

Design for All

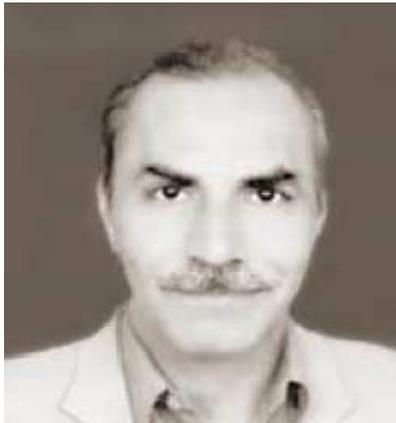


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Other Regular Features

Chairman's Desk:



Dr. Sunil Bhatia

My ceiling fan was out of order and electrician was inspecting to locate the reason of the fault. He indicated to me that its ball bearing was damaged and needed replacement. I gave my approval and he was busy in taking out bearing. That time I realized we sometimes design the product to for it to multitask. Bearings have long been in use to reduce friction, support loads, locate shafts, and reinforce system rigidity. Current trend in bearing is that designers are adding sensors, signal-processing capabilities, and advanced housings, and combining seals and lubricants in those housings. Are there not examples of multitasking? As I think of overhead water tanks where floating valve is placed to control overflow as well it is allows an inlet of water when there is space. Modern water storage valve are designed with additional feature of sound warning for overflow or leakage. Is it not multitasking by valve? Design of lace in the shoes for controlling the grip as well as allowing the user to wear without much struggle is also another example of multitasking. The design of lace with eyelets is allowed to share the pressure and user should feel comfortable. Sport shoes have extra eyelets and long lace in order to bear and share the pressure exerted during running. On the

other hand, formal shoe does not face that same pressure in walking which sports shoes experience in running, which is the reason we design shorter lace with less number of eyelets. Is it not multitasking? Sewing machine shuttle is designed in such a way that it can stitch, as well as can do variety of embroidery. Is it not design for multitasking? In school days once a student asked me whether while urinating have you ever jerked one leg on the floor? I said I never did such weird experimentation but I would .I realized whenever I was jerking my leg urination was stopped. If I do not jerk my one leg, urination was normal. This experiment is applicable on male because their anatomy is like that they can urinate without squatting unlike woman. Is our body designed to perform a task that demands complete attention? Is it this our primitive habit? How to judge the primitives in our time is biggest challenge and any theory will be nothing but it will prove hypothesis. One day it struck to my mind that child who is not aware about development around him and there is not much difference with primitive man's behavior. Only difference is primitive people were without what we are witnessing development. Child has curiosity to know around him. This habit might be present in primitive people because development of our time was nonexistent and the people had abundant energy like a child. Children cannot wait, they cannot multitask, and they behave exactly like that of a primitive mindset. Reason they are restless is because their innocent minds have not learnt the art of focusing. As a child becomes civilized or disciplined he/she acquires the art of focusing, partial attention technique for multitasking. I am citing another example and it is universal practice among mother of any era for urination of child. To focus attention of child for urination mother's make continuous sound from their mouth and it helps in

controlling the fickle minds for concentrating on urination. Invariably they succeed this way. It means multitasking is our learning process and can be performed with good experiences. Driver of vehicle drives the vehicle and his mind is looking at the side mirror for rear view, for controlling speed and rotating steering wheel. Is it not partial attention that helps for multitasking and it is acquired by learning? Any one while learning driving focuses on one area and forgets another and coordination of different actions to control different parts for smooth speed of vehicle is not proper and learner may invite any kind of troubles. To eliminate this possibilities government passed the law that learner should accompany expert and vehicle should be pasted with sticker of 'L' on windscreen. In due course of time he learned the process of partial attention and through experiences he keeps switching from one task to another effortlessly for smooth driving. Other side a new driver does not like any verbal or physical interference of anyone and focuses on the task he is performing. Any interference may invite accident or forget the coordination and vehicle refuse to move.

The best part is we cannot sit idle and look for something that must occupy our minds. Some people appear replete with energy and are hungry for new tasks. Other side as task is in progress or finished and he has to wait for next. Waiting is punishment; it requires different mindset to live with patience because it's our nature of single task orientation. The basic human flaw is impatience and it leads to many failings and evils. When lover is waiting for his beloved it irritates him because he is simply sitting idle and his energy is not being channelized properly. Someone smokes cigarette or in garden chews a grass straw as he or she believes busy with something. At times I experience one task is unusually taking longer

in computer I immediately open a new window and start another task. Is it not an attempt to utilize the time in the best way or act of countering impatience or waiting? Is multitasking a product to counter our unutilized energy for proper optimization? One juggler is throwing many colored balls in the air and he does without fail for a few minutes of catching and throws balls up. His act astonishes the audience because what he can do of multitasking they cannot. Juggler achieves these factions because of extensive practice in learning and it appears natural after time .Multitasking is really a very primitive skill that our ancestors acquired. Man is basically designed to perform single task at one point of time in normal situation except to meet the challenges of emergency, idea of multitask is germinated. This practice is still in us and at the time of calamities or accident person performs multitask to overcome where in normal situation he would not have cared. It is universal practice when we bath we do single task at a time in this order shower, applying soap & scrubbing and drying. Majority of people move their hands all over body as they are scrubbing. Similarly at the time of washing clothes we soak, brush and wash. Our fully automatic washing is designed to perform single task at a time of rinsing, washing, spinning and drying. There is no scope of parallel processing in washing. Designers are trying to introduce the parallel concept in executing the civil or mechanical project for satisfying the need of the market and it is an attempt to introduce multitasking. Earlier execution of civil works were executed one task at a time and it was time consuming .In constructing house where we were laying foundation than side walls and then casting roof . In modern time we are laying foundation at one place and side by side casting side walls and roofs slabs at other place and quickly assemble and

construct the house. Is it not multitasking concept similar to parallel processing?

Women are biologically designed to perform multitask. Woman are gifted uniquely for producing the nature and her child is growing in womb , body is developing hormones for lactation for preparation of feeding and emotion as well as mental preparation of future child is developing. Are women better in multitasking on appliances? My answer is in affirmative. Ever we notice how their actions with mobile phone? A woman who is busy in kitchen preparing breakfast, other side takes the milk in exact measurement from milkman who comes the doorstep for delivery, makes preparations for one who is supposed to leave the home early , at times packs the tiffin simultaneously who is about to leave for work even attends phone calls and passes instructions who is still under the influence of sleep. She does her duties without complaining and her every action is reflecting her true love by service. She is binding force for the family. Binding needs minimum two tasks. When I was in hostel and getting late for first class in morning, I rushed for bath by shower and my hand were busy in shaving for bearded face. That was multitasking for me? I used to save time but my performance was not good what I used to do with single task of bathing or shaving. Is multitask for time saving at the cost of performance? Other side man performs one job at a time and cannot focus on another. He believes in single tasking. The average man was slower at juggling tasks than women, but there may be advantages to a one-track mind. Surgeon during operation cannot perform multitasking because he needed total concentration and focuses attention to perform surgery otherwise it would cost heavy or patient may die because of negligence. Multitask is performed by the assisting staff .Designer

should know when to introduce cost effectiveness in designing products through multitasking. Surgeon will never entertain idea of design of tools for surgery for performing multitasks. It should design to perform specific task nothing else. A tool to design single task needs no time to perform where multitask tools takes longer time to adjust for performing specific and changeover takes longer time. In operation theatre time is important that is the reason surgeon prefers tools for specific task. Its simple design helps in easy disinfections of tools. Complicated design may prove breeding ground for virus or germs or bacteria. Other side vehicle tools are designed to perform various tasks because there is no time pressure.

What is multitasking? If someone is driving a car and talking to someone over the phone, is it multitasking? If we carefully analyze we find driver is performing routine or repetitive task of driving and managing because of vast experience. New driver hesitate in performing multitask because distraction might invite accidents. It is mostly we learned or have experienced for performing multitask. Distraction is biggest enemy while on task. One day I have noticed that mason was working and was leveling the floor with his trowel. There was sound that was irritating the woman who was at distance. I asked what happened to her she said "if someone uses that tool to level the floor my teeth experience unusual feeling that cannot be described and distract my mind from what I was doing." Is multitask not accepted by her brain?

Why do we need multitasking? Reason is our brain has higher capability of functioning and we underutilize it by sticking to single task. Our mind segregates the process that is learned or routine or less attention is required for achieving objectives. We are in hurry

to finish the task and feel like to enjoy basic habit of lethargy. This hurriedness is the reason to outperform with our fellow person encourages competitiveness in us. Hunter was hunting animals in group because to trap the animals needed various tasks to be performed simultaneously to block its escape and single person was incapable to perform. It was the multitasking that was responsible for living them in group and probably reason to make us social animals. As technologies improved and arch, arrow and other killing tools made the hunter to go alone and it was beginning of selfishness era.

When industrial revolution had gradually taken over and we came under the influence of market driven society where optimization of profits became sole objective it forced individuals to perform multitasks. In some society where optimization of profits is linked with intelligence, creativity and means for acquiring material gains need of multitasks is high in demand. Social improvement was nowhere in their minds and commercial gains is sole objective. Does multitasking lead to complete a greater task or goal? Is the need as-designed as we do in an airplane cockpit or dash board of automobiles or self-created where working on computer, music is playing and pop corn are placed in mouth whenever time is available to perform? Not all multitasking is created equal in effect. When most people refer to multitasking, they are really talking about switch tasking. No matter how they do it, switching rapidly between two things is just not very efficient or effective. But embedded systems are commonly found in consumer, cooking, industrial, automotive, medical, commercial and military applications are designed to perform multitask without compromising with effectiveness and efficiency. Stabilizer in house to control the

fluctuation of electricity for appliances manages the surges and quality of input for desired output.

Similarly we are designing products or services for specific gender, and especially when designing them for both genders, it is important to understand differences between the same. Not all differences are obvious. It takes careful research and observation. If we design the product keeping woman as user the payoff is great. A product that works for and connects with women generates some place in family relation and every one adopts without much fuss. That is the reason majority of products used by woman are generally designed through multitasking. Take the example in kitchen the design of four burner LPG stove, microwave for warming, grilling and heating, various types of water taps , mixer grinder juicer or food processor from single unit of motor, army knife, nail cutter with filing, door lock with night latch is designed for multitasking.

Primitive people were struggling for survival and they were with two options, one was specialization that led to innovations and other was multitasking that was allowed for creativity. As innovation developed their creativity was increased it manifolds. Imagine there was no Stone Age we would have not seen the Iron Age. Stone Age developed various tools that made lives of our ancestors little safer compared to when they were unknown about application of stone. Similarly Iron Age opened new avenues of thought process because higher better available resources and it enhanced the level of creativity than that of the Stone Age. In modern time task switching and handling dual tasks are paying dividend and it is simply economic reason that is forcing them to adopt this technique. This modern methodology of work force neither helps in innovation nor in creativity but simply make cost effective. Commercial organizations

believe specific task need partial attention and in between employee can perform other task. It sometime pays dividends and most of the time it invites failure because of divided attention. Modern individuals are motivated to multi-task out of a necessity of being more productive, more efficient or both otherwise they will miss economic benefits. This fear is clearly visible in our call centre where employees are to handle several calls at one time and as a result higher number of failures surfaces. Is multitasking invite higher failure rate? Our conscious mind is not designed to perform many jobs. Dash board in automobiles where driver is performing multitask handling with partial attention and focusing on driving. This job does not require innovation or creativity and routine tasks are managed by partial attention. In case of bicycle we have wheel and it is made of rim, spoke and hub. Driver is not balancing it is the bicycle system that does the balancing act after it gains proper momentum. Driver is subconsciously peddling and system demand particular level of movement for balance. As speed slows down bicycle demands proper attention of driver otherwise he is likely to fall. It means user is in multitask and other side system of bicycle is performing multitask. It is the combination of both that makes the system runs and with less effort driver achieves objectives. If we wish to improve the design of wheel and designer has to think wheel as subpart and improvement should be accepted for synergic affects. It needs innovation to avoid fall, uncomforting driver and braking should match with system requirement .Is it not act of multitasking that is benefiting for better design and avoiding pitfalls? An automobile mechanics identifies the fault in vehicle by engine on. Engine does multitask and its different sub task produce unique sound. As a mechanic identifies the disturbance in sound of sub area

he immediately pinpoint, where fault is lying. Is not multitasks of engine sound helps in identifying the fault in part of vehicle? Mobile phone is equipped with various applications and functions and it is the user how he uses to optimize the utility of the mobile phone. Is not user design multitasking with mobile?

