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Design Saint-Étienne

Making our City together

Guest Editor: Josyane Franc, Head of International Affairs

Cité du design & Higher School of Art and Design, Saint-Étienne, France

Coordinator of Saint-Étienne UNESCO Creative City of Design

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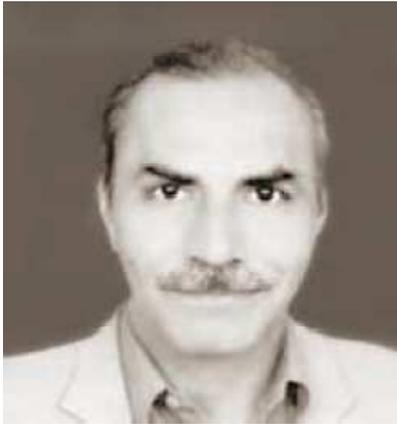
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Dr. Sunil Bhatia

A woman is nature and has capability to produce the better competent nature for survival in changing environment. Nature switches for betterment in gradual manner with caution and safety, so woman represents the same. Safety and woman is synonymous and man is associated with risk. This unique inbuilt character of safety has changed her thought process and this has been contributing great in design from the days of birth of humans. She appears feeble and does not enjoy the physical power that a man does, but her inner strength is non-comparable and that is the reason woman cannot run as fast as man but she is capable to walk longer distances than man. Human body is designed for walking and running is meant for meeting the challenges of emergency. Man's anatomy is in that way different from her and his body does not have extra baggage to perform other biological activities like woman. He does not experience any hurdle in running in emergency unlike women and enjoys extra strength. This makes him not to averse with risk. Her anatomy is like that she has extra flesh on breast for feeding infants, ovary for carrying child and design of spine enables

her to bear her load as well as child which also contributes to limited movements. These limited movements make her favor being risk-averse and prefer to design the family, community and states keeping the focus on her central idea of safety. These unique features have influenced her mind and by observing the nature she has learned a lot and while executing she tried to imitate it in her actions that make us to believe she is different from man. Our society is design on need-base and her great contribution in this direction helped in establishing progressive peace loving society where man contribution is minimal. Man's aggressiveness cannot stay for long so his contribution are temporary and does not leave lasting effects on human progress. His aggression created trouble for those who wish to perform silently for the progress. His physical power makes him to enjoy abundant ownership by suppressing women otherwise his role in history of development is confined to supportive of her value-based progress. Wherever he has ignored the woman he suffered a lot and basic progress was absent and superficial progress surfaced. Whenever his inner ambition to conquer and control the nature has surfaced that very moment he has invited catastrophe.

The difference between man and woman can present some unique health risks, especially when it comes to woman and her risk for stroke. Social risks were nonexistent in primitive times. Primitive woman was unaware about health risk but idea of safety was guiding subconsciously for bearing and rearing the child and avoided any eventualities that could harm her progeny. That was survival era and all efforts were for safety. What primitive person had learned by observing activities around them, the modern person wastes huge financial resources. Modern people are suffering with social,

psychological and economical risks and they believe their findings are worth it, but are they? After spending long hours on research they claimed that 85 percent of strokes are related to a blood clot, where it breaks off, then travels to the brain and lodges in some artery that travels to the brain. Any brain tissue beyond the clot is then deprived of oxygen that's in the blood and is at risk of dying if blood flow is not restored. The risk of stroke increases with age, and women tend to live longer than man. Primitive women might have learned from her experience that places where plants and water are close to her vicinity she feels that her mind and physical strength rejuvenated and better compared to dark, moist or dry places. She selected the places where enough sun light, water and greenery were present and in the modern world we commonly say oxygen level was high in atmosphere. It might be her subconscious effort to avoid health risks due to pollution or lack of oxygen. Her realization of aging and associated diminished physical strength compared to what she had enjoyed in her prime youth years further added complexities in her behavior and the need of rest; peace that should be taken care by others forces her to act surreptitiously for safety. If she could not use her strength of youth to safeguard problems of old age her longevity was in danger. That was the time she designed the concept of asset utilization and thought to enjoy reaping of dividend later on. She realized her longevity solely depends on safety around her. Primitive women were constantly living under threats of external forces but modern woman is suffering by living a life where they are safe but her inner self is weak that forces her to beautify her physical appearance and exploit it for material gains as safety tools. Modern women also face unique hormone issues unlike primitive woman because of her life style. Hormone replacement

therapy, oral contraceptives can increase stroke risk, especially when combined with smoking. Scientist claims higher levels of certain hormones can make the blood clots appear more easily. These certain features of her life style defined modern woman with substance and contributed a lot for progress of society but in reality contribution of primitive women was more challenging and they were the dynamo of establishing a vibrant society. Contribution of wrong modern education is that it has ruined basic nature of human beings' need to explore nature and allowed to live a confined life that adheres to certain scientific principles. This has made us more dependent of artificial life. That never allows us to be creative what our primitive women had left a legacy for future generations.

Woman anatomy is same and she has not biologically evolved much from the days of birth in this planet but primitive woman came out from Dark Age and allowed us to be known as modern. Her body is designed in such a way to so that she can perform certain special roles of being a woman who needs special care of hygiene otherwise they are highly prone to infections and live life under threats of various diseases. Primitive woman investigated the reason of troubles and designed to avoid that happened in future led to the introduction of concept of hygiene. She extensively used water, cotton or absorbent materials from nature for combating diseases. Blockage in nostril is natural in child and it can obstruct the breathing and it can prove fatal. She squeezed the nostril to remove that blockage. It looks simple today but inventing the technique to overcome a blocked nose was an imaginative task. There is another case that woman of any era generally face the blockage of duct of her breast during the first time of feeding the baby. Milk is blocked due to close duct and milk glands keep

producing milk which makes the breast swell and she experiences pain. Who got the idea of manually compression of nipple to remove blockage in ducks is mystery but tackling the problem is marvelous. She cared for her crying child and designed the technique of communication in her own language for meeting the needs of the child. She is the reason of developing the language faculty in us. She can be aggressive like man but safety of child prohibits her. She understands her limitations and knows the art of overcoming and executes it suitably. In Stone Age, they have designed the tools that are not hurting the user but meet the objective. Best example is design of mortar-pestle, various vessels with high flaring necks and rims. This character is still intact and reflection is visible in modern women. Modern women live constantly under social pressure and biggest challenge for her is to protect her privacy and safeguard, anticipate that which can humiliate her. She is extra vigilant while moving in dark than her male counterparts and will keep watch with minute detail around her environment and will notice and not overlook any small factor that can be the reason of unfortunate incidents. Discovery of fire had revolutionized the human history and proved to be reason of the beginning of Iron Age but the real task of management of fire was designed by women by giving top priority to safety. Heating of oil for cooking was done on an oval shape of pot not unlike vessel with sharp bent because spilling could be avoided and frying can provide even heating. The design of pot plays a vital role for frying and it is universal in that people use round/oval shape in such way that it gives opportunity for deep fry along uniform heating from all sides. Other shape will not give even heating and some portion will receive extra heat and it will burn the food and the other portion will remain uncooked. They were not scientifically

aware about heat that travels through convection in liquid but their experiences made them to design the cooking pot in such way that heating should be even and it moves from center to the sides. That made them design it with an extra deep bend at center and gradually they might have realized that the section of spherical shape is best for heating as well for holding the heating medium. These ideas can come into the mind of women and it is beyond reach of man. Goglet is long neck, porous vessel is made by adding portion of sand in earthenware for cooling the water by evaporation and is a marvelous concept of design and it was an indication that general perception of civilization of scientific temperament was established and the role of women was at its peak. Design of Jug for transfer of liquid from one container to another was a clear indication that woman had understood the importance of water and attempted to control the wastage for optimization along with safety from foreign elements that can make water not fit for human consumption. Design of Bread in Europe, Chapati or roti in Asia can cook in two ways. One with direct heat that they designed the oven with earthen material and for heating they used wood or coal and allowed the bread to be stuck with sidewalls by using extra water for wetness. The shape of oven is cylindrical. Design is imperfect and there is compromise with safety. Women use their intuitive power along with observation to find that layers can protect from heat. That made her to cover their face and hand with piece of cloth to prevent heat. Another example is indirect heat where earthenware/iron tawa is designed in such way that it rest with three legs of fire stove and it is sometimes flat or slightly round. It is safer and designed to cater to a small family need. In bakery they use flat plate to place in oven and we can

notice that top layer is extra cooked because it receives more heat compared to other portion that are less exposed to heat.

Knife or the dagger might have been designed by man. A dagger is a fighting weapon with a very sharp point designed for or capable of being used as a thrusting or stabbing weapon. The design dates to human prehistory, and daggers have been used throughout human experience to the modern day in close combat confrontations but safety features was definitely a woman's contribution by introducing the palm grip. Sword is placed under leather jacket and is designed by woman for safety because it has a sharp open edge that can hurt accidentally. I have noticed that modern woman is still under the influence of ancient women and carrying forward their tradition in the best possible manner wherever they find opportunities. Design of piece of crochet or embroidery cloth for covering the telephone set or television or refrigerator is indicating the same tradition. Why do they wish to protect everything? Is it her inbuilt habit to protect or make everything around her beautiful? Protection gives sense of accomplishment of safety and beauty gives closeness with nature. I have noticed in shoe shop that a woman customer chooses the shoe that has appeal but buys that one gives safety. She is particular about safety that she even tests by pulling the strap or joint to make sure that it will not defective while walking. She may get attracted to colorful shoes but weak safety features prevents her to buy it. Women consistently express greater fears for their personal safety in urban environments than men. She failed to design the events that can allow collaborative community. At family level she is managing safety but domestic violence is on the rise that indicates that she is failing in proper design for safety at home. She is demanding safety through law but ignoring the designing of proper

value system in society. One way of achieving this is simply through making such places beautiful - a concept rarely discussed in the context of safety. This has a huge impact on women's ability to engage in employment, adult education, civic and community participation and social and leisure activities.

Ancient woman contributions were independent and were not anticipating any help from anyone unlike modern women who make hue and cry and cribs for gender inequality, it is male-dominated society then why virginity of a woman is the center of every society? I salute primitive women whose focus was safety and what they had contributed was marvelous. They might have realized that nature protects the valuable with special safety mechanisms. When she was pregnant and realized how nature was protecting the child under layers of skin and after the birth mother's emotions protect child with all mighty force. That idea might have led her to explore the fruits that are protected by shell or skin. Banana, ground nut, peas and many more are protected by nature with soft or hard skin and it was definitely discovered by women as edible. Spices and pulses are discovered by her because idea of safety for protection under skin was in her mind. At which point of time she developed the sense for selection for eating the skin with pulp and threw the protected seed as in case of apple, mango and on the other hand she selected the seed as edible and threw the protected skin as waste as we do in food grains remains a mystery, but it has contributed a lot for human civilizations. When a person was a hunter he realized under the skin flesh is for human consumption and while running many people's feet get injured because of rough terrain that forced her to think for a solution and she might have realized that skin of

killed animal dries under the sun which turned hard can protect feet from damage and it led to design the concept of shoes.

We all need to be alert and on guard of the trends which will shape urban development in the future and are here to serve women better than the past. This special issue is edited by Ms. Josyane FRANC Directrice des Relations Internationales /Head of International Affairs Cité du design & Ecole Supérieure d'Art et Design de Saint-Etienne Coordination Saint-Etienne Ville creative UNESCO de design/UCC coordination of France and she did complete justice of forwarding the international standard of concept of universal design.

“If you are always trying to be normal, you will never know how amazing you can be.” Maya Angelou

With regards

Dr. Sunil Bhatia

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Forthcoming issues

“Women Designer year of 2014”

July 2014 Vol-9, No-7

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



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

August 2014 Vol-9 No-8

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

Ar.YasmeenAbidMaan. Assistant Professor at Department Of City & regional Planning, Lahore College for Women University, Lahore, Pakistan.(Registered Member , Pakistan Council of Architects & town Planners.



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

September 2014 Vol-9, No-9

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



October 2014 Vol-9 No-10

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



She works in the field of accessible design and Ergonomics for public and private customers, focusing on mobility and safety of weak users and on urban furniture. She performs teaching activities for several Institutes, among which Politecnico di Milano, Università Cattolica del Sacro Cuore di Milano and Università degli Studi di Milano-Bicocca, where she leads the workshop "Accessible Tourism".

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

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

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.



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”

Letter from the guest Editor



Last year, Sunil Bhatia asked me to edit one issue for Design for All Institute of India during the Declare Women Designer year 2014. I felt happy to give the floor to women involved in the field of design, thanks for giving me this opportunity.

I'm not a designer myself but I have worked since 20 years in the field of art and design. In this area, I saw that most of the teachers are men, most of the students are girls, most of the artists and designers are men, and most of the staffs are women What is the place of the woman in the society and in the design community? Big debate and a lot of articles are undertaken each year in many magazines. Here in Saint-Etienne this even gave birth to an exhibition "C'est pas mon genre /About women" curated by the Post-Diploma teachers and students of our school. This exhibition focused on the multiple ways women are concerned by and involved in contemporary French design: how objects manifest gender power issues, what is the place of women in the professional design field, is there a design by women? The exhibition was created for the

European Days of the ECB in Frankfurt in 2012, then presented at the Biennale Internationale Design Saint-Etienne 2013).

But if I can share with you few words on how it is to live as a woman and to move up in the hierarchy with responsibilities, I would say that the most difficult has been of course to reconcile the various activities of a woman's life: work and family. How not to feel guilty when you have to travel? The organization relies heavily on the shoulders of women. I was lucky to have help from my friends and family to take care of my children. Some of my friends always told me that I could do this career because I had no husband waiting for me! I am still shocked by this idea! My daughters loved to have a dynamic mother, happy in her job and took pleasure in meeting all these international artists and designers who came to dinner at home. They are proud of her career. I worked and I'm still working by passion. I always have in mind two important sentences from **Simone De Beauvoir :**

«It is by the work that the woman largely crossed the distance which separated her from the male; it is the work which can guarantee her only a concrete freedom.»

And

"Nothing is acquired ever definitively. A political, economic or religious crisis will be enough so that the rights of the women are questioned. Your life lasting, you will have to remain watchful. »

Coming back to this issue, today Design has taken a new stature and has a real power of influence through and many women running design promotion and activities around the world. So women had succeeded in transforming their "administrative task" in real

“strategic actions” and “power of changing. I’m active in many international networks such as EIDD Design for All Europe, ELIA,BEDA, CUMULUS, UNESCO creative cities network, Art Accord France. I also attended a workshop on 2012 for the European Pilot Project Generation and the topic and the topic was Women, Culture, and Europe. I met a lot of talented women as directors of design centres, designers, artists, journalists, curators, chairs of associations, CEOs, design managers, researchers, etc. With my best friends we use to tell that we are “*les drôles de dames du design*” The funny ladies of design! And I can recommend many guest editors for the next years!

Finally I chose to focus on Saint-Etienne, the city of militant design activists where many women are working at Cité du design, our driving force! It will show by concrete examples how deep women can be involved in design innovations.

Saint-Etienne is UNESCO design city since 2010 and recognized as one of the fertile grounds of influence in the medical, optics, health and design fields. As every city, we have to find solutions to reach the obligatory compliance to upgrade quality collective equipment for everybody’s accessibility. But our approach of Design for All goes beyond: in our projects, we try to integrate, at the earliest stage of the process, the accessibility issue to the sustainable development objective and to solidarity economy policies, which places the city of Saint-Etienne as an innovative and creative territory of the living together.

