Design for All

INCLUSIVE TOURISM:

International Perspectives, Accessibility and Inclusion in the Brazilian Tourism

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Regina Cohen – Guest Editor

PRO-ACCESS GROUP - PROARQ/FAU/UFRJ

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Content of September 2013 – Vol.8 No.9

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6. FINAL CONSIDERATIONS

[...] "Inclusive spaces" are those capable to give for Persons with Disability a feeling of security, competence and freedom in their mobility difficulty to direct their acts, making it possible to establish their harmonious relation with the exterior world".

REGINA COHEN & CRISTIANE ROSE DE S. DUARTE (2004).

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Chairman's Desk:
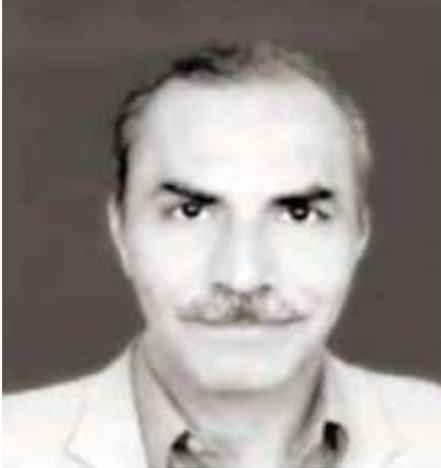
Dr. Sunil Bhatia

Design of Denial is as significant as acceptance. Denial controls changes or prevents to move succeeding steps for achieving desired goals or guiding in meeting the expectations of endeavor. Denial is such an element that no human can escape without its experiences but everyone reacts to it in one's own way. Some people react in a pessimistic manner and other behave optimistically but we are not aware why do they behave in different manner and what will be its outcome. 'Is denial momentary or it is an outcome of some thought process?' I have experienced denial in so many occasions but a few are still fresh as it just happens and other are just lost from my memory. Denial has struck to me from nowhere and I cannot anticipate but it is so powerful that it at times jolts my existence. 'Does denial have character of sudden appearance at the time we least expect?' Denial may be well designed by a person who wishes to deny but receiver is mentally not

prepared for it. Designing of products/ services demands every action should be well thought and use of denial as control or security or to protect the privacy or wish that moment human intervention should be introduced for take the charge manually for succeeding steps. In social context I can tell my personal experience that I have reacted violently in few places and rarely took as challenge and generally I was indifferent. I am thankful for the role of denial in my life since it reminds me in this world is uncertain and be prepared to meet the challenges of all kinds. Certainty is never possible in manmade world and it does not allow in helping in progress of the society and at individual levels uncertainty has directed toward the curiosity to know more about 'why am I victim of denial?' Records of exceptional people guide us that they were ordinary people but denial had affected so deeply that it had made them aware about the direction of blocking and they looked for picking up the loose threads for overcoming its effects and that led to some kind of creativity & innovation .Majority of people take it as passing phase and fail to realize the significance of it because of ignorance. Role of denial is undoubtedly played a significant role and has been a great asset for progress of human civilizations. 'Why does human being consider denial a vital for progress and his reactions vary?' A few take it as challenge and majority experiences emotionally hurt in the context of society and out of this men feel deeply hurt that take them to next level of violent means to achieve what was denied. Human history is generally violent & it is the reason that it has triggered numerous wars on silly or flimsy ground. It might be that someone had denied

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or ignored the presence of others that has hurt so deeply or someone who was considering someone special and close to heart denied or someone could not meet the expectation of others and on a result that person had taken it as denial or someone wished to prove superiority and denied what other was thinking natural for them. A general reaction about denial is that common people surrender to fate and utter 'It is God's wish that they should live like that and die unnoticed, unsung, unrecognized and unacknowledged.' Why does human reaction vary is a mystery? It may be we have inherited this character from Adam & Eve. When God had denied the apple in paradise and out of curiosity of 'what is it' they ate the apple .That very moment various thoughts struck to their minds. 'What have we done is correct?' They were under the influence of repentance. Disobedience toward God had played different role .Confusion was prevailing what was the taste of fruit of other trees .Eating of the denied apple completely changed the orientation of philosophy of man and he was no more static but was under the influence of dynamism and found in a vicious cycle .Everyone wishes to remain dynamic because 'Dynamism is life, static is death.'

Every young person who is brought up in a normal circumstances where parents are caring and can provide basic needs and wish their sons and daughter should be civilized and help in the overall of the society but children mind is not mature they demand something that does not suit to mind set of parents and they refused to follow the child and he/she takes it as denial and adopt the emotional blackmailing for

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fulfilling the demands and denies the meal. Denial becomes such a powerful tool that most of the times it works and helps in meeting the demands. Similarly when employees feel their demands are not getting proper attention they sit for hunger strike or Gherao (Assemble around the concern person of authority by agitated employees) for denying the routine works for prioritizing for drawing the attention of authority. Child also uses the same tool for fulfilling his/her demands when he/she refused to take the meal. Child is denied to enter a specific room by its superior and it is the curiosity that instigates to know 'what is in it?' and it experiences restless till it tries & succeed to know. 'Why have they denied entry to me?' When a woman is approached by a man for relationship under the cover of friendship and she senses something foul and keeps denying on some or other pretext. It may turn out worse nightmare for her by denied person or he looks for every possible opportunity to change her denial into acceptance or left her alone and allows leading her life whatever way she wishes. The action of denial is not rejection but it is not acceptance also it is something in between. Denial is probably one of the best known defense mechanisms often used to describe situations in which people are unable to face reality or admit an obvious truth. The action of declaring something to be untrue is denial. Denial functions to protect the ego from things that the individual cannot cope with. While this may save us from anxiety or pain, denial also requires a substantial investment of energy. Because of this, other defenses are also used to keep these unacceptable feelings from consciousness.

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Human body has inbuilt mechanism of denial. When we eat something that is not good for it we start vomiting. It is denial mechanism. I have noticed that our body never accepts the foreign elements and always in denial mood. If body fails to dispel that foreign elements that areas cells swell and allow it to go out of the body. In case it again fails that areas releases puss and along with that foreign elements goes and after few days' body becomes normal. Is fever not mechanism of denial of virus or bacteria? Is design of eyelid not design of denial for foreign elements that may harm the eyes?

Design of denial was known to our ancestors in basic sense and what we are today it is because they have lived with denial mood for death. They were aware that death was inevitable but they had designed lifestyle in such a way that people would remember that one day everyone had to leave but it would not haunt and affect the progress of mankind. They even glorified the death for who sacrifices for protection of boundary of the state by saying "death is nothing for you. Your cause is noble and life after death will be like living in haven" .They were not knowledgeable but had better understanding and designed the bangle in such a way that circumference of it never allow to move above forearm and it is not easily to take out because of natural design of palm. By pressing the palm they slip the bangle into arm. Design of handcuff is nothing but denial of movement of hands of the culprits. Similarly domestic animals are tied with rope in hind legs that denied the faster movements and owner's supervision needs minimal and allow grazing in open field.

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Denial for rain water to enter in house they had designed roof with slope with such materials that could resist the effects of rain. Most of the ponds / rivers were with natural banks and slippery because of mud and it was reason of many accidents that had hurt or fatal or even person was drowned to that person who wished to fetch water. Unwanted entry because of slip into pond was restricted by our ancestors by introducing stone slab that prevented unnecessary slip into ponds. 'Is it not design of denial?' Water proofing technique is nothing but denial of water leaking into structure. Design of sign of trespasser is nothing but denial of general public who are not associated with those areas in any sense should keep themselves away from this place. Design of lid to cover the pot is nothing but design of denial where lid does not allow the foreign elements to spoil the contents. Man who brushes aside suspicions of their partner's infidelity, the wife who doesn't notice that her husband is abusing their daughter - are supposedly 'in denial'. Governments deny their responsibility for atrocities, and plan them to achieve 'maximum deniability'. Truth Commissions try to overcome the suppression and denial of past horrors. Bystander nations deny their responsibility to intervene. Do these phenomena have anything in common? When we deny, are we aware of what we are doing or are an unconscious defense mechanism to protect us from unwelcome truths? Can there be cultures of denial? Blocking out, turning a blind eye, shutting off, not trying to know, and wearing blinkers, seeing what we want to see ... these are all expressions of 'denial'.

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The role of denial is well understood by interface designers and it is yet to achieve proper place by industrial designers. Vending machine keeps on denial mood as long it does not get proper specified inputs. We generally shake our head in denial. Similarly when we swap our paper currency for certain transactions if it is not properly matching with the data transferring machines there is sign of denial and some places a dialogue box appears which explains the reason of denial. When someone tries to open email account or password is not matching and after limited number of denial with dialogue box it locks the account permanently thinking it is some intruder that is trying to accesses the data. I notice while travelling in Metro that someone tries hard for entry into coaches as door is about to close. As door sensor identifies obstacles it flashes light with beeping unpleasant sound to warn the driver not to move train and there is inbuilt mechanism in train if any obstacles of size of two inch are placed on way of door train is denied for movement. It is the control that is based on principle of denial not to move train for the safety of the commuters as long any obstacle is at the door.

Does design of locks and latches etc.is not for denial of unwanted person's entry? When I look at the design of hooks and buttons, I admire our ancestors how beautifully they had used concept of denial for covering our body parts. Laces are different sizes for different shoes. Some are stronger and longer when person is running and to hold his feet firmly. Similarly person is simply walking and less exertion is to be control so that shoe should not slip out they have designed

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with smaller and less strong lace. Garments are designed with denial concept so that it should not slip in public and create embarrassment. Design of parapet around the open roof is denial of the possible fall of person. Design of hairband is nothing but denying the free flow of loose hair. All the ornaments are designed with the concept of denial so that these should not just fall for say example ring, bangles, necklace etc. Even law of rape and divorce is nothing but denial of person to whom they do not like to share their privacy anymore. 'Justice delayed is justice denied.' But it is universal practice and people are denied...Some of these people have to go through the whole appeal system, and it's costing a lot of taxpayers' money, when they shouldn't have been denied in the first place. Look at the design of injection in medicine it is the needle that has been designed in such way that it pierce easily into vain or muscles with little pain and by plunger that fits tightly in a tube force the medicine to flow inside the human body .Is it not designed with the concept that medicine should not come out of the body after administering the medicine? Is it not design of denial?

Self-denial is practice by our saints and they deny the things that may hamper their objectives. Being poor is living a life of self-denial. To be poor is to be forced to deny oneself constantly. I am sorry to mention that human history is nothing but denial of basic right of some and make others privileged with special rights. Is slavery not denying the right of a person to live with free will and he lives according to dictate of powerful? Denial-of-service attacks continue to be a

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serious threat to enterprise and service provider networks. They can disrupt mission-critical services, prevent data transfer between devices, and decrease overall productivity. Design of staircase with ramp is universal design. Wherever ramp is missing it is considered as denial for certain class of people who cannot climb. Design of tyre of automobiles is such that it to deny the skidding .Similarly cut off list for admission or requirement for specific job is one kind of denial for perspective people. Any person facing the challenges for achieving desired goals and either manmade design or natural design is denying or accessibility is playing the reversal role of inaccessibility I take as one kind of denial. It is the duty of society and state to check the role of denial and man should be able to move according to free will. Denial is not always associated with negativity rather it corrects the ethical values or modifies the mistakes that is about to commit or it is already committed or encourages patriotism. A citizen denies the authority and feels it is improper in parts and revolts. That authority treats that person as revolutionary or terrorist and a new authority is established and old is thrown out of the power that person declared as national hero and decorated with highest order for patriotism.

It is my privilege that I have personally invited Prof Regina in Delhi, India when she was invited to attend international conference in year 2012 for Guest Editor for special issue. My friend and philosopher Dr. Rain Scott wrote a nice letter about her as he came to know that she has accepted the invitation for Guest Editor 'she is finest person who is authority in

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accessible tourism and it is great honor that she has accepted your invitation.' We are thankful to her and our readers will be benefited by her in-depth knowledge about accessible tourism

With regards
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Forthcoming issues

October 2013 Vol-8, No-10

Pooja Yadav is a 12th grader at The Riverside School. An avid reader, she is passionate about literature and loves writing. In her free time, you can also find Pooja dancing, playing football, listening to music while enjoying a cup of coffee.

Anshul Aggarwal is the Global Catalyst at Design for Change. He loves traveling and reading.

November 2013 Vol-8 No-11

Ms Elnaz Davoudi , Industrial Design Centre of San Francisco state university will be the Guest Editor and this special issue will be supervise by Prof Ricardo Gomes.

December 2013 Vol-8 No-12

This is our concluding issue for 'Student Designer year of 2013" with Industrial Designers of Society of America (IDSA). Prof Sooshin Choi, Director, School of Design, Associate Professor of Industrial Design, University of Cincinnati and Education VP of IDSA will supervise the special issue.
The Guest Editor will be Krista Alley, who is attending Master of Design Program at University of Cincinnati. Both are working on Inclusive Design and its successful applications.

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"Women Designer year of 2014"

January 2014 Vol-9 No-1

IMMA BONET Executive Patron of Design For All Foundation has accepted the invitation of Guest Editor for our inaugural issue of our declared new series for highlighting the contributions of women in social movements of Design For All/ Universal Design.

February 2014 Vol-9 No-2

Dr. Lalita Sen Professor Urban Planning and Environmental Policy Ph.D., Northwestern University SPA/COLABS BLDG SUITE 402F Areas of Specialization: Accessibility, Accessible Transportation and Mobility for Seniors Disabled, Housing, Accessible Tourism, Universal Design, Emergency Management of Vulnerable Population, Application of GIS in Spatial Analysis and
Community Development, International Policy on Accessible Transportation, Smart Growth and Health Service Planning, International Policy on Accessible Transportation

March 2014 Vol-9 No-3

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

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April 2014 Vol-9 No-4

Valerie Casey is a globally recognized designer and innovator. She is the Founder of the global social impact NGO, The Designers Accord, and the CEO of the US-based innovation consultancy, Necessary Projects.

Casey was named a "Guru" of the year by *Fortune* magazine, a "Hero of the Environment" by *Time* magazine, a "Master of Design" by *Fast Company*, and one of the "World"s Most Influential Designers" by *BusinessWeek*.

The World Economic Forum has honored Casey as a "Young Global Leader." She will be Guest Editor of this issue focusing on women, design, and social impact.

May 2014 Vol-9 No-5

Rachna Khare is a Professor of Architecture and the co-ordinator of Centre for Human Centric Research (CHCR) at School of Planning and Architecture, Bhopal. Prior to this she was Senior Research Fellow, Jamsetji Tata Universal Design Research Chair at National Institute of Design, Ahmedabad.

Rachna is a recipient of the Fulbright Doctoral Fellowship and was affiliated with Georgia Institute of Technology, Atlanta, USA during her PhD in Inclusive Design. Her interest in the field of 'Universal Design' has earned research grants and awards nationally and internationally. She hás published extensively and is one of the authors of Universal Design India Principles released in 2011.

June 2014 Vol-9 No-6

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

July 2014 Vol-9, No-7

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

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

August 2014 Vol-9 No-8

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

Ar.Yasmeen Abid Maan. (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.

GUEST EDITOR:

REGINA COHEN
arquitetareginacohen@gmail.com

Architect and Urbanist by the Federal University of Rio de Janeiro (1981), master on Urbanism by the Federal University of Rio de Janeiro (1999) and PhD on Psychossociology of Communities and Social Ecology by Federal University of Rio de Janeiro (2006) and is specialist on Art History and Brazilian Architecture by PUC RJ (1992). Experiences on the areas of Architecture and Urbanism, working mainly on these themes: accessibility, inclusion, museums, urban spaces, schools, superior education, universities and disability. Many articles published with the theme of "Accessibility of Persons with disabilities". Has been awarded by EAAE for the implementation of new Methodologies and Teaching in Architecture. Owns a vast list of published articles and books.

Coordinator of the Research, Teaching and Planning Group on Accessibility and Universal Design (Pro-Access Group at UFRJ).

Post-doctor on Architecture (scholarship FAPERJ – PROARQ/FAU/UFRJ): "Accessibility of Persons with Disability to Museums".

1. SOME FIRST WORDS OF THIS NEWSLETTER

This Newsletter is part of a research being developed in the scope of our work on accessibility done by the Pro-Access Group of Universidade Federal do Rio de Janeiro (UFRJ). The concept of 'universal access or universal design' involves an interdisciplinary approach, with emphasis on understanding the concept of atmosphere as a cognitive factor on the movement of the disabled body. We have rethought about the concepts used internationally, the "design for all", "universal accessibility" and "inclusive architecture", working on what the environment brings out in the most primary level of emotions.

We believe that the situated context of environmental perception is built based on the access that people with disabilities can have to the touristic spaces, and also the emotional connection with places which they visit. A person with disability will respond both to the perceived world as to the real world through their sensations. This perception will be influenced by a previous experience of its sensitive environment.

From this tourism perspective, emphasizing "the access for all", is included the important concept of atmosphere, which involves the relationship between people and places, their affections, pleasures and desires, their senses and their feelings while walking through an environment.

Rather than focusing on behavioral theories or on the physical barriers to accessibility, our work zooms in on the conception that takes the responsibility of not being able to move through spaces, away from the person. Making them realize that some

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touristic areas can be deficient by themselves if they do not permit the mobility of people. What this person identifies or selects is part of this experience, and that will be the result of this person's environmental perception.

Valuing the action of the individual, the settled perception, and the sensible qualities of an environment added to the senses and feelings we have while walking through an atmosphere, we will also use the work already done in Brazil by Cohen and Duarte (2006) on fondness for a Place, and also some French researchers who follow the same line of investigation involving these features along pathways that are made in Brazilian touristic environments. We intend to move forward on the issue of Inclusive Tourism, following a new sensorial and emotional perspective from a person with disability while moving and perceiving with its object of action: the touristic universe to be visited.

We work with a methodology that has involved several research procedures: the unveiling and deepening of new concepts such as atmosphere, planning tours with people with disability, monitoring and mapping pathways, the evaluation of these pathways and access, filming these pathways and experiences while conducting interviews in order to collect evidence, with both our subjects and users of touristic spaces and, with politic authorities or other people directly involved with the management of these environments.