Nature encourages single task. Germination of seed to grow to mature plant and fruits are for movement of life. Similarly Child cannot perform what an adult or aged person. Nature moves in linear scale and avoids parallel processing. Parallel processing probably is manmade, it means adopting multitasking. Primitive people were not formally trained designer but the way they had adopted the concept of imitating the functioning of nature is unbelievable. Primitive people designed one concept at one time and later on adding more utility proved to be concept of multitasking. They had designed hut to meet the challenges of vagaries of weather and it was proved protection from wild animals. The introduction of ventilator, door, window and latches proved the hut is designed for multitasking concept. As technologies advances more functions are introduced and it turns out to be complex structure. Simple structure was nowhere visible and that complexities amuse us. Complexities have originated because of multitasking. It has changed our simple world to complex and later on we declared the complexities as intelligence. It is still visible in modern person's personality where he destroys the simplicity by complexities and declares himself intelligent and innovator.

We are informing our readers that our July2015 is changed in last moment and Guest Editor will be Arch. Yasmeen Amin Mann from Pakistan because Ms Bollani's personal problems did not allow her to focus for special issue .She has agreed that in future she would

publish special issue when problem will settle down. Entire team of Design For All is thankful to Architect Yasmeen for understanding our problem and in short notice she did the exceptional work of publishing special issue. I feel like to salute for taking out from unforeseen trouble and save us from tradition of publishing without fail for any month since 2006. At the time of extending invitation for Guest Editor she was lecturer with Lahore College of Women's university and she got new assignment overseas

"I learnt from him the impact that a designer can have in the world, and the responsibility that goes along with that impact," he said, "Every single opportunity has the potential to be something that might have some impact on people's daily lives in years to come."

Massimo Vignelli

With regards

Dr. Sunil Bhatia

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Forthcoming issues

“Women Designer year of 2014”

August 2015 Vol-9 No-8

This is special issue with Indian Institute of Technology Gowahati, India because India will celebrate Independence Day in this month under the supervision of Prof & Head Debkumar Chakrabarti, PhD and he has nominated the Nanki Nath Assistant Professor Department of Design (DoD), IIT as Guest Editor.



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).

November 2014 Vol-9 No-11

ANNAGRAZIA LAURA joined CO.IN. (Cooperative Integrate Onlus and then Consorzio Sociale COIN), an organisation involved in creating job opportunities for people with disabilities, also through accessible tourism, with the responsibility of developing the Tourism Dept. at national and international level. She is presently responsible for Int.'l relations and European projects and represents CO.IN in several EU funded projects will be the Guest Editor.



December 2014 Vol-9 No-12

Lee Christopher is the Director of eLearning at Arapahoe Community College and also an ACC instructor. Lee has a BA in Philosophy, an M.Ed, and a M.F.A in Writing and Poetics. Lee is currently in the dissertation phase pursuing a Doctorate in Education from Capella University. Her dissertation title is Universal Design for Learning: Implementation and Challenges of Community Colleges. Lee's publications include: "Digital Storytelling" in *Handbook of Research on Transformative Online Education and Liberation: Models for Social Equality*, Kurubacak and Yuzer, Eds., IGI Global, 2011, "Hype versus Reality on Campus: Why eLearning Isn't Likely to Replace a Professor Any Time Soon" with Brent Wilson, *The E-Learning Handbook*, Carliner and Shank, eds.Pfeiffer, 2008 , and "What video games have to teach us about learning and literacy," located at <http://edrev.asu.edu/reviews/rev591.htm>, Lee is on the Colorado Community College System Task Force for Web-IT Accessibility. She has a passion for Universal Design for Learning and will be guest editor for concluding issue of year 2014 Women's Designer.



January 2015 Vol-10 No-1

Stephanie Battista, Senior Design Program Manager

Stephanie directs medical and wearable technology design programs at Modern Edge. She is responsible for project management, client relationships, business development, sourcing, and studio culture.



For over a decade prior to joining Modern Edge, Stephanie was the principal of her own product design and development firm specializing in lifestyle product design, soft goods, and wearables for technology-driven start-ups. Stephanie brings expertise in medical devices, textiles, consumer goods, and wearable technology. She will be the Guest Editor and invite different authors of her choice on concept of universal design and it will be our fifth special issue on different occasions with IDSA, USA.

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February 2015 Vol-10 No-2

Prof Mugendi K. M'Rithaa is an industrial designer, educator and researcher at the Cape Peninsula University of Technology. He holds postgraduate qualifications in Industrial Design, Higher Education, and Universal Design. He is passionate about various expressions of socially (responsive and)



responsible design, including Participatory Design; Universal Design; and Design for Sustainability. Mugendi has a special interest in the pivotal role of design in advancing the developmental agenda on the African continent. He is associated with a number of international networks focusing on design within industrially developing/majority world contexts, and is currently the President-Elect of the *International Council of Societies of Industrial Design (Icsid)*. He will be the Guest Editor and his passion for universal Design is real driving force for establishing the concept in Africa continent.

March 2015 Vol-10 No- 3

Paula Sotnik, Institute for Community Inclusion, School for Global Inclusion & Social Development, University of Massachusetts Boston.



Paula Sotnik developed and directed 12 federal and state training and technical assistance projects (past and current) supporting individuals from traditionally underrepresented groups, including persons with disabilities. She is a recognized expert consultant, trainer and author on access and accommodations; culture brokering; diversity; outreach and recruitment strategies; team and partnership development; measurable outcome oriented strategic planning; national service, volunteerism and disability legislation, policy knowledge and practice acquired through years of personal, educational and professional life experiences. She serves as a consultant reviewer and trainer for an international fellowship exchange program. She will be Guest Editor of special issue and will focus on Universal design development in USA

April 2015 Vol-10 No-4

Debra Ruh is a Global Disability Inclusion Strategist, ICT Accessibility Training and Social Media Thought Leader on Disabilities. She focuses on Disability Inclusion, EmployAbility, Corporate Social Responsibilities, ICT Accessibility, Corporate Social Responsibility and Social Entrepreneurs. She is also the author of several books including "Uncovering Hidden Human Capital: How Leading Corporations Leverage Multiple Abilities in their Workforce" and "Finding Your Voice by Using Social Media"



May 2015 Vol-10 No-7

afUD (French Association of Universal Design) President Jean Rene Moussu has accepted our invitation for Guest Editor for our special issue. He is enthusiastic to popularize the concept of Universal Design in his country because he feels it is social responsibility of every citizen of the world to make the world accessible to all. He is inspired by Ron Mace and believes his word his philosophy



***The UD is a collective thought. Think different !UD*think! The UD* is notan evolution, it is a revolution.**

June 2015 Vol-10 No-7

Dr. Antika Sawadsri is a full-time lecturer in the School of Interior-Architecture at King Mongkut's Institute of Technology Ladkrabang (KMITL). She received a PhD from the School of Architecture, Planning and Landscape, Newcastle University, UK. She has qualifications on Interior Architecture and Planning and is a specialist in an interrelationship between social construction of 'disability' and the designed environment.



Her academic interest focuses on inclusiveness in the process of creating living spaces. Recently, Antika has taken parts in both the State's agencies and non-government's movement in mobilising equal access to the buildings and city of disabled and ageing groups in Thailand.

August 2015 Vol-10 No-8

Dr. Bijaya K. Shrestha received Doctoral in Urban Engineering from the University of Tokyo, Japan (1995-'98), Master in Urban Design from the University of Hong Kong, Hong Kong (1993-'95) and Bachelor in Architecture from the University of Roorkee (now Indian Institute of Technology), India (1983-'88). Dr. Shrestha has got working experiences of more than two decades. He had already served to the Department of Housing and Urban Development, Ministry of Housing and Physical Planning,



Government of Nepal, United Nations Centre for Regional Development (UNCRD), Japan and various architectural schools in Nepal before taking the present job at Town Development Fund (TDF). He has initiated a new master program in Urban Design and Conservation at Khwopa Engineering College, Purbanchal University, where he served two years as Head of Post-graduate Department of Urban Design and Conservation.

Dr. Shrestha is the recipient of numerous gold medals for his excellent academic performance and decorated by 'Calcutta Convention National Award 2006' by Indian Society for Technical Education for his best paper at the 35th ISTE Annual convention and National Seminar on Disaster – Prediction, Prevention and Management. He is also member of numerous professional bodies and life member of various alumni associations. He has already contributed more than five dozen of papers, published in various forms: book chapter, international journals, conference proceedings, local magazines and journals including in local newspapers. Moreover, he has been invited in numerous international conferences for presentation of his research findings. Finally, his field of expertise includes sustainable urban development, disaster management, housing, local government capacity building and development control. He will focus on universal design concept on Nepal

September 2015 Vol-10 No-9

Min Wang Dean of School of Design CAFA, Beijing Beijing City, China Design Currently with AGI, China Central Academy of Fine Arts School of Design and previously worked with Square Two Design, ICOGRADA, Beijing 2008 Olympic Committee. His education is from Yale University will be Guest Editor and he will highlight the contribution of China in Universal Design.



November 2015 Vol-10 No-11

Ewa Golebiowska, Poland is the president of EIDD Design For All and she has accepted our invitation of Guest Editor and she will invite the authors from European countries for special issue.



GUEST EDITOR:



Ethics must rise, good morals be up lifted ; hope being nurse of character should yield to optimism ; low and sordid passion be grown into moulds of decay ; love and respect has to blossom and every good gesture be appreciated.

In this era of globalization, besides many other techniques, creating a beautiful environment will be a source of inspiration for the mankind. The “beautiful” appears to be one of the basis of existence upon which rational life is built. Without this foundation one shall keep on struggling with barbarianism.

Now, the next question arises as to what is” beautiful” in Architecture. As far as the modern architecture in our region-comprising of steel and glass -is concerned, it has reached an impasse. Attempts at importing styles and materials have proved weak and chaotic. What is needed is not a style but better understanding of modern society. In order to create a rich society, a rich heritage is needed, of which we are blessed with. Our Vernacular Architecture is highly appreciated throughout the world. Modern Architecture must be an expression of old values and classics, in new ways so that the future generations can identify with, so as, we.

It is a fact that developing entire rivers of disposition of a human being, the "age of impressions" can play a vital role. As Andrew Jackson Downing believed that architecture was a Fine Art, the delight which imagination receives from a building. Thus, I would be glad to confess here that we –the architects and planners –can play a major role for the societies by designing pleasant built environments. A beautiful environment will provide a meaning to life thus finally eradicating depressions of a society.

The phenomena of expansion and development give birth to equilibrium. The achievement of this equilibrium is our task. We –the architects, designers and planners-do wish to have peace, equality and sustainability; must produce the theme of new period..... and that will be "the resurgence of life, the displacement of mechanical by organic , and the re-establishment of the person as the ultimate term of all human effort." Cultivation, humanization, co-operation, symbiosis; these are the watch words of urban enveloping culture.

To conclude, I must state that as, the manners, personal views, motives, prejudices and the spirit of house is an atmosphere, which passes into the coming generations, similarly talking in broader spectrum, heritage when preserved will enable our future generations to identify us.

Wish you all health, success and peace.

Ar.Yasmeen Abid Maan.



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The Decline of 'Public Realm' in Urban Settlements

Ar. Yasmeen Abid Maan

As an architect I believe Urban planning is an important indicator of human settlements and physical features at scales larger than a single unit or a settlement. The built urban environment must give expression, meaning and identity to the entire sweep of forces involved in people's relation to their surroundings. It should cater for a human behavior of all income groups. Finally an Urban Architectural solution must lead to sustainability in built as well as natural environment.

"We have reached a stage in the development of our technology where we have the power to create the environment we need or to destroy it beyond repair, according to the use we make of our power. This forces us to control this power. To do this, we must first of all decide what we want to achieve. And this is far from easy..."-

_____ Sir Ove Arup: *How Do You Want to Live*

Public Realm ...Is the most important part of our towns and cities. It is where the greatest amount of human contact and interaction takes place. It is all the parts of the urban fabric to which the public have physical and visual access. Thus, it extends from the streets, parks and squares of a town or city into the buildings which enclose and line them. The "*public realm*" refers to space that is publicly owned, accessible, enjoyed and maintained. Design enhancements to the public realm along major corridors provide more appropriate facilities for transit, transit-users, and the mixed-uses supportive of transit. *Private Realm* ... is narrated as flourishing of the *private realm—with an emphasis on privacy, retreat, personal comfort, and*

private consumption and security. Looking after 'me first', in a rather nasty thing called the 'enterprise culture'



Shops and shopping have had a particularly devastating impact on many towns

Developers and Owners.....gate their developments. They exclude the public from shopping centre malls and street level office atria at evenings and weekends. Most new buildings do not say 'Come in...welcome'. They say 'Sod off...go away!'. Buildings and cities, have, too many, become little more than vehicles for making money. It needs to be recognized that the simple pursuit of profit and economic growth is not usually compatible with improving the quality of our urban life-style.