The designers’ intervention favours the innovation and the users’ needs, the local know-how, the services etc. In order to activate the UNESCO creative cities of design network, I co-curated with Laetitia

Wolff the forum EmpathiCITY, Making our city together during the last Biennale Internationale design Saint-Etienne 2013. The projects presented in the exhibition attempt to demonstrate the potential of the designer as an empathic intermediary between citizens, communities and municipal governments in order to show the transformative power of design as a tool for social cohesion.

In this issue Isabelle Vérilhac, Head of Innovation and Business Department at the Cité du design will explain the impact of IDeALL, a European project she coordinated these last 2 years. She will also introduce the *Sixième sens* exhibition. Nathalie Arnould who is Design Manager at the Cité du design for the Saint-Etienne local authorities will speak about the design policy developed to become an empathic and creative city for all. Then we will get some examples of projects developed for seniors and school by the designer Sara de Gouy. Caroline D'AuriaGoux and Lola Diard will introduce the project *Space for all* developed in partnership with a socio cultural centre. Accessibility in our city is one of the major projects developed by Marie-Hélène Andreuceti, project managers for the City. Noémie Bonnet Saint-Georges designed the signage for all to circulate in the buildings and spaces of Cité du design. Sylvie Sauvignet and MagaliTheoleyre were involved in the program "La ville en partage" [sharing the city] and prepared special educational programs for the public. To conclude this issue, the presentation of three recent publications: the first one is the release of a study on Design and Medicine, commissioned by a Cluster of Medical Industries to the Cité du design and written by RoxaneAndrès, the second one, *Seeking a shared world. Aecessibility and design for all* by AurélieEckenschwiller, Marie-HaudeCaraës and Victoria

Calligaro, and the third one: *Guide Design For All . How to do it* by Collectif Designers +.

These are significant activities selected for this newsletter, but design for all and living together are always integrated in our projects, to name the on-going and recent ones:

- "Design map" exhibition: 34 enterprise/designer tandems demonstrating the contribution of design and innovation to the enterprise's success.

Cité du design – 6th June 2014- 4th January 2015

- "Design Saint-Etienne meets Graz" exhibition: An exhibition showing the design as a revealing factor and a catalyst of the creative potential of all, through the projects realized on the territory. Designmonat, Graz 30th April-1st June - Cité du design, Saint-Etienne 6th July 21st - September 2014

- Entretiens Jacques Cartier symposiums:

2014 in Montreal : *Art and Health* and *UNSITELY!* (Innovative solutions that leverage design to improve our experience of urban worksites)

2013 in Cité du design, Saint-Etienne: *Health and Design for All*

2012 in Cité du design, Saint-Etienne: *Medical design, inventing care solutions for tomorrow - 9th Biennale Internationale Design Saint-Etienne, on the theme « the meanings of beauty »*

Saint-Etienne - 12th March – 12th April 2015

We believe in the power of design for human!

It's an honour to share these women's voices with the Design for All community and I would like to thank all our colleagues' men and women who worked to make things happen.

Special thanks to the teams of Cité du design and particularly to Camille Vilain, Miguel Jaimes and Mikaël Mangyoku who helped me for this issue. And many thanks to you, Dear Sunil Bhatia and all the guest editors of the year!

I hope you will be interested by activities developed by women and influencing on a French innovative territory (Saint-Etienne is at 500km far from Paris going South!)

I take this opportunity to invite all of you for the next Biennale Internationale Design Saint-Etienne 2015 from 12 March till 12 April 2015.

IDeALL, Integrating Design for All in Living Labs

Isabelle Vérilhac

Innovation & Companies Department Director, Cité du design, Saint-Etienne

IDeALL Project coordinator

IDeALL is one of six projects launched under the European Commission Directorate General Enterprise and Industry's [European Design Innovation Initiative](#).

With the Cité du design, Saint-Etienne as project leader, it has gathered 11 partners representing 5 European countries and 2 European networks from 2011 to 2014.

Living Labs

- **[Cité du design](#) (Saint-Etienne, France)**
- **[medic@lps](#) (Grenoble, France)**
- **[Citilab](#) (Cornella, Catalonia, Spain)**
- **[Laurea University of Applied Sciences](#) (Helsinki, Finland)**

Design Centres

- **[Cité du design](#) (Saint-Etienne, France)**
- **[Design for all Foundation](#) (Barcelona, Catalonia, Spain)**
- **[Design Information Centre](#) (Riga, Latvia)**
- **[Slovak Design Centre](#) (Bratislava, Slovakia)**

- **University of Lapland (Rovaniemi, Finland)**

Innovation Agencies/Governments

- **ARDI (Rhône-Alpes Region, France)**



European Networks

- **ESoCE Net,**
- **European Network of Living Lab,**

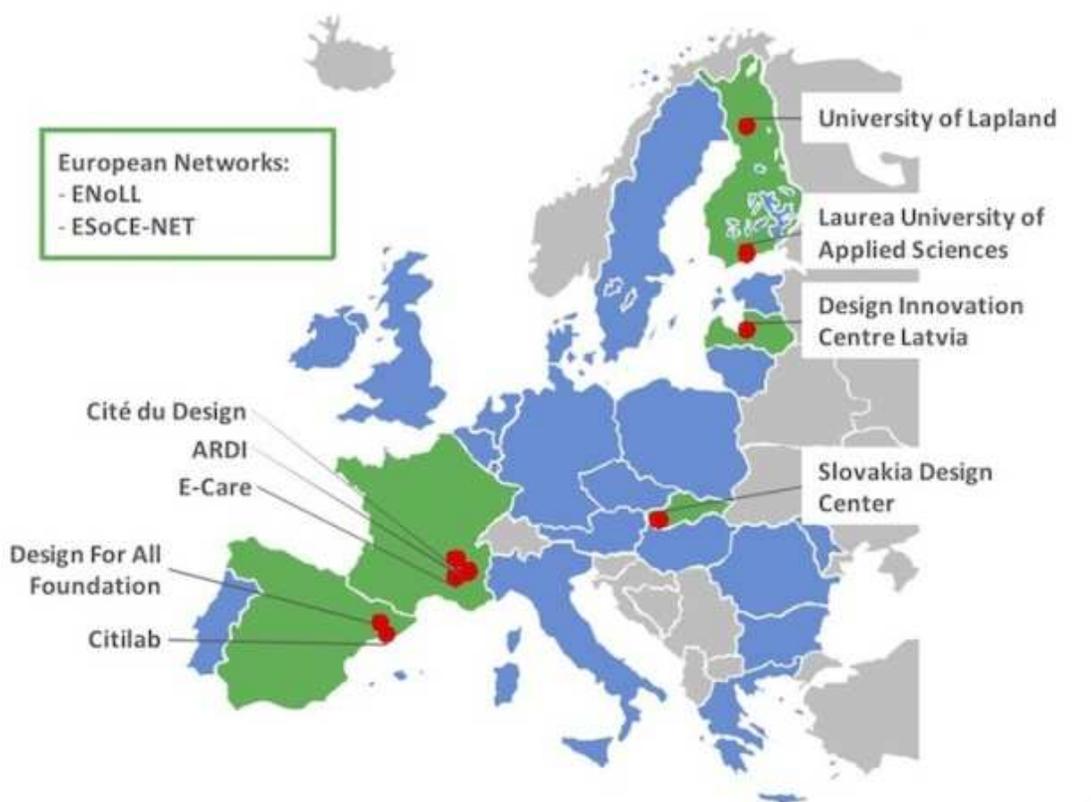
The originality of this project is to connect two user-centred communities – Living Labs and Design for All professionals – to support communities in building their public policy and to increase the competitiveness of companies.

The integration of Living Lab and Design communities gives birth to an exceptional self-sustainable community serving the innovation aspiration of Europe, and representing:

- ***Hundreds of public bodies: municipalities, innovation and development agencies, universities and research institutes.***
- ***Thousands of companies, especially SMEs often organized in industrial clusters***

- ***Tens of thousands of professionals from various disciplines (design, social, engineering ...)***
- ***Hundreds of thousands of final users organized in user communities***

This integration has started with the creation of joint working groups and the enrolment of design organisations into the European Network of Living Labs, as for the Cité du design (coordinator of the IDeALL program), being both a Design Centre and a Living Lab.



Partners of the IDeALL consortium

The Design for All community represents design professionals and experts, applying design approaches to social topics, addressing and integrating human diversity, social cohesion and equality beyond differences (culture, age, ability, social background...). Design for

All's objective is to give everyone access to everything, equally and without necessary adaptation. Still today, this obvious social need barely raises interest in the private sector. Though, organisations that really apply 'Design for All' approaches, focusing on users' needs and behaviour demonstrate innovation and competitiveness on the markets (Ikea, Toto, Fiat, Fujitsu, Oxo, Nespresso). Considering the social and economic stakes related to Design for All, fostering this approach toward companies and public authorities is a key driver for economic performance and social cohesion.

The Living Labs on the other hand are associated in the European Network of Living Labs (ENoLL). A Living Lab is an open innovation environment in real-life settings in which user-driven innovation is adopted for the co-creation process of new services, products and societal infrastructures. This vision is about moving from a position where the user is seen as a traditional stakeholder and consumer of industry-led innovations, to a position where user communities are contributors and co-creators of innovative products and services. Living Labs bring together diverse partners (companies, users, public agencies and research organisations...) in public-private-people partnerships.

This project banks on the fact that the connection of Living Labs and Design for All communities will favour innovation through joint approach toward non-technological innovation, putting the human being (users) at the heart of the concerns. Design experts rather focus on upstream concept and approach, while Living Labs test methodologies and provide platforms of experimentation. Joint innovation approaches need to be tested and disseminated among

companies and public communities to demonstrate their added value and raise stakeholder's awareness.

IDeALL supports the development of people-focused public policy and helps businesses become more competitive by tailoring products and services to user needs. Over two years, the project team has built links between the design and Living Lab communities, selected user-centred innovation methodologies and tested them in real-life situations.

Main activities undertaken

Connect networks and create a common platform

The IDeALL Community is originally set up and developed among two main communities: the European Network for Living Lab (ENoLL) and Design for All Community. The IDeALL project introduced each community to the other one by participating in their key-events, animating workshops, proposing common Awards etc.



2013 Design for All Foundation Award – Category Living Labs given to Saara Newton (Karelia University of Applied Sciences) for Life 2.0 project ©C.Modolo

It created a group of supporting partners and interested stakeholders from both fields (98 registered supporters). It defined their mutual needs and areas in which the two communities can act and leverage their strengths for new innovation processes, for example in the field of Active and Healthy Ageing.

A common platform has been set up: <http://www.ami-communities.eu/wiki/IDeALL> to share relevant information, opportunities and events for the joint community.

Share, compare, develop and transfer interdisciplinary methodologies on innovation

In order to foster links between the Living Lab and designer communities, it is crucial for the two communities to know their respective visions towards user-centred design and co-creation.

The IDeALL partners identified, shared, compared and experimented different user-centred methodologies and tools (ex: Nesta, Innovating with People, LUPI, HUMBLES methodologies; Carpet of Stories, Customer journey map tools.) They published a toolkit (www.usercentredbusiness.com - platform still in development) to empower designers, Living Labs, public and private stakeholders, Higher Schools and Universities on user-centred design according to their needs.

23 experimentations were conducted in all the partners' countries, in the fields of health, ICT, and urban development.



"Street for All" Example of Experimentation in Bratislava led by Slovak Design Centre. A competition for design and architecture students to adapt a Bratislava street so everyone could enjoy it. © Jan Mytny for Slovenské centrum dizajnu

50 cases studies and best practices have been published from the analysis of the experimentations and cases studied during the methodological research. They are available on the website: usercentredbusiness.com

Dissemination of user-centred and design driven innovation

A dense work of dissemination has been undertaken to ensure that key target groups are made aware of the design-driven, user-centred methodologies identified as part of the IDeALL project and to support them to use these methodologies. A variety of dissemination channels were used to ensure that a wide range of stakeholders, including professionals and end users, was reached: creation of a web joint-platform, participation to events and congresses, creation of toolkits and involvement of Universities and

Higher Schools (Design, Applied Sciences, Engineering, Management).

Thanks to these dissemination activities, a lively and dynamic IDeALL network has been developed. Events, calls for participation and activities connected to the project were featured on a wide range of websites, blogs and newsletters in different languages and covering areas including design, innovation, government, entrepreneurship, accessibility and design for all and human rights. IDeALL news and activities have been shared on social networks, suggesting an engaged online community.

Conclusion

After 2 years of activity, the IDeALL consortium has succeeded in starting the connection of 2 communities: Design centres and Living Lab. It has shown through concrete examples the strength of user-centred / user-driven methodologies inside these 2 communities.

These methodologies are more and more studied by researchers and economists as a source of innovation. Design as user-driven innovation is also more and more present in the European recommendations.

The IDeALL consortium has proposed a Joint Action Plan with joint initiatives for the involvement of the Living Lab and Design Communities in the IDeALL project and the strategy for these joint initiatives to continue after the project conclusion. The goal is to stimulate a favourable environment for the emergence of joint activities and initiatives in a Design Innovation approach in Living Lab.

The project initiatives, activities and Designers and Living Labs community successful cooperation, will continue through the ENoLL network and organization; the DG Enterprise Design and Innovation initiatives activities; the Design for All Community and initiatives (ex: Design for all Foundation Award , and specific events where Living Lab or Design Community play a key role in the organization (Living Lab Summer School, Design Summer School, ICE Conference).

The website usercentredbusiness.com will continue collecting and mapping user-centred design methodologies and their related best practices thanks to the community.



IDeALL final conference in Barcelona - January 2014



Isabelle Vérilhac, Director of Innovation & Companies Department, Cité du design

She holds a doctorate in material chemical physics, and lectures in industrial design. Isabelle Vérilhac was director of the Saint Etienne Medical Technologies Centre from 2003 to 2007, and has worked in design, in medical research and development activities.

Currently she is in charge of relations with economic players at the Cité du Design and, in partnership with territorial communities. She's in charge of the development and the management of projects for economic, territorial, societal projects; she created and set up the materials resource centre and the innovative uses and practices labs (LUPI) of the Cité du design.

Sixième sens

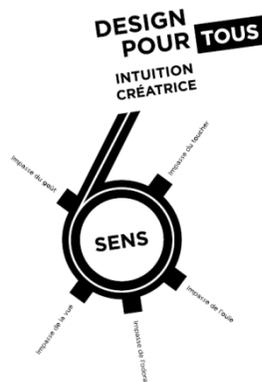
Exhibition organized during the Biennale Internationale de Design Saint-Etienne 2013

***Isabelle Vérilhac, Director of Innovation & Companies Department,
Cité du design***

***Isabelle Gomez, representative of the Duo Drôle de Caractère
(member of Collectif Designer +)***

How should designers consider user comfort? How should they reconcile the development of our customs, habits and desires with their diversity? Has the Design for All approach led to developments in design techniques?

Do creative intuition and empathy come from a sixth sense, the overarching theme of this exhibition? For the French slam poet Grand Corps Malade the sixth sense is the will to live”, the ability to adapt. But who should adapt: the end-user or the designer? For the film maker Night Shyamalan, the sixth sense is a supernatural or paranormal phenomenon.



Design pour tous Logo de l'exposition Sixième Sens 2012-2013

But what is normal for each individual? And what would our behaviour be like in a world where our system of beliefs and values was turned upside down?

Since the *Sixième Sens* exhibition is accessible to everyone, as we would naturally wish, we decided to transform its entrance by reversing normality, while at the same time respecting accessibility laws. The main entrance is therefore adapted to wheelchair users or those of diminutive stature, and the side entrance

is suitable for other people. This experience of another's condition is developed in partnership with the CEREMH (Centre of Resources and Innovation for Mobility Handicaps), which has provided the handicap installations.