As architects and researchers involved with accessibility and tourism for all, universal access and an anthropological perspective of investigation, we also make the most of our active observation about our own experiences. Even though in

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a simple way, our own daily field journal leads us to get more and more involved in our research on a daily basis.

The project that originally intended to make the analysis of accessibility in just the main touristic points in the city of Rio de Janeiro, embryonically began by visiting some places in Brazil and abroad, on a trial basis in order to exchange experience with other professionals who provided valuable information, and also through the contact with managers of the Brazilian Tourism Ministry and the Tourism Institution from the Municipality of Rio de Janeiro.

Thus, we have broadened our horizons, expanded the network of concepts to be addressed as: memory, culture, identity, ownership, equity, senses and sensations, topics that go beyond the question of ambience and accessibility. Likewise, what was only meant to be a one case study, eventually developed to become an analysis of all the City.

Our work and research in Rio de Janeiro has advanced greatly and the data already collected is amazing and diversified, but still unique and not transferable to a more general assessment of all that we have already been able to observe, participate in and presume. Many of the testimonies of people with disabilities who took part in our field research were surprising, revealing the importance of a more holistic and motor experience that also involves universal access, route, touch, smell and feeling. We believe we are still in the middle of a trend that certainly has a lot to evolve into a more dynamic global Inclusion in the Brazilian Touristic Cities and, particularly, in the City of Rio de Janeiro, host of the next future Sports Mega events.

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Cristiane Rose de S. Duarte

Titular Professor at the School of Architecture in the Federal University of Rio de Janeiro. Got her Doctoral degree at Sorbonne (Université de Paris-I – Panthéon Sorbonne, 1993); Master in Urbanism at Institut d'Urbanisme de Paris (1988); professional degree in Architecture at UFRJ (1981) and also at L' École d´Architecture de Paris-La Villette (1983, Paris, France). Indicated Researcher at CNPq (Ministry of Science and Technology).

Teaches in the Post-grad Studies Program in Architecture and the Undergraduate Course at FAU/UFRJ. Coordinates Núcleo Pro-acesso/Proarq/FAU/UFRJ. Has been awarded by EAAE for the implementation of new Methodologies and Teaching in Architecture. Has been advising several thesis and dissertations.

Regina Cohen

Architect and Urbanist by the Federal University of Rio de Janeiro (1981), master on Urbanism by the Federal University of Rio de Janeiro (1999) and PhD on Psychossociology of Communities by Federal University of Rio de Janeiro (2006) and is specialist on Art History and Brazilian Architecture (1992). Experiences on the areas of Architecture and Urbanism, working mainly on these themes: accessibility, inclusion, museums, urban spaces, schools, superior education, universities and disability. Many articles published with the theme of "Accessibility of Persons with disabilities". Has been awarded by EAAE for the implementation of new Methodologies and Teaching in Architecture.

Coordinator of the Pro-Access Group at UFRJ. Post-doctor on Architecture (FAPERJ – PROARQ/FAU/UFRJ): "Accessibility of Persons with Disability to Museums".

2. INTRODUCTION – The Pro-Access Group at Federal University of Rio de Janeiro – PROARQ/FAU/UFRJ[*]

THE PRO-ACCESS GROUP – Federal University of Rio de Janeiro Architects, Tourism Researchers and Architectures Students of the Pro-Access Group at Federal University of Rio de Janeiro

2.1 The Brazillian Context

This Newsletter deals with some real situations found in Brazil regarding accessibility and universal design. Most of our cities show lots of barriers that fight against the free circulation of people with some kind of disability. The elimination of these

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[*] ***This Chapter is based on an article published by us.***
REFERENCE: DUARTE, Cristiane Rose de Siqueira, COHEN, Regina Research and Teaching of Accessibility and Universal Design on Brazil: Hindrances and Challenges in a Developing Country. In: Universal Design and Visitability: from Accessibility to Zoning..1 ed. Columbus: National Endowment for the arts, 2007, v.1, p. 115-146.

hindrances is a way to help furnish the same opportunities to every citizen.

In fact, there are solutions for these physical barriers. However, there are other barriers which we consider much more difficult to work on, because they are attitudinal barriers. Physical hindrances may be adapted with the application of good design skills and different initiatives. Social barriers, or invisible ones, are pretty hard to fix.

It is easy to perceive that until now, in Brazil, there is little information and awareness on the importance of the theme in urban planning and public policies. Some People with Mobility Difficulty in Brazil find it very hard to be accomplished. The ignorance of architects, engineers, urban planners, professionals and technicians is still responsible for this lack of improvement.

Trying to respond to these challenges and, as a starting point, the matter over access to urban spaces in the city of Rio de Janeiro, the Pro-Access Group (Núcleo Pro-acesso – Accessibility Research Bureau) was created in 1999, linking itself to a line of research in the Post-grad. Studies Program in Architecture (PROARQ).

Through a specific approach targeting professionals in architecture and urban design, the research developed by our Group – coordinated by Cristiane Rose de S. Duarte and Regina Cohen – have been producing documents with the aim to subsidize designing actions for the creation of accessible spaces in relation to the difficulties faced by people with disability or reduced mobility.

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We'll demonstrate some of our didactic experiences in the Federal University of Rio de Janeiro (UFRJ), some research and extensive projects developed and advised by us and, also, a little of our Brazilian reality.

In the Undergraduate course we try to stimulate this specific knowledge, through dynamic methods that gather theoretical teachings, simulations and an intensive design activity. Students are motivated to think of human diversity and complement their studies with the enhancement on accessibility matters and the importance of the other. We'll also present the great students' search for the discipline we have started applying in UFRJ and the results reached by our experience in this field, which contribute to the spreading of new tendencies in planning our city.

In the Post-grad course we have developed evaluation techniques, analysis methods besides thesis and dissertations that verse on accessibility and universal design, which we will present later on.

The 'new minds' shaped by our program targets the effective change in a developing country, such as Brazil. We agree challenges are huge, but transformations are daring.

2.2 Persons with Disability, Accessibility and Universal Design in Brazil

The results of the 2010 Census accomplished by the *Brazilian Institute of Geography and Statistics* (IBGE) show that almost 45 million people (23,9% percent of the population) show some kind of disability. These people have at least one kind of

difficulty related to seeing, hearing, moving around or intelectually understanding the world.

The greatest part of these people are denied to their citizenship rights and are not widely sheltered by urban spaces as well as blocked from freely moving around and getting in contact with a large parcel of the society. The reasons for the existence of such accessible barriers are many. There is still a lack of information and consciousness regarding civil rights to every citizen. On the other side, political problems and the national panorama exclude most of these people's basic needs.

The Federal Government of Brazil has recently approved Edict n. 5.296 which regulates, amongst other preventive measures, the implementation of architectural and urban accessibility to all means of transportation, technical assistances, cultural heritage, information and communication. This Edict affirms that the various documents of our urban legislation have to follow every accessibility precept to be approved. Besides that, in article 15, it is said that *"the planning and urbanization of public plazas, squares, sidewalks, streets, roads and other spaces of public use ought to attend to the demands of technical standards of accessibility (...)"* (EDICT N. 5.296 – Republican Presidency).

Taking into consideration Brazilian spheres, it may be said that disability is usually related to social and economic matters as well as the difficulty of receiving good education, job, health treatment and physical spaces in the city.

Nevertheless, the Constitution of Brazil (1989) together with the United Nations Convention for the Rights of Persons with

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disability (part of the Constitution) is one of the most enhanced documents in the world, regarding the guarantee of civil rights and national protective laws acquired by intensive efforts towards its accomplishment. However, these great conquers are seldom respected.

A little time ago, meanwhile the Brazilian Federation emphasized urban planning for those people considered "pattern" – the average ordinary people – Brazil started watching a permanence of special treatment offered to People with Mobility Difficulty (PMD). Lots of beneficent, charity and philanthropic institutions appeared in the national arena but we would hardly ever see a global project towards the equalizing of opportunities for all. PMD were, still, recluse to their homes or those institutions premises. This attitude has enabled some social deviations such as the exploitage of disability as a tool for barging on streets.

As a matter of fact, many of our Brazilian cities show plenty of urban barriers. It is, though, possible to perceive some punctual solutions: the adaptation of means of transportation; good planning of leisure open areas; work inclusion. In truth, these changings are really small, if compared to the size of our country. Brazilian cities require global changes, be it physically and socially, as well as a decent posture from space planners and politicians.

In Brazil, we have always been faced by a wide range of social segments that are culturally, spatially and economically segregated from the major society. Those voices have always tried to live freely and express themselves as any other one in the city, but could not be heard until recent years. Little by

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little, some changings started taking place and made emerge some alterations in the urban reality of Brazil, contributing to eliminate inequalities in the fulfillment of accessibility.

Therefore we conclude that to add quality of life to those, once excluded from urban life, it is necessary to search for a new environment order that shall guarantee equal treatment in terms of accessibility. However, we know there will not be any scientific nor industrial solutions for the problems in environment without reaching deep transformations in social structures, in people's minds and individual and collective habits.

It was only in 1994 that the first greatest International Seminary on Accessibility, in Rio de Janeiro, effectively started spreading the discussion of the theme. It was exactly in this year that Brazilian authorities published a new version of the Brazilian Accessibility Technical Standards, last edited in 1989. In 2003 there was the creation of the Ministry of Cities and the Program "Accessible Brazil" in the Chancery of Transportation and Urban Mobility, aiming at enhancing with practical tools in accessibility and universal design. Another significant year for Brazil was 2004 as the formulation of a new version of the Brazilian Technical Standards and the association of two federal laws that have become the widest document regarding accessibility.

It was also in 2004 that Adaptive Environments, a north-American institution based in Boston, organized one of the biggest meetings in accessibility, the event designing for the 21st Century. This Conference on Universal Design counted on 700 people from various countries, sharing the same point of

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view, and stimulated the discussion on this theme in our national scenario. Brazilian planners were enraptured by this atmosphere and received a number of relevant information, not yet implemented in every sector of architecture and urban planning.

We know that accessing places in a city is one of the basic rights of every human being and accessibility presupposes an effort in urban design so as to reach everybody's spatial needs – including elders and people with some kind of disability. With the aid of these conferences, Brazilian researchers have found deep arguments to justify their plans, now strengthened by other countries in the world which gave priority to the inclusion of PMD in their own cities.

Because of this starting point, the concept of Universal Design started being associated with some urban interventions. However, as universal spaces hand over the possibility of anyone's access, the accomplishment of changes is usually a little bit harder in a country that gathers great geographic, economic and cultural differences.

We understand that the sense of legality and technical rules cannot be sustained by themselves but it is an open way for the feasibility of actions. Real transformations will only be possible through a different social attitude that favors the responses towards the construction of an accessible environment for all.

Hence, we believe that one of the most profitable initiatives towards putting ideas into action is paying attention to undergraduate courses, which are to play a crucial role in the creation of new mentalities sensible to everyone's rights, as

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well as to diffuse the ideas based on conferences and in so many other debating forums. It is through a global changing towards a greater social consciousness that society will learn how to respect differences and furnish future planners with a great deal of enthusiasm.

In this way, our Research Group titled Pro-Access Group (Nucleo Pro-acesso) has been seeking for the improvement of academic skills in accessibility and universal design in the faculty of architecture through a specific discipline created to implement the range of classes proposed for undergraduate students, through our projects and the excellence of our work, which have influenced some other universities.

We aim at enlarging the debate over teaching strategies and methodologies. We invest on architecture students in the Federal University of Rio de Janeiro but we know there is still a long way to be run. As professors and researchers in the course of architecture and urban design at UFRJ we decided to count on young students, more sensible to new ideas and potential generators of opinion, as they are able to make the seeds of sustainability grow, searching for the promotion of quality of life, assuring future generations to reach the balance between society and environment and promoting the social-spatial integration of the differences.

Before we make an approach to these questions, we consider it interesting to investigate the inclusion of people with some kind of disability in undergraduate courses and their level of access to university physical spaces in one of the biggest federal institutions in Brazil: UFRJ.

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2.3 The Pro-Access Teaching and Research Group

Taking into consideration the presented social Brazilian situation and the matter of lack of accessibility in universities and faculties of architecture, we decided to create a research group on Accessibility and Universal Design – *Nucleo Pro-acesso* – in UFRJ. Through a specific approach targeting practioners in architecture and urban design, the researchers developed by our group have been producing documents aiming at subsidizing design actions for the creation of accessible spaces against the difficulties faced by people with disability or reduced mobility.

The Pro-Access Group has an effective actuation in many different sectors through the work of its team made by architects coordinated by us.

The creation of a research group exclusively linked to accessibility and universal design and the implementation of a discipline in the course of architecture has been a pioneer experience in Rio de Janeiro and has overpassed the single ponderings over design teaching. This paper outlines some of Pro-Access Group activities as measurements that may supplant segregate planning still found in Brazilian cities.

As educators we want to emphasize that it is even more necessary to amplify the didactic activities that evoke a critical reflection, making students analyze and wake up to the understanding of the construction of models in order to enable them to decide whether adopting them or not.

The pondering over the teaching of inclusive design (as it shelters a great variety of users) outlined in this paper is

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offered as one of the many choices of bringing up questions in the teaching of architecture.

Based on our didactic proposal we will try to present the ways whereby we brought into future architects' awareness the reflection over the necessity of allowing PMD to construct their identities and re-shape their world-view.

In order to better situate our didactic experience in Brazil we should comment on the small amount of success concerning about the assurance of rights for people with any kind of disability, although there are many laws that guarantee special rights for minority groups.

It is not a surprise that this mentality reflects the teaching of architecture in many colleges spread throughout the country and there is a lack of topics targeting this theme. There was, though, a gap in the Architecture and Urbanism course at UFRJ to be filled in.

Our activities towards accessibility began with the first researches in the circuit of post-grad courses which are considered "open" sectors in the development of ideas that give attention to the ideal of quality of life. Afterwards, in 1999, Pro-Access Group was created (Research, Teaching and Design Bureau on Accessibility and Universal Design) linking itself to a field of research in the Post-grad Studies Program in Architecture (PROARQ). The activities at Pro-Access Group have diversified in the last years, gathering nowadays from the elaboration of readjustment plan aiming at accessibility to historical buildings and development of teaching, research and curricular activities.

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Our activities have diversified a lot since the last years, gathering from the elaboration of readjustment plans aiming at accessibility to sites registered as land-offices by the Patrimony Bureau, to the representation of the university in permanent commissions of accessibility (such as the Transportation State Office in Rio de Janeiro), as well as promoting symposiums, scientific seminaries and developing teaching, research and curricular activities.

Nevertheless, the greatest aim drawn up with the creation of the Pro-Access Group was to sensitize the students at the School of Architecture at UFRJ to this matter, once they will be the planners of tomorrow cities. The participation of students about to graduate is generally stimulated in developing plans and projects, closely followed by students in the post-grad courses.

The objectives and proposals of Pro-Access Group are:

- *to exercise the search and promote the reflection over the quality of life of the constructed space for all;*
- *to sensitize undergraduate and post-grad students for the architectural and environmental implications of design studios headed for social groups with special necessities;*
- *to produce and gather special material in this theme;*
- *to subsidize architecture plans that aim the integration and active participation of users with disabilities in the city spaces;*
- *to promote seminars, conferences and meetings that ease the discussions over accessibility and universal design;*

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- *to establish exchanges with associations, groups, national and international entities aiming at the definition of specific public policies;*

- *to spread the results of researches and studies developed by Pro-Access Group or other institutions;*

- *to advise local community in topics related to accessibility and universal design;*

- *to demonstrate that inclusion and exemplary design are compatible.*

Pro-Access Group has been acting on diverse academic activities and researches, some of them accomplished by the financial support of governmental and private sponsoring institutions. Just to list a group of them we may refer to: counseling and advising for the elimination of accessible barriers found in public and private institutions (e.g. universities, banks, shopping centers); participating in congresses and seminars for the spreading of the results of our work; offering capacitation courses for professors, technicians and urban planners; guiding Final Studio Projects in undergraduate and post-grad courses related to accessibility.

Some results and productions of Pro-Access Group have been highlighted by the scientific international community and our colleagues, which are testified by:

- *institutional and financial supports given to our researches;*

- *the award received by the European Association for the Architectural Education (EAAE) for the works and*

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implementation of specific curricular discipline "Methodologies for a Inclusive Architectural Teaching";

- *the ranking among the 10 best research projects applied to UFRJ in the 2nd Extensive Congress;*

- *Honorable Mention for the research project titled "Children's Rides for those with Special Needs" offered by the Rectory of UFRJ.*

In order to better demonstrate our activities we will distinctively discuss some actions developed in the fields of research, extensive production and teaching. We will also throw some comments on each one of them and lay out the progress and challenges faced by Pro-Access Group.

2.4 Research Activities developed by Pro-Access Group

Pro-Access Group has been working for the improvement of the scientific methods and knowledge regarding accessibility and universal design since its creation.

The field-work accomplished by our research bureau, at the Federal University of Rio de Janeiro (UFRJ), was the first relevant and widest conceptual, physical and iconographic survey in Brazil. From this study on, and the spreading of our first results, we gained national acknowledgement and started being searched by other universities, institutions and public organizations of municipal, state and federal government.

Taking into consideration the knowledge acquired in many years of research, we have started to advise dissertations and thesis in the Post grad Studies Program at UFRJ (and other universities) gathering a bigger group in the discussion of planning 'for all'.

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From these accomplishments and with the beginning of a search for the implementation of diagnoses and accessibility plans, we have noticed we would need to count on a specific methodology to investigate different spaces. We will briefly talk over these studies and methodological resources that we have developed to assess places:

Accessibility to Academic Spaces of Teaching and Research – One of the researches developed with the support of the State Government of Rio de Janeiro – FAPERJ, aimed at assessing the accessibility of Persons with Disability (PwD) to universities in Rio de Janeiro. Our initial premise was to benefit the quality of academic life of those people in every teaching and research spaces. We focused on some spaces of the Federal University of Rio de Janeiro (UFRJ).