Places are losing their individuality as urban areas are sprawling. The land uses are separated in a manner that makes the provision of transport facilities difficult and expensive .Land-use planning is the term used for a branch of **public policy** encompassing various disciplines which seek to order and regulate **land use** in an efficient and ethical way, thus preventing **land-use conflicts**.



Urban areas have become a mess, they are not people friendly.

Professor Colin Buchanan, in the *Report of the Commission on the Third London Airport*, wrote: "Planning was born out of back-to-back houses, out of overcrowding, out of privies in back yards, out of children with nowhere to play, out of ribbon development and urban sprawl, out of countryside despoiled and monuments destroyed. It was born out of painfully gathered experience over a century of industrialization which made it abundantly clear that market forces in land, left to their own devices, fail utterly to produce a humane environment."

We need a fresh look at what really matters to people who use urban areas. Governments use land-use planning to manage the development of land within their jurisdictions. In doing so, the governmental unit can plan for the needs of the community while safeguarding natural resources. To this end, it is the systematic assessment of land and water potential, alternatives for land use, and economic and social conditions in order to select and adopt the best land-use options. Often one element of a **comprehensive plan**, a land-use plan provides a vision for the future possibilities of

development in neighborhoods, districts, cities, or any defined planning area.

Instrumental in creating an urban environment that is conducive to transit-oriented development is an active public realm. Regulating the design and use of the ground floor of buildings adjacent to pedestrian space and transit facilities can have an enormous effect on the safety, comfort, ability, and commercial success of the corridor.

Active ground floor spaces can have many benefits, most notably:

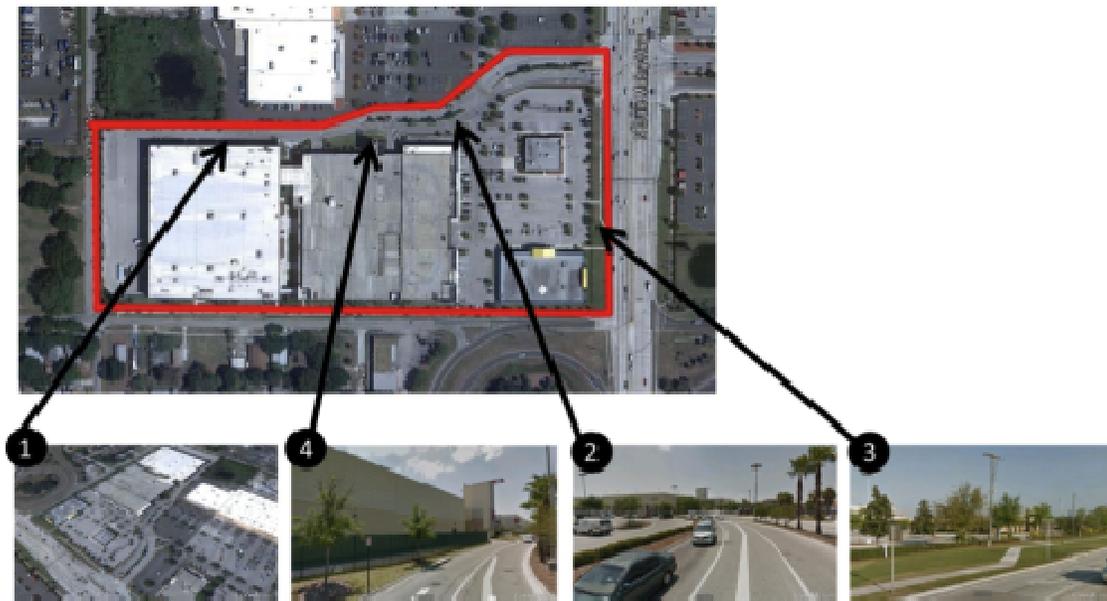
- **safe environment for pedestrians and transit users**
- **creating an appealing space with a strong identity that attracts people and business, ie: “place making”**

The low density areas share same context and plot size. I stumbled across two targets, one in **Tampa** and one in Orlando that illustrate the importance of design principles in development along future transit-oriented corridors.



Case Study Sites – Dale Mabry Highway, Tampa, FL and Target – Orange Avenue, Orlando, FL

The Target located on Dale Mabry Highway and I-275 in Tampa was welcomed by many when it was built in 2005. By building stores adjacent to a multi-story parking deck, the design included three times the amount of **parking** and stores located on the same site. A higher density of development was certainly achieved. It was a different alternative to the typical suburban development that had been seen for the past 4 decades. In this case, I believe “different” might have been substituted with “good,” and for lack of a better example, even considered “urban.”



Some important considerations pertaining to healthy urban environment while designing Dale Highway Tampa are narrated here:

Case Study – Dale Maybry Highway, Tampa, FL

1. **Connectivity:** The site design does not include any streets through the site and therefore the one access road to the north of the shopping center is congested, contributing to traffic along the corridor.

2. ***Public Realm Enhancements:*** There is no public realm dedicated to pedestrians or cyclists at all in the development, which encourages car usage.
3. ***Site Orientation:*** Instead of orienting the buildings on the site so that the liner building in front of the parking garage fronted the corridor, a surface parking lot and out parcel buildings were placed along the road. The result is a poor quality pedestrian environment with no clear connections to transit.

While many design principles could be put in place along designated transit-oriented corridors, requiring connectivity, a well-designed public realm, active ground floor uses, and site orientation could achieve a high-quality level of development.

We need to look at urban areas as a whole and not as a series of unrelated, but competing, sectoral interests. Most of all we need the commitment of the inhabitants and users of cities and towns.

Various types of planning have emerged over the course of the 20th century. Below are the six main typologies of planning, as defined by David Walters in his book, *Designing Communities*:

- ***Traditional or comprehensive planning*** focused on producing clear formation of form and content of new developments.
- ***Systems planning:*** 1950s–1970s comprises of more analytical view of the planning area as a set of complex processes, less interested in a physical plan.

- **Democratic planning: 1960s**, resulted of societal loosening of class and race barriers. It gave more citizens a voice in planning for future of community.
- **Advocacy and equity planning: 1960s & 70s**. Strands of democratic planning that sought specifically to address social issues of inequality and injustice in community planning.
- **Strategic planning: 1960s-present**. Recognizes small-scale objectives and pragmatic real-world constraints.
- **Environmental planning: 1960s-present**. Developed as many of the ecological and social implications of global development were first widely understood. In my perception micro scale urban planning is required in our region.

Good quality services must be provided to rural and sub-urban neighborhood settlements. At micro level there must be a minimum standard of design and construction of a house in rural and sub-urban communities. In recent times there is an increase in migration of people from rural/sub-urban areas to metropolitan cities. The predominant reasons are better education, medical facilities and job opportunities. This resulted into congestion in traffic and haphazard growth of bigger cities.

Since the 1990s, the activist/environmentalist approach to planning has grown into the **Smart Growth** movement, characterized by the focus on more sustainable and less environmentally damaging forms of development. On the contrary, **Zoning** must be practiced a device of land-use planning by local governments. This practice will

designate permitted uses of land based on mapped zones which separate one set of land uses from another.



Aerial view of [Rosslyn-Ballston corridor](#) in [Arlington, Virginia](#)

High density, mixed use development is concentrated within $\frac{1}{4}$ – $\frac{1}{2}$ mile from the House and [Rosslyn, Clarendon Washington Metro](#) stations (shown in red), with limited density outside that area. This photograph is taken from the [United States Environmental Protection Agency](#) website describing Arlington's award for overall excellence in [smart growth](#) in 2002 – the first ever granted by the agency.

Smart growth supports the integration of mixed land uses into communities as a critical component of achieving better places to live .Putting uses in close proximity to one another has benefits for transportation alternatives to driving, security, community cohesiveness, local economies, and general quality of life issues. Smart growth strives to provide a means for

communities to alter the planning context which currently renders mixed land uses illegal in most of the country.

The truth is that when retail started to meet the demands of the automobile instead of the demands of the pedestrian, main streets throughout are always given a death sentence. Ever since we realized the place making, urban design, and historical value of these lost elements of our urban fabric, we have been trying to recreate them through our new urbanist and lifestyle center developments.

Alterations to the public realm along transit-oriented corridors can include improvements to buffers such as landscaping and lighting, enhancement of pedestrian-dedicated space such as sidewalks, and allowance of space for outdoor commercial activities.

Enhancing the public realm along transit-oriented corridors will have many benefits, most notably:

- **encouraging uses to access transit through direct and efficient routes to station facilities,**
- **providing space for station facilities and supporting public space required of premium transit,**
- **creating a comfortable environment along the corridor for transit users in between transfers, and**
- **creating the active public space required for a healthy mixed-use environment.**

Political commitment and public investment are required.

We need a strong planning system. It is possibly the way that it is operated that needs review. There needs to be greater sensitivity in

the application of planning laws—better control over the location of high buildings, greater regard for historic areas, better understanding of the organic growth of towns and a striving for ever higher quality in building design.

Today, successful planning involves a balanced mix of analysis of the existing conditions and constraints; extensive public engagement and practical planning and design. Current processes include a combination of strategic and environmental planning. It is becoming more widely understood that any sector of land has a certain capacity for supporting human, animal, and vegetative life in harmony, and that upsetting this balance has dire consequences on the environment. Planners and citizens often take on an advocacy role during the planning process in an attempt to influence public policy. Due to a host of political and economic factors, governments are slow to adopt land use policies that are congruent with scientific data supporting more environmentally sensitive regulations.

Planning solutions should be developed and supported locally. The projects narrated in analysis share certain regional similarities, the individual methods developed for the coordination of transportation planning and land use policies differ by community. Lessons and best practices can be shared, but ultimately, successful solutions should be the result of local needs and local processes and should respect local values



Ar. Yasmeen Abid Maan.



Ar. Yasira Naeem Pasha acquired her Bachelor Degree in Architecture from University of Engineering and Technology, Lahore, in year 2000. Since then, she is keenly committed to the profession of Architecture. Holding distinctive academic career, she has kept herself involved equally in academics as well as in practice.

She joined the Department of Architecture, Dawood University of Engineering and Technology, (DUET) Karachi in 2003 and now works as Head of the Department there. She has been an active member of Pakistan Council of architects and Town planners (PCATP) and Institute of Architects Pakistan, (IAP) as member of Executive Committee since past many years.

After acquiring her Master Degree in Environmental Design, her research work was selected for presentation at the prestigious forum of UIA, 24th World Congress of Architecture Tokyo, 2011. She has been a regular writer in Newspapers while her research paper "Shop Green" has been published in 2013. She is currently pursuing for her PhD in Architecture with basic area in Architectural Education

GARDEN IN A GARDEN

Author: YASIRA NAEEM PASHA

architect_yasira@yahoo.com

Moving in the marshy green lands of Bentota towards the dreamland of an architect was itself creating a fascinating feeling. The vehicle moved quiet slow due to uneven kaccha Road all the way and we were enjoying sights and sounds around as it was a cloudy day. Rain had already showered its magic last night which made the weather marvelous.

Lunuganga is the magical country home and garden retreat of the late Geoffery Bawa, the renowned architect, lovingly created over a 50 years period. Lunuganga is open to the public to view and reside throughout the year. It is located in a small village in the vicinity of Bentota, Srilanka.

The entrance of the place has a huge gate which leads to the main path towards the garden. This slanting path is leading towards the main pavilion which is semi covered. The visitor room lies by the side of it. This main pavilion has a guest bedroom on its first floor. The room is preserved along with the old furniture and is not open for the use or visit inside.





As one move ahead, the surroundings present a fresh view all around and steps lead towards another interesting big hall where Geoffery Bawa's collection of furniture pieces and sculptures are present. Captivating paintings on the walls accompanied with huge windows for ample light dignifies the hall. These windows also present an attractive view of façade from outside, while moving outside in the garden. Wooden roofs and marble floors are making the space well equipped for fresh breeze to stay inside. Amongst all things collected inside, a steam fan stays on a high table. This fan is more than hundred years old. Many sculptures present here are collected by Geoffery Bawa while some were gifted to him by art lovers. Beautifully arranged steps for connecting different spaces are spread in the garden.



The bedroom with many beautiful and captivating decorative pieces of art has two virtual portions, one with the bed and the other with sitting area. One corner of sitting area is having Geoffery Bawa's easy chair. The sitting room catches good sunlight from windows and lies down a series of steps. Black and white diamond shaped tiled floor holds nice pieces of furniture on top of it, old and new in such a manner which has beautified the space. On the balcony wall by the side of steps are displayed the original architectural drawings of garden made by Geoffery Bawa.