An increased life expectancy, as identified by INED (the National Institute of Population Studies) is leading to changes in the physical and cognitive abilities of all end-users. User comfort and convenience are now much more relevant to design. For technical and financial reasons it is impossible to conceive of a product or service that would meet everyone's needs 100% of the time. And yet, should we be satisfied with this situation? Through the *Sixième Sens*, we explore innovations designed for user groups as we believe that they will be the inspiration for future developments that in turn will benefit the wider population.

SOME OF THE ISSUES EXPLORED IN *SIXIÈME SENS*

PROVIDING USER COMFORT

The *Leonardo* handle (Fabrizio Bianchetti) or the Panasonic symmetrical iron make life easier for the end-user. The commercial

success of the Oxo kitchen utensils or the Fiskars DIY tools shows that a business can be profitable by putting design for all at the heart of its strategy. In fact, Avril Design has made the design-for-all concept its trademark.

ADAPTING TO THE END-USER

Maped makes an eraser for left handed people – more than 15% of the population.

The *Touch & See* range by Audrey Dodo and *Les yeux derrière la tête* by Pauline Androlus seek to make life easier for the visually impaired. The Gibaud et Thuasne products make wearing an orthodontic brace less obvious.

PROVIDING LIFE-LONG SUPPORT

Products adapt and evolve with our habits and customs: such as Bruno Berard's crockery for retirement homes, manufactured by the Saint-Romain company.

Safety Navigation, a University of Oulu project, received the Design For All Award 2012 in recognition of its support of the independence of el



Leonardo Door handle, Fabrizio Bianchetti, Ghindi Group, Italie, 2012

MEETING ALL BASIC NEEDS

The EO Guidage multisensory terminal gives you directions in visual, tactile or audio mode just like the Keolis transportation devices with their *Allo TCL* project. The Dorine Lambinet and Guillaume Pichot project makes going to the toilet easier. New technologies bring innovative solutions, such as the *Vulcain* and *Strophia* cushions by C+B Lefebvre.

DESIGNING FOR AND WITH ALL

Accessibility to public spaces should not be a constraint but rather an opportunity for designers. PUCA (Town Planning in Construction and Architecture) with its research and experiments programme *Logement design pour tous* gets residents involved in running and planning the project. Charlotte Delomier has implemented this concept by putting up signs and notices on the Beaubrun civil association building. The *Collectif Designers+* professional association has published *Guide design pour tous*¹. With *Inovaccess*, the Handigo agency takes the ambitious project of providing accessibility for all to a 286-hectare site in the city of Grenoble.



Touch & See Agitateurs, Audrey Dodo ©Audrey Dodo

TAKING SOCIAL AND CULTURAL DIVERSITY INTO ACCOUNT

Difference is not only experienced through our sensory, cognitive or motor systems since it can also be of an economic, social or cultural nature. The *French Kiss* ring by Philippe Tournaire, originally designed for a lesbian couple, subsequently became the symbolic ring for all lovers after receiving the first prize for innovation and design at the Platinum Design Awards, and the necklace designed for the health programme *Immune* for the immunisation of children in India illustrate two complementary approaches in respect of this theme.

BUILDING TOMORROW'S WORLD

Associations, researchers and entrepreneurs join forces in the Living Labs, an experimental ecosystem where the end-user is at the heart of the design process. The European programmes *IDeALL* (Integrating Design for All in Living Labs), coordinated by the Cite du design, brings together the Living Labs communities and designers. Design for All Europe has initiated a touring exhibition, *City for all*, which illustrates these processes.

Even if there is no universal solution, the concept of design for all certainly has a bright future. Designers and companies alike have an interest in cultivating this now famous sixth sense!



Isabelle Vérilhac, Director of Innovation & Companies Department, Cité du design

Since 11 years, the Drôle de Caractère Duo flaunts itself on the Loire department's landscape.

We consider our profession as a transversal means of expression. Playing, in turns, with colours, volumes, materials, eternally new technologies, words and of course characters.

We perceive design as an approach leading to find the right balance between sense and form. It is all about the mind games involving both the comprehension and analysis of problems, and the answer to bring adapted solutions.

She holds a doctorate in material chemical physics, and lectures in industrial design. Isabelle Vérilhac was director of the Saint Etienne Medical Technologies Centre from 2003 to 2007, and has worked in design, in medical research and development activities.

Currently she is in charge of relations with economic players at the Cité du Design and, in partnership with territorial communities. She's in charge of the development and the management of projects for economic, territorial, societal projects; she created and set up the materials resource centre and the innovative uses and practices labs (LUPI) of the Cité du design.

***Isabelle Gomez, representative of the Duo Drôle de Caractère
(member of Collectif Designer +)***



A Design Policy for an Empathic and Creative City for All

Nathalie Arnould, Design Manager at Cité du design for Saint-Etienne Local Authorities.

The City of Saint-Étienne and Saint-Étienne Metropolitan government have defined a strategy for action which uses design as a structural tool in economic, social and cultural development. The aim of this strategy is to design an innovative, attractive territory with a stimulating, high-quality living environment.

To implement this policy, we have created in 2010 a design manager position acting across their services. The design manager aims at raising the administration awareness on design and developing the integration of design within the procurement contracts. A unique initiative in France since 2011, more than nineteen projects realized with designers to improve the living environment in the city and facilitating the access for all.

Saint-Etienne became, in June 2012, the national reference centre for the Design for All Foundation. It was the opportunity to put into place an approach of design for all, associated with the policy of accessibility, sustainable development and economic solidarity, where the intervention of the designer will be a determining factor to favour innovation and the consideration of users, local know-how, and the quality of the services involved in equipment design, housing and urban spaces.

A DESIGN POLICY FOR AN EMPATHIC AND CREATIVE CITY FOR ALL!

The Saint-Etienne region aims to integrate design as a factor of innovation to respond to social changes resulting from improvements in our lifestyles. These design processes will be of interest to both private and public sponsors.



Since 2010, the Cite du design has supported programmes by local authorities or associations in the process of innovation through user-friendly design.



La Cartonnerie, experimental public space Animation : Association Carton Plein – Partenaire : EPASE ©CartonPlein

There are many representatives involved: local and regional authorities, the Saint-Etienne Institute of Public Planning and Development (EPASE), architects, town planners, designers, sociocultural associations, local residents, social enterprises, etc. Every urban and district space and service is involved: from public spaces, local authority services and facilities, urban areas, transport, housing and businesses, to health, accessibility, culture, education, tourism and sport, etc. In each case it is necessary to demonstrate that by observing and analysing the way in which our amenities are used and by consulting with the end-users, it is possible to collectively change our way of thinking and to improve the use, operation and management of development, facilities or public services projects.

Each programme aims to implement a new method of collaborative design to respond as effectively and efficiently as possible to the issues presented by the end-user's requirements and desires. Progress is made gradually, by trying and testing new collaborative experiences which can then be analysed, confirmed or modified and ultimately reproduced. Developing the ability to take into account the experience of others, i.e. that of the end-user, is not easy.

It impacts on work habits and established procedures in project management, and requires consultation, strategic planning, time and investment. Having said all that, the results speak for themselves. In less than two years, more than forty projects have been supported by the Cité du design and the design management mission in the city and its suburbs. These new achievements have established the framework of an ecosystem rich in innovation and design which involves both public and private figures, associations and residents.

TRANSVERSAL AND GLOBAL APPROACH OF DESIGN

The aim is to create an innovative ecosystem and user centre process.

The strategy for managing design enables a transversal and global approach of design applicable to urban planning, transport, housing, but also to fields such as health, road infrastructure, culture, tourism, urban equipment, shops and businesses...

It emphasizes a perspective of social and economic development based on the anticipation of needs and behaviours.

The Saint-Etienne city and metropolitan government is implementing a strategy for managing design across its departments and within its projects. Make the territory's design strategy a tangible part of public policy. Improve service quality for users.

DESIGN STRATEGY

- *Improving inhabitants immediate environment*
- *Building together*
- *Following « access for all » principles*
- *Innovating in public services*
- *Developing creative industries*
- *Promoting the territory*

DESIGN AND CITIZENS

Saint-Etienne is a UNESCO Creative City of Design since 2010. It means design is conceived as a catalyst and a highlight of the

creative potential of all the citizens. The Cité du design supports the public services to integrate user-centred innovation by design to the programmes led by public authorities or associations.

DESIGN IN PUBLIC SPACE

Place du Caillou and Trait d'union:

2 examples of micro-realizations made by designers in co-creation with inhabitants neighbourhoods City councils to improve the public spaces in their living area.

Place du Caillou (The Stone Square):

Designers: Laure Bertoni and Sébastien Philibert. Project realized in partnership with Carton Plein during the Biennale Internationale Design Saint-Etienne 2013, exhibition EmpathiCITY, Making our City Together.



Place du Caillou ©Carton Plein

In the intersection of 2 streets, on a little space often covered by waste, stands a tree. An interstitial space adopted by the designers, which let their imagination run: walks in the countryside, in the

surrounding mountains. Collaborating with the technicians of the city and the inhabitants' city council, the designers proposed to convert this place into a welcoming square. Now the inhabitants can take some sun from the bench or playing perched on the stone given by the mountains' inhabitants.

Trait d'union (Union line) walking through the district, the designers notice 2 little squares on the same street: one is frequented by the children coming out from school, the other one by the elder people. Working with the community centre and the elementary school, participative design workshop were organized to make these generations meet. The aim was favouring the exchanges respecting the practices of each one. A graphic work was realized on a visual and physical link between these two parks which uses to be so isolated one of each other.



Designers: Louise + Mahé Trait D'Union ©Louise+Mahé

TBC UNION - Co-design with young users

Designer: Nikola Acalovic.

6 young girls participated during one year to the design of furniture set to read in the public library of their district, together with a designer they selected themselves. The aim was improving the relationships between the library employees and the young users of the district, but also enabled the teenagers to discover and get involved in the conception of a design project.



TBC Union ©N.Acalovic

Project: *Habitats jeunes et design*

Designers: Julien de Sousa, Fabrice

Gibilaro, Pascaline et Patrick de Glo de Besses

Partners: Association Habitats jeunes

Clairvivre, Cite du design, Ville de

Saint-Etienne, Saint-Etienne

Metropole, Region Rhone-Alpes,

Conseil general de la Loire

Duration: 2011-2014



The Clairvivre Youth Residents Housing Association in Crêt-de-Roc, Saint-Etienne, has initiated an innovative project, *Habitats jeunes et design*, whose aim is to design new residential accommodation for young city dwellers, through a collaborative project involving residents, staff, designers and architects. The objectives are to oversee the restoration of the building (a prime example of Andre Wogenscky's architecture dating from 1963), to represent the association and meet the accommodation requirements of young people today.



Nathalie Arnould, Design Manager, Cité du design and Saint-Etienne public authorities

Nathalie Arnould is a designer graduated from Saint-Etienne Higher School of Art and Design. She has participated to the Saint-Etienne International Design Biennial from its beginning in 1998, and was one of its curators in 2006 and 2008. She has been Manager of sustainability projects, then Manager of the projects with the territory at the Cité du design. At this position, she worked with the public authorities and realized projects to integrate design in the city, in the shops or for the renovation of the hotels for example. In 2011, she has become the first design manager for the public authorities in France. Her mission is to integrate design in the policies led by the municipality and the Metropolis, disseminating the culture of design in all the services of these administrations.

Conviviality in public spaces.

How do seniors take possession of their city?

Sara de Gouy, Designer & Visual Artist

The project **Conviviality in public spaces, how do seniors take possession of their city** was developed after a meeting between **Madame Delauney, Minister for the Elderly and Dependent Care, and Madame Seyssiecq** who is in charge of a senior's support group at the **Boris Vian Socio-cultural Centre in Beaulieu, Saint-Etienne**. The support group members considered that there were no urban spaces in Saint-Etienne fostering senior's needs for friendly exchanges. They evoked the good old days when chairs were placed in public gardens and the inhabitants moved them freely creating conversation circles.

The **Cité du design** joined forces with the **Saint-Etienne Community Centre for Social Action** and the **Souvignet Company** to carry out an experimentation meeting users expectations by providing some chairs, through district associations, in five places from July to August 2013. The **Cité du design** hired a designer to observe the experimentation according to its own methodology expertise.



Centre Beaulieu

The Souvignet Company, located in Bonson near Saint-Etienne provided the association with fifty chairs (ten chairs for each place). The proposed model, the DS n°7, is a galvanized steel bendable chair produced in a range of bright colours. This model is one of the company's flagship products, designed in the mid-sixties. According to the brand "When you see the chair, a legitimated impression of familiarity emerges, because we have sat on them at one time or another". The DS n°7 is indeed timeless model.

This project enhances the very important work carried out by the district's social structures in order to create a link, to make culture accessible, etc. The chairs mechanism seems to be an additional tool which enhances the space of intervention.

According to the designer, the observations, carried out during a substantial period of time, clearly gave a valuable knowledge and allowed precious encounters. This listening period with the users is a precious activity for the designer. All the narrated stories about the public space uses were informative and they evoke nostalgically a

shared and rich public space. It is a fact that seniors are not usually taken into account when designing urban policies. However, they represent a public having free time that maybe we forced to be isolated. That is why, we must gamble on the enrichment of the urban practices focused on seniors.



Sara de Gouy is a visual artist and designer trained in applied arts in Lyon.

Her work facets are numerous; at once visual artist, designer, scenographer... all these fields match the space. A city or site space, diurnal or nocturnal space, perennial or ephemeral space... The project responds to a general context, whether it is spatial, functional, cultural or historical... When the project "Circumstances" are established, it is possible to appropriate this space to imagine a "bespoke tailoring" project.

Design in the relocation of a school

Sara de Gouy, Designer & Visual Artist

Because the current building of the Jules Janin School is really old and damaged, the City of Saint-Etienne decided to take advantage of the rehabilitation works of the ancient Arms Manufacture to integrate this school in the creative district Manufacture/Plaine Achille where, since 2008, The Cité du design has been set up as well as the Saint-Etienne Higher School of Art and Design. This project fits into the continuation of the works started at the opening of the Petits Manuchards Childcare Centre and the Multimedia Centre, led by the architect agency *Chemetoff & Associés* and undertaken in 2013.

In order to prepare pupils and teachers for this relocation, a pedagogic project was developed by the Cité du design and led by the designer Sara de Gouy. To do so, some creative workshops were organized with three classes of 7-9-year-old pupils. The stakes of this experimentation are to make pupils understand and imagine themselves in their future school spaces.

The will is that pupils take part in the reflexion process to enrich the scope statements for the design-realisation project of the furniture and signage of the future school.



Pupils and teachers visiting the construction site. La Manufacture.

Three experimentation phases were developed:

- ***The model as a space comprehension tool***

In the first stage of the project, pupils got involved in the model production in order to imagine themselves in the future spaces and to get to know the architect and designer's tools.

- ***From uses scenarios to the reorganisation of the reception area***

The second stage is related to the redefinition of the entrance area uses. To undertake the work, the designer proposed five themes for the workshop:

- ***Cohabitation***
- ***Air and light***
- ***Orientation and indication***
- ***Reuse and distortion***
- ***Play and sit down***
- ***Let's go to the construction site!***

Finally, the third stage closes the pedagogic project by discovering the construction professions in the framework of creative workshops as well as the visit of the future school's construction site.

Thanks to this process, pupils' works enrich and participate to the elaboration of the project designed by Sara de Gouy.



Sara de Gouy, visual artist and designer

Sara De Gouy was trained in applied arts in Lyon. Her work facets are numerous; at once visual artist, designer, scenographer... all these fields match the space. A city or site space, diurnal or nocturnal space, perennial or ephemeral space... The project responds to a general context, whether it is spatial, functional, cultural or historical... When the project "Circumstances" are established, it is possible to appropriate this space to imagine a "bespoke tailoring" project.

Space for all!