Our field researches and analysis have contributed to the perception and better evaluation of the situation found in UFRJ, related to accessible spaces. They have also demonstrated the influence of physical environment in the construction of a specific social identity for PwD which are differentiated by the level of access each analyzed space offers.

Accessibility to Public Spaces – This project searched to subsidize strategies for the improvement of quality of life and access to build spaces, contributing to a change in Architecture and Urbanism posture - as fundamental structures for the construction of minority groups' identities.

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Our survey on *Accessibility in Public Spaces* has focused on the interaction of requirements given by differences[*].

The group of analysis thrown onto public spaces and buildings focused on users with any disability, elders, obese people, people with movement difficulty and low stature ones. In order to analyze the structure of public spaces we have previously selected three places with the following characteristics:

- ▪ *public buildings open to a diversified group of the population;*

- ▪ *buildings showing symbolic values according to many citizens;*

- ▪ *buildings located in areas of easy and successful study of the surroundings, public transportation, parking areas and crossways – taking into consideration access ways and contemplation areas.*

- ▪ *absence of bureaucratically hindrances for our researchers.*

Based on that we have selected the following buildings for our field-research: (a) the Municipal Council of Assemblymen of Rio de Janeiro; (b) the School of Applicableness of UFRJ (CApUFRJ); and (c) the Ministry of Education building.

Route of great flow of people on the sidewalks fully supplied with garbage cans, ice-cream carts and street vendors in front of the Municipal Council of RJ.

Ministry of Education building: inappropriate pavement for people on wheelchairs.

However, if we count down the problems related to accessibility in those assessed spaces, it is important to stress that these barriers should not only be taken as punctual. The research made us understand that the importance of this assessment is to propose a strong and effective global planning towards buildings and surroundings so as to accomplish the concept of "Accessible Route".

Accessibility to Schools – It was also with the sponsoring of the State Government of Rio de Janeiro that a second research could be put into practice. This research searches for strategies for the inclusion of children with disabilities in public educational spaces (what we call, in Brazil, "fundamental schools"). The choice of this object – educational places – is due to our conviction that architecture is to fulfill spaces with free access to all educational sectors.

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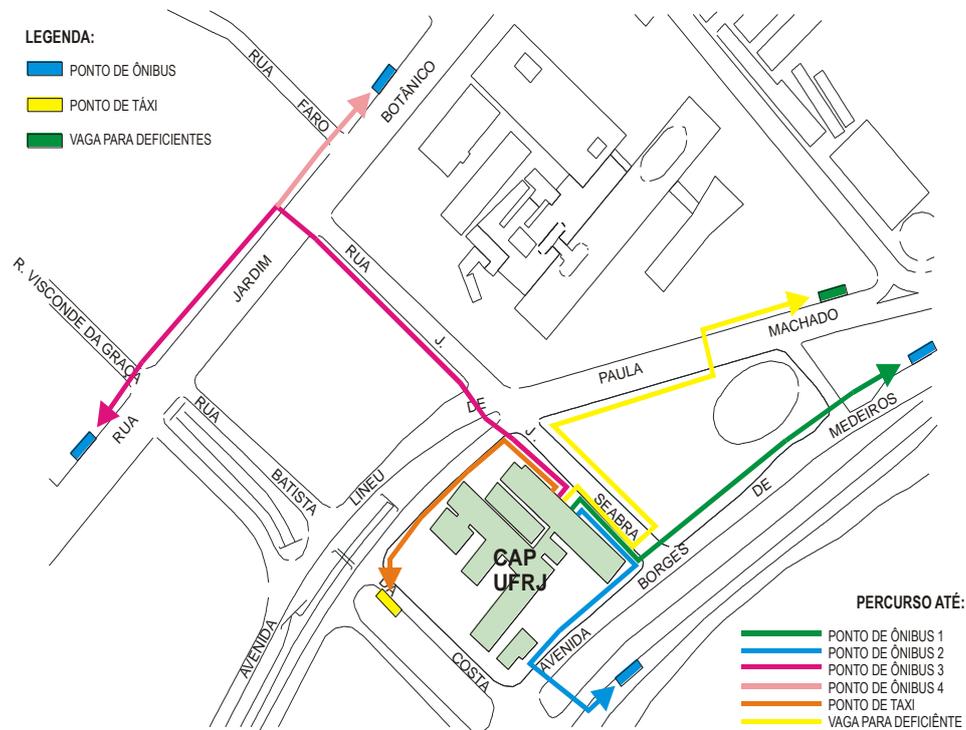
Map – Accessibility to the School of Applicableness of UFRJ (CApUFRJ) –
Surroundings

This research has verified the importance of a truly inclusive architecture for the implementation of the social function of public teaching and the integration of differences. It has also outlined the surpassing of inequalities in future generations.

Throughout our analysis we could elaborate a methodology for the assessment of educational spaces and analysis indicators that will be offered to all educational sectors in the State Government in order to improve future plans of schools.

- *(above):* **bad sidewalks with exposed tree roots in front of CapUFRJ building.**
- **parking blockers all around the bus stop used by kids of CapUFRJ.**
- *(right):* **narrow sidewalks can be found at the width of 45 cm in some sections.**

- *(above):* **unevenness classroom doors and the objects without any information on the floor.**
- **labs with fixed tables that block the approximation of people on wheelchairs.**
- *(right):* **a ramp ending at a step.**

Other Researches and Post-grad thesis – Our first researches and the operational life of Pro-Access Group has stimulated the interest from institutional groups linked to UFRJ as well as students in the undergraduate and post-grad courses.

Nowadays our Research Group works as an attractor of interested researchers in developing works aiming at accessibility. Some of these works are:

- *"Environmental Accessibility: from legal disposals to the inclusion of PwD" (Fernandino, 2006). This dissertation analyses some buildings constructed under the regency of Brazilian accessibility laws and verifies that these laws/standards are not enough to fulfill spaces with complete agreeability.*

- *"City, Body and Disability: possible routes and speeches in urban experience" (Cohen, 2006).*
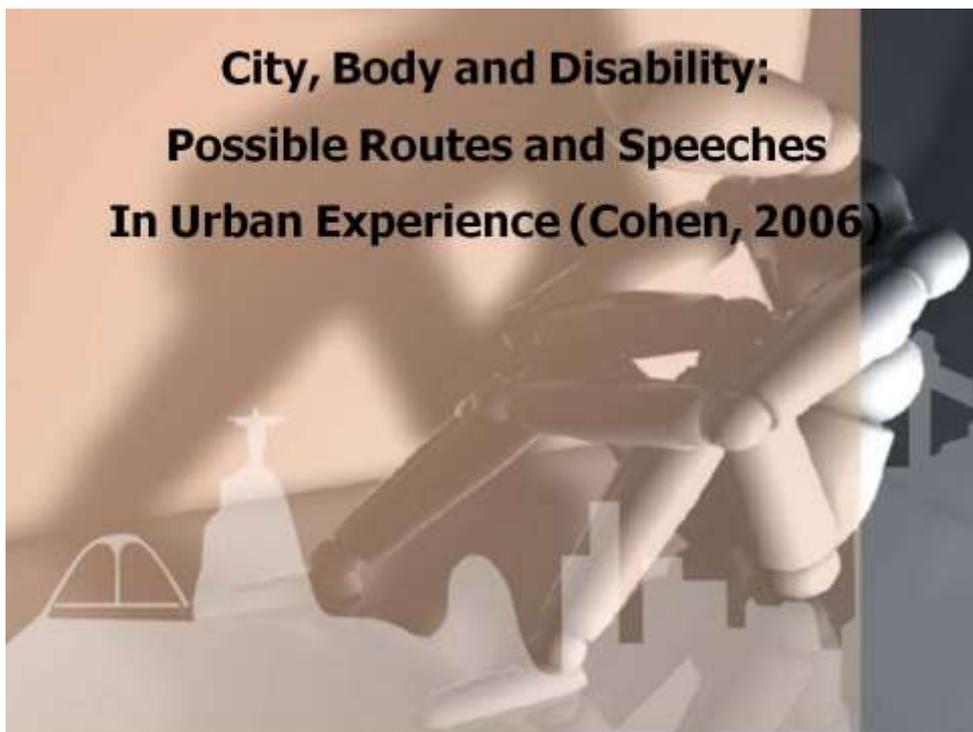
In this thesis the routes developed by some PwD in diverse Brazilian cities are analyzed in order to establish relations among *body, mobility and urban routes*. The focus was put on the evolution of the ways through which cities have been

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methodologically experimented. Afterwards, according to Grosjean and Thibaud, new questioning paradigms for the modern cities were born, starting from the '80s. This new analysis phase occurred because of the uprising of three levels. First of all, the importance of the observed phenomena was taken into consideration, which called for the researcher's physical presence. Secondly, citizens were taken as competent actors in environment and producers of public spaces. And, at last, the phenomenological approaches understood space as an element with its own characteristics that might interfere in mobility, for good or worse.

THE RESEARCH WITH PERSONS WITH DISABILITY				
Deficiência	Idade	Renda Salarial	Escolaridade	Profissão
Visual – A.P.1.	44 anos	10 Salários Mínimos	2° Grau Completo	Aposentado Mecânico de aeronaves
Visual – B.P.1	43 anos	5 Salários Mínimos	Nível Superior	Aposentado Bacharel em Filosofia
Visual – C.P.1	62 anos	3 Salários Mínimos	Nível Superior	Contador e Professor Acadêmico
Física – D.P.1	40 anos	5 Salários Mínimos	2° Grau Completo	Estudante
Física – E.P.2	39 anos	3 Salários Mínimos	Nível Superior	Professora de Biologia
Física – F.P.2	61 anos	10 Salários Mínimos	Nível Superior	Engenheiro Mecânico Aposentado
Física – G.P.2	43 anos	10 Salários Mínimos	Nível Superior	Bacharel em Filosofia
Física – H.P.3	62 anos	Nenhum mesmo	Nível Superior	Psicólogo
Física – I.P.4	39 anos	De 2 a 5 Salários Mínimos	2° Grau Incompleto	Vendedor de Balas
Física – J.P.4	41 anos	De 1 a 2 Salários Mínimos	2° Grau Completo	Professora
Física – K.P.5	61 anos	De 2 a 5 Salários Mínimos	2° Grau Completo	Aposentado Programador Visual
Visual – L.P.5	50 anos	Mais de 10 Salários Mínimos	Nível Superior	Analista de Sistemas
Física – M.P.6	67 anos	Mais de 10 Salários Mínimos	Nível Superior	Aposentada Procuradora Federal
Física – N.P.6	60 anos	Mais de 10 Salários Mínimos	Nível Superior	Juiz de Direito
Física – O.P.7	42 anos	De 2 a 5 Salários Mínimos	Nível Superior	Advogada
Física – P.P.8	43 anos	De 2 a 5 Salários Mínimos	Nível Superior	Professora
Física – Q.P.9	46 anos	Mais de 10 Salários Mínimos	Nível Superior	Engenheiro

- **"Socio-spatial Inclusion of Children with Special Needs through Rides in Public Plazas" (Carvalho, 2005). This dissertation explored some ergonometric parameters for children between 5 and 12 years-old relating them with**

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some difficulties generated by physical disability. This study opened ways for establishing guidelines for the project of "Children' Rides".

- "Architecture beyond Vision: a consideration over the experience in built environments from the perception of congenital blind people" (Paula, 2003). This dissertation started from the question "what is a good architecture for a blind person?" From this query, the author established a number of appreciations regarding agreeability in architectonic spaces, based on cognitive and perceptive processes.

Moreover, we have to mention some other academic researchers developed by Pro-Access Group itself: "Accessibility, Identity and Quotidian Life of Citizens with Mobility Difficulty: case-study of *Rio-Cidade*" (Cohen, 1999) which engaged in deep analysis of some urban interventions promoted by selected urbanites in Rio de Janeiro during the administration of 1999 Municipal Government.

2.5 Tools for Assessing Accessibility

Besides theoretical researches and analysis proposed for subsidizing the improvement of accessibility and universal design, it is important to mention some analysis tools developed and refined by Pro-Access Group.

We will make reference to two of the various tools developed throughout the years, which are: Analysis and Description of Routes Chart (Cohen and Duarte, 2006); Accessibility Assessment Chart (based on Guimarães and Fernandinho, 2001) and Video Registration and Field Notes of Routes (Cohen, 2006):

Analysis and Description of Routes Chart

Description of Routes Chart

We have developed, through exhaustive attempts, an efficient tool for surveying routes. In the 'Description of Routes Chart' we select some simple routes which are further described for the best verification of accessible routes. The routes are numbered so as to be followed in schematic maps (building plans). This instrument is useful for highlighting the real situation of some tracks and specific routes usually made by everyday people. Sometimes we find places of easy access but not relevant if analyzed though the concept of "Accessible Route".

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Accessibility Assessment Chart

Based on the criteria established for the Accessibility Assessment Chart (Guimarães e Fernandino, 2001) our Research Group has adapted this important tool for the necessities of the research. These charts have been applied to our surveys in schools, academic institutions, tourist places and some others.

2.6 Extensive Activities

In Brazil we name "extensive" those projects related to activities developed in the outward scenery of university and academic spheres, although they are run by a scientific research. In Pro-Access Group we have had the opportunity of working in many extensive projects. We will only present two of them: the Accessibility Guide-book and the project "Games for all".

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A. Accessibility Guide-Book[*]

B. Rides for Children with Disabilities

The study and elaboration of accessible rides prototypes for Children with Disabilities (CwD) was another extensive project developed out of some we have produced with the partnership of the Environment Municipal Office and the City Hall Department of Parks and Gardens in Rio de Janeiro. Unfortunately, because of political reasons, this project could not be accomplished as we intended to. But we were able to gather a great heap of information and develop some drawings and sketches for testing these rides.

It is known there are children (CwD) that are not able to develop the same physical, mental and sensorial aptitudes but their difference dwells in these aspects only. They have the same dream of making part of ludicrous areas of plazas and parks in the city, playing with the other kids and feeling as if they are one of them.

In the experiences comprehending CwD we observe they usually have no prejudice against other children and naturally behave with differences. Then, we understand the encouragement to socialize with various children's groups in public areas of the city is a profitable leading action for reducing the level of prejudice against others and culturally/socially including CwD in the process of socialization – usually common for those with no restrictions and/or limitations.

This project has come from the following principles:

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[*] The Accessibility Guide-Book will be presented on another chapter

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▪ *children's games work as integration elements among children;*

▪ *rides allow the conquer of spatiality and make children with special needs understand their bodies and gain notions of balance and harmony, which enhances their self-esteem and emotional integrity;*

▪ *rides in public plazas allow children to socially interact with their families.*

As understand the beneficiaries of this project are not only children with some physical, mental or sensorial disability and their families, but also society in a whole, we outline the importance of users' participation and interaction in the planning of design guidelines. As a general rule, the dwelling of differences enables the enrichment of social interactions and generates new ways for experiencing citizenship.

Our methodology consists of, at first, getting in contact with people or national and international institutions that have already developed analogous works; then, settling out parameters for each area of disability, according to statements of children with those special needs. With the data we have been collecting during these years we believe we are able to reach our purpose of building a prototype ride that is to be used by every single child and a pilot project of a totally accessible plaza, which takes into consideration the different necessities, wishes and aptitudes developed by children according to the principles of diversity widely spread, but rather contemplated by society.

The project "children's rides for those with disabilities" may be considered a pioneer segment in this thematic area,

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stimulating the diffusion and adoption of similar rules in other areas of the city of Rio de Janeiro and some other places in Brazil, showing that "it is possible to shelter differences when playing".

Samples of accessible rides prototypes for Children with Disabilities

(CwD).

2.7 Didactic Experience: The Teaching of Accessibility and Universal Design in the Undergraduate Course of Architecture

Our teaching experiences in the undergraduate course of Architecture and Urbanism started with sporadic workshops and technical advice to the development of academic works in the disciplines of architecture design. It was seen, though, that these activities were not efficient for the students to understand the real dimension of the social, cultural and behavioural factors subjacent to the design for people with disabilities.

It seemed that those students were still considering accessibility as a mere question of technical dimensioning to

respond for "another rule that inhibits freedom in design"[*], as if it were a guidebook for construction. Taking that, we considered it would be necessary to institute a specific discipline related to Accessibility and Universal Design in the ambit of the Architecture course.

The discipline "Inclusive Methods and Techniques for Design" was introduced many years ago in the curriculum of the Architecture and Urbanism course at UFRJ and it was developed from the experience we had in classroom and offices and with the account of some students in the undergraduate and post-grad courses. The course has one-semester duration and it takes a 4-hour class every week.

In order to avoid students' lack of motivation to conclude the studies in the discipline and to maintain the necessary enthusiasm so as to reach a productive teaching-learning process we have formulated a dynamic teaching method which includes theory and design practice.

We wish to illustrate what usually happens on the fourth week of our discipline: the student is invited to make a rough of a students' refectory in half an hour, during a regular class. As they had been introduced to some concepts of accessibility in the previous classes they usually make their plans based on parameters that fulfill the difficulties of PwD's locomotion. After that, students "try out" the physical and emotional aspects of disability in that space they have drawn. This exercise has turned into something really enriching because, in spite of seeming to be extremely easy, it gives astonishing results when awakening students' minds to the numerous

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[*] *Sentence spoken by an undergraduate student.*

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mistakes in design that create insurmountable obstacles for some people and when consolidating the questions studied in the first module.

The students wear a bandage over the eyes, as if they were blind. At this moment, after some stumbles and falls, they get aware of "another" reality. Getting back to classroom they listen to some invited lecturers which testify of their visual difficulties and disabilities. That is when students are invited to reorganize their plans making use of high relief glue over plain paper so as to discuss their plans with the blind lecturers.

Based on the "surprise factor" and linking students' experiences to the teaching of architectural design, we are able to reach our objectives, which are:

- *to sensitize architecture students for the architectural and environmental implications of designing for human diversity, searching for a humanistic view of the profession;*

- *to subsidize architecture plans that aim at the integration and active participation of users with mobility difficulty or reduced mobility in the city spaces;*

- *to demonstrate that socio-spatial inclusion and exemplary design are compatible.*

The distribution of didactic contents, during the semester, follows a methodological sequence that is split into four modules which gather theoretical subjects, sensorial experiences and the invitation of lecturers to informally discuss specific topics, as we henceforth present:

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A. **Theoretical module –** initially, in the theoretical module, the student is introduced to the concepts of Accessibility and Universal Design. In the same module, notions of spatial segregation and stigma are discussed and it is suggested a reflection over the importance of built spaces as agents that congregate differences.