Outside this place, on the terrace lies breakfast table with the old call bell used by Bawa. One can feel the pleasant atmosphere around with sights of butterfly pond which lies down the terrace with green

lawns in the periphery. While stepping between different levels huge windows of spaces provides a nice view from both inside as well as outside. The ups and downs of the garden connected by steps will leads again to the cinnamon lodge or residency, which is also an important part of the garden, where visitors can stay and admire the surroundings.

Geoffery Bawa himself says about the garden:

Over the years moving through the garden as it grew, one saw the potential of various areas which had inherently different atmospheres. For instance, the long view to the south ended with the temple, but in the middle distance was a ridge with a splendid ancient moonamal tree and when I placed a large Chinese jar under it, the hand of man was established in this middle distance. Now the eye stops here, travels to the glimmer of the lake beyond, to the slope across a long stretch of rice fields and to the stupa on the crown of the far hill across the lake. In this view the vision of the lake was too slight to be effective and it became obvious that a part of the ridge needed to be lowered a few feet to make this whole composition establish itself with a total finality which has not changed and new looks as if it had been there since the beginning of time.



The visitor book lies in a very lavish, yet rich in historical value sunroom, nicely decorated with sate of art furniture. It carries the memories of all who have come to this place. The admiring words can surely not encompass the true diversity of the garden, but in explaining this architectural heritage.

In a nut shell, the whole space of the garden depicts an extraordinary calm atmosphere around. The renovation work is still carried on under the supervision of the trust. The Srilankan government as well as the trustees are remarkably taking good care of the garden, which is standing today as a bridge between the last and new century as a landmark of time.



YASIRA NAEEM PASHA

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Abid Abbas Maan.

As an environment friendly enthusiast I have been always interested in recycling and reusable materials. Presently I am running a Pyrolysis plant which deals with reuse of old tyres turning them into fuel, carbon, and steel wire. Thus turning a hazardous item into useful commodities. Moreover as a builder I take keen interest in energy efficient housing. Since energy crises are creating a dilemma in our society.

Abid Abbas Maan.

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ENERGY CONSERVATION POTENTIAL IN RESIDENTIAL BUILDING SECTOR IN COMPOSITE CLIMATE AREAS OF SOUTH ASIA

Abid Abbas Maan.

The ***global warming*** emissions resulting from energy production are a serious environmental problem. Current patterns of energy usage and production have destructive impacts on environment and in recent years environmental issues such as climatic change resulting from greenhouse gas emissions have thrown spotlight onto the links between energy and the global environment.

Efficient energy use is essential for slowing the energy demand growth so that carbon free energy supplies can make deep cuts in fossil fuel use. If energy use grows too rapidly, renewable energy development will chase a receding target. A sustainable energy economy thus requires major commitments to both efficiency and renewable. ***Architects/Planners face an ultimate challenge to reduce energy consumption in current construction and design techniques of houses that will bring decrease in CO² emissions.***

Residential energy consumption is the result of many factors - particularly how it is constructed and how it is used. Thus there is need to design and develop the new residential buildings on sound concepts of sustainable efficient use of energy and also apply suitable retrofit options to existing buildings that could substantially improve the energy efficiency.

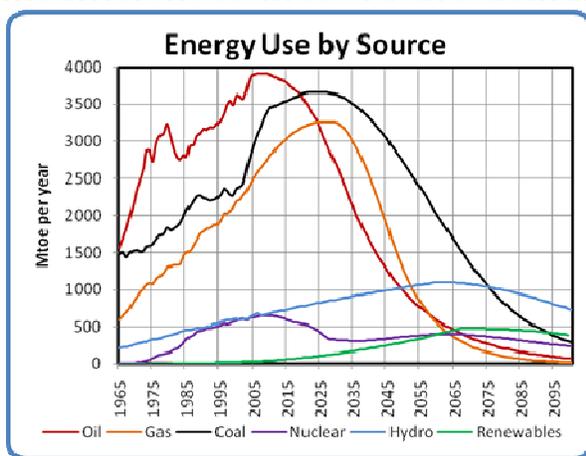
Throughout history, the expansion of human population has been supported by a steady growth in our use of high-quality energy. The

operation of our present industrial civilization is wholly dependent on access to a very large amount of energy of various types. Similarly indoor environments of residential buildings are largely dependent on mechanical devices driven by energy resources. If the availability of this energy were to decline significantly it could have serious repercussions for civilization and the human population it supports

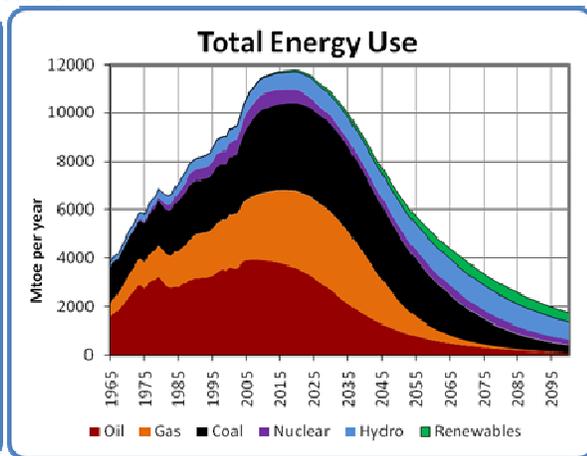
Buildings are responsible for at least 40% of energy use in most countries. The absolute figure is rising fast as construction booms, especially in countries such as China, India and Southern Mediterranean countries. Buildings can make a major contribution to tackling climate change and energy use.

Progress can begin immediately because knowledge and technology exist today to slash the energy use by buildings, while at the same time improving levels of comfort. *Behavioral, organizational and financial barriers stand in the way of immediate action.*

Present energy consumption trends indicate energy supplies insufficient to meet future demands.



(A) Energy Use by Source

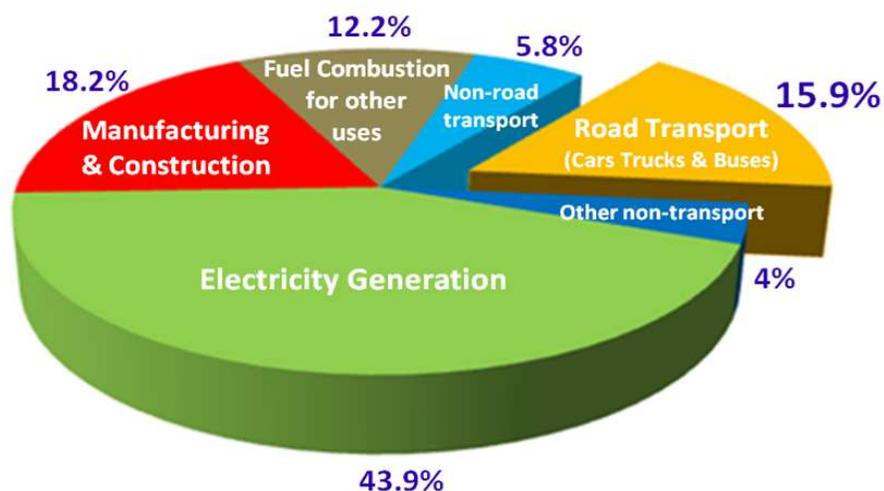


(B) Total Energy Use in Future

Fossil fuels are the most important contributors to the world's current energy mix, but all three are in rapid decline by the second half of the century. Hydropower and renewable energy sources will make respectable contributions by mid-century, while nuclear power will play a constant role. By the end of the century, oil and natural gas have dropped out of the picture almost entirely, while the dominant players will be hydro, renewable sources, coal and nuclear power.

The graph in figure A shows a strong peak in about 2020, with a steepening decline out to 2100. The main reason for the decline is the loss of oil, gas, and (to a lesser extent) coal. The decline is cushioned by an increase in hydro and renewable over the middle of the century, and averages out to a little less than 3% per year.

Energy production & consumption-particularly use of fossil fuels is responsible for emission of greenhouse gases. The main Green House Gases such as carbon dioxide (CO₂), methane (CH₄), and water vapors act like a greenhouse around the earth.



Co2 Sectoral Emissions

Global warming is a multi-perspective hazard. Apart from increasing temperature of earth it also puts species and habitats into danger. If greenhouse gas concentrations keep rising, climatic changes are likely to result. Those changes will potentially have wide-ranging effects on the environment and socio-economic and related sectors, such as health, agriculture, forests, water resources, coastal areas and biodiversity. Unfortunately, the loss of the enormous contribution of fossil fuels means that the total amount of energy available to humanity by the end of the century may be less than one fifth of the amount we use now, and less than one sixth the amount we will use at our energy peak a decade or so from now. This shortfall contains an ominous message for our future. Today daily life of human race consumes natural energy resources like coal, petroleum, oil and natural gas at a frightening rate. The reservoirs of energy will not be replaced as fast as they are being consumed.

According to the reference scenario of IEA, the building sector will remain the first consumer with in 2030 with consumption share of 32% (3639 Mteo). Its energy demand will grow with an average of around 1.2% per year against 1.4% for the whole final energy consumption

Energy saving and GHG reduction potential in housing sector- According to the Fourth Assessment Report of the Intergovernmental Panel on Climate Change (IPCC), building-related carbon dioxide emissions (including the use of electricity) could increase from 8.6 billion tonnes in 2004 to 11.4 to 15.6 billion tonnes in 2030. The demand for energy in the building sector is ever increasing, especially in the scenario of rapidly growing economies of the developing countries. Expanding economies of Asia, Middle

East, North Africa and Latin America will contribute substantially to carbon dioxide emissions from the building sector.

Energy Efficient Housing Pattern While the practices or technologies employed in green building are constantly evolving and may differ from region to region, fundamental principles persist from which a combination is derived that includes siting and structure design efficiency, energy Efficiency, water efficiency, materials efficiency, indoor environmental quality enhancement, operations and maintenance optimization. Some important concepts of energy efficient buildings are related as:

According to the Development and Land Use Policy Manual for Australia (2000), the objectives of energy efficient buildings are to improve the comfort levels of the occupants and reduce energy use (electricity, natural gas, etc) for heating, cooling and lighting.

United Nations (1991) defines energy efficient buildings to have the minimum levels of energy inputs. ¹ This laid down a macro perspective on environmental responsibility on designers to create an energy efficient built environment.

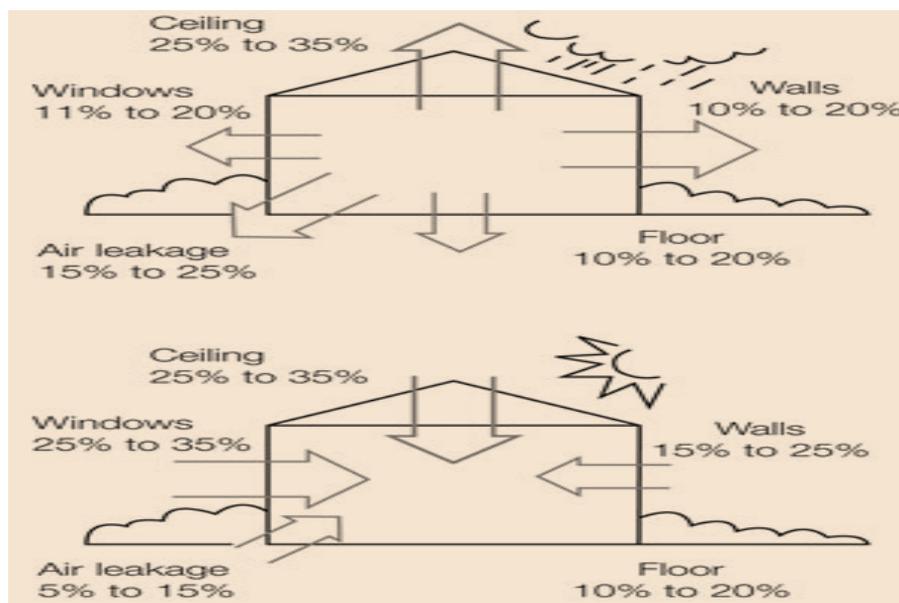
Janssen (2004) claims that an improvement in energy efficiency is considered as any action undertaken by a producer or user of energy products, that decreases energy use per unit of output, without affecting the level of service provided.

New Delhi, Kanpur , Allahabad in India- Lahore , Faisalabad and Sahiwal in Pakistan are few amongst the cities with composite climate in South Asia. The design criteria are more or less the same

i.e maximizing cross ventilation is desirable in the monsoon period , appropriate selection of building materials available locally, quality insulation and an effective building envelope.

In houses it is the heat gain through envelope that creates uncomfortable conditions inside the spaces. Therefore, materials of construction used for the construction of different components of the building envelope appear to have a significant impact on the energy consumption in residential buildings.