2012-2015 /

Boris Vian socio-cultural Centre

Caroline d'Auria-Goux, Designer in Charge of Experimentation and Research Projects – Cité du design.

Lola Diard, Designer

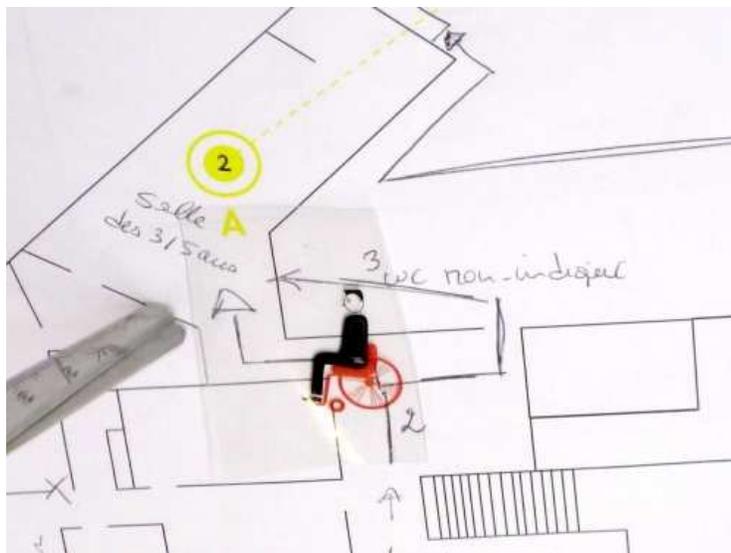
The *Space for all!* project was born from the thematic of the Biennale Internationale design Saint Étienne 2013 *L'empathie ou l'expérience de l'autre (Empathy or experiencing the other)*, and from the missions of the Boris Vian socio-cultural centre as a design expertise referent, in cooperation with the Cité du design.

The project (experimentation on the quality of the access and flow of the users of a public building) falls within a local policy: the City of Saint-Étienne, in the framework of the law specific to the compliance upgrade of municipal buildings, is carrying out works in its different structures, aiming at designing a city for all. This action falls within the dynamic of the UNESCO of recognizing Saint-Étienne as a Creative City with eight other cities: Buenos Aires, Berlin, Montreal, Nagoya, Kobe, Shenzhen, Shanghai, Seoul and Graz.

Project

The *Space for all!* project takes place in two times:

- ***State of the Arts Versun monde partagé, accessibilité et design pour tous (Seeking a shared world, accessibility and design for all), written by Aurélie Eckenschwiller.***
- ***A study case by the designer Lola Diard on the flow and uses of the Boris Vian Space, a municipal building with an inaccessible floor (or hardly accessible to various persons: disabled, elderly, injured persons, young children, families with pushchairs, etc.)***



The designer Lola Diard led workshops on the question of accessibility in the Boris Vian socio-cultural centre, for four groups of children and one group of adults. She also supported in their reflexion the actors of the territory divided into three commissions: "Population aging process", "Fighting against discriminations" and "Artistic education", in the framework of a shared diagnostic. Lola Diard also led a reflexion on the accessibility of all kind of public to a collective space at all stages of life: from early childhood to old age, including people limited because of a disease or disability.

On the occasion of the Biennale Internationale design Saint-Étienne 2013, some participative workshops called *Promenons-nous à l'Espace Boris Vian* (let's have a walk at the Boris Vian Centre) invited people to have an experiential walk that took the form of a treasure hunt inside this public building. The public, put in a situation of disability (loss of sight, hearing, mobility, etc.) had to complete an itinerary from the outside to the inside of the building. While losing their marks, the public then become aware of the difficulties the persons in a situation of disability are facing.



Stakes

Several stakes occurred throughout the *Space for all!* Project:

- ***Awareness on the question of disability for the users of the socio-cultural centre.***
- ***Exchanges, sharing and building of an educational project with a designer.***

- ***Collection and analysis of knowledge about accessibility in the public areas in order to improve the daily life of users.***

A book of recommendations with trails of projects in preparation for the improvement of the access to the Boris Vian socio-cultural centre was presented to the city of Saint-Étienne. Five great points have been approached: enhancing the access to the building, targeting some access to favour, facilitating the reading/understanding of the different spaces, arranging inviting spaces, freeing some spaces in order to become free flowing.

Experimentation Team

Caroline d'Auria-Goux, designer, Cité du design

Lola Diard, designer

AuréliEckenschwiller, designer

Philippe Chastel, Director of the Boris Vian socio cultural center



Lola Diard, designer

Trained as textile designer, she works in the space design field, and developed an approach of textile design mixing surface and space and favouring collaborative projects. She treats design by the material prism, observing their influence on the perception of places where we move. She also a teacher of Applied Arts in La Martinière, Lyon.



Caroline d'Auria-Goux , designer,

***Manager of experimental design projects, Cité du design
© Olivier Deléage, Bisbee***

Designer graduated from Saint-Etienne Higher School of Art and Design. After five years of teaching plastic arts and applied arts in secondary and high-schools, she entered in 2008 the Cité du design in order to develop projects directed towards pupils and teachers. Since 2012, she initiates design experimentation projects in the Research Department.

Favouring a signage accessible for all

Publication of a methodological guide to signage for All, for public stakeholders and designers

Nathalie Arnould, Design Manager at the Cité du design for Saint-Etienne Local Authorities.

Marie-Hélène Andreuceti, Accessibility Project manager, City of Saint-Etienne

For several years, the Saint-Etienne Metropolis, the City of Saint-Etienne, and the Saint-Etienne Public Establishment of Urban Planning (EPASE) have been involved together into a process of reflection and common actions focused on the issues of accessibility and the concept of continuity of the mobility chain.

This partnership led to the publication of a tool: a guide for implementation of accessibility on the public roads, common training sessions on this topic and the choice of common consulting assistance by Crysaside, a consulting agency specialized in signage and accessibility. These actions are implemented on big operations, for public space planning as well as renovation or new construction of buildings or spaces, with the aim of giving a coherent and pragmatic overall readability and access to the city for all the citizens.

Relying on the design notion of uses observation, this guide intends to present a methodology, which assures the coherence of the

decisions concerning signage, understandable to all the stakeholders involved in the projects, while respecting their own identity and work specificities. The recommendations included in this guide support the public decision makers and developers (engineers, urban planners, architects, landscape architects, designers etc.) in the production of the signage systems.

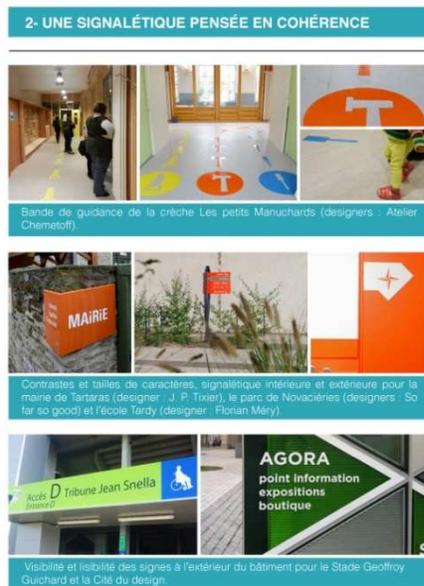
This guide (In French, original title " Pour un signalétique accessible à tous") can be downloaded on the partners websites :

<http://www.saint-etienne.fr/ville-partage>

<http://www.citedudesign.com/fr/territoire/121213-projets-territoire>

The 2005 French legislation (about equal opportunities for disabled citizens) indicates that the signage of spaces which are open to the public must be readable and understandable to all. The regulations about signage and information systems do exist, providing some standards. However, interpreting and implementing these standards are not always obvious; they don't take into account all the handicap situations, especially the intellectual deficiencies.

Beyond complying with compulsory regulations, signage systems must be the product of a collective process of design, providing safety and comfort of use for everyone, and above all, enabling any people to access the citizenship, without discrimination of age, gender, ability or cultural origin. That's why a common methodology of work is necessary, to get a good coordination between equipment, mobility and services adapted to all. Respecting continuity in the chain of mobility means that the stakeholders must look for coherence in their participation to the construction of the city.



EXEMPLES

19

Signage systems, a service for the user and an organization project

We are all affected by signage systems, which guide us in more and more complex spaces and routes. Users of public space, in the broad sense of the word, need to get their bearings, to get oriented and reach their destination from the transports, on the road and inside the buildings open to the public. To achieve that goal, one must see and perceive the information, decipher and understand it, then memorize and finally know how to use it. This process requires sensorial, physical and cognitive abilities one must apply immediately and simultaneously. People with handicap situations can be in difficulties, and even excluded from public space if signage is lacking or inefficient

The objective of signage is to ensure the maximal autonomy, and that's why it must be able to be used by the largest number of users. Designed for the most vulnerable people, it is useful, reassuring, and

comfortable for all. Dialogue with users as methodological principle and Universal Design as research principle¹are levers for the achievement and sustainability of projects concerning accessibility, able to answer issues like ageing of the population.

This methodological guide to a signage for all is a collective work of Saint-Etienne Metropolis, the City of Saint-Etienne and the Saint-Etienne Public Establishment of Urban Planning. It has been realized by the agency Crysalide. The editors thank the institutional, community and professional partners for their contributions:

Cité du design, Cluster Designers+, associations: ADAPEI, APF, ASEPLS, FNATH, Handi'Sport, Handi Supporters, MAHVU et Voir Ensemble

Extract of the guide: simple and efficient good examples of shapes, contrasts and readability in existing buildings and spaces.

7 principles taken from Universal Design methodologies (Inclusive Design, Design for All methodologies are also taken into account) : Equitable Use ; Flexibility in Use; Simple and Intuitive Use ; Perceptible Information ; Tolerance for Error; Low Physical Effort; Size and Space for Approach and Use .

The legal international definition of Universal design, from UN Convention on the Rights of Persons with Disabilities signed by European Union and France is also reminded : : "design of products, environments, programmes and services to be usable by all people, to the greatest extent possible, without the need for adaptation or specialized design"



Nathalie Arnould, Design Manager, Cité du sign and Saint-Etienne public authorities

Nathalie Arnould is a designer graduated from Saint-Etienne Higher School of Art and Design. She has participated to the Saint-Etienne International Design Biennial from its beginning in 1998, and was one of its curators in 2006 and 2008. She has been Manager of sustainability projects, then Manager of the projects with the territory at the Cité du design. At this position, she worked with the public authorities and realized projects to integrate design in the city, in the shops or for the renovation of the hotels for example. In 2011, she has become the first design manager for the public authorities in France. Her mission is to integrate design in the policies led by the municipality and the Metropolis, disseminating the culture of design in all the services of these administrations.

Signage for All at the Cité du design

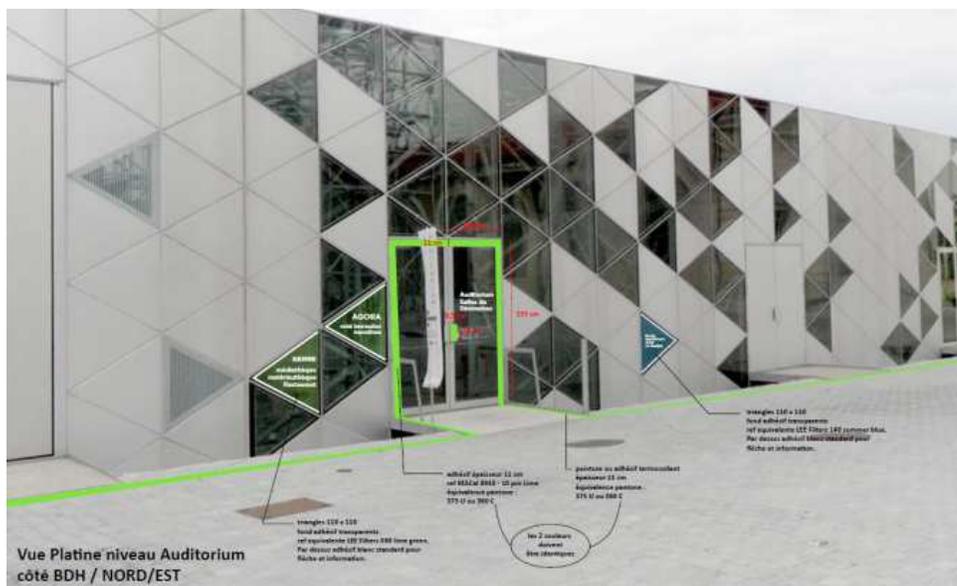
Noémie Bonnet-Saint-Georges.

Designer, Scenographer at Cité du design.

A study carried out by the Cité du design, Saint-Etienne Métropole and visually impaired persons.

After its inauguration, apart from the very contemporary aspect of the site, it was not easy for an uninformed visitor to realise that he was at the Cité du design or at the Saint-Etienne Higher School of Art and Design (L'ESADSE).

That is why the Cité du design, Saint-Etienne Métropole and some visually impaired persons carried out a study in order to put in an accessible signage for all. We identified the most important points to be signalled that is to say: being at the Cité du design, the main entrances or the places they lead to, in particular L'ESADSE.



As the building was designed by the LIN agency, it was necessary to respect their work and to adapt to it. The signage had to be visible and at the same time it had to disappear in the building. Therefore, we opted for using the triangle shaped elements of the so-called *Platine* building façade as directional elements where we stuck some stickers to indicate the different places accessible to the public and their directions. In collaboration with visually impaired persons, we worked on the sizes and the typography of these stickers in order to bring a contrast, without impairing the building, just by adding a transparent coloured sticker in the background and, in every main entrance, a sticker indicating where every entrance is leading to.

Adding information on the building was a simple and light solution, but it created a new problem: visually impaired persons ran the risk of getting closed to read the information and falling in the ditch bordering the *Platine* and we had to highlight the ditch to make it visible. We decided then to set a line above the underground, alongside the building climbing the *Platine* at the main entrances, indicating in this way the ditch and the entrances. After some tests and with the agreement of the Visual Identity Department of the Cité du design and the advice from the visually impaired persons, we chose a green colour line because of its luminosity and contrast features.

Nowadays, we have set up the most part of the information. The green line is in progress because it is a very complex implementation.



Noémie Bonnet-Saint-Georges.

Designer, Scenographer at Cité du design.

Graduated from Saint-Etienne Higher School of Art and Design, she has worked in London at OuBaholyodhin studio, then came back in France where she has created her design agency in 2002 and worked for several urban furniture projects for the City of Saint-Etienne in 2003 and 2004. After numerous collective exhibitions, she has created the collective 1.8 Emilia Tillberg, Sandra Villet, Manu Chandès, Linda Roux and David Morel. She had various collaborations with Cité du design, then became part of the permanent team in 2010 as exhibition manager and scenographer together with Eric Bourbon.

Educational activities and “Sharing the city”

Sylvie Sauvignet & Magali Theoleyre

Educational Department

Cité du design

Raising public awareness of the realities and practices of design, making it understandable to all and offering an access to all to its activities are considered as important missions for the Cité du design. Since it opened in October 2009, the Educational department in the Cité du design offers a wide range of targeted mediation services to meet the specific needs of their users, in collaboration with a network of institutional, cultural and educational partners.

It guides and supports cultural projects started in schools or socio-educational environments, proposes special activities and guided tours for families, groups, and publics with specific needs.

Educational offer

A service at Cité du design is dedicated to the set up and realization of activities for specific populations, amongst which the children. They work with the exhibition design and production team to facilitate the children accessibility and activities at each new exhibition produced by the Cité du design.

During the Biennale Internationale Design Saint-Etienne, children visits are organized and workshops for 5-12 year old children are built with a designer and the education service.

A team of guides is trained to the interpretation, design education and design workshops with the children. They can use a specific space inside the Cité du design building to make the children workshops.



