.

● Process a great general knowledge of design trends and the curiosity to challenge them.

All candidates should present their portfolio or provide work samples as part of the application process.

10.

1. Design Engineer (1 Position)

You have a keen eye for design and an engineering background 1-2 years experience in product development and packaging Good skills with Pro E/ Solid Works/ Auto Cad

Knowledge of Material, tooling, manufacturing processes

Knowledge of Electronics and experience with medical equipments will be an added bonus

Mail your CV along with a link to your online portfolio to joinus@designflyover.com

2. Frontend Developer (2 Positions)

You are a craftsman/craftswoman You have a keen eye for design

You have amazingly solid front end skills You are up-to-speed on the latest and greatest in HTML5, CSS3, JS/jQuery Knowledge of PHP / MySQL development

Mail your CV to joinus@designflyover.com

3. Graphic Designer (2 Positions)

You are a craftsman/craftswoman You have a keen eye for design and possibly a arts/design background You are able to conceive fresh novel concepts and visual languages for each project depending on the context.

Be interested in a wide spectrum of work such as Web, New media installations, Software UI, Info-graphics/data visualizations, publication, branding etc.

A great portfolio and solid communication skills

Thorough knowledge of tools such as Illustrator, Photoshop, etc.

Mail your CV along with a link to your online portfolio to joinus@designflyover.com

11.

We at SAP Labs, Bangalore are looking for an exceptional UX Designer to join our TIP-Core team. You can read more about the positions and requirements below in the formal JD.

Feel free to reach out to me for any questions you may have.

Interested candidate can apply with their updated resume and portfolio to harshvardhan84@gmail.com

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