The primary components of building envelope which affect the performance of a building are wall, roof, and glazing. The construction of walls and roofs and thereby their heat storing capacity and heat conduction property have a major impact on indoor thermal comfort in naturally ventilated buildings and on cooling loads in air-conditioned buildings. The wall material, thickness, finishes should be selected according to climate zone and building's comfort requirements.



Heat gains and Heat Losses through Building Envelope

Quality Insulation must be used to reduce energy use in maintaining thermal comfort level of a house. Designs of contemporary residential buildings in general, are not responsive to the requirements of Lahore climate. Residential buildings are designed without giving due importance to the parameters that are responsible for enabling thermal comfort without much dependence on energy use.. A weather resistant building envelope helps prevent material deterioration, corrosion, mold growth and heat loss. Nearly 50% of cooling loads of a residential building are due to heat gain or loss through building envelope. Henceforth use of Insulation /polystyrene sheets ,hollow blocks in construction of roofs and walls , cavity walls ,green vines on facades facing sun and air-channels incorporated in courtyards of houses are few techniques that must be incorporated in designs of houses in composite climate. *Properly insulated building reduces the energy consumption in building sector which in turns reduces its share of GHG emissions in the environment.*



Abid Abbas Maan.

BOOK RECEIVED:

1.

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.

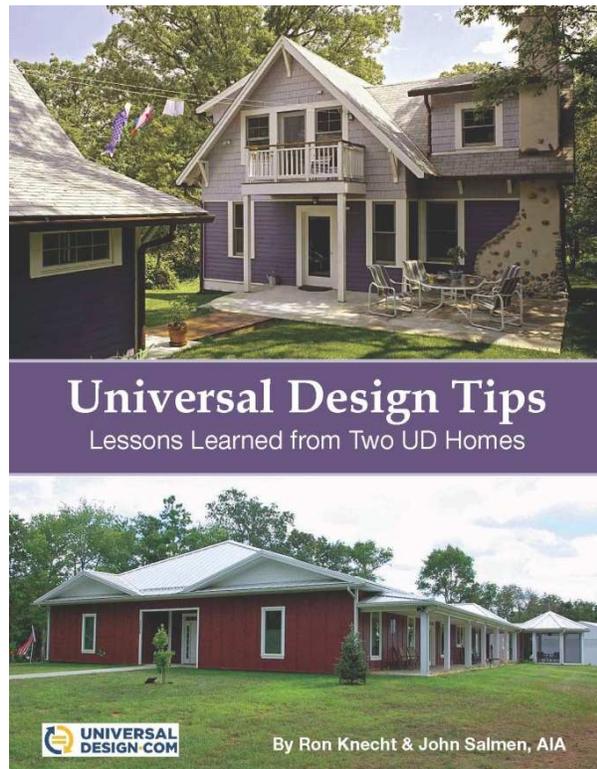
John Salmen has been working in the field of accessible architecture and Universal Design for over 30 years, and he put this expertise to good use when remodeling a historic property to create the Universally Designed house he and his wife hope to live in for many years. Salmen's "Home for the Next 50 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.

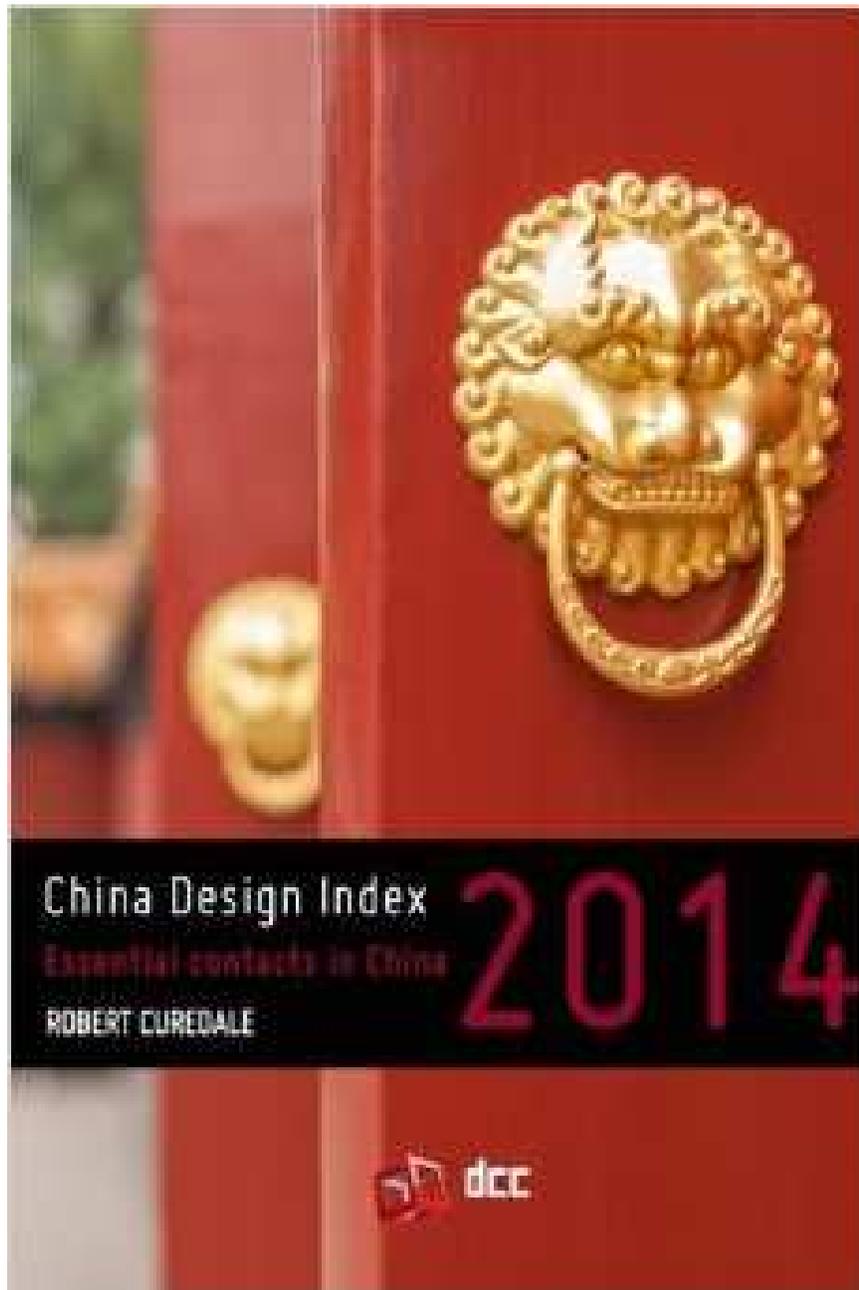
Ron Knecht's experience with Universal Design started after his wife of 46 years became ill with cancer. As her health worsened, Knecht learned first-hand the importance of accessibility for maintaining independence, safety and one's quality of life. Before Knecht's wife passed away, she extracted a 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.



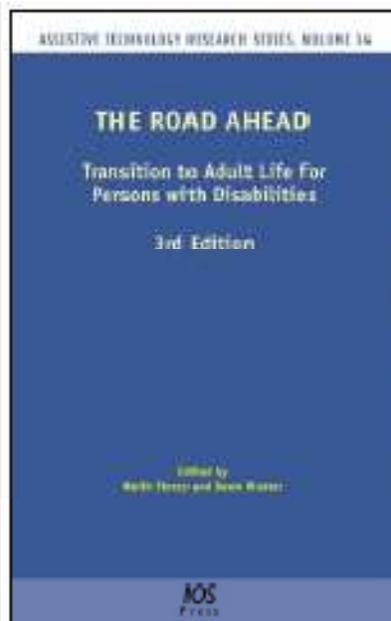
2.



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

by Robert A. Curedale (Author)

3.



The Road Ahead

Transition to Adult Life for Persons with Disabilities

Volume 34 Assistive Technology Research Series

Editors: Storey, K., Hunter, D.

December 2013, 318 pp., hardcover (revised 3rd edition)

ISBN 978-1-61499-312-4 (print)

ISBN 978-1-61499-313-1 (online)

Price: €69 / US\$100 / £59

Successful transition from school to adult life has always been difficult for people with disabilities, especially in the area of employment. The vast majority of people with disabilities are either unemployed or underemployed with low wages and few benefits, and many governments are struggling to find a way of providing employment and benefits to people with disabilities without creating disincentives to work.

This book provides strategies and ideas for improving the lives of people with disabilities, exploring new ways of enabling a successful transition to an integrated adult working life by providing effective instruction and support. Following an introduction which outlines the importance of transition services and meaningful outcomes, topics covered in the remaining chapters include: person centered transition planning; enhancing competence and independence; employment assessment and career development; collaboration between agencies for a seamless transition; independent living and supported living; and community functioning skills.

The book will be of interest to all those who work with transition age students as well as those who work with adults with disabilities and want to enable them to have the best life possible. To paraphrase Helen Keller: "People with disabilities not only need to be given lives, they need to be given lives worth living."

4.



Luigi Bandini Buti

DESIGN FOR ALL | AREE DI RISTORO | il caso Autogrill |

Maggioli Editore, 2013

<http://shop.wki.it/risultatoricerca.aspx?indizioricerca=luigi+bandini+buti>

This book has been born following the collaboration with Autogrill that, for its new facilities "Villoresi Est", has developed an innovative, Design for All oriented project. We then realized that the cares foreseen for "all" would not be noted by "the majority".

If you are not on a wheel-chair, or blind, or you are not travelling with a large family or you don't have to look after your old grand-father, you will not be able to appreciate many of the attentions included into the project. It was therefore necessary to make more visible the virtuosity of the planning process and its results, which may not appear obvious to many people.

This publication is not meant to be a mere description, it is rather a critical analysis of the Villoresi Est rest area, included in a context that wants to examine in depth the methods and the means of Design for All.

Its main objective is therefore to use the "Autogrill case" to investigate the necessary steps to develop projects Design for all oriented, hopefully in an authoritative way.

Edmonton Architect publishes - Adult Children's Book—Accessible Architecture: A Visit From Pops.

Edmonton Architect Ron Wickman launches his first book titled: **Accessible Architecture: A Visit From Pops** at the City Room in City Hall, Tuesday, March 18 at 6 p.m. Ron, son of the late Percy Wickman, MLA Edmonton-Rutherford 1989-2001, is a story written on the focus of Percy and his 3 grandchildren. Ron is best known for his accessible design. His most recent endeavor published by Gemma B. Publishing draws on this knowledge. Edmonton draughtsman Jared Schmidts illustrates with wit and precision the need for a house to be visitable by everyone.

As a child, Ron Wickman learned firsthand about the need for accessibility. His father became paraplegic after being injured by an industrial accident. Ron wheeled his father into many inaccessible places. A longtime Edmonton City Councilor Percy Wickman advocated for people with disabilities throughout his life.

Ron Wickman studied architecture in Edmonton and in Halifax, Nova Scotia, specializing in barrier-free design, designing houses and public spaces that were both beautiful and accessible.

Accessible Architecture: A Visit From Pops—is an adult children's book, which demonstrates the three principles for ensuring a house can be visited and enjoyed by everyone equally, including those with a disability. Following Wickman's design and renovation also enables homeowners to age in place.

Visitability principles include

- the front entrance must have no steps;
- all main floor doors must be at least 36" wide
- an accessible washroom must be on the entrance floor.

Accessible Architecture: A Visit From Pops, by Ron Wickman, illustrated by Jared Schmidts and edited by Sarah Yates, is published by Gemma B. Publishing, a Winnipeg-based publisher. Gemma B. Publishing creates heroes and heroines living with a disability, in both fiction and non-fiction. The book will be launched at Edmonton City Hall, March 18 at 6 p.m. and available later at Audrey's Books in Edmonton.

Ron Wickman will be available for interviews after the press conference at City Hall. His lecture at the Buildex Conference, Edmonton Expo Centre, Northlands will be held Wednesday, March 19 at 2:30 p.m.

Accessible Architecture: A Visit From Pops ISBN978-0-991697-0-8 sells for \$20.