Guided Tour.Workshop Design &Jardin. ©Sonia Barcet

- **Guided tours of the exhibitions for schools, activity centres, and families (during holidays)**

The educational, themed or economic exhibitions explain the intricacies of design. An introductory visit is proposed, sometimes together with an experimentation, to make the children observe, question and think about their environment through design. For the schools, bridges are made with sciences and other disciplines, favouring the interdisciplinary.

[Le petit journal du design](#) [Design journal], a special magazine with chronicle, interviews, news, games about design and its exhibition,

is distributed to the children, to follow the exhibition, talk with the adults and bring back a souvenir to home.

- scholarship meetings with designers

Following the request of the schools or for some exhibitions, for example [Homework](#), [UneÉcoleStéphanoise](#), the Cité du design invites exhibiting designers to explain its curriculum, experiences and projects with pupils. In school or as one hour conference in Cité du design, these meetings allow the pupils to understand the various aspects of this job.

- guided tour of the material resource centre and material workshop

Children and pupils are introduced to the properties and applications of materials, eco-design, and the life cycle of products through the visits of the material resource centre of Cité du design and a workshop where they build a recycled object.

- workshop for schools and activity centres;

Design workshops to introduce design *through* design. Examples:

Design & gardens: Visit of the Cité du design gardens to observe how designers work in natural environments (parks, gardens, green spaces). Thank to guidelines, children realize a feeding tray, a seed grower etc. from recycle material.

Design & graphics : Education to graphic design through the presentation of selection of children books (touch books, pop-ups, animated, etc.) and a game where the children -depending on their age - are invited to invent a story out of pictograms or typographic signs.



Workshop design&jardin ©Sonia Barcet

Resources

Design and publication of educational tools

The Cité du design works on the realization of booklets, toolkits and other education tools linked with the events produced on design.

- ***Online design toolbox for teacher (in French)***

http://designalecole.citedudesign.com/boite_a_outils.html

- ***The Cité du design "Petit journal" (in French)***

A magazine with chronicle, interviews, news, games about design and its exhibition, available for free at the bookshop and online.

- ***Teaching design? From idea to exercise, is a theoretical and practical tool on design for teachers. 26 authors (designers, theorists, education specialists) worked on special issues linked with design (how to make a workshop? how to deal with consumption? form and function?) and gave a theoretical answer and exercises to inspire the teachers in their practice.***

www.citedudesign.com/sites/Editions/index.php?page=209&article=439

- ***Teachers training***

The Cité du design works with the Ministry of Education for the professional training of the teachers in the elementary, medium and high schools. This design training is also open to the professionals of Culture. It gives the teachers an introduction on design subject and the stakes it raises.

Guided tours and specific offers for groups

To introduce design to every kind of public, the Cité du design also offers guided tours to constituted groups (professionals, academics, public stakeholders), and proposes special actions to attract people to the Cité du design exhibitions. For example, for the exhibition *design map*, a special pack lunch guided tour is proposed to companies to make them discover designers creating value for business.

Participation in « Uneville en partage » [Sharing the city] operation Since 2011, the Cité du design participates in the annual event « Uneville en partage » [Sharing the city] organized by the City of Saint-Etienne with many associations to make people with and without handicap sharing the city, its equipment, its cultural and sportive activities and proposing an alternative view on disabilities.

This year, the 5th edition took place from March 12 to 25, 2014 on the theme *Et si les différences n'étaient plus un handicap?* (And, if differences were not anymore a handicap?)

In the aim of sensitizing all the public to design, the Cité du design has been adapting its offer to the disabled public. Guided tours of the *Homework, UneÉcoleStéphanoise* exhibition were proposed to the public in LSF (French sign language) and sensory guided tours

and *Design etGraphisme* workshops were reserved for pupils in specialized educational establishments.



Tous Champions. Ville en Partage 2014. Cité du design.

These actions complemented other activities proposed by the Cité du design as part of this programme:

- **Design for All conferences**
- **Workshop “Tous Champions” (All Champions) organised within the framework of international initiative “People Olympics”. It aimed at developing daily sportive activities and well-being for all the citizens.**



Visite Guidée en LSF.

Cité du Design

Latest Publications

Design & Medicine

A State of the Arts for the Medical Technologies Cluster of Saint-Etienne



RoxaneAndrès, designer (author of the study), associate researcher for the Medical Technologies Cluster, Sainte-Etienne (Partner)

Marie-HaudeCaraës, Director of Research Department, Cité du design. (Scientific Director)

The Design and Medicine Study has been realized to the request of Saint-Etienne Medical Technologies Cluster, which is a regular partner of Cité du design business & innovation programmes. This time the cluster has been involved in a research process, with the commission of a state of the arts.

Based on an inventory of international projects, it explores the relations between design and medical issues, without using the expression "medical design" that seems to be used only for a certain type of production concerning the industrial aesthetic applied to medical devices.

Indeed, nowadays numerous links between design and medicine do not aim only at the improvement of health products through design: in this way, the designer can imagine the evolution of care and medical practices contexts; he can also embrace a new questioning point of view and call into question the established and new systems.

Different design practices and modalities are juxtaposed in this study which shows a variety of reflexions and the extent of the relations between design and medicine.

The study is structured in three parts: "Care", "Cure" and "Safe". This is an operational classification allowing expanding the notion of "medical".

Part 1. Care, the importance of taking care

Part 2. Cure, new modalities for care systems

Part 3. Safe, new answers in the framework of risky situations

Extract from the study Design & Medicine, 2013



©Biennale internationale design. Saint-Etienne 2008

RoxaneAndrès, Designer and artist

Trained as a designer, RoxaneAndrès is PhD in Design from Saint-Etienne University. Her studio is located in Lyon where she has been developing a research and creation approach, combining theory and practice and favouring a porosity of fields of expertise. She intervenes as much by her knowledge in medical design (conferences, as curator, expertise, and workshop) as by her practice combining objet of reflection, prospective, graphic scenario, scenography, product and service.

<http://www.panserautrement.com>

Seeking a shared world

Accessibility and design for all

Co-Edition Cité du design & Presses de l'EHESP

Dirigé par Marie-Haude Caraës

Auteur : Aurélie Eckenschwiller

Préambule par Chris Younès

Coordination : Victoria Calligaro

The publication seeking a shared world. Accessibility and design for all takes an inventory of the most innovative national and international projects, in the creative subjects (art, design, architecture), about the conception of objects, spaces and environments. Each one of the four parts, "The answers of Technique", "Accessibility and the question of resources", "The answers of the human being" and "Looking for a shared world", is the subject of an investigation with a problematic. About two hundred projects and realisations support these latest developments. Some key notions like "the ethics of *care*", "the universal conception" (design for all or inclusive design), are presented by the example.

When Pierre Minaire said that there were no "handicaps of nature" but only "handicaps of situation"², he projected each user into real

Pierre Minaire, "Models of Disability", in Feinleib M. (eds.), Proceedings of the 1991 International Symposium on Data on Aging, National Center for Health Statistics, Vital Health Stat 5(7), 1993. "There is disability when a person and the setting he finds himself in do not fit well together: (...) architecture can create or remove a physical handicap."

systems where access could be impeded. He upturned the apple cart with respect to the traditional ways people thought about disability: all of us are confronted daily with situations where we cannot use both our hands to perform a task, where we are restricted in our movements for many reasons, where we cannot



hear or see a piece of information. Analysed according to these terms, disability could be removed from institutional and deterministic categorisations and brought into a new frame of understanding: disability must be considered pro-actively in an environment where the boundaries keep moving continually. This suddenly broader view threw a new light on design, which significantly developed its perceptions of a function that was no longer binary and absolute, but was now relative.

Beyond the census of accessibility solutions, the book *À la recherche d'un monde partagé. Accessibilité et design pour tous* [Seeking a shared world. Accessibility and design for all] aims to show that, on the subject of accessibility, designs can conflict with one another and offer opposing approaches or they can work together. By bringing together numerous completed and ongoing projects, the *corpus* presented here allows us to put into perspective the background to the emergence of certain advances, to appraise the technicality of projects whose innovation represents a real breakthrough, to consider the relevancy of the purported efficacy of a given device, and to gauge the changes in attitudes and the development of societies. Accessibility is an indicator of the state of things and of the world, and is a challenge that designers have to face. We can distinguish three key intentions that at times can overlap: the intention to alert, which raises awareness and visibility; the intention to correct, which adapts and transforms; and the intention to prevent, which promotes universal design for the full autonomy of everyone.

Universal design favours functional solutions for all: the access ramp to a building that everyone can use is the classic example. The ideal slope gradient for everyone would be four percent - the recommended standard in France³ - which enables both those on foot and those in a wheelchair to consume the same amount of oxygen and exert the same level of effort. Preventive intention, beyond functional responses to the difficulties facing individuals with disabilities, strives for a lasting autonomy within a framework

However, the following slope gradients are permitted: 5% gradient for a length of less than 10 m, 7% gradient for a length of less than 5 m, 8% gradient for a length of less than 2 m, 10% gradient for a length of less than 50 cm.

of equal treatment of all. It is the idea of empowerment that underlies universal design, in other words, the power given to individuals or groups to take action with respect to their living conditions; active emancipation through the provision of specific tools. This principle should be evident from the start of the project because the latter will have a definitive effect on everybody's quality of life; it will also allow the designer to concentrate on the project itself, its implementation and goals, and not just on the methods used. Universal design reveals the highly political challenge that comes together in the development of inclusive objects, services, facilities and environments. Beyond the technologies that are developed, scientists, politicians, engineers, architects and designers are all proposing a new world order that can only be achieved once the citizenship of each and every person is recognised.



Marie-Haude Caraësis the Director of the Higher School of Fine Arts of Tours after being in charge of the Research and Publishing Department at Cité du design. She undertakes as well a research activity, concerning the thought process, with the book *Thought Images* (RMN, 2011)



Graduated from the French National School for Advanced Studies in Design in Paris (the ENSCI – Les Ateliers), Aurélie Eckenschwiller works as a freelance designer and conducts some research projects for the Cité du design. She develops her projects around the notion of "environment" which is both sensible and technic.



Philosopher, member of the « Philosophy, Architecture, Urban” International Network, between architecture schools and universities, Chris Younès carries out specialised researches in the study of spaces and societies towards the ethics and aesthetics as well as nature and artefact convergence.



Graduated a diploma in Design at the Higher National School of Fine Arts of Lyon and a Design and Research post diploma at the Higher School of Art and Design of Saint-Etienne specialised in design studies, Victoria Calligaro is in charge of the Publishing Department at the Cité du design.

DESIGN FOR ALL, How to do it?

Recommendations for inclusive design

By Collectif Designers+

Design for All Guide. How to do it?

Developed by a multi-skilled staff of designers, ergonomists and managers within the DESIGNERS+ business cluster, this guide aims at helping designers to create new products and services that are both comfortable and attractive for the largest number of people. It was produced to provide an approach and tools for all the designers and companies intending to move towards this type of design, with the ambition to provide designers with a handbook matching their experience.

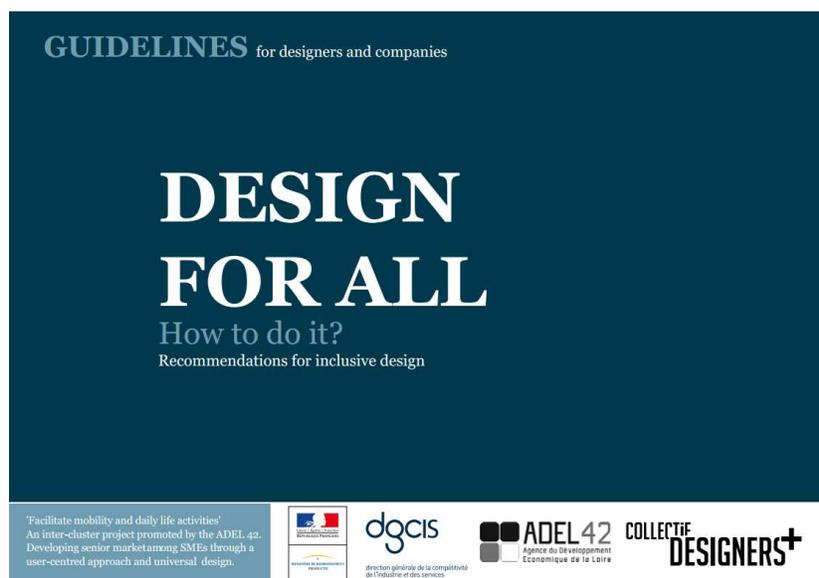
This publication has been realized within the intercluster project promoted by the ADEL42 'Facilitate mobility and daily life activities': Developing senior markets among SMEs through a user-centred approach and universal design.

To complete it, a training workshop is organised by the Collectif Designers+ as part of its actions for the professionalisation of the actors in the design field.

This overall action led Designers + to be nominated for the OCIRP Award (Organisme commun des institutions de renteet de

prévoyance) in the category "Economic stakeholders & handicap » , which will be released on 19th June at Paris, National House of Radio .

It has been carried out with the financial support of the Direction Générale de la Compétitivité de l'Industrie et des Services (DGCIS), Ministère du redressement productif, within the national call for proposals 'Seniors, a growing market for companies'.



The guide is available on-line in its English version :<http://www.collectif-designersplus.fr/file/design-for-all-web.pdf>

Cité du design exhibitions'program

design map, designers value creators for the enterprise

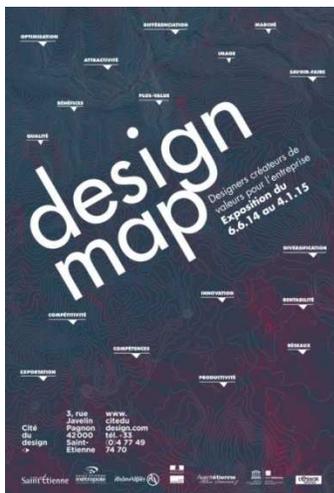
La Platine, Cité du design

from June 6th , 2014 to January 4th , 2015

34 enterprises/designers tandems will demonstrate the contribution of design and innovation to the enterprise's success.

Organised by la Cité du design, the third edition of the design map exhibition draws up the map of the creative design dynamics in the Rhône-Alps region by demonstrating their key role in the economic development and innovation.

Endowed with a double educational mission towards the general public and enterprises, the exhibition enhances the collaboration between designers and enterprises and highlights the benefits resulting from such collaboration.



<http://www.citedudesign.com/fr/actualites/150514-exposition-designmap-2014>

Design Saint-Etienne

Saint-Etienne meets Graz

Cité du Design – Saint-Etienne 3rd July – 21st September, 2014

After being shown in DesignMonat Graz (Austria, UNESCO City of Design) from 30th April to 1st June, the exhibition *Design Saint-Etienne meets Graz* will be displayed in Saint-Etienne Cité du design from 3rd July to 2nd September 2014.

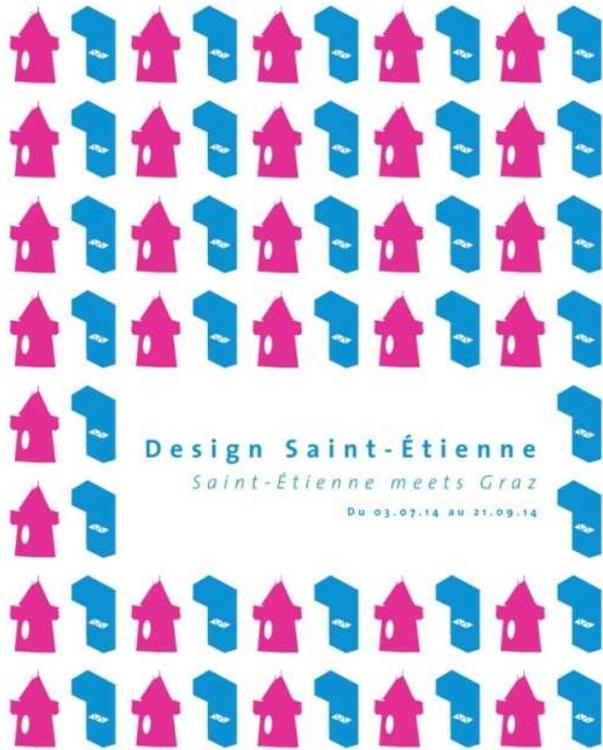
Design Saint-Etienne *meets Graz* shows a territory re-enchanted by design; resilience possible thanks to the Cité du Design missions, the success of the Biennale, the design management strategy of the city's and metropolis public politics. These actions are nourished by a creative community and by designers of the territory.