B. **Experience module or spatial experience:** in the second module it is organized an exercise in which the students invest on spatial experience. Some exercises are organized in order to make students experience the physical, perceptive and emotional aspects of people with mobility difficulty. The aim of these exercises is reached when students – wearing bandages over the eyes, wheelchairs or canes – get astonished with the great annoyance they find in overpassing architectonic barriers they once thought inexpressive.

Based on the difficulties of implementation of exercises that include the use of wheelchairs in some countries of the world and even in Brazil, according to information received, we decided to propose a previous discussion on this topic so as to extract from our students the most crowded and the favourite places in our campus. The groups that take part in the exercise select a favourite route and a list of tasks they usually perform in those spaces. Without knowing, they are caught by the situation in which they have with the class division into groups of two or three students. For each group it is given: a wheelchair, a bandage for the eyes, an ear lid and a cane. The examples of the quotidian tasks are: walking through the parking place another physical condition to perform the same activities.

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The exercise begins, visiting the library to check a book, attending class at the amphitheatre, having lunch at the dining-hall of the university etc.

Some samples of the workshop with students. Experience module or spatial experience – through the experience of different routes, students move on wheelchairs, wear bandages over the eyes or over the ears. The interesting fact is to watch them feel different because of the architectonic barriers.

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It is important to say that students understood – after the discussions and reports of their experiences – that each lack observed in the exercise asks for a specific architectonic answer and it is necessary to complement one answer with another, once it is common to see bad-informed architects making designs that give attention to a kind of disability but exclude other kinds.

The most interesting, though, is the awakening of these students for the psycho-social matters that inevitably follow the confront with the lack of accessibility. Sensations of frustration, shame, fear, insecurity, lack of independence and autonomy are constantly related by students as extremely revealing. Some examples of these impressions related by students are:

- *the sensation of impotency when not being able to go to specific academic spaces;*
- *the shame when asking for help when it's necessary;*
- *the sensation of getting lost in open and ample spaces because of visual disability;*
- *the tiredness generated by walking on ill-paved surfaces;*
- *the constant fear of falling down;*

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- *the frustration of being a person on wheelchairs for not visualizing objects placed on higher shelves or counters, as the arrangement of books in the library;*

- *the fear of not hearing fire alarms and the sensation of exclusion when not listening to what people talk around him;*

- *the indignation because of people's reaction – sometimes assuming attitudes of pity – and the sensation they are being pointed as different people.*

C. **Conference module –** Following that, some lecturers are invited to talk to students, especially those with different kinds of mobility difficulties. They make evident that spatial exclusion exists and explain their necessities in terms of architectural design. They also give personal suggestions on the accomplishment of students' plans and talk about architectonic barriers that lead them to spatial segregation.

Blind lecturer speaks to students about difficulties related to inaccessible arch

Blind person testing the spaces in the architecture

D. **Design module –** at the end of the semester the module of design is intensified in relation to the

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theoretical taught and experience exercises. That is the time when we ask for the development of an architectonic program to be followed in individual plans. Firstly, the students produce a short biography for imaginary clients and they are stimulated to choose clients with some kind of disability. The 'budget' for this exercise is considered to be unlimited. Henceforth, a architectonic program is developed so as to ease the making of the project. As a way of skilling this exercise, we invite people with mobility difficulties to visit the classrooms and informally chat with the students.

Design Module – working with architecture and urban projects in the

classroom.

We agree students should be well trained, since their early formation, to see their clients as a partner in the design process.

The final activity of this discipline is to make a collective exhibition of projects, so as to spread the concepts experiences with other students and professors, at the end of the semester. We noticed the discipline offered a multiplying power that has surpassed our expectations. Many students that had enrolled at the discipline have also elected accessible

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plans, rehabilitation centers and residences for the elderly as their final design studios.

The teaching methodology we practice has shown some deeply encouraging results in the sense of creating, with our students, a comprehension over the architect's social function as a co-responsible element for the elimination of differences and for the quality of life of every citizen.

For this specific experience we received, in 2002, an international award given by the European Association for Architecture Teaching – the EAAE Prize Competition. This awarding has been taken a great honor to us, once were the only non-European laureate institution in this Prize. This situation has encouraged us to continue on developing new methodologies for teaching inclusive design and keep up with the updated tendencies in architecture.

This international acknowledgement has put us on a different level of excellence compared to other research groups in Brazil, although it has also outlined that it is only through hard work that we are able to construct a qualitative teaching method in the field of accessibility and universal design.

2.8 Results and Conclusions

Our work has demonstrated that Brazilian situation is extremely excluding and there is almost no wider view for a plain implementation of accessibility and universal design.

Most of the spaces in Brazilian cities can't be utilized, experienced and inhabited by every segment that composes our society. In many ways, these people are excluded from social contact and one of the concrete examples of these

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exclusions may be found on the lack of accessible spaces for every citizen, everywhere.

This is a poor panorama of some cities. We have verified, with the aid of the analyzed data and proposed concepts, there are plenty of barriers still found in places where PwD work and develop their quotidian activities: urban spaces, teaching and research places, public and private premises, tourist spots and educational centers. Besides them all, there are still social barriers related to prejudice and exclusion of these people from society. Changes in Brazil are still timid and slow.

Our country has one of the most advanced legislations and technical Standards in order to guarantee accessibility for PwD and every citizen. Some universities and schools are trying to adopt new paradigms for the inclusion of every person in their spaces and the acceptance and approval of our Research Group is one of the effective conquers we may list.

The improvement, consolidation and outspreading of Pro-Access Group works has incited this process. Nevertheless, we know many of our students are still used to copy and appraise architectural models from acquired repertoires that focus on other premises. They start, from some references, to construct a paradigm that does not consider regional and local diversities in a huge country like ours.

Our work points focuses on changes and new perspectives that, somehow, may be transformed into real sources of diffusion of a new materialized culture. We aim to do it through academic activities we have been developing, practicing and seeding throughout Brazil.

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One of the most important evaluations we should highlight regards the evidence of the necessity of this approach in faculties of architecture. Our teaching methodology implemented in the Faculty of Architecture and Urbanism at UFRJ demonstrates these changes. Some students who have gone through this experience have incorporated solutions for spatial inclusion in their professional lives.

In Post-grad studies it is also greater the interest for researches, dissertations and doctorate thesis related to accessibility, universal design, perception and environmental experience of PwD.

We have been also stimulating the accomplishment of interdisciplinary researches. One of them was the National Seminar Accessibilidade no Cotidiano (Accessibility in Quotidian Life) held in 2004 in Rio de Janeiro, which showed the state-of-art of the researches in accessibility in Brazil and produced a list of goals for the improvement of its implementation.

Keeping up with our activities, we aim at subsidizing extensive courses for design professionals, contributing to the construction of new paradigms in spatial planning.

We know we still have a long way to run, facing the so many challenges in Brazil, but changes acquainted by the various activities we have been developing make us believe that we are on the right way.

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3. ACCESSIBILITY IN LEISURE AND TOURISM: The Reflection of an Inclusive Society

In most cases, the understanding of accessibility and inclusion for people with disabilities and reduced mobility is always related to physical structures and equipment. Of course they are all extremely important, but depending on your location or situation, can become secondary or even have no application.

In tourism there are common segmentations to provide a more directed to a group of people with common interests and needs. So it is not considered discrimination a tourism company, such as a travel agency, which has specific tourism products for people with disabilities, just as there are already tour programs in Brazil for seniors, gays, among others, with a good acceptance by the consumer.

There should be no differences in treatment related to people with disabilities, so that they set up a discriminatory act, but we must understand and respect your needs and limitations.

The application of universal design in the tourism market is still not a common practice. In local hosting, there are usually few accessible rooms, making it difficult good logistics for holding events or the formation of groups of tourists with disabilities. However, the need for an accessible room, for more space for movement and absence of architectural barriers, is related more to people with physical disabilities. People who use wheelchairs and with short stature, also need to be able to reach all kind of accessories or supplies, such as towels, switches, taps, among others. Mobile toilet chair is an equipment of great importance, particularly for people who cannot stand, and can also assist in using the toilet bowl.

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The major difficulty for people with visual and hearing impairments is communication and that there are methods and appropriate equipment so that we can supply this need with quality. Returning to the setting of the hotel, features Braille for the blind as well as materials with large fonts and contrast, must be present in materials which give guidance for a good stay, as the directories of services, identification at the door of the rooms, menus, among others. Voice resources are also very useful in the elevators to get to a position where it is going, and the floors where the machine has stopped. Tactile maps give a more global, as well as tactile models, in many cases helping to reduce the exaggeration of the application of tactile flooring. Permission dog guide is regulated by law in many countries, and cannot be billed as a guest, but like any living being, have needs, and provide bowls for food and water, rugs to physiological needs are details that will demonstrate well meet, which is the essence of hospitality in tourism.

Deaf possessing only the understanding of sign language, an attendance of official language fluency, is the best solution. But there are already devices that do so online interpretation between sign language and spoken in both directions. Be attended by a person looks much more welcoming than having a conversation mediated through equipment, therefore not achieving fluency in sign language, you can learn the key questions and answers relating to that work environment. Vibrating alarm clocks and bells light are some of the equipment to help people with hearing loss, which are

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modular and can be installed and removed easily in any environment.

In all cases, it is necessary to think about accessibility with autonomy where resources are offered to the disabled person can understand and perform various actions independently. Many lifting platforms are driven exclusively by employees through keys. When this type of equipment requiring specific technical knowledge, justifies the need for the presence of someone trained to operate it, but however in many cases it is also possible to install a device similar to a lift, safe and easy to use by anyone.

There are trends needs and behaviors in each group of people with disabilities, but there are several factors that can influence the diversity of these needs. People that have nearly identical causes related to disability in their rehabilitation or even in daily practice may end up developing different methods to solve their difficulties. Therefore methods and equipment may be a trend but not a Rule. To satisfactorily meet all this diversity, it is first advisable to follow the trends of needs, so updated with the most modern solutions that are created, and focusing on the level of user satisfaction. For a further refinement in the level of quality of care, it is advisable to find out the particular needs of the guest with disabilities, in order to assist it within the possibilities. Some of them are well particular character, and responsibility of the guest, such as requiring the use of urethral probes for withdrawal of urine from the bladder, others do not fit the hotel meet as accessible transportation that serve the region. But have information about places that sell hospital supplies,

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companies that have accessible vehicles, and other information useful to a tourist with disabilities, is a way to show attention and attract and retain customers.

All of these issues mentioned so far were portrayed using a hotel as a backdrop, but most cases can also be applied in other situations and environments.

Statue of Christ Redeemer in Rio de Janeiro, one of the seven wonders of the modern world. Partially accessible, totally unforgettable.

Information is one of the essentials for success in tourism development, and therefore the importance of also owning accessibility. There are several tools that can make information accessible, such as Braille and sign language, previously mentioned. Currently, much of the information sought by the tourist is done over the internet.

Web accessibility techniques allow people with disabilities are able to have ease of navigation and a good understanding of virtual content.

The printed information contained in brochures and guidebooks, when they have some kind of indicator of accessibility, most of the time is doubtful and generic. Doubtful because many had done some classification of accessibility, but not really mastered it, then it is advisable for tourists to know the sources of such information, or check the professional experience that prepared. Generic because

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generally relates only to the person with physical disabilities, and often even more specifically to the user of the wheelchair, little thought in other types of disability or reduced mobility.

The information is also passed on traditional tourist information centers, usually located in strategic places of great movement of tourists. In addition to the accessibility to the site, which are sometimes small kiosks, should also think about the accessibility of the material distributed, and orientation past to the tourist with disabilities. Is usually only passed information of tourist interest, but without thinking about whether the site is suitable for the need of the person, which may end up making it difficult or even hindering the visit.

Another great reference of information is the tour guides who accompany tourists on tours. The information is passed verbally according to the progress of the visits, but there are few qualified professionals in this area to convey the information in sign language. It is also of great value, those who can pass the information to visually impaired people through a detailed verbal description called audio description, and care in complementary experiments exploring tactile, olfactory and sound.

Audio guides are a good option to provide greater detail to the visitors of museums and exhibition venues. The device may contain explanations in several languages, including audio description for the blind. The same apparatus has video capabilities; the benefit can be even greater, as the same may also include explanations, also in sign language. An interesting proposal is audio described tours for walks in open

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areas, which can be purchased over the Internet and used through the cell phone.

The signaling is important to identify any accessibility features. Aids in circulation, indicating specific locations of input and output, accessible ramps and elevators, the directional orientation of a local, distinguish from conventional accessible bathrooms, among other options that facilitate accessibility. Informative Braille plates, guidance tactile maps, tactile flooring directional and warning, are important signaling capabilities for people with visual impairments. All this information helps the disabled person in a better use of your ride, because when there is no adequate signage, a person with disability can lose a lot of time looking where the hits and the person are with visual impairment trouble finding the best way. There are interesting initiatives, such as the city of Curitiba, in southern Brazil, which implemented posts with Braille signs, informing street name, street number on their court, and name of neighborhood.

Currently, many technologies have facilitated the accessibility to different types of disabilities. For example, the magnetic ring, which consists of the installation of a ring of magnetic induction to facilitate the conditions for listening to people with hearing difficulties, users of hearing aids. There are also similar devices to a laptop with webcam, connected to an internet network, giving conditions to perform an online sign language interpretation between the deaf and the listener. An application available for mobile phones can be identified in voice currencies from twenty countries, assisting visually impaired people when carrying out financial transactions.

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Similar applications are also able to recognize objects, places and even colors. Some global positioning systems, in addition to locating an address and chart a course, can also pass a voice description of the way during the course of the journey, being previously selected for use on paths on foot or by bus. To endure a full day tour walking, wheelchair users can use a motorized device that attached to the back of the chair functions as a kind of autopilot, which takes the speed dictated at the first impulse of the wheelchair.

The accessible tourism offers a wide variety of opportunities, and often auxiliary equipment that give conditions for a person with disabilities perform the activities, need not be something as technological. We have a clear example in nature tourism and adventure. A touristic complex of the city of Socorro in Brazil, which performs various adventure activities, adapted equipment zip line, to attend people with quadriplegia. The conventional system uses string and tape set to the legs and waist of the person, but you need to hold hands to not get upside down. So if a species has adapted seat, similar to the harness used in Para gliders, where even a person without any movement, can sit with stability, comfort and safety. A curious fact occurred after the beginning of the use of such equipment. Other customers without disabilities, noting the comfort and practicality of this new equipment, began to question whether they could also use it. The result is that the park ended up having to put more equipment like this to attend the innumerous requests, an example of inclusion, and equipment with a universal design. However, another challenge would arise when a person who visited the site, and

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failed to perform the activity because she could not sit because his disability allowed only get sound body erect. Another solution has been designed, and created the flying zip line, where the person stays lying on her stomach goes into a kind of canvas stretcher, which became a new option, and well appreciated by all.

Adventure activities must always be linked to the issue of security. No major problems to conduct such kind of activity provided it complies strictly with all safety standards. Usually before starting the activity, instructions are passed to their achievement and that nothing goes wrong. So should ensure that this information is understood, using the means of communication needed, be it through words, written or sign language.

Anhumas Abyss, located 23 kilometers from the city of Bonito, one reference in the Brazilianaccessible ecotourism

But security is not something that should be present only in places and situations where you have a prior notion of danger, after all accidents can happen in the most unexpected places.

So security systems must be present and accessible way, in all establishments, especially those who tend to attract a large number of people and that included tourist places, cultural and sporting. Emergency exits and escape route accessible and signposted, emergency alarms sound for the visually impaired and bright for hearing impaired. For people with

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limited mobility, there is an adapted chair that slides down the steps of the stairs with the help of a qualified person for this maneuver, facilitating the evacuation of buildings. In many countries, it is also regulated the installation of an alarm in accessible bathrooms to the disabled person can ask for help in case of need.

Where the concentration of people is very large, such as the Maracana Stadium, with a capacity of approximately 79,000 spectators and 72,500 people behaving Sambodromo, both located in the city of Rio de Janeiro, it needs a different security policy, with staff security, police, fireman, medical and strategies for dealing with large-scale riots, normal in case of a dangerous situation in places like this. In moments of panic, desperation takes hold of people and people with disabilities and reduced mobility end up getting most vulnerable and disadvantaged in case they need to escape. The loading and unloading of any means of transport should be done through appropriate equipment and trained staff, when necessary. Some places still use the archaic method of charging the person in his arms through the stairs, but that beyond embarrassing, it can also be extremely dangerous if not applied a specific technique and very well trained.

Around the world found a number of accessibility solutions in transport, but there are still too many problems. In air transport, sometimes there are conflicts between the differences of norms relating to passengers with disabilities established between the country of origin and destination. A real case for this situation was a Brazilian blind tourist, who had trouble boarding her guide dog bound for Chile. The

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Chilean airline required that the guide dog used a noseband that item is not required by Brazilian law. Some airports have a special service for care of people with disabilities and reduced mobility, which provides a service much more hospitable and safe.

It is important that the airport has a structure accessible, such as interconnecting walkways between boarding lounges and aircraft, called "fingers". But the small size airports do not have this structure, and even the large cannot manage the huge flow of aircraft to attend the passengers. So are conducted remote loading and unloading, where the aircraft park on the runway, and the passengers have access via a ladder. For people with limited mobility, is indicated using a car lift called "ambulift", and some sites make use of a more compact motorized equipment that attaches to the wheelchair, and operated by a trained employee climbs the stairs. Most aircraft have dimensions too narrow to move a wheelchair, so it is necessary to assume another type of operation to accommodate passengers with limited mobility in armchair plane.