– 30 –

For additional information, contact:

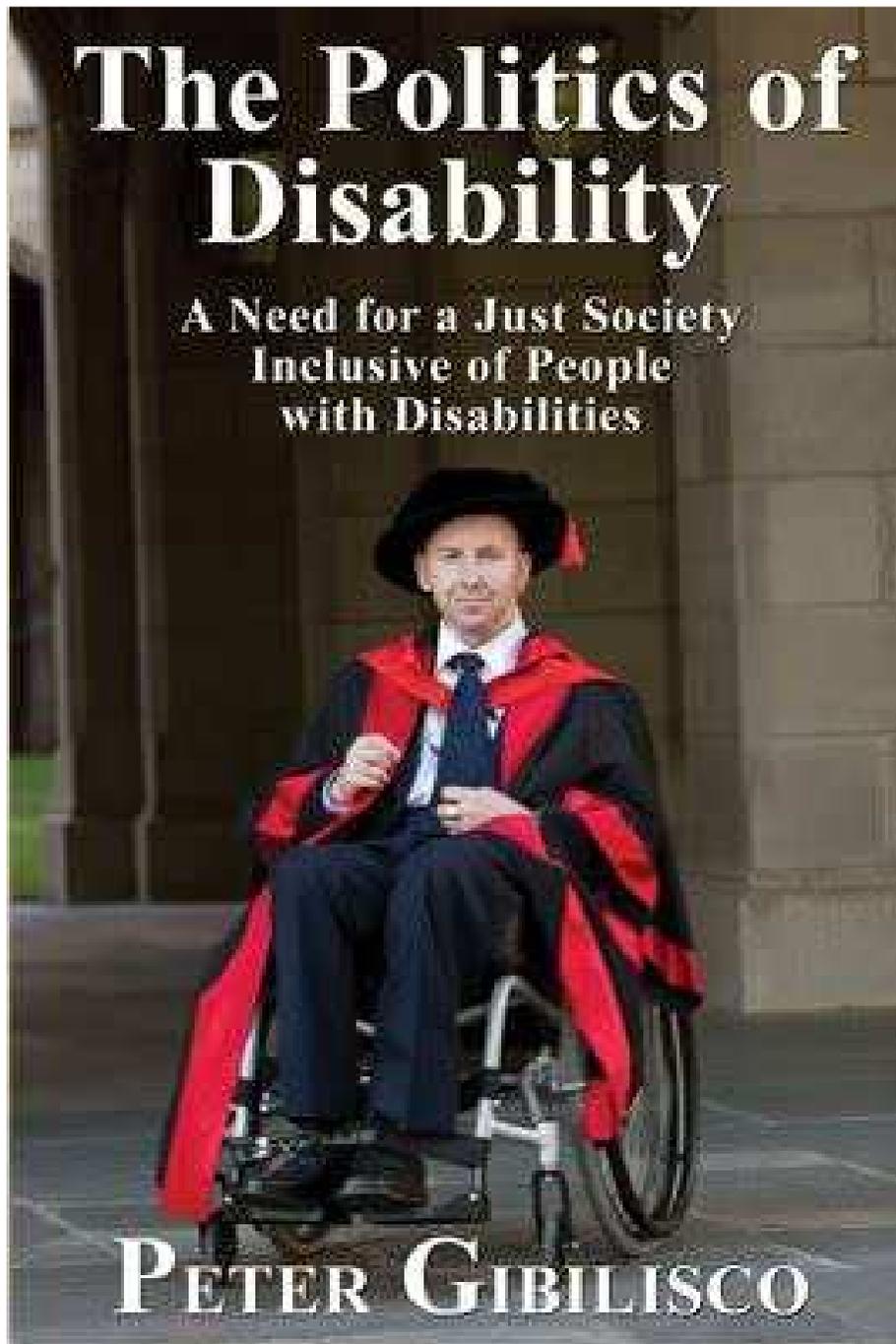
Ron Wickman
Architect
780-430-9935
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Accessible Architecture A Visit From Pops



Written By: Ron Wickman
Illustrated By: Jared Schmidts

6.



This book will retail for a recommended price of \$19.95 USD ISBN 978-1-77143-155-2, with an ebook version also available at a recommended price of \$7.95 USD ISBN 978-1-77143-156-9. You'll be able to buy it from all the usual places - Angus & Robertson, Bookworld, Fishpond, Amazon, Kobo, iBookStore, and Google's Play Store, amongst others.

NEWS:

1.

New opportunities for people with hearing disabilities

PAKISTAN: A memorandum of understanding was signed to develop a sign-language curriculum called Life Skill Based Education (LSBE) for young people with hearing disabilities that lack the necessary resources. It was signed by the Family Educational Services Foundation (FESF) and Rutgers WPF Pakistan, said a press release.

The curriculum's sign-language vocabulary will comprise of 500 words. Once the language is developed, it will be collaborated with FESF schools for people with hearing disabilities. The language will also enable social workers to effectively interact with and convey LSBE lessons to young people.

Through LSBE, people with hearing disabilities from ages 10 to 24 will develop communication, negotiation, personal and critical-thinking skills. The curriculum will help them deal with everyday challenges, increase their self-esteem and assist them in everyday social situations.

LSBE is defined by the World Health Organization (WHO) as "abilities for adaptive and positive behavior that enables individuals to deal effectively with the demands and challenges of everyday life."

The initiative will help develop resources for young deaf people and help them communicate regarding their reproductive health issues, Rutgers WPF Country Representative Qadeer Baig said.

(Source: The Express Tribune)

2.

Dutch organizations form alliance to work for disability inclusive development in Nepal

KATHMANDU: Six Dutch organizations working for disability rights have formed an alliance to work for disability inclusive development in Nepal.

The 'Alliance for Disability Inclusive Development: Leading the Way to Inclusion' is expected to pave ways for disability rights movement in Nepal. These organizations have earlier worked in Nepal either directly or indirectly.

Members of the alliance are The Liliane Foundation, The Netherlands Leprosy Relief, Light for the World, The Karuna Foundation, Enablement and the Dutch Coalition on Disability and Development. The initiation gives priority to the least developed countries. Nepal is given a specific focus. The members will together lobby, raise fund, conduct research and advocate for the rights and inclusion of people with disabilities in the development process.

Richa Bhusal, Public Relations Officer for Karuna Foundation Nepal, said, "A prevention and rehabilitation program is being prepared. The project will cover 75 districts. It will begin from Ilam on July 1," she said. The alliance will raise its voice at the United Nations and with the Dutch government to advocate for the rights and needs of people with disabilities living in extreme poverty.

The members of the United Nations had agreed to work together for a better world by signing the Millennium Development Goals in 2000. Some of the goals have been reached, but at the local and regional level, the results have been dismal. "Especially the marginalized groups such as people with disabilities have been left behind," said a press release.

To ensure end of poverty and achieve equality, specific attention should be given to their rights and needs.

Source: Himalayan Times

3.

Dear friends,

It gives me immense pleasure to inform you that National Institute of Design, has been declared 'Institution of National Importance' by the Act of Parliament, by virtue of the National Institute of Design Act, 2013. The Bill states, 'To declare the institution known as the National Institute of Design, Ahmedabad, to be an institution of national importance for the promotion of quality and excellence in education, research and training in all disciplines relating to Design...', was passed unanimously by the Lok Sabha on Wednesday, 09th July 2014. Earlier on Monday, July 7th the Bill was unanimously passed by Rajya Sabha.

The Bill will now go to the Ministry of Law, from where it will be forwarded to the Hon'ble President of India, for signature.

Thereafter, the Ministry of Law will publish the Act by a Notification in the Government of India's Gazette, wef when the Act shall come into existence. This is the first Bill to be passed by the newly elected NDA government and was processed in a short span of three days, in both the Houses.

During discussions, in the two Houses, Hon'ble members spoke very highly of the activities of the institute and unanimously agreed to pass the Bill.

With the passing of this Bill, NID will be authorised to deliver degrees and offer Ph.Ds. and it will also help in positioning design profession at a higher level.

With regards,

Pradyumna Vyas

Pradyumna Vyas

Director

National Institute of Design

India

Tel: (+91) 79-2660-5241

Fax: (+91) 79-2660-5242

email: director@nid.edu / pradyumna@nid.edu

4.

Steinfeld to receive prestigious Haecker award



*Steinfeld (above left) is the third architect with UB ties chosen for this honor.
Photo: Douglas Levere*

By CORY NEALON

"Our built environment today is more equitable and empowering to a more diverse population due to Dr. Steinfeld's work and its impact on policy, advocacy and design." Keith Diaz Moore, president

Architectural Research Centers Consortium (ARCC)

BUFFALO, N.Y. – Edward H. Steinfeld, SUNY Distinguished Professor at the University at Buffalo's School of Architecture and Planning, will receive one of his field's most significant honors: the James Haecker Award for Distinguished Leadership in Architectural Research.

Presented by the Architectural Research Centers Consortium (ARCC), the award recognizes individuals who have "made outstanding contributions to the growth of the research culture of architecture and related fields."

A pioneer and leading scholar in the field of inclusive design, Steinfeld's research centers on designing products and built environments that are more accessible, safe and friendly for all people, including those who are often marginalized.

His research on design for disability is the foundation for accessibility codes and regulations in the U.S., including the Americans with Disabilities Act Accessibility Guidelines. That work is widely cited by other researchers and helped establish UB as a leader in rehabilitation research.

“When we think of the most impactful architectural research of the past forty years, Edward Steinfeld's research and influence on inclusive design has been unquestionably profound,” ARCC President Keith Diaz Moore said. “Our built environment today is more equitable and empowering to a more diverse population due to his work and its impact on policy, advocacy and design.

“We as an organization could not be more pleased to recognize Dr. Steinfeld's clear leadership and distinction in our discipline with this year's James Haecker Award.”

Steinfeld, ArchD, AIA, joined the UB faculty in 1978. Six years later founded the IDeA Center (the Center for Inclusive Design and Environmental Access) which is dedicated to increasing the adoption of inclusive design practices.

Under Steinfeld’s guidance, the center has become an internationally renowned, multidisciplinary research initiative that includes six other UB faculty members and a staff of seven full-time researchers and professionals.

It is one of the most successful and long-lived research programs in architecture and environmental design in the U.S. In addition to sponsored research, the center offers services to the Western New York community, New York State and corporate sponsors.

Steinfeld is the principal investigator for the Rehabilitation Engineering Research Center (RERC) on Universal Design and the Built Environment. The center has received funding from the National Institute for Disability and Rehabilitation Research for three, five-year cycles, making it the largest funded research and design program on universal design in the world.

The center works to produce an improved evidence base for universal design, develop new research tools, innovative products and voluntary standards, and disseminate educational resources on universal design to an international audience.

Steinfeld also is an influential writer. He is one of the authors of the seminal Principles of Universal Design, a framework for designing beautiful and functional environments for all people, regardless of age, gender, ability or change in ability. The principles have been translated into many languages and are instrumental in defining the concept throughout the world.

His more than 100 publications include "Universal Design: Creating Inclusive Environments" and "Inclusive Housing: A Pattern Book: Design for Diversity and Equality." Steinfeld also has received many awards and honors.

Created in 1976, the ARCC is international association committed to the expansion of research culture and supporting infrastructure in architecture and related design disciplines.

The Haecker award is named for James Haecker, founding secretary of the ARCC.

Steinfeld is the third architect with UB ties to receive the honor. Previous winners are Robert G. Shibley, dean of UB's School of Architecture and Planning and John Eberhard, the school's founding dean.

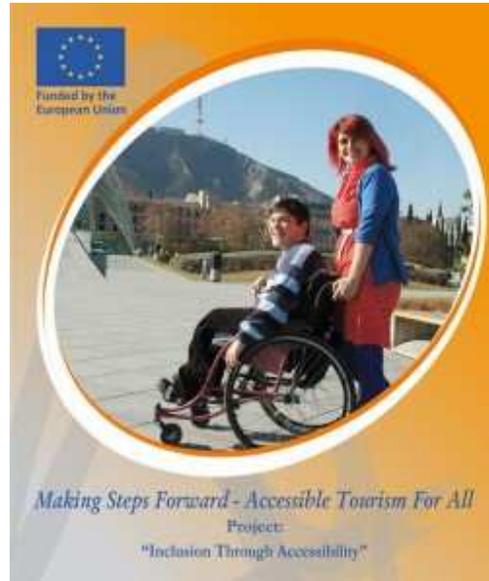
- See more at:

http://www.buffalo.edu/ubreporter/research/news.host.html/content/shared/university/news/ub-reporter-articles/stories/2014/July/steinfeld_haker_award.detail.html#sthash.KZAlfd3m.dpuf

(Source UB Reporter)

PROGRAM & EVENTS:

1.



2.

A banner for the Universal Design Conference. It features the "universal design CONFERENCE" logo in green and black. To the right is a search bar with the placeholder text "to search, type and hit enter" and a "Search" button. Below the logo are the logos for COTA (Community of Organizations for Travelers and Accessibility) and the City of Sydney. The text "20-21 August 2014 - Sydney Town Hall" is centered below the logos. At the bottom, there are three photographs: a modern high-rise apartment building, an elderly woman in a light blue shirt walking a dog on a path, and a two-story suburban house.

3.



4.

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!

5.



6.



7.



8.



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

9.



i-CREATE

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

10.



11.



The Biennale Internationale Design SaintÉtienne 2015

12.