The exhibition *Design Saint-Etienne meets Graz* is built like a circuit, inviting the visitor to discover where and with whom design is developing in the city. Its aim is to explain that design is a tool for improving the daily life of the citizens of Saint-Etienne. It shows that design is a revealing factor and a catalyst of the creative potential of all, through the installations introduced for: - Public policies - The city for all - Urban space - Habitat - Schools - Enterprises - Businesses and shops - Creative district of the Manufacture, the Cité du design and the ESADSE - Exhibitions

Co-creation, experimentation, learning approach, cultural exchange, the exhibition

Saint-Etienne design meets Graz gathers the shared values of the members of the UNESCO Creative Cities network created ten years ago. Today, it groups 41 cities around 7 topics: literature, cinema,

music, popular arts, gastronomy, media arts and design



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Saint-Etienne
Rhône-Alpes
Agglomération
INSTITUT FRANÇAIS

W.K. STEINBERG
Museum
A7

<http://www.citedudesign.com/fr/actualites/220414-exposition-saint-etienne-meets-graz>

SAVE THE DATE!

Biennale Internationale Design Saint-Etienne 2015

The experiences of Beauty

12th March - 12th April 2015

The 9th edition of the Biennale Internationale Design Saint-Etienne, which will be held for one month from the 12th March to the 12th April 2015, questions the importance of forms and the meanings they impart to functions, to uses and the quality of life. What values are transmitted by aesthetics? To what intents and purposes? What do forms say about ways of life, about uses and practices in society? What do they murmur to us about the state of the world?

At a time when industrial production is becoming increasingly globalized, how can we reconcile each person's need for identity with the ever more homogeneous nature of symbols produced by design? Can this discipline liberate the desire and the identity to drive them towards alternative ambitions? How can these identities be reconciled with the brands' one? What is the role that design will assume in the aesthetic experience of humanity? How can we cultivate a plurality of forms and experiences?

The 2015 Biennale Internationale Design Saint-Etienne will expose objects, services, installations and environments to its different groups of public (designers, enterprises, students, school children and the general public), proposing a sensory experience.

The Biennial's intention is to show that other ways and means are possible compared to the monotonous and repetitive productions of

globalization: the aim of the exhibition curators and scenographers is to help its visitors discover and feel what aesthetic expression can offer.

During one month, the 2015 Biennale Internationale Design Saint-Etienne will propose more than 60 exhibitions and events in the Saint-Etienne Metropole, with resonances throughout the region. The Biennial is produced by the Cité du design, and supported by the City of Saint-Etienne, the Saint-Etienne Metropole, the Rhône-Alpes region and the Ministry of Culture and Communication.

Save the date

**Rendez-vous
du 12 mars au 12 avril 2015**

Biennale Internationale **Design Saint-Étienne**

*Les Sens du beau
The experiences of beauty*
www.biennale-design.com

Discover the new website of the European Association: EIDD – Design for All Europe

<http://www.dfaeurope.eu/>

E I D D
DESIGN
FOR ALL
EUROPE



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EIDD Design for All Europe is a unique international platform for different organizations with a common goal: a more inclusive Europe for everyone.

Both visionary and realists, we build roads and bridges, programmes and politics, scientific tools and curricula, new products and services. Associations, academies, design centres, cities and regions work together in EIDD to change the quality of life in Europe through design. The history of EIDD started 20 years ago as advanced thinking on disability in modern society. In the meantime, our world has changed completely, but barriers don't disappear so easily: there are even more new challenges! We live longer and work longer, in big cities or rural areas, every day testing and improving accessibility in its physical, social and cultural meaning. EIDD Design for All Europe now, at the beginning of 2014, has 36 member organizations from 24 countries. It is so good to work together, share visions and practical solutions and build the critical mass we need for real inclusion. Would you like to join us?

Ewa Golebiowska, President, EIDD – Design for All Europe

«Design for All constitutes a creative and ethical challenge for all planners, designers, entrepreneurs, administrators and political leaders».

The EIDD Stockholm Declaration 2004

News and Events



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.

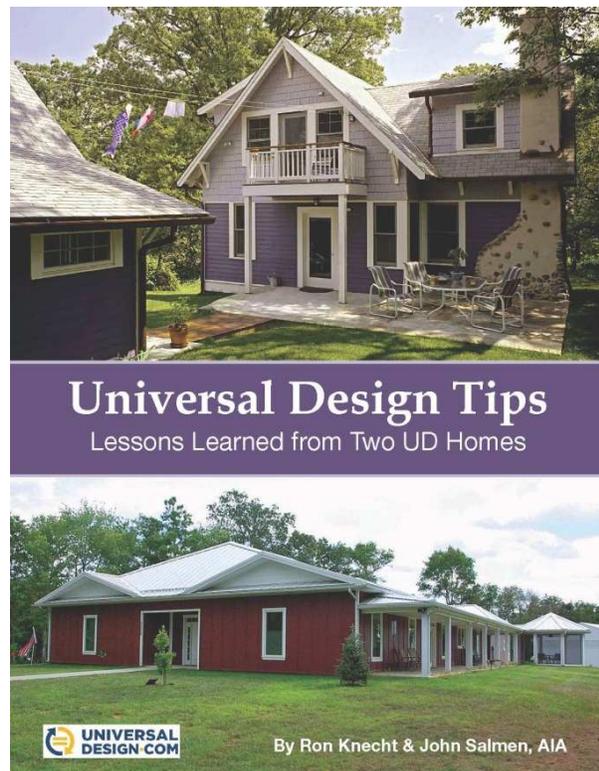
John Salmen has been working in the field of accessible architecture and Universal Design for over 30 years, and he put this expertise to good use when remodeling a historic property to create the Universally Designed house he and his wife hope to live in for many years. Salmen's "Home for the Next 50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

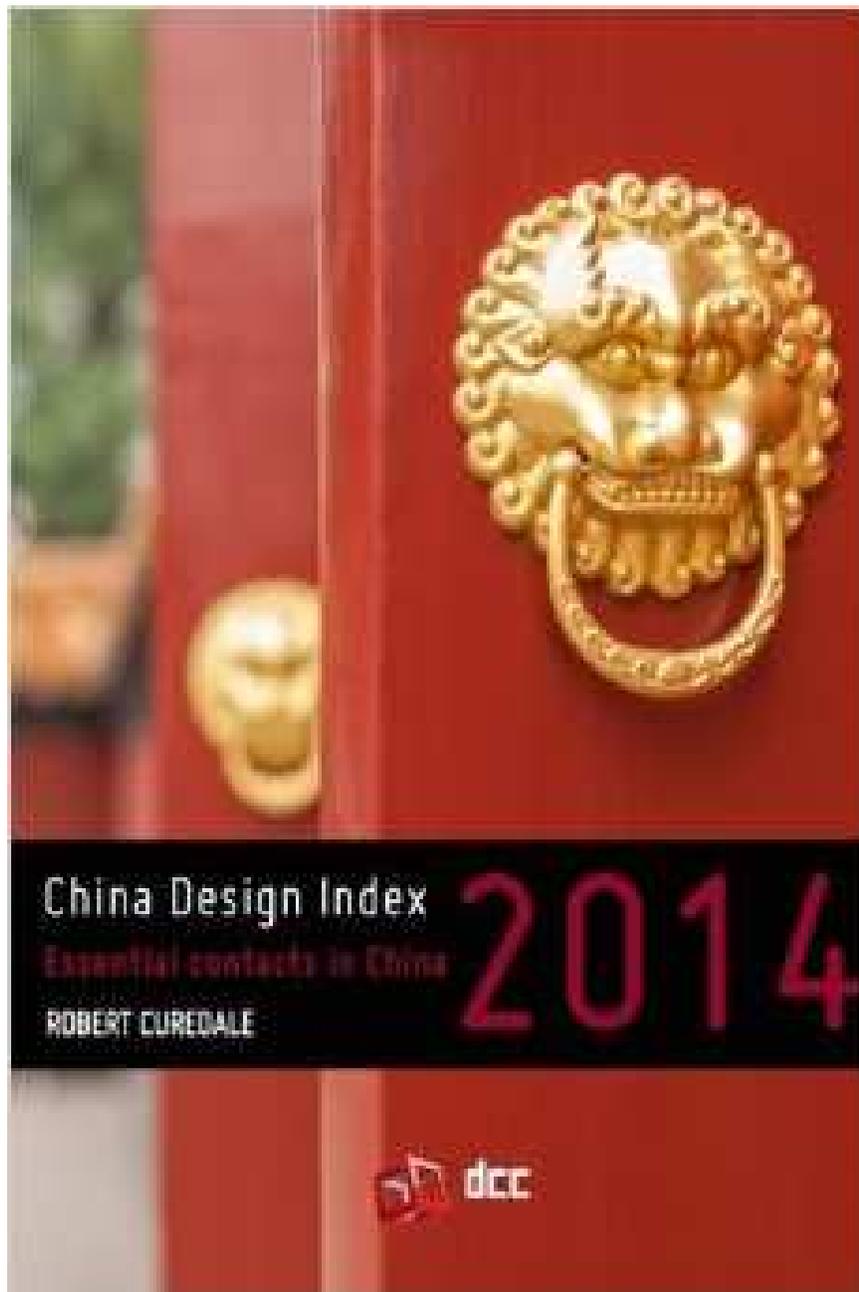
Ron Knecht's experience with Universal Design started after his wife of 46 years became ill with cancer. As her health worsened, Knecht learned first-hand the importance of accessibility for maintaining independence, safety and one's quality of life. Before Knecht's wife passed away, she extracted a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



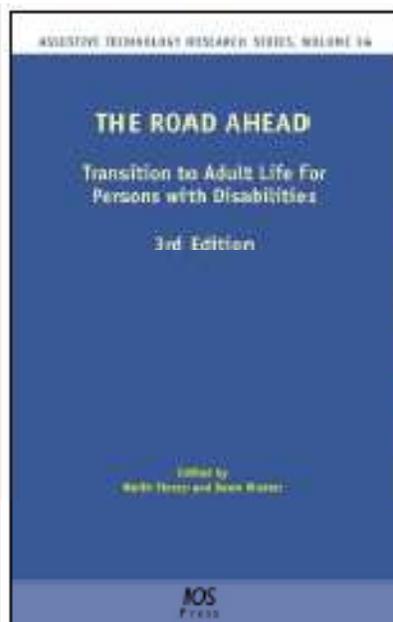
2.



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.

5

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
E-mail: rwickman@shaw.ca

Accessible Architecture

A Visit From Pops



Written By: Ron Wickman
Illustrated By: Jared Schmidts

APPEAL:

1.

Dear Friends,

I have been allotted a residential plot in Himachal Pradesh by Himachal Government of 128 sq Mt. Plot size is 8mtrs wide by 16Mtrs length and condition is no construction is allowed and compulsory to leave space in front 3Mtrs in length and rear 2.6Mtrs in length . Max FAR is 1.75 and ground coverage is 65%. Parking is allowed at basement and roof height is restricted to 2.6 Mtrs.

I wish to make the complete design of the house on concept of universal design and wish to showcase the real working concept of universal design to exhibit the government that it is not costing extra if idea is incorporated during design stage.

It is my appeal from the international community to submit their design of house and name will be credited in name plate as well as in r government records

With warm regards

Dr. Sunil Bhatia

dr_subha@yahoo.com

www.designforall.in

OBITURARY:

Eric Kahn, Long-time Design Studio Professor, Passes Away



Kahn was one of three founding members of IDEA Office, formerly the Central Office of Architecture. He originally opened the office in 1987 together with fellow architects Ron Golan and Russell N. Thomsen. In 2009, he renewed his long-standing partnership with Thomsen to form IDEA Office. Their work includes design at all scales, from graphic design to installations and industrial design, to architecture and urban planning.

As Professor Kahn would instruct us: There will be music again.

NEWS:

1. Dr. Elizabeth Watson addresses AAMA Summer Conference attendees with presentation on universal design

Dr. Elizabeth Watson, director of the Center for Students with Disabilities at the University of Wisconsin, discussed designing for accessibility during the American Architectural Manufacturers Association (AAMA) Summer Conference. Her keynote address focused on the importance of universal design and challenged attendees to take a fresh approach.



Watson's presentation, titled "Moving from ADA to Universal Design: A Road Map," showcased her more than 24 years of experience with individuals with disabilities. Designing for accessibility is a great idea and also the law, said Watson. However, accessibility standards and ADA guidelines are simply the minimums. Many designers and manufacturers desire to move to the next level of inclusion using the principles of Universal Design (UD). "By designing just to ADA requirements, you've alienated 25 to 30 percent of the population," says Watson.

Watson began her presentation with a video of Matt Scott in a Nike "No Excuses" commercial, rattling off a list of cliché reasons not to do something. Scott is captain of the wheelchair basketball team that took home the gold in the 2011 Parapan American Games.

"These are the folks I work with daily," says Watson, sharing her passion for the importance of universal design. If we live a long life, we will all be temporarily able bodied, she said. "I want to age in my own home... in my own community." Watson spoke about available resources for UD, such as the Center for Universal Design at North Carolina State University, where UD was first developed. Universal Design is intended to be useful and marketable to any group of users, says Watson. This means it must

be flexible and accommodate a wide range of individual preferences and abilities.

She challenged attendees to look at product design differently, including bringing in new team members to gain fresh perspective and making products more flexible in order to serve more people. This may lead to failures; however, “celebrating successes and acknowledging what worked well is important,” says Watson.

2.

Women in Industrial Design Show

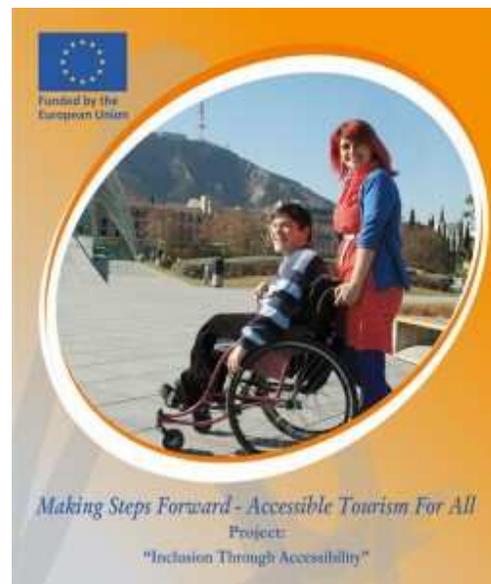


A woman’s touch is no longer a rarity in tech, product and furniture designs. The first IDSA-sponsored Women in Industrial Design Show on June 14 invites you to celebrate the emerging and established women in industrial design from across the USA. Hosted by AstroStudios and Coalesse during San Francisco Design Week, the show will celebrate design talents and diversity of industrial design. Join us for an evening of design elegance and get inspired in the company of leading designers, journalists and other industry specialists.

Tickets: \$15 General Admission

PROGRAM & EVENTS:

1.