On domestic flights, usually this is accommodated in the first passenger seats that are near the door, and transfer to the seat of the plane always done with the help of the crew manuals techniques. On international flights, depending on the class in which the passenger made your reservation, the distance between the seat and the door can be greater. At the front of the aircraft are the seats of the first class, and then the economy class. To accomplish this shift longer it is used a deck chair, narrower to be able to pass in the halls, aided by

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the crew. This same equipment is used when one wishes to use the bathroom, only operation available in large aircraft for international flights. Motorized chairs are electrically powered by a battery, and depending on the model of this object, it is forbidden to board. Batteries are flammable liquid, and hence present a danger in flight, but there are also gel batteries that are sealed and secure. Before traveling, the wheelchair user should make sure that you are embarking on any equipment within the aviation regulations. In this case, it is advisable to carry a document certifying that the battery model, not to have to face problems at check-in. Any wheelchair is considered item of personal necessity, often dispatched as luggage without charging any kind of fee.

Taxis are also a transportation alternative, and we can find accessible versions of taxi in many parts of the world. The traditional models of the London taxi, has seats and tippers ramps to allow access for a wheelchair. Even the famous Yellow Cab New York also have accessible models, besides the Water Taxi in Venice, which has a platform installed on the boat, to transfer the user's wheelchair from pier to its interior. But the capacity of the vehicles used for taxi, is only one wheelchair, and if necessary accommodates more than a wheelchair or even more space, then it is advisable to call another type of private transportation as models of vans.

Public transport is the essence for the movement of a city, and an option for those who want to make a trip more economical, discovering the particular destination. Rail transport such as trains and subways, are quick to not face traffic problems. The underground city of São Paulo is one of the most accessible in

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the world, having elevators or platforms in almost all seasons. Employees are trained to lead people with disabilities and to assist them in boarding and disembarking. Wagons with spaces for wheelchairs sound and light signaling stations and tactile orientation on the ground. Will soon be installed totems of information for people with disabilities, communication through voice and some with video screen and camera to communicate with deaf sign language users?

Blind groping tactile map in one of the subway stations of São Paulo

In relation to the trains, many stations offer a support service similar to that practiced in airports. Depending on the model train, can meet all or no access, so it is important to make a consultation.

Some trains with sleeping car have a very small space, not only in the cabin, which sleeps 4 in beds top and bottom similar to a bunk bed, but also the corridors are so narrow that it is impossible to pass a wheelchair. For most trains help is needed for shipment, because they have a small access stairs, then the mobile station platforms are used.

But there are also models with free access from the entrance, with space for a wheelchair with locking system, accessible toilets and catering.

The water transport has its peculiarities. A major problem, especially for small boats, is to deal with the gap between the pier and the boat. For long distances without stops, it is essential that there is an accessible toilet. The large ships

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such as cruise do not have as main objective to transport, but also can be used as such. There are cruise lines very well structured, with internal and external accessible cabins, lifts to transfer the pools, Casinos with accessibility features, and auxiliary equipment for people with visual and hearing impairments. In some countries there is also a support service, which carries out the transportation to the port, rents wheelchair manual and motorized, hemodialysis equipment, and other complementary services.

Among the transport on wheels, still have the buses, urban or road. Urban buses serve the local transport, with displacements in short time, so we also need flexibility in loading and unloading. Some buses have accessibility platforms, activated by the driver. The problem with this solution is the cost of equipment, related to the acquisition and maintenance, the need for technical knowledge for handling, and the delay in its operation. More practical solutions are low-floor buses with ramps tippers, adopted in the city of São Paulo. Mixtures of technology and practicality can be found on buses in New York and London, where the ramps are electronically operated by the driver for a simple system. In Curitiba, there are dedicated lanes for buses which were built elevated boarding platforms equipped with elevators, where all passengers pay their passage to access them. Then park the bus with the door at the platform level, being only necessary to enter, without loss of time that usually occurs at the time of payment inside the vehicle, especially when there is a large flow of people. Road buses are generally used for long journeys, with more comfortable

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seats. This type of transport, the ideal is to have an automotive lift, suitable for buses, and internal space for wheelchairs and locking system. Some models have removable seating, withdrawn in accordance with demand and can hold up to 9 wheelchairs. The important thing is to have the middle of the path, stops in places accessible to the bathroom, food or other necessity.

But to have a truly accessible and inclusive tourism, not everything is equipment and structures accessible. The way we treat people, the attention given to be an unforgettable experience, is a very strong concept in tourism, known as hospitality. Of course there are items common to all to show hospitality, how to be polite, helpful, and communicative, among others, but it also needs to be adapted to people with disabilities. Many people have a very great feeling to help people with any type of difficulty. Helping a disabled person can be a hospitable attitude, but in some cases can cause a nuisance or even cause a dangerous situation. Some like to be helped, feel more comfortable and enjoy that kind of attention, but others prefer to do things independently, upset and feel offended by the offer of aid, especially when this is done pushy or without notice. Therefore, it is important to first ask the person if he wants some help, and then ask how to help, because sometimes there is only purpose, without the knowledge of how to do it. A simple push of a wheelchair can cause an accident because it takes skill to conduct it, depending on location. So too should be done for people with visual impairment, which should not be pulling the person, but let it hold so it can be conducted.

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People with disabilities have reached the number of 1 billion worldwide, according to WHO (World Health Organization). The United States is generating approximately US$ 14 billion per year only by accessible tourism, according to a study of SATH (Society for Accessible Travel and Hospitality). 2.7 million Tickets were sold in the Paralympics in London. Given these numbers, it is difficult to argue that investing in accessibility and inclusion is a bad business, and are a minority of the consuming public. Provide opportunities for this segment, it is actually increasing the range, increasing service capacity, and is proportional return, both financially and in satisfaction.

It is extremely important that there is accessibility to tourist attractions such as museums, theaters, parks and other places of interest, after all no use having access conditions throughout the structure mentioned above, if the soul's journey is not appropriate, which are local be visited. The Pinacoteca de São Paulo offers to visitors the 'Education Program for Special Public', leading a disabled person to visit the museum. There is a gallery in the museum tactile, with sculptures that can be touched, a journey guided by a tactile map and audio guide. At the sitting of frames, the monitor displays reproductions model of which is shown in some tables, and in the case of portrait of people make the characterization with pieces of clothing and accessories alike. The Louvre museum, by its enormous size, offers orientation guides printed in several languages, and a special indicating accessible routes and other in Braille.

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The space reserved for wheelchairs, theaters, cinemas, auditoriums and stadiums should be interspersed with seats for companions, located at different points, and with access to different classifications of sectors such as bleachers, box seats, VIP area and other different spaces. Brazilian deaf people lead a campaign called "Legend for those who do not listen, but gets emotional," where fighting for the right to the legend in domestic films. Generally the caption is placed only in foreign films, leaving aside an important resource for people with hearing loss to understand the film.

Beyond all standards of accessibility and assistive technology, a good direct care, made by people, is what gives soul to tourism, what we call hospitality. A restaurant must have Braille menus, but a waiter, can better describe the dishes, and answers specific questions besides giving suggestions. Printed materials such as travel guides, show roadmaps and tourist attractions, but if you have information accessibility, it is often very superficial. A tour guide, tourism professionals who are accompanying the tour, guiding and passing information, know better where the accessibility features in visitation points and path are. Can also assist in conducting of a tourist with disabilities, and to make the function a printed guide hardly have conditions such as passing information from the tour with audio description and sign language. The warmth that involves a personal attendance is irreplaceable, otherwise operations check-in and check-out at hotels and airports already have been replaced by a completely automated system.

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***Dr. Scott Rains** writes daily on travel and issues in the tourism industry of interest to people with disabilities. His work appears online at www.RollingRains.com. In 2009 he was selected as Person of the Years in the US by New Mobility magazine. Recently he was a Benetech Fellow at the Bookshare initiative for print-disabled readers. For his research on the topic of Universal Design and the travel and hospitality industry he was appointed as Resident Scholar at the Center for Cultural Studies of the University of California Santa Cruz (2004-05). He is a lifetime Honorary Member of the European Network for Accessible Tourism (ENAT) and a resource person to UNESCAP.*

4. INTERNATIONAL PERSPECTIVES: The Experience of Scott Rains

There are two distinct ways that people with disabilities participate in tourism. These are, as consumers or as providers. In both ways that participation can be plotted somewhere along a spectrum between "exclusion" and full participation or "inclusion."

My observation, after 10 years of publishing a daily blog on the topic of Inclusive Tourism, is this: '*We must create a higher ratio of professionals with disabilities to consumers.*'

Why?

Because will not succeed in retaining disabled travelers as consumers until they see people like themselves working throughout the industry as providers and professionals. I say "see" and I literally mean that but I also mean it figuratively.

The industry will never learn how to create products for this market until those with both lived experience and professional study of disability are in the boardroom, and the design room, at the reception desk and everywhere in between.

As an industry we do not yet understand that the title "best practice" in relation to this market refers to something essential to the quality of a product. It still retains connotations to some sort of etiquette tacked on as an afterthought.

So, we are going to look at some strategic thinking about product development for this market. You see, all of us have some good guesses about what might be best practices. Technically, these are called "promising practices" until they

are tested, validated, and promoted by a professional body competent to judge them.

But that raises an interesting question: "Who decides for us what are best practices?"

The answer? I don't know. I think we're drifting. Who do we want to be that judge?

About four years ago the State of Bahia in Brazil announced that it was training a dozen people with disabilities to work in tourism and providing them with internships. Not to be outdone, the City of Rio de Janeiro announced that it would prepare 200 people with disabilities in tourism. At the same time Mexico City was running a successful program involving 60 people with disabilities as greeters in the international airport (1).

I would like to tell you how these promising practices matured and were vetted as best practices. I would like to do that but these projects have not been studied. As a consultant I feel like we are collectively practicing amnesia when we ignore opportunities to learn from promising practices like these.

Back to the question, "Who do we have to judge our best practices in products for travelers with disabilities?"

So, for the moment, let's patch together some ideas from people I have observed and study individuals as engines of best practice. Bill Forrester in Melbourne, Australia and Deborah Davis who lives outside Miami, Florida founded Travability. Travability is a specialized travel agency serving people with disabilities. Deborah has a disability and uses a wheelchair, Bill does not. Travability is not unique. Similar pioneers created professional associations such as The Society

for Accessible Travel & Hospitality (SATH) as long ago as 1976 to begin to stabilize the market and monitor quality.

What seems to be unique is that Bill and Deborah been driven to use their business to explore areas where new best practices were needed in a conscious effort to grow the whole market...

Here they tell their story:

Travability was formed in 2007 by Bill Forrester and Deborah Davis. Early in 2007 Bill's mainstream travel agency was asked to organise a tour for a group of elite disabled sailors to attend their inaugural world championships in Toronto Canada. That regatta was a test event for the Skud 18 class as a precursor for the Beijing Paralympic Games in 2008. He was so frustrated with the lack of support from the general travel industry in regards to accessible travel arrangements that later that same year, together with Deborah he decided to do something about it and form Travability...

[They] realized that often the issue with inclusive experiences wasn't the availability of accessible venues, but rather the lack of information presented to enable people to make informed decisions. The information was either entirely lacking or where it did exist was lacking in the critical detail... So

Initially Travability was set up as a vehicle to publish accessible travel information via its web site travability.travel. Today, Travability is a part of a worldwide group who's mission is to create equality in accessibility in the hospitality and travel industries.

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Over the past four years Travability has been refining its information presentation to develop a model and associated templates to capture that critical detail and present information in a concise but relevant manner.

(Source: http://travability.travel/about%20us.html)

Showing a degree of business sophistication Biil and Deborah created a sister business to Travability called PhotoAbility.net. PhotoAbility was designed to address one very specific weakness in the promotional materials of tourism and hospitality suppliers. In their words:

PhotoAbility is dedicated to increasing the usage of imagery of people with disabilities in the tourism, leisure and lifestyle mediums by providing high quality stock photos. Photographers and models with disabilities are invited to submit their photos for inclusion and portfolio hosting in our library. All photos selected will earn commission on each sale. Our customers are advertising agencies, direct marketing and graphic design agencies, corporations, publishers and media companies, small to medium sized businesses, as well as consumers. (Source: http://photoability.net/)

What began as a passion for plugging the gaps in practice in Inclusive Tourism now has Bill and Deborah impacting government policy and fashion photography beyond the travel industry. Let me introduce another innovator to illustrate a solo approach to forging best practices in travel products that include people with disabilities. Here an entrepreneur throws himself at one problem after another, sometimes reinventing the wheel and sometimes taking on the toughest challenges of the day.

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Craig Grimes is a colleague with whom I sometimes travel and give workshops. He studies Tourism Management at Leeds Metropolitan University. Craig, a few years ago, fell out of a tree. Now he uses a wheelchair. When he was released from the hospital he slung his backpack over his chair and headed out to discover Europe. Eventually he started an inbound tourist business for travelers with disabilities in Barcelona. Among other niches he found a good market in providing land excursions for cruise passengers. Then he moved to Nicaragua.

He bought property to rent to tourists and made it wheelchair accessible but he had an important insight into market segmentation. His Deaf friends loved to travel. So he brought down a Deaf American to teach American Sign Language and set up Deaf tours to Central America with Deaf Nicaraguans as tour guides. After all, in those years, the annual Deaf Cruise out of the USA was filling a chartered cruise ship with over 3,500 Deaf passengers.

Eventually Craig returned to the UK. He had come to the same conclusion as Bill and Deborah: Quality travel information was needed by consumers. To start Craig modified a hotel auditing tool produced by the European Network for Accessible Tourism (ENAT). He was diligent in honing it to capture all the useful information that is so often unavailable to travelers with disabilities. He then used it to train the global network of travel agencies known as WHL. His work was further modified to become the tool used to assess the accessibility of private yachts for charter following the Waypoint Backstrom Principles. But that was still not enough. Craig, as well as

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Deborah and Bill, were aware of Dr. Simon Darcy's pioneering studies of the best ways to present destination information to travelers with disabilities This includes using:

- *Verbal as well as graphical information*
- *Professional evaluations citing recognized accessibility standards as well as user generated commentary*
- *Lists of amenities of special interest to people with disabilities*
- *Detailed actual measurements of physical space*
- *Venue contact information including the availability of disabled friendly communication such as Braille and sign language*

As Craig shot video to bring the typical hotel or destination review in line with Darcy's findings he also worked incessantly to make Darcy's insights the industry standard. Unfortunately, like all of us to date, he failed in that. However, by educating the industry his work was probably was a major reason why VisitBritain improved its product quality prior to the Olympics.

There is cautionary side note to this tale. While Craig was trying to convince the industry to reach out to us as a market from a well-articulated profit based rationale it was a lawsuit in the United States against Hotels.com that made some of these commonsense changes to destination information marketing mandatory under penalty of law. It is frustrating to need to force feed the industry on its own self-interest in that way. However, it is foolish to think that a politically self-aware market such as this that has learned to live daily with disability would be deterred from pursuing their rights to participate fully in all aspects of society.

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Sometimes I think that the best practice the travel industry could adopt would be to learn the words of playwright, poet, and performance artist Neil Marcus:

Disability is not a 'brave struggle' or 'courage in the face of adversity.' Disability is an art. It's an ingenious way to live.

Let's summarize with a third example. This time it is a team well experienced in Inclusive Tourism stepping into an area where best practices have not yet been established. The team is the Director of SATH, the publisher of Brazil's premier disability lifestyle magazine, Reação, a Brazilian author, two designers from Matrika Design in India, and me. This proposal was recently brought to the Brazilian government and tourism industry.

On the surface it could be described as a familiarization tour around the 12 host cities of the 2014 FIFA World Cup followed by a specialized print destination guide and an online guide. Scratching the surface, the print guide would be distributed freely in Portuguese and English by Brazilian inbound operators who were selling the World Cup. The experts would use the fam tour to collect the most recent destination information relevant to travelers with disabilities including measurements, photos, videos, and customer interviews. This would be the content of the print and online guide.

But here is a deeper analysis that reveals the new best practice of Inclusive Tourism professionals studying national tourism and economic development plans then taking unilateral action to address their deficits. In 2016 Brazil will host the Paralympics. One study shows that 86% of adults in the UK report an improved perception of people with

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disabilities as a result of the London Games. Teachers reported similarly positive attitudes in their students. All designated accessible lodgings sold out and the word of mouth reputation of London grew with the disabled traveler market. Each of the 11 FIFA host cities outside Rio de Janeiro, which will also host the Paralympics, has the opportunity for that kind of fame with this travel sector. They want to profit from the side trips this market will make during the 2016 Rio Games because, by the way, only the Paralympics and not the Olympics turned a profit in London.

To succeed these cities must be extraordinary hosts of people with disabilities in 2014 as travelers are making their travel decisions for 2016. The print and online accessibility guides for the FIFA Host Cities are a customer facing tool for that campaign and part of the destination marketing that must take place. The innovation of this project is that it is actually a whole country product development campaign led by experts in Inclusive Tourism aimed not at customers but at businesses in the travel and hospitality sector itself.

The experts will analyze, for the first time in the history of the country, the accessibility of each host city from the perspective of three subsets of the disabled traveler demographic:

- *Blind*

- *Deaf*

- *Mobility Impaired*

Let me phrase it differently. This group of industry experts will create 36 travel packages, 36 products, 3 for each of the 12 cities and give them to the industry to sell immediately.

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Certainly there will be gaps in the supply chain revealed by the familiarization tour. We can be confident that normal competitiveness will see smart businesses building sustainable structures using the scaffolding provided by the traveling team of experts.

Yet, once again, let's read the cautionary tale in the headlines. The completely unexpected protests that erupted across Brazil in mid-June are a sign of the public disgust at the corrupt way in which the Copa 2014 project has diverted money and attention from the basic comforts of citizenship such as healthcare, education, and infrastructure. The only antidote to this anger will include the tourism and hospitality industry convincing the public that they are pursuing a policy of inclusion that advances the rights of all citizens. The industry must be seen as a good corporate citizen or pay grave consequences.

Statistics in some regions show 20% to 25% of the population is disabled and the aging of the world's population guarantees that this percentage will grow. Shouldn't the industry be focusing on the design of places, products, and policies that can include the broadest range of people operating under the broadest range of conditions without the need for additional modification?