The 7th International Symposium on Visual Information Communication & Interaction
5 - 8 August 2014 | Sydney Australia



Visual communication through graphical or sign languages had been conducted among human beings of different backgrounds or cultures, and in recent decades between human and machine.

Welcome to VINCI'14

The 7th International Symposium on Visual Information Communication and Interaction (VINCI 2014) provides an international forum for researchers and industrial practitioners to discuss the state of the art in visual communication theories, designs, and applications. VINCI has been previously held in Shanghai (VINCI'2008), Sydney (VINCI'2009), Beijing (VINCI'2010), Hong Kong (VINCI'2011), Hangzhou (VINCI'2012) and Tianjin (VINCI'2013). VINCI '2014 will be held on August 5-8, 2014 in Sydney, Australia.

13.

SCREEN
For a wide range of designs that are expressed on a screen, from applications to motion, interface to entertainment.

EXPERIENCE
About analyzing, designing & improving the user's experience. It includes service design, UI, UX and HD.

CONCEPT & STUDENTS
For concepts developed in any medium and design discipline, by students or professionals.

GRAPHIC
For print, branding, graphics & environmental design.

SPACE
For architecture, interiors & urban design.

PRODUCT
For 3-D, industrial & product design.

HEALTH
For any health-related design, from devices to delivery systems to facilities.

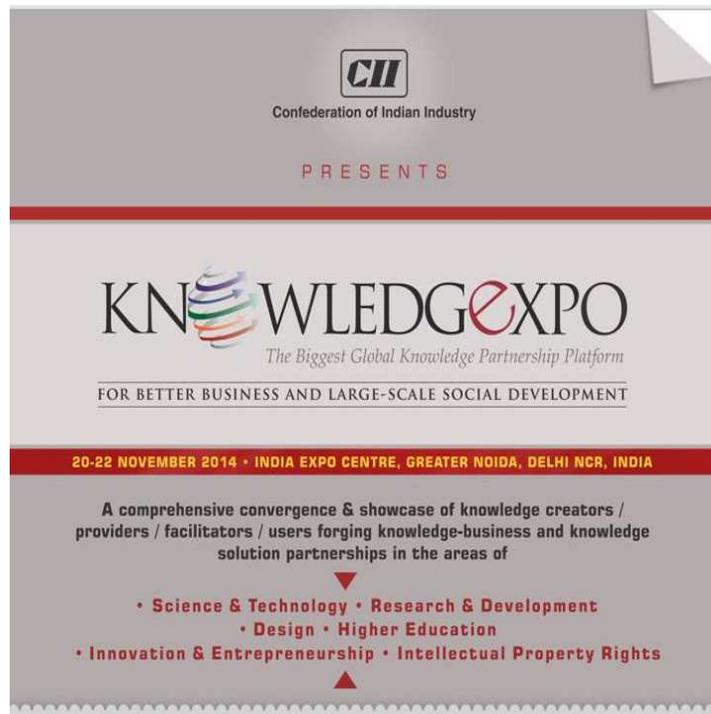
TRANSPORT
For all forms of transportation, from cars & bikes to trains, planes and systems.

The Spark 8th Annual International Awards

EIGHT NEW COMPETITIONS SERVING EVERY DESIGN DISCIPLINE
FOR COMPLETE DETAILS, VISIT WWW.SPARKAWARDS.COM

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Autodesk | Studio Hinrichs | **riot** | ARCHNEWSNOW | BUSTLER | PLUG CONSULTING ARCHITECT | DEATH BY ARCHITECTURE | CORE77

14.



15.



16.



Aiap Summer School con Martin Foessleitner Emergency / Emergenza

Da venerdì 27 a lunedì 30 giugno 2014
dalle ore 10.00 alle 17.30
Accoglienza summer school venerdì 27 alle ore 9.45
Accademia di Belle Arti di Genova,
via Agostino Bertani, 5 - 16125 Genova
Sono aperte le iscrizioni con sconti per tutti gli iscritti entro il 5 giugno!
[Potete leggere e scaricare il modulo a questo link.](#)

17.

REGISTRATION IS OPEN
CLICK HERE

TRANSED 2015 LISBOA
FOLLOW US: f in

Setting the scene for TRANSED 2015

AIM and MANAGE for INCLUSIVE ACCESS

Rosário Macário
Chair TRANSED 2015

IST, Instituto Superior Técnico, Lisbon Technical University
TIS.PT, Consultores em Transportes, Inovação e Sistemas, s.a.
WCTRS, World Conference in Transportation Research Society

Presented in New Delhi (13th TRANSED), Sept 17-20, 2012

14th TRANSED CONFERENCE – Lisboa – 28 to 31 st July 2015 Rosário Macário 1

AIM and Manage for Inclusive Access

18.



Welcome to the **Faith & Form/IFRAA International Awards Program for Religious Art & Architecture**

The Annual Religious Art and Architecture Design Awards program is co-sponsored by *Faith & Form* Magazine and the Interfaith Forum on Religion, Art and Architecture (IFRAA), a knowledge community of the American Institute of Architects. The awards program was founded in 1978 with the goal of honoring the best in architecture, liturgical design and art for religious spaces. The program offers five primary categories for awards: Religious Architecture, Liturgical/Interior Design, Sacred Landscape, Religious Arts, and Unbuilt Work.

Awards and Recognition

Award recipients receive significant recognition including printed and framed citations, recognition at an IFRAA awards presentation, full-page coverage in *Faith & Form's* Annual Awards Issue and project board exhibition at the AIA National Convention.

Award Categories

Entries are welcomed and encouraged from architects, landscape architects, designers, artists, students, and consultants. Our entry categories and entry requirements are detailed below.

The 2014 Jury Panel

Chair/Liturgical Designer: Terry Byrd Eason
Terry Byrd Eason Design / Chapel Hill, NC

Architect: Craig Rafferty
Rafferty Rafferty Tollefson Lindke Architects /
St. Paul, MN

Architect: Douglas Johnston
William Rawn Associates / Boston, MA

Artist: Michael Berkowicz
Presentations Gallery / Mount Vernon, NY

Clergy: Robb Webb
The Duke Endowment / Charlotte, NC

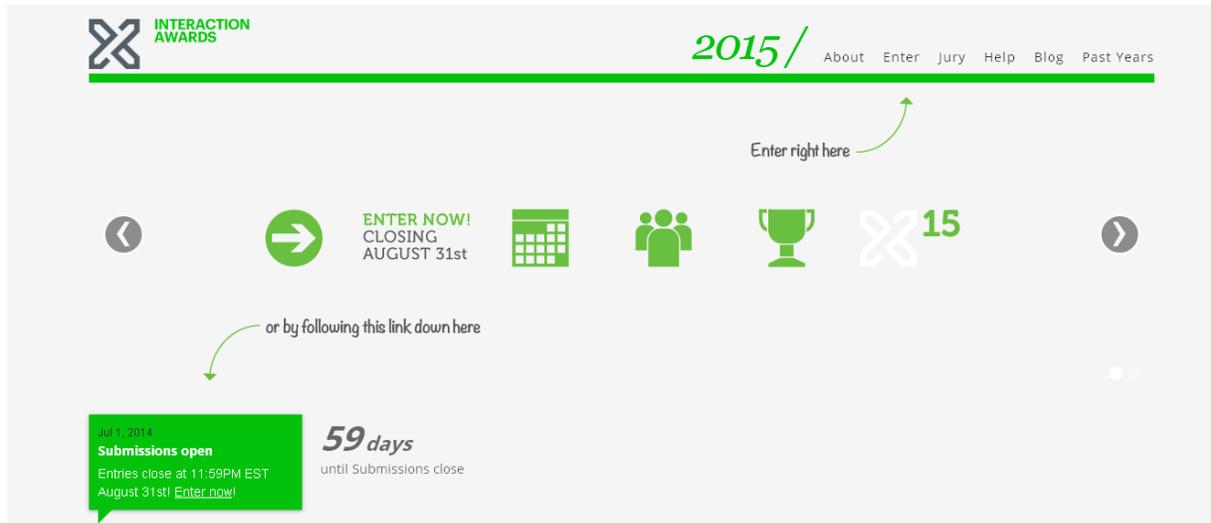
19.

Design in Motion: the 4th Annual Seattle Design Festival From Sept. 5 to 19



**Mark Your Calendars for the 4th Annual Seattle Design Festival
From Sept. 5 to 19, there will be a little something dazzling for
everyone**

20.



21.

Typography Day 2015

7th - 9th March 2015,

Organized at IDC, IIT Bombay with support from InDeAs and Aksharaya

<http://www.tyoday.in>

Theme:

Focus on 'Typography, Sensitivity and Fineness'

Introduction

Typography Day will be organized for the eight time from 7th to 9th March 2015 at 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, Sensitivity and Fineness'.

22.



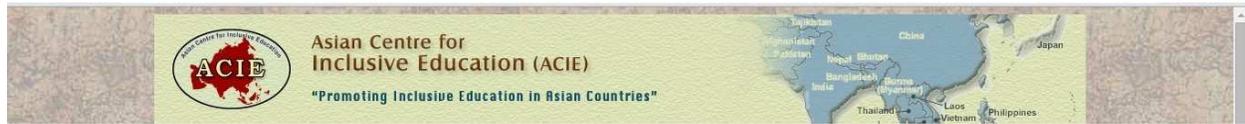
The Vision for Equality Award

The **EBU Vision for Equality Award** is given to European organisations, institutions, policy makers, enterprises or individuals in recognition of their commitment to protect and promote the rights of blind and partially sighted people and to improve their living conditions. The Award, which consists of a certificate and a piece of art by a visually impaired artist, is presented every four years on the occasion of EBU general assemblies.

Nominations may be put forward by EBU national members and are processed by the EBU Awards Working Group.

CALL FOR NOMINATIONS FOR THE 2015 EBU "VISION FOR EQUALITY" AWARD

23.



2nd International Conference on Inclusive Education

9 - 11 January, 2015

Venue: Institution of Diploma Engineers, Kakrail, Dhaka, Bangladesh

Conference Theme: **Achieving Inclusive Education through Post EFA Goals 2015--How Far are We?**

24.



Open call for designers for the fifth edition

Operæ invites design studios, handicraft designers, makers, design publishers and digital designers to participate with their self-productions in the fifth edition of the event, to be held in Turin from the 10th to the 12th of October 2014.

25.



26.

5th International Conference on Accessible Tourism (ICAT) 2014 organized by Beautiful Gate Foundation for the Disabled, will be held on December 4-7, 2014, at MBPJ Civic Hall, Petaling Jaya, Selangor, Malaysia.



27.

JOB OPENINGS:

1.

Social Twist is looking for an Interaction Designer at their Hyderabad office.

Follow the link below for more details -

<https://www.socialtwist.com/careers>

2.

NXT Team at Samsung, Bangalore (SRI-B) for Lead/Chief UX Designers with 6 - 12 years of experience.

Profile we are looking for:

Experienced UX and Visual designers, Researchers and Design/research Leaders, having worked with smartphones, wearables, internet-of-things, multi-modal interactions (haptic, voice, touch, etc.), global/regional and personal/public identities, and intelligent data experiences.

A brief introduction to SRI-B and NXT:

SRI-B, Samsung R&D Institute India – Bangalore is the largest R&D center of Samsung, outside of Korea. Samsung’s culture inherently encourages an ‘urge to innovate’ and ‘being world best’ and rewards people for fruitful long term association.

NXT, Next eXperiences with Technology is a design innovation think-tank within SRI-B responsible for defining next generation UX solutions for global markets (Samsung’s flagship mobile devices, wearables and connected environments in particular).

The NXT charter is threefold:

- 1. Design new concepts that define future direction for human experiences.**
- 2. Closely work with R&D teams at SRI-B to build next generation Proof Of Concept prototypes.**
- 3. India research – Mine insights from Indian market to build regional solutions having global implications**

Please send your CV and portfolio to me in reply to this mail, without changing the subject line, so that it's easy to sort and track your responses later.

3.

Icarus Design, Bangalore is looking for a Web Designer.

Job Description

A Web Designer, employed by ICARUS works with ICARUS’ internal clients like the Design Manager or the Client Servicing Executive to roll out effective Design concepts for ICARUS’ clients. They usually report to Brand Director.

The job of a Web Designer is to quickly grasp each client's goals / brief, and make use of the resources of ICARUS to build and deliver the most effective design concepts.