2.

A banner for the "universal design CONFERENCE". The logo features a stylized "UD" in green. Below it, the text "universal design CONFERENCE" is displayed. To the right is a search bar with the placeholder text "to search, type and hit enter" and a "Search" button. Below the main text are logos for "COTA" (with a sun-like icon) and "CITY OF SYDNEY" (with a circular icon). The date "20-21 August 2014 - Sydney Town Hall" is centered below the logos. At the bottom, there are three images: a modern high-rise apartment building, a woman in a light blue shirt walking a dog on a path, and a two-story residential house with a garage.

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

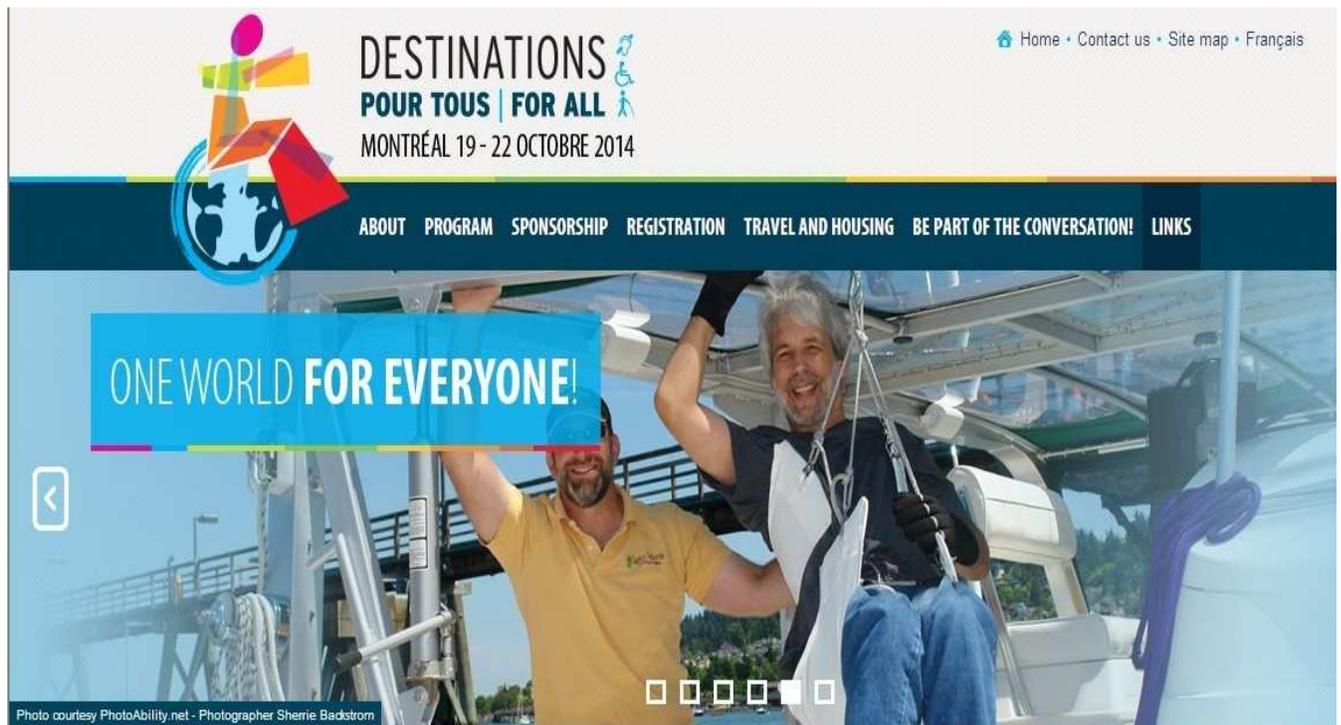
Centre for Product Design and Manufacturing | Indian Institute of Science, Bangalore, India

9.



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

10.



11.



12.



The Biennale Internationale Design SaintÉtienne 2015

13.



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.

14.



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, UE, UX and XD.

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

GRAPHIC
For print, branding, graphics & environmental design.

SPACES
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

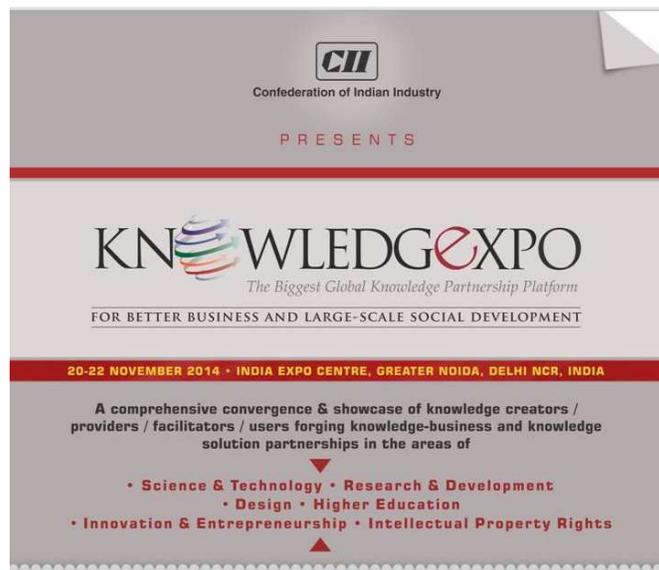
EIGHT NEW COMPETITIONS SERVING EVERY DESIGN DISCIPLINE
FOR COMPLETE DETAILS, VISIT WWW.SPARKAWARDS.COM

SPONSORS & PARTNERS

Autodesk | Studio Hinrichs | riot | ARCHNEWSNOW | BUSTLER | PLUO CONSULTING
ARCHINECT | DEATH BY ARCHITECTURE | CORE77



15.



16.



The 2014 International Summit on Accessibility, Making it Happen: From Intention to Action will be held in Ottawa, Ontario, Canada, 12-15 July, 2014.

17.

A black poster with white text. The main title is 'WORLD CLASS POSTER DESIGN WORKSHOP & EXHIBITION' in a large, thin, sans-serif font. Below the title is the date 'MONDAY JULY 14TH - FRIDAY JULY 18TH 2014'. Further down is the location 'VILLA MÉDITERRANÉE ESPLANADE J4, 13002 MARSEILLE, FRANCE', a phone number '+33 680 48 62 67', and an email address 'INFO@MONEYDESIGN.ORG'. At the bottom, there is a short paragraph in a smaller, serif font.

WORLD
CLASS
POSTER
DESIGN
WORKSHOP
&
EXHIBITION

MONDAY JULY 14TH - FRIDAY JULY 18TH 2014

VILLA MÉDITERRANÉE ESPLANADE J4, 13002
MARSEILLE, FRANCE
+33 680 48 62 67
INFO@MONEYDESIGN.ORG

Take a chance to travel for educational or professional purpose and tourism to the beautiful region of Provence. Improve your poster design practice and exhibit it with a selection of internationally renowned graphic designers in a European Capital of Culture.

18.



Aiap Summer School con Martin Foesselitner 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.](#)

19.

20.



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

21.

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**

Job Openings:

1.

Organization Name - Oracle Enterprise Manager User Experience

Position -Senior/Consulting User Experience Designer

Location - Bangalore

Description

As a member of the User Experience team, you will apply user-centered design methodologies to develop designs for Oracle Enterprise Manager. You will provide product user experience design, evaluation and support to product development teams, including analysis of technical requirements, interaction design, visual design, authoring and adherence to UI standards, Your work will include conceptual and detailed designs, wireframes, specifications, use cases, prototypes, and heuristic reviews.

Oracle Enterprise Manager is the only IT (Information Technology) management solution that brings together deep management solutions for the Oracle stack and heterogeneous cloud management in one console. Oracle Enterprise Manager helps private and public cloud service providers deliver cloud services up to ten times faster while freeing up administration resources.

Job Requirements

Work is non-routine and very complex, involving the application of advanced technical/business skills in area of specialization. Leading contributor individually and as a team member, providing direction and mentoring to others. BS or MS degree or equivalent experience relevant to functional area. Typically three to seven years of software engineering or related experience needed.

The ideal candidate will:

- **Possess Bachelors, Masters or Ph.D. in Design (Interaction Design, Human Computer Interaction, Product Design, Visual Communication)**
- **Possess 3-7 yrs of professional experience in product development as an individual contributor in interaction design within the enterprise software industry.**
- **Possess solid use-centered design skills with superb interaction design skills**
- **Possess knowledge of data analysis tools and techniques**
- **Enjoy working with the technical details of complex systems**
- **Possess extensive experienced in prototyping tools**
- **Possess great visualization and visual design skills**
- **Possess good illustration skills**

- Possess experimental design knowledge sufficient to plan usability experiments
- Possess outstanding verbal and written communication skills to effectively communicate designs, ideas, and concepts
- Thrive in a team environment
- Have passion and enthusiasm for superb UX/UI design

If interested, please send your resume and portfolio to dnyanada.panchbhaiyye@oracle.com with relevant subject line.

2.

IDEATE. INSPIRE. INNOVATE

TITAN COMPANY LTD.

Titan is India's largest lifestyle company with a presence across jewellery, watches, eyewear and other accessories.

With India's two most recognised and loved brands Titan and Tanishq to its credit, Titan Company is the fifth largest integrated own brand watch manufacturer in the world. It has sold 150 million watches world over and manufactures over 15 million watches every year. With over 1000 retail stores across a carpet area of over 1.3 million sq. ft. Titan Company has India's largest retail network spanning, over 218 towns.

Backed by over 7,000 employees, two exclusive design studios for watches and jewellery, 10 manufacturing units, and innumerable admirers' world over, Titan Company continues to grow and set new standards for innovation and quality.

The organisation is now all geared to repeat the Titan and Tanishq success story with each new offering.

IGNITOR LABS

Ignitor is Titan's Intra-preneurship program, dedicated to building future business opportunities for Titan.

The projects undertaken explore new opportunities in the Personal and Home Lifestyle space.

Ignitor Labs, located in Indiranagar, Bangalore is Titan's Incubation Lab for seeding new businesses.

Using the Lean Start Up methodology, Design Thinking tools and a Startup Culture, Ignitor Labs is working on developing future breakthrough businesses for Titan.

Our culture is entrepreneurial and non-hierarchical, where we encourage experimentation and new ideas. We are looking for team members who are fearless with their ideas and are looking to develop their talents. We offer an

amazing experience to learn and work with the best minds in the consumer products business in the country.

PROJECT BRIEF

CATEGORIES

- 1. Sarees**
- 2. Silverware**
- 3. Decorative Home Lighting**

DESCRIPTION

Design Intern

Explore new avenues in product development for the 3 aforementioned categories. Design interns will ideate, sketch, draw and build concept models, while working in an innovative and creative environment. We are looking for 1 intern for each category.

MAJOR RESPONSIBILITIES

- Create innovative, robust, user-oriented and consumer-centric products**
- Assist in the overall project and technical design development efforts of multiple assigned brands/product lines.**
- Contribute in brainstorm sessions and consistently apply on-trend design insight for product development.**
- Participate in product review meetings and present material to all levels of management.**
- Utilise internal resources and time management skills to independently manage projects to meet deadlines for self.**
- Build confidence and knowledge when interacting with internal/external partners and presenting design solutions.**

KEY RELATIONSHIPS

The candidate will interact with project teams involving people from Marketing, Retail, Design and Manufacturing.

QUALIFICATIONS

Must be a current undergraduate or graduate student enrolled in a degree program

Desired areas of study include: Industrial Design, Fashion Design, Lifestyle Design, Product Design and Textile Design

Candidates must submit a link to an online portfolio to be considered.

GET IN TOUCH

ignitor@titan.co.in

labsignitor@gmail.com

in.linkedin.com/in/abhijitbansod/

3.

Recruitment of Full time Faculty Positions are being held in June-July at School of Fashion & Design, GD Goenka University

GD Goenka School of Fashion & Design having completed its first year of operation is now recruiting full-time faculty for the next academic year (2014-15) for its Communication, Interior, Fashion and Product design programmes at Bachelor, Masters and Doctoral level.

The teaching and laboratory facilities at the school as also the details of courses 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>

<https://www.facebook.com/gd.goenka.9?fref=ts>

Applications are being received now and the interviews will be scheduled immediately. Selected faculty will be expected to join by August first week.

Applications/Letters of interest may be sent to deanoffice.design@gdgoenka.ac.in

4.

Role

At Flipkart, we are excited to be designing the compelling touch-points and interactive experiences that keep shoppers happily engaged and coming back for more.

Changing consumer landscapes, and Flipkart's own leadership of the eCommerce field in India, brings new opportunities for the design team: multiple platforms, mobile consumption, mash-ups or socialisation. Each area of discovering, engaging with, and buying something online brings interesting challenges for the design experience.

This is an opportunity to contribute to- and grow with- India's leading eCommerce brand.

Responsibilities

As a Visual Designer, you will use brand attributes as well as an understanding of the overall interface structure to develop visual frameworks that includes typography, colour palettes, and visual style. We look to you to emphasise the organisational (spatial relationship) aspects of design and the way in which visual cues and affordances communicate behaviour to users. You will be working closely with product managers, and other interaction designers and visual designers as you collaboratively evolve product requirements into compelling visual experiences.

You should be a self-starter, and be able to realistically plan and estimate your work and that of other members in the team in relation to project and roadmap requirements. We expect that you know what Design Process is, and are able to apply it to your work.

Your experience as a designer, complemented by knowledge of the Visual Design domain, and skills with graphic design and communication tools, should allow you to produce and communicate cool stuff from the word Go.

Qualifications
You will have strong design and communication skills, with an ability to rationalise and articulate your design thinking. We think a formal educational qualification in the design or human-computer interaction field is important, though it's not the end of the world if you don't have one.

Add to this self-confidence, dynamism and a belief in challenging yourself. Stir in a passion for collaborative problem solving and team work, and you are well on your way to creating engaging, world-class experiences. We expect you to come with some experience designing for the web & mobile. You must be familiar with vector and image editing tools. If you are familiar with code, that's a bonus!

If you are interested, please send your CV and portfolio to leenaj@flipkart.com

5.

United World Institute of Design in Ahmedabad, requires Faculty members in Product Design, Life style Accessory Design and Communication Design Discipline. Professionals who have an industry experience of 2 to 3 years and is keen to join academics as career can get in touch with Prof. Arvind Merchant (arvind@unitedidesign.com).

The suitable candidates will be auditing courses along with senior faculty members to gain academic orientation and grow with the organisation. The candidate will be compensated as per the experience and qualification and matching with trade practice.

United World Institute of Design is an upcoming institute, with strength of 180 undergraduate students presently pursuing Foundation Program as well as five disciplines which the institute offers. For further details of the institute kindly visit the web site www.uid.edu.in

HOD, Product design Department

United World Institute of Design

09960272547, 08758140437

6.

The Bihar Innovation Lab, a collaboration between Center for Knowledge Societies and Ananya Partners Program funded by the Bill and Melinda Gates Foundation, is initiating an innovation project to Design a New Patient Identity and Health Information System for Rural India. We're on the look-out for talented, energetic and motivated new media / information / interaction designers who are as

interested in innovation in the public interest, as we are. We're looking for people whose interests lie in combining research with systems thinking, design intervention and social innovation. The job description is attached with this email. In case you have anyone in mind that you would like to recommend or suggest for this project, do mail back on divya.datta@cks.in and alok.kulhar@cks.in.

7.

studio KAVKAV is looking for a design intern who is

- intensely passionate about stories/ illustration/ music/ audio-visual expression.
- confident with adobe photoshop/ indesign/ illustrator.
- currently living in Pune, Maharashtra.

as an intern at KAVKAV, you would be primarily working on projects in the areas of 'informal education' and 'content creation' for children. If you are inclined towards stories and music, you could be part of our self initiated projects and the 'independent publication and record label' that we launch by the end of the July 2014.