If my suggestion makes business sense to you then let me surprise you.

What I just gave you is the definition of a practical approach to product and destination development known, since the 1970's, as Universal Design or, increasingly, as Inclusive Design.

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Formalized as a series of seven principles and seven goals Inclusive Design is human centered. It incorporates the participation of this "broadest range of people" at every stage including those stages requiring the specialized competencies of professionals but these "experts only" moments will exclude unless the industry has proactively sought, in this case, employees with disabilities.

The paradox is that although Universal Design was championed by a quadriplegic architect it has, from its inception, rejected mere accessibility for those with disabilities as its goal. It seeks to expand the entire market by adopting the commonsense fact that the abilities of each individual consumer change over a lifespan. In a sense, people with disabilities become a test case for developing products that increase profits through volume because people with disabilities are concrete examples of the diversity of human capacities that must be accounted for in product design.

Disability is an art. It's an ingenious way to live in a world that seems to offer an almost endless variety of obstacles inviting a gracious and artful response. Why don't we adopt one simple mental headstand as our industry's next 'best practice" for serving people with disabilities? It would be to ask this question at the start of every product review or every new design project:

"What is so unique about this situation that is justifies the exclusion of part of our customer base?

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Teaches in the Post-grad Studies Program in Architecture and the Undergraduate Course at FAU/UFRJ. Coordinates Núcleo Pro-acesso/Proarq/FAU/UFRJ. Has been awarded by EAAE for the implementation of new Methodologies and Teaching in Architecture. Has been advising several thesis and dissertations.

Regina Cohen

Architect and Urbanist by the Federal University of Rio de Janeiro (1981), master on Urbanism by the Federal University of Rio de Janeiro (1999) and PhD on Psychossociology of Communities by Federal University of Rio de Janeiro (2006) and is specialist on Art History and Brazilian Architecture (1992). Experiences on the areas of Architecture and Urbanism, working mainly on these themes: accessibility, inclusion, museums, urban spaces, schools, superior education, universities and disability. Many articles published with the theme of "Accessibility of Persons with disabilities". Has been awarded by EAAE for the implementation of new Methodologies and Teaching in Architecture.

Coordinator of the Pro-Access Group at UFRJ. Post-doctor on Architecture (FAPERJ – PROARQ/FAU/UFRJ): "Accessibility of Persons with Disability to Museums".

5.   INCLUSION IN THE BRAZILIAN TOURISM

The research we mention here began in 1998 enraptured by international movements that have generated accessible facilities and produced touristic guide-books of accessible cities since the 80s. In countries like France, Germany, the USA and some Scandinavian ones, the sector that cares about internactional tourism understood the importance of this supplementary market and consolidated the concept of "tourism for all". This movement has grown progressively in many countries – with multiplying effects – as they did not only increased the number of elders or people with mobility difficulty who wish to travel but also improved the number of companies who adopt this social responsibility.

In Brazil, in spite of the crescent world consciousness about the necessity of planning spaces that gather a great number of potential tourists, the theme "accessibility" has been forgotten for too long.

Recently (2003), in the account of the directory that takes care of the public policies regarding People with Mobility Difficulty, the Federal Government – aware of the gap between 'speech' and 'reality' – tried to make amends for the lack of references to those people with the "National Tourism Plan".

In the Federal Report n. 13/2003, the National Court for the Rights of People with Mobility Difficulty (CONADE) stated that a great number of touristic Brazilian cities still have many access barriers, starting with non-accessible means of transportation, the lack of adapted rooms for people with physical or sensorial disability and uncountable number of

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restaurants that *"are not able to host and serve people with mobility difficulty"* (Report n. 13/2002 – PR/CONADE).

CONADE also points out the inexistence of theaters and museums with adequate structure to host those people and recommends the Ministry of Tourism to review his Tourism National Plan in order to accompany some other national laws – and the Brazilian Constitution itself – that guarantees everybody's right of coming and going.

In the same year (2003), the Permanent Committee of Accessibility – in the Federal Disctrict – creates the programme "Accessibility: Rights for All – Barrier-Free Tourism" aiming at *"mobilizing Government and civil society sectors so as to discuss the matters related to accessibility to monuments, touristic facilities and leisure areas in the Federal District – Brasília"* (Turismo sem Barreiras, Relatório Síntese, ago 2003, pp.3).

Some cities like São Paulo, Goiânia, Juiz de Fora and Belo Horizonte/Brazil started throwing campaigns in favor of social awareness and for the making of accessibility guide-books, but it was worthless; they were not able to get any support from the investment sectors of touristic activities.

More recently, the state of Rio de Janeiro also started a movement for "Accessible Tourism and Leisure For All". Meanwhile, the Legislative Assembly of the State of Rio de Janeiro – through the Committees for the Person with Mobility Difficulty and Tourism – carried out the Conference "Rio de Janeiro, a State For All" in may, 2004. This Conference focused the discussion over the importance of planning

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inclusive touristic spaces in the almost 98 municipal districts of the state.

In this event, the guidance syllabus titled "Accessibility For All" (COHEN&DUARTE – Pró-acesso, 2004) was spread among Tourism Offices and diverse municipal districts in the State of Rio de Janeiro in order to widen a process for the re-adaptation of touristic places.

As we wait for that, the City of Rio de Janeiro – known for it abundant touristic potential because of its beautiful landscape and architecture – still finds difficulty to offer good places to host and shelter people with some kind of disability, as the research developed by Pro-Access Group has shown.

It is known that many segments of the population in Brazil – and outwards – could intensively join the touristic, cultural and leisure activities offered in a big city like Rio de Janeiro. Nevertheless, it is not rare to have them apart from it, first of all because of the insufficiency of more adequate facilities in the city and, mostly, because of the lack of information on possibilities to access different places.

Our proposal towards a specific methodology for the making of an accessibility guide-book, under development by the Pro-Access Group, aims to offer some indispensable information on good quality of accessibility to the city and to include Rio de Janeiro in the context of world tourist accessible cities for the next sports mega events.

This proposal comes from our efforts on research and cataloguing since 1999 and aims to widen the acquaintance and information about accessibility matters and give special

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attention to the various special needs people with mobility difficulty have.

In order to analyze and estimate inclusive spaces in the city, the methodology taken by Pro-Access Group is based on the comprehension of the difficult interfaces between accessibility specificities, rather than the recognition of those specificities in relation to different types of difficulties people may have.

The methodological steps of our work include cataloguing, analyzing and making the guide-book, giving special attention to the physical, historical and artistic/cultural heritage of the city, in the attempt of stimulating the participation of people with mobility difficulty (PMDs) in the cultural production in the cities.

5.1 Sustainability and Tourism

"Cities are the most complex product of human minds (...) Cities are more than huge structures of stone and concrete (...) Regarding their complex metabolism, cities are enormous organisms far from everything in mother-nature(...) Will these cities become benign organism?"

Herbert Girardet

Cities: New Directions for Sustainable Urban Living.

We have been facing, lately, an improvement in the number of queries related to the concept of sustainable environment as a product of the transformation and conscious use of resources in the object of urban and geographic researches.

The development of a methodology for the making of Rio de Janeiro Accessibility Guide-book is managed through the

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partnership between the Bureau of Research, Teaching and Planning on Accessibility and Universal Design (Pro-Access Group) and PROARQ/FAU/UFRJ. We try to add our results to the (still) insignificant number of studies focusing sustainability as a promoter of benign organisms and stimulator of accessible tourist cities.

In fact, if we consider social sustainability as a gadget for the improvement of populations' quality of life and for the achievement of Social Inclusion – in the dimensions of sustainability (RUAVIVA, 2004) – we understand the importance of encouraging the participation of spatially excluded groups in every touristic, artistic and leisure facilities in the cities.

We reckon those particular characteristics of specific groups as a way of highlighting the importance of space itself. Because of that, space becomes a basic resource for the enjoyment of nature or tourist spot regarding people's difference of physical particularity.

Inasmuch as we elaborate our methodology, we try to analyse this relation between sustainability and tourism, basing it on social specific matters and the spatial touristic quality of citizens with mobility difficulty.

Many theoreticians defend self-sustainable development as the gathering between economic/social development and environment. Based on that, we conclude it is necessary to worry about either environment degradation or the matter of universal tourist accessibility.

We hereby relate the situation of Persons with Disability (PwD) who find serious access barriers to experience diverse

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spaces in touristic cities. We previously define the hypothesis that a healthy social development aims at the integration of those people in the large "maze of streets". Above all, we believe in the search for integration of sustainable and accessible tourist spots.

In this way, we not only plan to format the Guide-book as an instrument of diffusion of diverse cultural and leisure activities but, also, as an influent agent to speed values of citizenship, civility and adaptation of services offered in the city to people with mobility difficulty. This will surely promote encounters, social exchanges and gatherings between physically different people.

Moreover, we believe in the multiplying power of the product "Accessibility Guide-book" once it will be able to generate social consciousness and mobilization regarding the re-adaptation of tourist spots in the city and, also, to improve access to public spaces for people with mobility difficulty, elders, children or people with any kind of disability.

5.2 Accessibility and Specificities of Potential Tourist Groups

The concept of "accessibility" had been previously linked to people with mobility difficulty and, specifically, to people who move on wheelchairs. Nowadays, we understand that accessibility to spaces in the city is, however, associated to every different group that make our society.

In the last years, the improvement of studies regarding inclusive projects arise the concept of *universal design*

(design for all) which is strongly based on the concept of social inclusion.

We do not plan or speak of places adapted to physically disabled people, which would indicate the making of exclusive and segregated ambients. It is, on the contrary, a matter of estimating the level of accessibility for every segment of the population that points out the ability of places to shelter the differences.

The analysis of truly inclusive spaces in the city asks for a sharp acquaintance of both the recognition of specificities in relation to different types of difficulties people may have and the comprehension of the difficult interfaces between those accessibility specificities. We may report the example of some barriers that ease the access to people wearing wheel-chairs but, at the same time, make it impossible to blind people!

Still speaking of examples, we know the access conditions for visually disabled people (this category spams from sub-normal vision to total blindness, going through starblindness – a common elders' disease) calls for the attendance of some specific necessities to access and move onto places: the existence of guide-paving and alert pavements, the contrast of certain colors and adequate lighting, elevators with high relief pressing buttons and sound warning for each floor. The absence of barriers that are of difficult detection by canes (telephone booths and turnstiles), is one of the factors that should be taken into consideration when planning spaces for tourism, services and leisure, as they are spaces that usually draw a great number of people. In the same way, the tourist with some difficulty to move (e.g.) rarely has the opportunity

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to find good hotels, go to beaches, restaurants, nightclubs, museums and other touristic places because of the lack of proper accessibility. Mostly, just because of their different condition, these tourists are forced to experience constraining situations that, many times, wound their dignity, self-respect and separate them from social life.

In Brazil, we have checked there are very few hotels with adapted rooms and bathrooms. This fact reveals disrespect towards the construction rules adopted by the International Tourism Association, rather than towards an important group of consumers.

As far as auditive disability goes, it is known that some places make the difference when stimulating people to have a more active and participative life in the city: pubs that offer TV shows and musical clips with subtitles, hotels that have visual fire-alarms (and not only sound ones) and many other kinds of facilities.

As we know, elders have different levels of difficulties be it of locomotion, auditive or visual order. We also understand that the third-age population has affective and psychological necessities that are linked to the physical ones. In this way, it is important to offer this group the information of possible places for encounters, activities that stimulate social life, leisure routes and so forth. These places would be selected differently from those offered to people of different ages.

Removing access barriers means assuring spaces that fulfill people with all the special necessities and planning for inclusive and universal tourist spots. In our country, those specificities have hardly been in a priority list.

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5.3 The Importance of Accessibility for the Image of Rio de Janeiro

"Cities, like dreams, are made by wishes and fears, even if their rules are absurd, their perspectives are deceitful and everything hides another aspect".

Italo Calvino, The Invisible Cities.

In Rio de Janeiro, some world famous tourist spots like the 'Sugar Loaf' and 'Corcovado' have gone through various adaptations but still present many barriers. An American tourist, on a wheelchair, informally spoke to us that his trip to Rio de Janeiro had been fantastic, especially when visiting 'Christ The Redemptor' (or 'Corcovado'), until the moment he had to access the snack-bar – at Corcovado – through a huge step of a short stairway. It is one of various examples that lead us to the conclusion that simple obstacles can invalidate the efforts and public expenses towards the adaptation of steep surfaces. More than this: a mere step wounded the image of the city intended to be the "wonderful city".

In the same way, the researchers developed along these last years by Pro-Access Group indicate that both people with mobility difficulty and a great deal of the population have a number of aspirations in relation to the city and its image.

Looking at Rio de Janeiro through the inhabitants and visitors' imaginary we perceive the symbols are developed not only according to the Ideal City, where those people want to live/visit, but also according to the meanings they get from the image of the city and thereby construct their own identity. Rio de Janeiro is, then, aimed as a city they want to show to

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the world (beautiful, accessible, artistic, and cultural and owner of a solid historical tradition) rather than only the place to live in... a city they can be proud of.

In fact, when great international meetings, scientific congresses, political and sports megaevents take place, the City of Rio de Janeiro misses the opportunity to show how much it cares for reaching the highest levels of social evolution, adjusting its unquestionable touristic potential to the needs of every citizen, including those with mobility difficulty.

5.4 Methodology for the Making of an Accessible Guidebook

"The point is not reaching the place, for there is always somebody to help us. The point is that the bad adaptation restrains our right of freely moving. There is no possible freedom like that".

Statement of *André Souza* when visiting the 'Sugar Loaf'.

Thinking of accessibility to physical environment, sustainability and tourism, Pro-Access Group is in process of making the guidebook "Rio de Janeiro For All" with the support of publishing companies, corporations related to touristic sectors and sponsoring institutions.

The importance of this guidebook is doubled for those with mobility difficulty as they get indispensable information about accessible tourist spots, leisure, cultural, educational and work places that allow their partial or total use. It is essential for PwDs to know which facilities are accessible. This kind of information will ease the participation of those people in many

different social and leisure activities, sensibly encouraging the tourism in the city.

In opposition to some works produced in other states of the country, we aim to appraise our historical, artistic and cultural heritage of the city in the attempt of stimulating the participation of people with mobility difficulty in the cultural production of the cities.

We also think of a brief braille version of the guide-book, but our proposal works with the conception of a CD-ROM version supplied with voice sounding (DOS-VOX, free software developed by UFRJ).

Concisely, the methodological proceedings for the making of the accessibility guidebook "Rio de Janeiro For All" are the following ones: recruitment of the team and job splitting; reunions with the team so as to gain a theoretical-conceptual equalizing on the matter of accessibility, as well as on the technical aspects that gather the different necessities of accessibility; selection of the items to be researched and detailed; getting in contact with the institutions that work with for and represent PwDs so as to complement the list mentioned in the previous item; getting in contact with the institutions related to culture, leisure, tourism and services so as to complement the list mentioned in the previous item; scanning and planning field research logbook; field research; analysis, data collection and final layout.

Moreover, for the making of the Guidebook, the accessibility conditions of some places and tourist attractions will be assessed through a pre-established checklist, guided by a previous survey, that offers the following items to be done:

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surveying specific data related to the city of Rio de Janeiro which will complement the information supplied by the guidebook. This phase, yet started, is based on the concept of "Accessible Route" that guides the classification of inclusive tourist spots or not.

Other phases of the guidebook refer to compiling collected field-data and transcription into text and symbol format; elaborating maps and plans; preparation of a list of photography to be included; photographing; selection of photographs, maps, plans and drawings to be included; revising the whole texts; transcription into Braille; visual programming, formatting and final art; photolites; and preparation of useful data for future versions in English and Spanish, as well as into CD-Rom version.

Christ Redempter   *Pro-Access Group at Christ Redempter*

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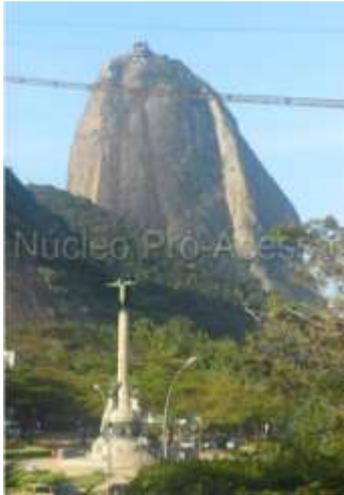
Sugar Loaf

Sugar Loaf died in the 2nd. War

Monument for the Brazilian

Tijuca Forest

Rodrigo de Freitas Lagoon

Tijuca Forest

Photographic montage of a not real situation yet: a person with disability having the pleasure with the view from the Sugar Loaf in the City of Rio de Janeiro
Fotomontagem: Cristiane Rose Duarte

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Augusto Cardoso Fernandes

Qualified Civil Engineer
October, 2001: Winner of Falcão Bauer award
Tira Queda project (No more falls project), precast curb lowering
November, 2009: Winner of Environmental Contest at Crea-Goiás
Conscious Sidewalk project
2007-2010: Security and Accessibility Director at Clube de Engenharia de Goiás (Goiás's Engineering Club)
2009-2011: Coordinator of the Accessibility Group at Crea-Goiás
Current: Coordinator of Accessibility at the 2016 Rio's Olympic and Paralympic Games Committee

5.5 The City of Rio de Janeiro, The Inclusive Tourism and the Megaevents

Rio de Janeiro is about to host the world's greatest sports event. How is it possible to turn this challenge into growth opportunity for the city? How to make the 2016 Olympic and Paralympic Games to inspire a sustainable legacy, with great benefits for the host city and the rest of Brazil? It is obvious that many Brazilian cities have urban planning often not met or respected. Rio was one of them for a long time and it was an example of disorganized growth. With the arrival of the Games this situation begins to be viewed from a new angle, once the Rio 2016 project contemplates the meeting of the Carioca capital development goals and is compatible with some of the most dear aspirations of the city in terms of the repositioning of the growth axis and infrastructure betterment.