Job Role & Responsibility :

Develop high standard UI/UX, web site/ & graphics

- **Develop Responsive web sites/web application**
- **Responsible to create eye catching color schemes with great sense of visualization**
- **Good written and verbal communication**
- **Designing of Logos & Banner as per specifications**
- **Develop eye catching presentations(MS-power point) & brochure design etc...**
- **Ready to work alone. candidate should have Self confidence & take the Project responsibilities.**

Skills and Personal Qualities:

- **Experience designing web-based interfaces, Create and execute design layouts and develop artwork for a variety of web projects.**
- **Excellent knowledge in Dreaweaiver,HTML and CSS, Adobe Photoshop, illustrator,wordpress.**
- **Excellent knowledge JavaScript, JQuery and AJAX.**
- **Understanding of User Experience design principles and knowledge of UI best practices and usability.**
- **Co-coordinating with visualizers and team leader for execution of various projects.**
- **Knowledge in corel draw, scripting would be an added advantage.**
- **Understanding of cross-browser compatibility and accessibility standards (W3C Guidelines).**

Interested candidates please get in touch with : Email id : archana@icarus.co.in

4.

NEWGEN is looking for UX Designers for their UXD Team at Noida office.

Please find below a brief description regarding the opening and contact details, if you are interested!

No. of positions:- 1

Job Description

- The primary job of UX designer is to develop scenarios, task flows, wire-frames, interactive prototypes and mock-ups to effectively conceptualize and communicate detailed interaction behaviors and high-level design strategies for enterprise applications.
- Presents findings and recommendations to business stakeholders, senior executives, other UX team members and technical teams to influence decisions that create the best user experience.
- Work closely with Visual Designers, Product Managers, and Engineers to define and improve the User Experience of mobile and tablet apps.
- Participate in design discussions with the UX team and ability to solve complex design problems.

Skills

- B.Des or M.Des degree in Interface Design, HCI, Industrial Design, Visual Communication or highly related field. Advanced degree preferred.
 - Minimum 2-4 years of experience in a user experience role; interaction designer, information architecture and usability.
 - Experience in mobile environment, social media for enterprise content is a plus.
 - Experience producing wireframes, developing UX specifications and providing support for teams who use them.
 - Experience using creative tools like Adobe Creative Suite and prototyping tools such as Axure and Visio.
 - Portfolio demonstrating best creative practices, thinking and mock-ups.
 - Strong knowledge of interaction design, UCD principles and methodology.
- About Company:

Newgen Software is a leading global provider of Business Process Management (BPM), Enterprise Content Management (ECM), and Customer Communication Management (CCM) solutions. With a global footprint of 1000 installations in over 50 countries, the company is credited with large, mission-critical deployments at the world's leading banks, insurance firms, BPOs, healthcare organizations, government agencies, telecom companies, and shared service centers.

Newgen has been positioned in the Magic Quadrants for Intelligent Business Process Management (BPM), Enterprise Content Management (ECM), and Customer Communication Management. The company has been recognized by distinguished analyst firms including Gartner, Forrester, Frost and Sullivan, and IDC.

Assessed at CMMi Level3, Newgen is certified as ISO 9001:2008 for Quality Management System and ISO 27001:2005 for Information Security Management System.

Kindly send us your updated CV or resume and portfolio (size < 5 MB) at: -

rakesh.das@newgen.co.in cc:- ritika.bajaj@newgen.co.in

5.

Job

Visual Designer will be responsible for implementing look and feel based on Sr. leaders, developing original design concepts, executing designs based on established style guides, participating in internal visual design

Description:

presentations, developing detailed design specs for production. They are responsible for creating outstanding visual design for all projects that meets UX and business requirements.

Technical

Skills

- Must have passion for creative excellence, unbelievably great taste, Love of design
- Excellent and up-to-date design and creative trend knowledge and skills
- Strong conceptual thinking
- A solid understanding of designing intuitive site functionality, interaction, site architecture, user interfaces, and navigation.
- A strong working knowledge of graphic design, digital media

Company Website: www.bitchemy.com

Contact email : prathyusha.m@bitchemy.com

6. VD

Here comes an exciting opportunity for all you creative wits! Cognizant Technology Solutions, Chennai, *A fortune 500 company ranked at 308th position*, the largest design house in India, is looking for creative Web/ Visual designers with experience range of 2-6 yrs with preferred location as Chennai. So, you think you fit the bill? Please share your updated resume with the online portfolio link to Ramya.Narayanan@cognizant.com or

Shakthi.PrasadRajagopalan@cognizant.com

UX

Interaction designers / UX analysts with wireframing, prototyping knowledge with experience range of 2-6 yrs with preferred location as Chennai. Please share your updated resume to Ramya.Narayanan@cognizant.com or

Shakthi.PrasadRajagopalan@cognizant.com

7.

Role : UI/UX Engineer

Location: Bangalore

Responsibilities

- Develop concepts, prototypes and pages on apps and web .
- Flesh out wireframes to develop web and mobile experiences.

Required qualifications

- 3-4 years of experience in online/ mobile environment.
- Proficiency in Adobe Creative Suite appreciated
- Expert knowledge of Javascript, HTML5, XHTML, HTML, CSS.
- Skilled in the use of Photoshop, Illustrator, Flash, Fireworks, Dreamweaver.
- Working knowledge of PHP, MySQL/Database.
- Proficient in XML/JSON.
- Experience is developing apps/ mobile web.
- Experience in designing for mobile devices e.g. iPhone/iPad/Android.
- Knowledge/appreciation of interaction design in online/mobile apps

Talent is more important than experience.

Please mail your resume and portfolio at: manish.hans@eng.knowlarity.com
8.

Lead Interaction Designer

Location: Bangalore

Key Responsibilities:

- Invent and design experiences on behalf of the customer from wireframes to mocks and prototypes
- Produce user flows, wireframes, prototypes, user interface specifications that drive specific metrics and address unsaid needs
- Initiate and manage user experience research and testing processes
- Perform metrics analysis to inform design/UX optimization efforts
- Oversee close coordination with the product management team to develop a shared vision of a product and then lead a process to define the experience and design to deliver on the product's objectives

Basic Qualifications

- 4+ years professional experience as an interactive designer / user experience designer; expertise in both information architecture and visual design
- Degree or formal coursework in design or visual communication required.
- Experience in product design - mobile and internet - greatly preferred.
- Proficient in the standard tools of the design trade, e.g. Photoshop, Fireworks, Visio, Omnigraffle, Illustrator, Dreamweaver .
- . Prototyping skills a big plus.
- Demonstrated ability to design within constraints and make trade-offs
- . User empathy a must.
- . Ability to communicate clearly a key success factor.

Please mail your resume and portfolio at: manish.hans@eng.knowlarity.com
9.

We are building a technology platform which aims to digitize the real physical world. We get a lot of data about consumer movements in indoor locations. As a designer, you will have to convert this data into a form which is easy to visualize. You will have to understand the requirements of retailers and come up with ideas on how to represent the data graphically. The user interface and the data representation is of immense importance as that is the only access that our customers will have to the product and it will help them justify and improve their business decisions. The interface will define the product and its success to a large extent. You will also be involved in designing the look and feel of the sensors which will be deployed at physical locations.

Responsibilities:

- Create design flows and experiences for analytical dashboard from scratch that are incredibly simple and elegant.
- Graph design to represent data, comparison across data sets, time ranges etc.
- Conceptualizing, designing and prototyping new features for our core product.
- Create a brand for the company.
- Design graphics for product website, social media marketing and press reports.
- Design booths for events.

Requirements:

- Excellent graphic design knowledge.
- Experience in product design.
- Highly proficient with Adobe Photoshop, Illustrator, Fireworks and similar design tools.

- Attention to detail and a demonstrated mastery of typography, color and page layout.
- Excellent communication skills.

Contact:

Phone: 09920571810

Email: jobs@amideeptech.com

Website: www.amideeptech.com

Address: 406 Platinum, Jawahar Road, Opp. Ghatkopar(E) Railway Station, Ghatkopar(E), Mumbai-400077.

10.

We are looking for Visual designers with experience in web application UI design for our upcoming Enterprise web application projects.

This requirement will require visits to our Bangalore office for team discussion.

If anyone interested, do share your portfolio with contact details.

Tel : +91-944 9565 744

+91-80 4095 3785

Email : sam@neointeraction.com

11.

Role: Sr Visual Designer

Location: Bangalore

About Simplilearn:

Simplilearn is one of the largest training and certification players in the world, a start-up based out of Bangalore, India. find us at www.simplilearn.com

Why do we need you?

We are seeing rapid growth in the next few years, and are looking for a Visual Designer to lead the visual redesign our web and mobile experience to make it the best in class.

Job Summary:

Simplilearn visual designers are responsible for balancing usability with desirability—using color, style, type, icons, information design, and visual hierarchy to clarify data, indicate relationships, hint at behavior, and communicate the brand.

If you've built web and/or mobile products which you believe are on the cutting edge of UI design; if you are fanatical about improving user experience and in doing so making the world a better place; and if you are excited about working on a product where the world is your market, we would love to meet you.

Job Description:

- Create a visual language strategy that achieves brand and user goals for various systems.
- Iteratively refine a visual system that supports the interaction, that makes an emotional connect with the users and makes them want to spend time with the product.
- Create elegant customer focused, designs that exceed the business and customer goals
- Communicate effectively in a cross-functional product development team.
- Drive projects from concept to completion in a fast-paced, iterative, product environment.
- Take input/requirements from multiple stakeholders and turn those into multiple compelling design paths - then iterate through with the extended team to find the best direction.

Desired Candidate Profile:

- We are looking for someone with minimum two years of experience in designing outstanding digital interfaces (Web interfaces, Mobile, Backend applications)
- Excellent knowledge of Information Design, Typography, Layout and color theory
- Experience with the conceptualisation and design of navigation, labelling, search, and organization systems for websites and applications.
- Has a Portfolio capturing brilliant visual design work.
- Gets a kick out of creating positive & loveable experiences.
- Understand the capabilities and limitations of common GUI technologies.
- Is master of common graphic design and Web design tools.
- It would be great if you hold a degree in Graphic Design/BFA/Visual Communication/ or other closely related courses – but its ok if you don't!

If you are interested, please send your resume and portfolio to preethy.k@simplilearn.com

12.

ICARUS Design is looking for a Graphic Designer in the Web & Visual Communication space -

someone from a reputed Art or Design school with a minimum of 2 years experience.

We'd expect you to be proficient with the Adobe suite, would be glad if you're skilled in CSS/HTML

and absolutely thrilled if you have a way with words!

Interested candidates please get in touch with :

Archana Prakash, HR Consultant, Icarus Design

Email id : archana@icarus.co.in

13.

Full time Faculty Positions at School of Fashion & Design, GD Goenka University

GD Goenka School of Fashion & Design is looking immediate recruitment of full-

time faculty for the next academic year (starting August) for its Visual communication and Interior/Spatial Design programmes at Bachelor, Masters and Doctoral level.

The teaching and laboratory facilities at the school as also the details of courses & activities can be accessed at the following links:

<http://www.gdgoenkauniversity.com/schoolofdesign/>

<https://www.facebook.com/pages/GD-Goenka-School-of-Fashion-Design/436852256360642?fref=ts>

Applications/Letters of interest may be sent tosanjay.gupta@gdgoenka.ac.in

14.

Videocon, one of the leading consumer durable companies in India is searching for Industrial Designer at Gurgaon location.

Position -Industrial Designer

Qualification:Graduate / Post Graduate in Industrial Design with relevant experience of 2-4 years in the field of Consumer Electronics, Home Appliances, Consumer Research

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

The candidate should be able to:

- Express ideas clearly through 2D concept Sketches.
- Conduct Extensive User and Market research
- Translate Customer needs, technical, brand attributes and business vision into products
- Excellent visualization skills.
- Knowledge of manufacturing process.

- **Understand product development cycle.**
 - **Hand-on model making experience**
 - **Expertise in 3D (Rhino, Solidworks, Pro E etc) and 2D softwares (Corel, Photoshop etc)**
 - **Process a great general knowledge of design trends .**
- Interested Candidates can send the Resume and Portfolio earliest at following Email ID only**
varunsrivastava@vgmail.in and himanshusoni@vgmail.in

15.

**Lunar.com is looking for some profiles in India, based out of Bangalore.
3-5 years experience in product design would be good.
Interested, please drop a mail to umakant@lunar.com, with your profile/
portfolio...**



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News@designforall.in

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about our newsletter to the Editor

Feedback@designforall.in



*Dear Friends,
We need your feedback on our publication and
your support for popularizing the concept of our
social movement of Design For All/ Universal/
Barrier free/ Inclusive Design. It is our further
request kindly submit your latest articles,
research findings , news and events with us for
publication in our newsletter.*

*With regards
Dr. Sunil Bhatia
Design For All Institute of India
www.designforall.in
dr_subha@yahoo.com
Tel:91-11-27853470(R)*

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Editor@designforall.in

The views expressed in the signed articles do not necessarily reflect the official views of the Design for All Institute of India.

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