KAVKAV is a place to meet, discuss and realize honest and creative ideas. At KAVKAV, we seek ideas that we connect with and put forth an integrated expression that is both sensitive and optimal.

if you could connect with all that you read above and if you feel its for you.

write to info@kavkav.in or reply here to this email.

call at +91 9850053785

the monthly stipend shall be discussed as the derivative of your skill set and your participation in our self initiated projects.

8.

DYPDC Center for Automotive Research & Studies, Pune invites applications for full-time faculty positions in product design.

We are primarily interested in applicants who will perform design research and teach design classes at the intersections of technology, business, and behavioral science.

Email your applications including a portfolio and a detailed résumé to careers@dypdc.com.

DYPDC is an exceptional combination of the educational legacy of DY Patil Group and legendary automotive styling expertise of Dilip Chhabria. More about DYPDC on www.dypdc.com.

9.

An IT major in Financial Technology Services is looking for:

UX Analyst

Experience:

- **Total 7+ years experience in front-end analysis, design and/or development skills**
- **Minimum 5 years of core experience in UX analysis and design thinking**
- **Must be willing to join in 4 weeks**
- **Location: Chennai**

We are looking for someone who is hands-on, necessarily love and practice UX life cycle processes. You must be a confident player and score high on these aspects to be eligible:

- **A passionate approach to delve deep into a challenge at hand, visualize and deliver optimal experience solutions.**
- **Direct experience in Discovery, Analysis, Conceptualization and Prototyping UX solutions.**
- **Adept at applying techniques like facilitation and conducting heuristics, user research, focus groups, surveys and reporting the findings/analysis.**
- **Skills to trap key measurable points for usability/UX evaluations - qualitative and quantitative.**
- **Expertise in documenting, compiling and presenting the findings and recommendations from various UX stages to the stakeholder community.**
- **Absolutely at ease to derive conceptual interaction models, low fidelity prototyping (any wire framing tool).**
- **Abreast of the latest trends and techniques for all channels including tablets and smart phones.**
- **Big plus to be well versed in creating rapid, mid-fidelity prototypes using tools like Proto, iRise etc.**

Leadership skills:

- **As a practice specialist, you shall also be responsible for mentoring and leading a team of UX designers and developers**
- **This position offers plenty of opportunities to be a practice evangelist to propagate and expand the business reach**
- **You will get to interact and work for clients from various sectors to define and create multi-channel experience solutions**
- **Needless to say, this position requires you to be an excellent communicator who can convey the UX approach and strategy to the people who matter**

Preference to those who score well on the above points _and_ hold a valid US visa.

UX Designer

To drive Interaction Design + User Interface design process for various products and services related to financial technology. This position requires working closely with Engineers and Business Managers throughout all stages of the product development cycle.

Experience:

- **5+ yrs**
- **Graduate (preferably in Graphic Design, Applied Arts) and /or Post Graduate from Design schools like IDC - IIT / NID**
- **Knowledge of Typography**
- **Expertise in designing product concepts at fast pace, with agility.**
- **Should have a passion for new media, excellent understanding of internet technologies and enthusiasm for working on multiple platforms (including apps on hand held devices)**
- **Expertise across all form factors - web, devices, mobile web, mobile apps etc.**
- **Understanding of HTML, HTML5, JavaScript and XML.**

Responsibility:

- **Conceptualize the UI (web and devices) for new and existing products and features**
- **Articulate various personas, use case scenarios and create story boards, wire frames.**
- **Develop and maintain navigation schemes, interaction design, standard patterns across various form factors and define style guide for the site.**
- **Translate wire frame prototypes into consistent GUI across desktop, handheld and touchscreen devices.**
- **Take ownership of UI engineering to deliver the final UI.**
- **Communicate effectively with real users, monitor user feedback and translate it into design decisions**
- **Interface with all multidisciplinary stakeholders (product management, product development, business alliances) to ensure fast-paced delivery of product features**
- **Data visualisation, interactive information graphics and gamification - Creatively depict and communicate data in visual form to significantly improve user's understanding and engagement.**

Front End Developer

Experience:

- **At least 5 years experience in developing solid front-end layer for large scale websites**
- **Excellent programming skills in HTML, CSS, JavaScript, XML, AJAX, , JQuery,**
- **Highly skilled at front-end engineering using Object-Oriented JavaScript, JavaScript libraries and micro frameworks (jQuery, Angular, Prototype, Dojo, Backbone, YUI), HTML and CSS**
- **Developing cross-browser and cross-platform compatible solutions**
- **Experience building modular UI elements and scalable Javascript**
- **Good understanding of Web Accessibility, Responsive layouts, HTML5 and CSS3**
- **Strong understanding of mobile platforms and browser**
- **Experience integrating with server-side code to produce dynamic pages**
- **Preferably a working knowledge of photoshop and other design related softwares**

Visual Designer

The candidate for this position can follow established design processes, help create process flow where none exists, and have strong communication skills to express new processes to peers involved in other areas of the application development life cycle. You will be skilled at translating your design ideas to Developers for implementation in a clear and straightforward manner. The ability to explain and defend design decisions to UX management is a requirement.

You will work with the Visual Design Manager to re-enforce product consistency and extend our visual design strategy through use of existing standards. You will innovate for stand-alone apps and POCs. Knowledge of Responsive Web Design is a must.

Experience:

- **3+ years of visual design experience, with an online portfolio demonstrating work.**
- **Cross platform visual design experience is required.**
- **Prior experience working in a UX team.**
- **Extremely strong visual sensibilities, ability to use visual thinking, storyboards, sketching, and communication design to communicate design direction.**
- **Deep understanding of fundamental visual design disciplines (typography, iconography, composition, color, layout, etc.)**
- **Possess ability to think conceptually about design**
- **Experience with creating style guides.**

- **Screen level interaction design skills**
- **Expertise using Photoshop, Illustrator, Fireworks and other design related software. Skilled and fast at producing assets.**
- **Strong verbal and written communication skills.**
- **Strong presentation skills and the ability to clearly explain design rationale.**
- **Self-motivated, able to work independently and perform multiple tasks under minimal supervision.**
- **BFA or BA degree in Graphic or Interactive Design.**

Please send your responses to pratapadityas [at] yahoo.com with relevant subject line.

10.

Amazon Hyderabad office is looking for a Talented User Experience Designer as per the following job description. You can directly apply to Pavan Korlepara at korlepar@amazon.com

Title: User Experience Designer (UX Designer)

Location: Hyderabad

Job Description :

The Finance Operations Technology team is seeking a talented and passionate User Experience Designer to create a best-in-class customer experience for our global vendor payment systems. We own the applications that are used on one side by vendors across the world to transact with Amazon as part of the Procure to pay process and on the other by financial analysts, buyers and vendor managers at Amazon to research financial transactions and interact with vendors.

This position requires the ability to interact closely with our external and internal customers, and lead design efforts on a variety of projects, supporting multiple teams. You will partner with business and product development teams throughout the product lifecycle producing top-quality design deliverables and innovating user experiences for vendors and analysts. The ability to balance high-level, holistic reasoning with detail-oriented feature design is imperative.

The ideal candidate will demonstrate the necessary skills to design elegant, intuitive and integrated experiences to our diverse user base. An unflinching passion and capacity to interact with an advocate on behalf of our customers is an absolute must.

Responsibilities:

- **Create user-centric designs by considering customer feedback, and usability findings**
- **Use business requirements and customer research to assist in developing use cases, high-level requirements**

- Conduct usability studies and put together detailed, structured analysis of issues and potential solutions.
- Design the UI architecture, interface, and interaction flow of web applications
- Design the visual design of the web and software applications
- Develop conceptual diagrams, wireframes, visual mockups and prototypes
- Develop and maintain detailed user-interface specifications
- Present design work to the user experience team, product team, and senior leadership for review and feedback
- Contribute to the User Experience group's shared knowledge of user-centered design and research methodologies
- Develop process flows, wireframes, and mockups to effectively conceptualize and communicate high-level design strategies and detailed interaction behaviors

Basic Qualifications

- 5+ years of experience as a user experience designer, interaction designer or similar role
- A portfolio or samples of work demonstrating experience creating user-centric design solutions
- Experience designing for the web and web based devices
- Bachelor's degree in design, human-computer interaction (HCI), or equivalent professional experience
- Experience with a variety of design tools such as Photoshop, Illustrator, Fireworks, Visio, and Dreamweaver

Preferred Qualifications

- Knowledge of web based UI development technologies such as HTML5, JavaScript, JQuery, CSS etc.

11.

There is requirement for a professional with an Interior design background who can offer fresh ideas for Concept development and draft technical drawings. Applicant should be proficient in Photoshop and Autocad with a minimum of 1yr of work experience.

For details/application contact: conceptroom4u@gmail.com

12.

The Design Village (www.thedesignvillage.org) invites applications for recruiting faculty in the capacity of a i) Full time Faculty, ii) Visiting Faculty and iii) Guest Lecturer, for its different programs in Graphic Design (GD), Interior Architecture Design (IAD), Transcultural Design (TCD). The positions will be based out of the NCR.

About The Design Village

The Design Village (TDV) has been conceived to provide an international, interdisciplinary, industry-centric platform for design. In order to enhance the design quotient of the country, TDV has global and local partners as institutes & centres which form a pool of faculty & students that work closely with industries &

professionals. Within its umbrella of design, TDV houses different disciplines and related technology and management competencies, to come together to form a holistic eco-system of design thinking and solutions.

L'école de design Nantes Atlantique (LEDNA)

L'École de design Nantes Atlantique is a private institution for higher education in France, dedicated to design discipline. The school was founded in 1988 and is recognised by the State. The programs at TDV has been formed with an academic partnership with L'école de design Nantes Atlantique. The Design Village serves as the Asia Campus in India for LEDNA for exchange students coming to India.

TDV currently is currently offering three certified 2-year Postgraduate Programs in Graphic Design (GD), Interior Architecture Design (IAD), Transcultural Design (TCD), the curriculum and quality of which has been developed and validated by L'École de design Nantes Atlantique and is based on the European Credit Transfer System.

Faculty requirement

TDV invites applications for recruiting faculty in the capacity of a i) Full time Faculty, ii) Visiting Faculty and iii) Guest Lecturer, for the above mentioned programs. Interested academicians and professionals are encouraged to apply early. Please submit your application with a statement of interest (upto 500 words), and detailed Curriculum Vitae, highlighting relevant teaching experience and sample of works done. Please mention clearly which discipline you are applying for and whether you are interested as, i.e. a Full time Faculty, Visiting Faculty or a Guest Lecturer.

Full time candidates are expected to join by beginning of August. Selection of Visiting Faculty and Guest Lecturers is on a rolling and need basis.

Contact Details

Applications are to submitted be mailed to the following:

Kshitiz Anand (email: k.anand@lecolededesign.com)

Contact Number: +91 9535206868

For more information please visit : www.thedesignvillage.org

13.

iGate UX team is looking for Front-end Engineers for it's UX development unit.

Experience level 4 years to 9 years

Expected UxDeveloper would be

1. Genius in jQuery, HTML, HTML5, CSS3, JavaScript, Adv JavaScript & related front-end technologies.
2. Hungry about new technologies around mobile front-end and web front-end DART JS, Node JS

3. An eloquent communicator with written and verbal communication skills.

There are 20 positions at various locations including onsite and offshore

offshore locations would be Bangalore, Pune and Mumbai

For visa ready candidates onsite positions are at Minneapolis, Baltimore

Preference for

- **Willingness to travel within and outside India.**
- **Candidates with valid U.S. Visa**

Please send your CVs to user.experience@igate.com

14.

Mercury Himalayan Explorations, a Delhi based adventure travel company that offers the largest trekking and adventure travel network in the Indian sub-continent is looking for a Graphic Design/ Visual Communication student for designing their 2015 Brochure showcasing their travel trips.

Budgets may be limited but there will be a stipend for sure. I strongly feel this is an excellent learning opportunity for Delhi based Dip students currently enrolled in NID or students who have just graduated and are seeking Design projects in Delhi. Interested students may send their portfolio/ resume to dilshad@mhe.co.in

15.

Autoportal.com looking for a UX designer

About AutoPortal: AutoPortal.com is a one stop solution for all things automotive. It has been built and is being nurtured by a bunch of auto aficionados. Our primary motive is to make your car buying and selling process as hassle free as possible. In this pursuit, you will find at this hub - current affairs in the automotive arena, in-depth research tools, comprehensive video reviews and comparative car analysis, all of which assist our users in making an informed car buying or selling decision.

We are looking for a star User Experience designer to join our team in Gurgaon. This is a challenging and high impact role and needs the person to drive the design of products from initial concept through to final implementation. The User Experience Designer will be expected to:

- Participate in product definition process with the Product Manager/ Engineering Manager and influence product strategy and direction.**
- Conduct user research, competitive benchmarking, usability testing and synthesize results to improve User Experience of the product.**
- Develop and maintain personas/scenarios, wireframes (low fidelity/high fidelity), navigation maps, prototypes, design guides/specifications, visual designs and other design documents.**
- Build and maintain relationship with various partners and stakeholders.**

- Lead/Champion the creation of UX vision for multiple products or product lines

Requirements/ Qualification

Experience range: 3 to 5 years, but someone with exceptional design and design thinking skills with lesser experience is also welcome.

The ideal candidate has a strong understanding of user-centered design, a proven track record designing consumer, enterprise, complex web-based and mobile applications and passion about design and technology.

- **Background in human-computer interaction or related field.**
- **Bachelors or Masters Degree in Interaction Design/Industrial Design or related discipline.**
- **Strong experience designing usable, complex web-based and mobile interfaces.**
- **Strong, clean visual design sense and exposure to HTML/CSS, DHTML, scripting, and web technologies.**
- **Excellent communication and teamwork skills.**
- **Proficiency in process flow diagramming and wireframing (Balsamiq, Omnigraffle, Visio, Fireworks, Illustrator, or Photoshop)**

A portfolio (online/pdf/ppt) of past projects is a must.

If interested, send an email with your resume & portfolio at the earliest to: sagar@autoportal.com

16.

Yodlee is looking for a Sr. Mobile Visual Designer for Bangalore location

Follow the below link for more details:

<http://jobs.pixelonomics.com/s/ODE3>

If this is the kind of work that gets you all excited, send your resume and portfolio link to my mail ID - sraval@yodlee.com

15.

Ariba is an IT Product company headquartered at Sunnyvale, California. Having offices across globe, our products are very unique and are used by the large scale Enterprise Fortune companies. We focus on Products for Spend Management, Procurement, Supply Chain and Ariba Networks. Ariba is the world's largest B2B Enterprise in the procurement space, where the fortune Enterprise use Ariba products in various ways

For more information, you can also log onto our website: www.ariba.com

Title: Interaction Designer

Key Skills: User Research, IA, Wireframes, Usability Testing

Duties and Responsibilities

- **Work with Product Managers, business owners, and engineering to understand end-user requirements**
- **Design as a stakeholder in an agile development process that values close collaboration between disciplines**
- **Design and deliver interaction flows and screen mockups in a from sketches to high-fidelity (Axure) prototypes**
- **Support processes for gathering customer feedback and iterating prototypes**
- **Evangelize UCD principles to the stakeholders**
- **Work as part of a larger multi-disciplinary team that includes Product Management, documentation and training**

If you are interested to apply for this position, please respond back to this email with your latest profile *Before Monday. i.e. 16th June.*

[image: Introducing the Ariba Commerce Cloud]

<http://www.ariba.com/commercecloud/?campid=53&video_acc=play>

[image: Ariba] <<http://www.ariba.com/>>

Interaction Designer, UCDG | Ariba, an SAP Company

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