There is a lot to be done and one of the most critical points involves meeting the demands of urban accessibility and mobility. With every edition, the Olympic and Paralympic Games are planned so as to adapt to the characteristics of the host city, aid in its development and improve the life quality of the citizens. The 2016 Games planning includes a series of goals to this purpose and, among them, it is possible to point out, for example, the definition of accessibility parameters for the installations to be built and also for the existing ones. The Rio 2016 Committee designed an "Accessibility Technical Guide Book" counting with the effective participation of the

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"Pro- Access Group" at Federal University of Rio de Janeiro's (UFRJ). The publication had one first version issued at the beginning of 2013 and lists data related to the (IPC) International Paralympics Committee, to the Brazilian Accessibility Standards and to the existing legislations. The information was combined to aid in a practical way the decision making on the development of the projects. The book contemplates all the Games' spectators' run and is divided into five chapters: Access and Circulation; Sports Installations; Accommodations; Transportation (land, bus, train, aquatic, air) and communication. So that the Games accessibility plan could be made focused on autonomy, security and functionality, it was necessary to consider its relation to aspects of mobility, feeding, logistics, sustainability, energy, sports, security, education, culture and legacy, among many others which involve the activity of each department existing in the committee. The Games in point, all aspects are encouraging of works that involve accessibility and work towards the inclusion of the persons with disability.

Focusing on the spectators' activities, the Book, made by the Pro-Access Group, touches situations that impact at least five main, special attention-requiring areas: sports installations, airports, transportation services, communication and hotels. On the first three, there's constant partnership work with the federal, state and local governments, who are responsible for the delivery of the constructions and infrastructure betterments. In communication and housing, though there's an expressive participation of the private sector and the idea is that the Book mobilizes a pro-

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accessibility front that regards the providing of the necessary requirements of the persons with disability. In all the key areas mentioned above, we'll need to train people who will directly deal with these persons or those with reduced mobility. A specific training of workers and cooperators, besides improving the quality of client attendance, can become a legacy of the event. Until 2016, there will be about 8.000 people directly working for the Games and 80.000 volunteers. All the Games' workers will take part of an on-line course (e-learning) to learn about the basic principles of accessibility. For some areas, like housing and installations, there will be a more advanced training in the form of lecture-like presence courses, which will also be open to common citizens. The idea is to link skilled people to fine infrastructure. A place accessible to everyone. To be in contact with people from different countries, of different cultures, social classes and education to follow the greatest sports event in the world is a unique experience. But, for the event to be even more outstanding, the installations must be impeccable. Not just in architectural terms, but also in functionality and accessibility. Some items are key to the good running of the internal and external parts of the installations. Horizontal and vertical moving and visual, audio and touch signaling are extremely important to make the handicapper's access easier.

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One must consider the special seats for people in wheelchairs and their attendants, obese people and blind men with their guide dogs. Another important point is the number of accessible toilets provided in the sports installations. And, as it was done in London, an extra toilet must be available that

will aid the transference of a tetraplegic or obese person to a stretcher and vice-versa. See illustrations below.

One estimates the peak of circulation in the Olympic installations at 150 thousand people. That's why one must watch the entrance and exit flux of these people. Scooters, manual and motorized wheelchairs and golf carts will be provided in the installations. Thus, ways these vehicles will run and the necessary number of them must be set. When it's a long way from a bus stop or metro station to one of the sports installations, a complementary, accessible, free transportation must be offered to the handicapped and mobility-restricted.

5.5.1 – The Attendance Structures Modernization Challenge

As for the adaptations to be made, the adaptation of the airports for the Games challenge is even bigger. After all, it's

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never been necessary to have an infrastructure to attend a great number of handicapped people and in such a short time. There will be about 4.200 Paralympic athletes, besides coaches, referees, photographers and spectators. The great difficulty is in expanding the place without making the change permanent, for it will be back to the usual demand after the Games. Besides the airports, the current transportation services in Rio also need modernization. Small adjustments at the BRT (A transportation system that buses runs on bus-only lanes along city streets) and metro stations will make the difference for handicapped users. The care in avoiding unevenness above two centimeters between the vehicle and the platform facilitates access and ensures the users' safety. It's also important that the BRT embarking and disembarking ramps have the inclination established in the municipal government's executive project. For a 1% inclination difference affects the functionality of the access.

The buses adapted with a rising platform, much used in Brazilian cities, don't follow the characteristics of the universal design. This type of vehicle doesn't offer access to other people who also have mobility difficulty, like the elderly, pregnant women and the obese. Another untoward factor is that the running of the platform is rather complicated: the driver must get off the bus to run the platform and he often has to deal with recurrent technical problems. Therefore, the renewal of the bus fleet may be an opportunity to adopt really accessible vehicles. One option is the low-decked ones. It's important to point out, though, that these vehicles can't run on uneven ways. Their use is efficient only when the streets

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are adapted for its deck. Or on long, interstate trips. In this case, there's no preoccupation with the embarking and disembarking time. The Games are also an opportunity to encourage the expansion of accessible taxis. These days, there are, in Rio, about 50 vehicles with a back platform, belonging to same cooperative. But, having no competitors, they charge a higher fare than regular cabs.

For good quality of this service, the city needs at least 200 cabs of that kind, which is four times the current fleet. The fleet boost is probably possible only with public power incentive that encourages more cooperatives to adopt the special service. With the taxis, the platform is a functional system, as it attends a single client. Normally, the driver is interested in offering a good service and doesn't worry about the time it takes for the passenger to get in or out. But the ideal is that the vehicles could take passengers in general, as is the case with the London black taxis which have a universal design ramp coupled to the car deck. It can be used whenever necessary. See the illustrations below.

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5.5.2 – The Advantages of a Good Communication

One of the most delicate points of the Games is communication, which, to be efficient, must be worked in different subdivisions: communication with the transport system, the Games' services, and visual signaling. Currently, a person with hearing disability living in Rio can't talk to any of the cooperatives via SMS. The only option to use this kind of service is to use personal smartphone apps. The apps can technically indeed help a lot during the Games. Currently, there is nothing that can make it possible for a visual-impaired person to follow the sports events. But this possibility is being considered for the Rio Games. One alternative being studied is the use of sports-knowing people that can make audio descriptions. The communication solution, almost as much as the physical infrastructure, make the difference in accessibility. In this field, a particular chapter is the signaling that aid in directing people. Whether visual, sound or touch, they are essential. The complementary signaling on the main means of transportation is what makes the difference during the Games, to help all tourists, including the handicapped. Strategically placed around town, it integrates the Games' "look" and has, among its goals, the goal of orienting people who will follow and take part of the Games during the four-week 2016 contests. Whoever knew the "look" of the London Games moved easily about the town and found their way in the transportation systems and tourist sites. At that time, a color was chosen which, on being

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sighted, would automatically direct people to the Games' areas. See the illustrations bellow.

Efficient communication helps the people and is a great opportunity to promote the host city. It also encourages the circulation in the urban areas and the visiting of tourist sites.

A city like Rio de Janeiro, with so many outstanding tourist sites should be concerned about making them accessible and open to the greatest number of people possible. To perfect the existing system, a mapping of all tourist sites is necessary. An adjustment program can be developed only after the main flaws have been detected.

Notwithstanding, to know how to use new assisting technologies demand a constant updating of knowledge on the part of the Mayor's professionals that deal with and monitor the level of accessibility in public places. Some examples show how the attendance to persons with disability can be improved. Many sites offer on-line ticket selling.

These sites must follow the rules of digital accessibility and operate on reading programs used by the blind people. And why not offer touch maps at the tourist sites? A blind man going to the Corcovado can feel the dimensions of the whole structure, if he is offered a map. Though he can't see the view, the visually impaired can have other experiences.

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5.5.3 – The Care with Accommodations

Housing is another area to which pro-accessibility changes are planned. Apart from the need for more rooms to receive all the people involved with the Games, some reforms are fundamental to make them accessible. All in all, they are 45.000 rooms, which represents more than 70% of the units available in Rio de Janeiro. Of this total 1%, that is, 450 apartments, must be accessible. In a hotel, all the areas, from the main entrance to the playground, must be of easy use by the handicapped. The restrooms, for example, must be adapted, as well as the horizontal circulation and the elevators. The signaling must follow the international standards. It is also important that the attendants, beyond commanding several languages, be able to communicate with the deaf through LIBRAS (Brazilian Sign Language). The apartments given to the handicapped, possibly, must have interesting views and be located on different floors. There's word that many people compromised their safety staying in non-accessible rooms for the view. On this subject, there's the bias of not giving the handicapped the best views. One more point: for the hotels, as well as the airports, sports

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installations and tourist sites to be really accessible one must have in mind something that often goes unnoticed: the sidewalks, the most used and often neglected walking ways. The sidewalks are at the same time fundamental and neglected. Sidewalks without access make it impossible to move freely and safely.

Many people don't know that the maintenance and cleanliness of the sidewalks are the responsibility of real estate owners. The Games are a fine opportunity to make the people aware of the importance of good, accessible and clean sidewalks. After all, to use the sidewalks safely is sustainable, cheap and efficient. It is, of course, a challenge to make good and usable all the Carioca sidewalks before the Games are on, but the legacy or this improvement will be a victory. The sidewalk is a basic connection link and, mainly, the place where the principles of accessibility begin to be recognized. Their construction must consider locomotion, functionality, durability and safety. The walks, for instance, can't be slippery or create trepidation. After the changes and the adoption of many novelties, it will be the time to receive the Games' people. And, for it all to be inclusive, it is important that there is mutual respect. Not only as enforcement of the established laws, but as a way to understand human diversity in the form of race, ethnos, sexual orientation, faith or type of disability. To respect the differences and limitations of everyone provides world of harmony for all.

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5.6 Accessibility and Inclusive Tourism in the Historical Cities. The Case of Ouro Preto, MG, Brasil

5.6.1 – Abstract

Accessibility consists of the possibility and the condition of reach, perception and agreement for use, with security and autonomy of constructions, space, furniture, urban equipment and elements. These requirements are necessary not only in the places of experiences, but also in visitation places, where the entire touristic offer is accessible, which configures the inclusive tourism. In the present article, we are talking about historical cities, as they are the historical heritage of the nation and play an important role in the identity constructions of society. Nevertheless, not always the conditions for accessibility allow for the easy access of all people in the historical sites that are also cultural attractions, hindering the emergence of relationship of caring and belonging. This article deals with the accessibility and inclusive tourism in the city of Ouro Preto, MG, Brasil, from the research for the Masters Course by the Program of Post-Graduation in Architecture, PROARQ, from the Federal University of Rio de Janeiro, entitled "Pelos percursos da acessibilidade: afeto e apropriação nas ambiências de uma cidade histórica. Estudo de caso em Ouro Preto, MG" (By paths of accessibility: affection and ownership in a historic town ambiance. Case study in Ouro Preto, MG). For the analysis, we relied on the Commented City Walks method and methodological instruments such as interviews and questionnaires. Therefore,

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we illustrated the results and made some suggestions to improve the accessibility of the historic city surveyed and call attention to the importance of accessibility everywhere.

5.6.2 – Introduction

When dealing with accessibility issues, in urban environments, it is necessary to verify where the disability is, because, for the full enjoyment and knowledge of the environment, it is important that it is in tune and is suitable for all audiences.

According to Cohen (2006), for a long time the idea of disability was within the person who had it, therefore, he or she should manage to adapt to the environment. Nowadays, many theorists argue that the difficulties experienced by the people are in the external environment, in which one can mention the sensitive environment. The approach of the "medical model" was replaced by the "social model" in relation to disabilities.

Thus, the nomenclature adopted by the United Nations, UN, since 2006, in the text of the Convention on the Rights of Persons with Disabilities is "persons with disabilities", not *handicapped people* or *people with special needs*, since the disability does not define the individual. Therefore, the actual concept of disability is seen as a problem of space insufficiently adapted to accommodate all the people: the environment needs to be (re) designed efficiently.

Assuming that the disability is in the space points to a long process in which, in addition to improvements in the physical access, it is also necessary that attitudes and concepts change and be assimilated correctly. Accessibility, therefore, must be understood as a facility for all, thus creating a holistic view of

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society, from which the city's spaces become accessible and inclusive.

According to Santos (1998), the space is a crystallizer for inequalities, as urban planning is buoyed by the market, and not by the population. In this sense, many of the investments go in opposite way to the wishes of the subjects and favored the ailments they experienced. Therefore, the author states that it is necessary to follow a civic model, where rights are universalized so that there is not only privileges for some, and with concrete and non-exclusive actions towards the existing reality, as in the case of non-accessible space.

Thus, Santos (1998) argues that accessibility is provided for all people, given the different levels of mobility, that is, allowing for movement, communication and information across the population in a unifying space. Complementing the definition, the standard of the Brazilian Association of Technical Standards (NBR 9050/2004 ABNT) defines accessibility as the ability and condition of reach, perception and understanding for use, with security and autonomy of buildings, space, furniture, equipment urban and elements.

Taking into account the accessibility obstacles in the environment, discussions regarding the laws and regulations point out accessibility as a universal human right, and must be fulfilled before being idealized.

Under the Convention on the Rights of Persons with Disabilities - enacted in 2006 and ratified by Brazil in 2008 - all have equality before the law. Civil, political, economic, social and cultural rights should be respected, especially by the competent bodies and throughout society.

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Moreover, persons with disabilities have the right to enjoy the use any space, including those protected as cultural heritage. The cities that hold these spaces are called historical cities and they are considered significant by the presence of a past time that is "still alive" and they are understood as places in constant transformation, in which the marks of time are present in buildings, works of art, stories and aesthetics (JOKILEHTO, 2002), while participating in the daily life of its inhabitants today.

The urban layout of the oldest historical cities, however, is often composed of local narrow and tortuous, ever since these spaces were constructed by valuing people moving around either on foot or by animal traction. Often this configuration does not meet the different forms of mobility, including the displacement of persons with disabilities, thus ignoring the differences. In addition, sometimes the topography is also a complicating factor because the cities were designed to be defensive locations, thereby having access reduced. (ZANIRATO, 2008)

Although Brazil has seen many of its historic cities go through a process of dropout in housing and the impoverishment of the resident population, it appears that most of these cities still have strong influence in the shaping of the identity of people or are replaced by new uses that may or not, ensure continuity of the built heritage and urban heritage.

One such case is the city of Ouro Preto, Minas Gerais, which has one of the largest net assets of Brazil, and for this reason, is seen as a perimeter listed and recognized as a heritage of humanity, always having their uses reformulated because of

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people's needs. However, the improvements in accessibility are sometimes delayed, given some heritage preservation policies.

According to the Washington Letter (ICOMOS BRASIL, 1986), when it comes to accessibility, the new functions of a historic city must be compatible with its character. Although the adaptations require careful installations, the introduction of contemporary elements and that do not disturb the harmony of the whole; substantially contribute to its enrichment.

Taking this into account, this article is about accessibility and inclusive tourism in the city of Ouro Preto, MG, Brasil, from the research for the Masters Course by the Program of Post-Graduation in Architecture, PROARQ, from the Federal University of Rio de Janeiro, entitled "Pelos percursos da acessibilidade: afeto e apropriação nas ambiências de uma cidade histórica. Estudo de caso em Ouro Preto, MG" (By paths of accessibility: affection and ownership in a historic town ambiance. Case study in Ouro Preto, MG).   We focus, therefore, the inclusive tourism, whereas the surveyed city is a major hub of tourism inducting and thus we must think the visitor with disabilities as another human element involved in the discussions of the city and the necessary adaptations of urban accessibility and mobility, alongside the cultural heritage.

With that, we try to show in our work deficits of the environment for the adherence to inclusive tourism and how people with or without disabilities, see urban mobility and accessibility to the public with disabilities who search for this place.

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5.6.3 – Inclusive Tourism

The inclusive tourism seeks to add the most different human types, whether they are workers for the tour, host communities, and especially visitors looking for specific locations. In the same line of Universal Design[1] in architecture, we call 'Tourism for All' the modality that seeks to meet the most diverse audience who travels for leisure. (SHIMOSAKAI, 2013)

The inclusive tourism assumes that social inclusion is the ideal way to build a society for all, allowing the fulfillment of civic duties and the enjoyment of civil, political, economic, social, cultural and developmental rights, as well as, certainly, leisure, entertainment and recreation. (SASSAKI, 1997).

According to Panosso Netto and Panno (2010), most people cannot live with the other and with diversity, as they do not understand the different needs. Not always those who plan spaces and touristic activities take into account the physical, sensory and intellectual differences among people, and end up conceiving conditions only for those who can walk, see, hear, and the deficiencies are treated as if they did not exist.

Although Brazil has well advanced laws Carleto illustrates that,

> *Brazil is within one of the last positions in relation to compliance with laws and conditions for accessibility. The answer may be because here there is not a capital like in more developed countries such as the USA and Japan, which are examples of accessibility. However, despite not having*

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> *enough income to change the sidewalks and adapt the buildings, with the respect and understanding of the people it is possible to reverse this situation and enable persons with disabilities to exercise citizenship. (CARLETO apud PANOSSO NETTO E PANO, 2010, p. 6).*

The last census conducted in Brazil in 2010 shows that 23.9% of Brazilian people have declared a disability, representing a significant number of potential travelers to take into account. Moreover, this number can be increased by elders, who became interested in tourism in the third age group, and no longer have the same physical characteristics of young people, with difficulties in mobility and sensory impairments. This way, the growing number of people interested in tourism and sightseeing can be an extra incentive for the development of facilities for cultural and social diversity, corroborating to a beneficial increase in the history of the place.

According to the General Law of Tourism from September 17, 2008, in Article 5, the National Tourism Policy aims to "democratize and facilitate access to tourism in the country to all segments of the population, contributing to enhance the general welfare." In the Article 6, paragraph V, is reported that tourism aims to:

> *Promote the incorporation of special segments of the domestic market demand, especially the elderly, young people and people with disabilities [sic] or reduced mobility, the incentive rebate programs and*

> *facilitating shifts, hosting and enjoyment of touristic products in general and institutional promotion campaigns.*
>
> *(BRASIL. Lei Geral do Turismo – General Tourism Law, 2008, s/p).*

Tourism is an activity that puts the person before their potential, since it drives one to go and meet the chosen destination by oneself - even if in a group, because knowledge is personal - and for that she needs to have autonomy. Therefore, we share the idea of Mendes and Rains (2012), that tourism enables people with disabilities to know their capabilities and develop their skills, in a pleasant way, through the contact with different environments and people outside their usual circle. Therefore, it is important that they are made possible greater participation in trade, causing them to migrate from the facilitating role to the role of protagonists. Hence, it is the right of the persons with disabilities to move from their place of origin to another in order to enjoy the attractions, and be able to stay there, to move around and about, with all the support, since it is the duty of the State, the organizers of trade, the Government and the civil society to promote, plan and implement adaptations that promote the inclusion of all the tourist areas.

Provide more access to tourism, leisure, idleness, amusement, culture and information enables not only to the public with disabilities, but to all kinds of tourists, to appropriate the essence of the city, according Grinover (2006) it is precisely the encouragement of closer ties among the city inhabitants, creating, thus, social interaction, and because of that, defining

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the urban space as a public accessible place of differences, heterogeneity.

5.6.4 – The Tourist Mobility

According to the National Policy on Urban Mobility (2005), Sustainable Urban Mobility is the "result of an integrated set of public policies in the urban space, which ensures all citizens the wide and democratic access to the city, its opportunities, services and essential equipment, effectively, efficiently and sustainably "(p. 16). Therefore, mobility is the key to the orderly and aggregator growth of cities.

Therefore, some initiatives are essential, such as: touristic information in Braille and audio devices; when it is about written information, it should be easily accessible; the adaptation of touristic facilities such as restaurants, hotels, specialized transportation, as well as support equipment, such as terminals for embarkation and disembarkation of passengers, services, such as hospital emergency service, and attractive spaces and in line with current standards; it is also necessary to have trained people ready for the care of persons with disabilities; information desks with all apparatuses for accessibility, among other things.

Moreover, the tourist mobility involves other factors. The detracts from the physical space are not the only problem encountered in the circulation, but also the carelessness with tourist information, are sometimes overriding on the knowledge of the space. According to Mendes and Rains (2012), written, audio and so on information can be seen as the main barriers to social inclusion of persons with disabilities, because ignorance breeds the creation of

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prejudice and stereotypes that become present in the culture and originate stigmas.

These problems can thus be solved through the correct planning of urban mobility and accessibility in cities that foster tourism, boosting the sensory and cognitive experiments that the space offers, but are not always enabled to bystanders. Elimination of physical, technical, attitudinal, informational and sensory barriers therefore consists in planning the accessibility and the common sense on the part of all stakeholders in the city and in trade.

5.6.5 – The Importance of Tourism in Ouro Preto

The fact that it belongs to the national cultural heritage led Ouro Preto to an important economic growth since it attracted a substantial number of tourists. This actually happened deliberately, once the increase of political preservationists came imbued with a nationalistic sense to show the "real" Brazil to Brazilians.

According Brusadin (2011), the politics of Getúlio Vargas, president of Brazil from 1930 to 1945[2], expanded the possibility of attracting tourists to Ouro Preto, once created, in its management, the Museu da Inconfidência, in the old Casa de Câmara and Cadeia de Ouro Preto and subsequently enabled the creation of the Grande Hotel. In the same period, Manuel Bandeira published the *Guia de Ouro Preto*, which was important for many researchers in understanding the city at the same time aroused the curiosity of knowledge *in situ*, thus creating conditions for more trips and visitation to the city.

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On the left, the Museu da Inconfidência and on the right Grande Hotel de Ouro Preto. Source:
http://www.creacteve.com.br/novosite/info_evento.php?pag=129&evento=114&ling=eng and http://www.happytellus.com/hotels/ouro-preto/brazil

The great interest aroused by the three hundred year old city occurred because of the history originated with the addition of various camps scattered in strategic locations for gold mining, and for this reason, experienced several events, writing important milestones in the history of Brazil.

Founded in 1698 by Anthony Dias, it was only in 1711 that it received the first name, Vila Rica. In 1720, the village became the capital of Minas Gerais state, and in 1825 became Imperial Cidade de Ouro Preto, a title granted by emperor D. Pedro I, when he proclaimed the independence of Brazil. (BANDEIRA, 1963). Among the various occurring on *ouro-pretana* lands surely the Minas Conspiracy was that the country has gained more prominence.

According to Bandeira (1963) in 1789, with the Minas Conspiracy, it was attempted to remove the domain of the Portuguese Crown from the country and establish a free country. However, this attempt failed, and April 18, 1792, the

conspirators were sentenced, leading to the martyr Tiradentes to be hanged and quartered. After this episode, the city was emptied, accentuating this process of transference of the state capital.

> *The change in the Minas state capital was already included in the first republican constitution of the State, enacted in 1891. Belo Horizonte, the new capital begins to be built in February 1894. With the loss of political and administrative centrality, Ouro Preto submerges in a period of oblivion, branded as decadent, old, overdue city. (NATAL, 2007, p. 1.)*

Ouro Preto began facing a crisis by emptying, with people moving to the new capital and other prosperous cities of the region. Meniconi (1999) states that about 45% of the population would have emigrated, facilitating the deterioration of buildings and houses that once evoked heydays of past glory.

However, this "oversight" was of paramount importance for the preservation of architectural monuments, even if the traditional families and some rooted stories have been lost with the diaspora. As there were no more people interested in that city, the abandonment was certain and many of the goods remained intact.

Gone were the people and the entire amount of gold, but what was left was enough for Ouro Preto to remain alive long enough to engender the pages of Brazil, its importance. It was

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left a city steeped in the historical mansions, fountains, narrow streets and churches.

For this reason and for policies to preserve the monuments Brazil, Ouro Preto was declared by the Federal Government on July 12, 1933, with the decree n.22.928, officially as a national monument, thereby consolidating the title of the historic city. When setting the SPHAN in 1937[1] and its entry in the Livro do Tombo, in 1938, Ouro Preto gained the protection of a federal agency specialized in preserving the historical heritage of Brazil.

Years passed, in 1979, Aloisio Magalhães[1], general director of the now Institute of Historic and Artistic National Patrimony, IPHAN, organized the first seminar of the body in the city of Ouro Preto. According to Motta (1987), the goal was to foster community action initiatives. A year after this event, Ouro Preto was declared World Heritage by UNESCO, recognized as a World Heritage Site, where all the old houses and monuments, which were part of the listed perimeter, were under protection.

Ouro Preto then turned into a major tourist hub, due to the appreciation of their cultural heritage. The city became a "monument city" and it gave the city a character of attractiveness in its space. Taking advantage of the special, historic and cultural scenic and in view of the decline of mining, tourism has become a major economic activity that has expanded worldwide.

> *Although the history of tourism in Brazil can refer to the first decades of the twentieth century the early exploration of travel, it was*

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not until the 1970s that the business organization of travel agents, tour operators, hotel owners and government projects consolidated [sic] the tourism product "cidades históricas de Minas." Considering the book publications, the increase of hotels and inns installed in the city, as well as the appearance of the city in notebooks for tourism, it is suggested the formation of a new field, from the 1970s, to be appointed as historical touristic city. (ANDRIOLO, 2009, p. 164)

As of 1990s and the following years, tourism began to attract more people to the city, especially in its central listed area, providing a new economic and social dynamism. However, currently, the lack of planning does not allow for control and estimation of the flow of people, not knowing what the demand profile is, what the net percentage that the activity provides for municipal tax revenues is, developing, as stated Cifelli (2005, p. 151), under the motto "preservation/depredation". About this issue, Choay reports:

In turn, the monuments and historical heritage acquire a dual function - works that provide knowledge and pleasure made available to everyone, but also cultural products, manufactured, packaged and distributed for consumption. The metamorphosis of its use value in economic value occurs due to "cultural engineering",

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vast public and private enterprise [...]. Your task is to explore the monuments by every means in order to multiply indefinitely the number of visitors. (CHOAY, 2006, p.211).

Resuming Ouro Preto, the city does not have a niche of inclusive tourism yet consolidated, because there is not much adjustment for the tourist with disabilities. What we have are still small movements and touristic policies still timid, but, making important strides in welcoming the most diverse subjects. In the table below we can see, even a little, some enterprises that are adapting to accessible tourism.

Table 1 - Information on accessibility Services and Equipment in
Ouro Preto

Information on accessibility services and equipment in Ouro Preto	Address
Inns with adapted bathroom:	
Pousada Itacolomi II	Avenida JK, 800 – Bauxita.
Pouso dos Alferes	Rua Pedro Gonçalves da Silva, 200.
Inns with adapted access to the room:	
Pousada dos Ofícios	Rua Padre Rolim, 765 - São Cristóvão.
Hotel Solar do Rosário	Rua Getúlio Vargas, 270 – Rosário.
Hotel Fazenda Retiro das Rosas	Rodovia Inconfidentes, km 71, s/n.
Boroni Palace Hotel	Rua Padre Rolim, 580 - São Cristóvão.

Ville Real	Rua Antônio dos Santos, 5 – Sto Antônio do Leite
Pousada Canto dos Prazeres	Rua Alto do Campo, 131 - Lavras Novas
Adapted Museums:	
Museu Aleijadinho	Rua Bernardo de Vasconcelos,179 – Ant. Dias.
Museu da Inconfidência	Praça Tiradentes, 139 – Centro.
Museu de Arte Sacra do Carmo/Pilar	Praça Monsenhor Castilho Barbosa,17 – Pilar.
Ecomuseu do Morro da Queimada	Morro da Queimada
Hosting with Elevator:	
Pousada Clássica	Rua Conde de Bobadela, 96 - Centro.
Hotel Solar do Rosário	Rua Rua Getúlio Vargas, 270 – Rosário
Hotel Pousada Arcanjo	Rua São Miguel Arcanjo, 270 - São Cristóvão

Source: Inventário Turístico de Ouro Preto (Interest Inventory of Ouro Preto), 2009.

There is still much to do, but in spite of this deficiency in its planning, tourism appears as one more way to preserve the site and include the most varied people. Even with some depredation in architectural and urban heritage of these passers-by, are they going to fathom its maintenance, since attractiveness is one of the strengths of the historic city. When considering this fact, the city needs to be careful at the same time as it allows and enables movement, the enjoyment and use of its collection by the visiting public.

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According to Meneses (2004), if it weren't for tourism, cities like Ouro Preto could be living worse situations than those cities that we see (re)negate this activity. According to the Carta de Turismo Cultural from 1976, which addresses the importance of cultural tourism, this activity can exercise a "high influence in the surroundings of man in general and in particular monuments and sites" provided it is carefully studied so that the result is tolerable. (ICOMOS BRAZIL, Carta de Turismo Cultural, 1976). Through this field of work, there was more development for the metropolis and patrimonial recognition, since it praised the context of colonial cities in the world.

One cannot deny the problems that arose with the growth of tourism, but we believe that these should be weighed against the social, economic and inclusive generated without utopia, but gleaming engagement of peers and the growth of the city.

Rather than an economic activity, tourism is a social activity and representative character where it is established. In the "historical cities", as well as other tourist cities, this activity works with the perception of the people involved. This factor is important for the production of social representations of the metropolis, and how we treat the inclusive tourism, it is also important in the awareness of the public with disabilities who also travels and searches for leisure, like any subject.

Therefore, we cannot omit the relationship between residents and tourists, since the first have to live with the difficulties of sharing the space, and the second with the cultural and structural impossibilities, such as the suitability of areas for accessibility.

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However, the city needs to have a minimum of structure to receive the most varied type of audience, including persons with disabilities and demonstrating that the historical factors alone are not able to mobilize a considerable amount of people. According Andriolo (2009), "it is important to build a touristic infrastructure that reinforces and redirects that condition and creates possibilities of use and appropriation of the city for tourism "(p. 161).

In the interest inventory, conducted in 2009, in the city of Ouro Preto, one can analyze the main attractions of the city, as well as the entire touristic infrastructure, including the one for accessible tourism, as seen in the above table (Table 1), so as to facilitate the planning of tourism in the city. This document is of vital importance for the city, because, as it is possible to profile the receiver core, not only for internal planning, but for people who come to seek the place know that they will find what they look for.

Other ways to plan for tourism are always in motion, as the performance of the Programa Monumenta, from IPHAN, with public management initiatives, as well as private power and civil society, which seek to minimize the impact on the metropolis, trying to integrate tourism with everyday conflicts, in the best possible way, even if the results are still unsatisfactory. However, this is the way.

Mitigating the structural, logistical problems and that prey cultural heritage, looking for ways to enable greater ownership of the site and being the agents of the city always looking for better planning, Ouro Preto may grow increasingly in economics, social, cultural, and of course, inclusive

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exchange. For this, a good planning that integrates everyone may assist in preserving heritage and thus always make sustainable and responsible with their historical role towards the nation.

5.6.6 – Case Study

The inclusive tourism in the city of Ouro Preto, still a segment not well thought out, as well as most of the tourist destinations in Brazil. Moreover, in the three hundred year old historic city, we bump in the issue of cultural heritage that requires acuity in dealing with possible adaptations, and one should appreciate it for its historical value, which is important for the identification of subjects with his legacy.

Therefore, based on our field research, we try to list some deficits in the environment for the full reception of all people and, in particular, the tourist with disabilities, having a basis on Universal Design and the Tourism for All.

We used in our research a combination of methods, based on ethnographic analysis in order to achieve the proposed objective, that is, to investigate the accessibility and the mobility of the listed environment. In this article, we turn to the main method used, the Percursos Urbanos Comentados (Commented City Walks) and from it, and methodological tools, as semi-structured interviews and questionnaires, focus on the reverberations listed by the subjects studied and we focus on inclusive tourism in order to demonstrate details of a segmentation that has been gaining ground every day in more and more places, including the surveyed city.

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Percursos Urbanos Comentados. Source: Melo, 2013.

The visiting public, in general, needs elements that fit with leisure and, hence, the pleasure of visiting. So, a city with considerable signaling, and adaptation of the urban built environment and good hospitality, becomes a reference for pleasantness. Therefore, we consider that accessibility goes far beyond the elimination of physical barriers and techniques, but it is also linked to attitudes, which aim at the understanding the diversity and the acceptance of various subjects.

We notes that when we used the method of Percursos Urbanos Comentados, which is the joining of two other methods: Os Percursos Comentados (commented city walks) and roadmaps from the program Sentidos Urbanos (urban senses): Patrimônio e Cidadania (heritage and citizenship).

The method of Commented City Walks was developed by sociologist and urban planner Jean-Paul Thibaud (2001,

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2013), from the need to investigate the relationships between people and space. Through three simultaneous activities: walking, perceiving and describing it is possible to show how people perceive things and how each one has a specific language that will allow to categorize and to organize what is investigated. It comes as a way to understand the behavior, perception and understanding of city dwellers who often neglect the sensitive context of places, closely linked to the physical, social and cultural spaces. To investigate the processes, reverberations arise to be analyzed and through them we can identify hypotheses about the settings of space.

The program "Sentidos Urbanos: Patrimônio e Cidadania" ("Urban Senses: Heritage and Citizenship") was born under the influence of Ponty phenomenology studies (MERLEAU-PONTY, 1994) and had its conception formulated by architect and professor of Tourism of the Federal University of Ouro Preto, MG (UFOP) Juca Villaschi (2008; 2011). Through scripted city walks, the program seeks to lead people down daily, yet, unusual paths in the city of Ouro Preto, so they can get to know the city better and recognize the value of places through the senses, the history and the curiosities so they have a sense of belonging. These city walks point to everyday aspects in relation to the built environment, apprehended by the perception triggered by sensory and constructive aspects.

Through the Percursos Urbanos Comentados we able to capture elements of the built and urban environment, of information and communication and also the sensory and behavioral aspects that, in our opinion, are important for the accessibility and to appropriation of places.

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The people who carried out the city walks said, in general, that the shops are not equipped to receive people with disabilities, because, among many things, they do not have adequate height on tables of restaurants and snack bars; they lack adequate height in shelves of shops, cafes and other places of sales, they lack access to toilets and proper space for people with wheelchairs (adaptation on the toilet, doors, railing, paper hand dryers, mirrors and sinks height); and so on. About the streets and sidewalks, people said that the city of Ouro Preto, although listed and recognized as a world heritage, can improve the circulation of pathways with projects to widen the sidewalks, insertion of handrails in some points, improvements in paving, but always respecting the preservation of assets, seeking harmony with the accessibility for visitors with disabilities.

In the matters of communication and information, the respondents contributed substantially, since these elements are essential for those who do not know the place. Thus, many factors were listed as faulty, namely: lack of structure of accessible boards; faulty touristic signs, tactile maps and models, banners, brochures, free booklets distributed by the public sector or any other communication tool that can complement and lead to knowledge of the cultural heritage, not only for tourists with disabilities, but especially for school-aged children and / or inhabitants of the city itself; there is a need for trained people to attend in Libras (Brazilian sign language), and so on.

We believe that, by spontaneous way tourism happens in most tourist destinations in Brazil, and in the case of historic cities,

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the cultural heritage to be explored recently as part of the tourist offer, much is still deficient, such as unskilled labor and trade, in general, are still lacking appropriate elements for persons with disabilities. However, the strengthening of public policies and the engagement of the private sector and civil society in the broad sense of accessibility, can remedy many of the problems.

But to do this, first we must break with the attitude barriers, and then the physical and technical barriers can gain prominence. According to one of our interviewees, European cities are older than Ouro Preto and their accessibility is much better, not only of the physical aspects, but mainly for their concern with the respect towards persons with disabilities. Attributes of urban sanitation, traffic, poor placement of plates, etc.., are important issues to be analyzed on the accessibility and mobility of a city. These issues were often listed in the speeches of our respondents as complicating factors in the surveyed city.

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Salzburg, Austria. Source: Collection of Regina Cohen

Elucidate the importance of sensorialities for better accessibility. People who took the city walks were very focused on this issue, while everything is part of the environment and thus contributes to the fluidity of the place. Respondents therefore pointed out to the vibrations of the streets, which in most cases are beneficial in guiding and also spoke of lights and smells that help locate and guide; spoke of the wind, of the perception of colors and textures like landmarks location and also the particularity of the place surveyed, holder of idiosyncratic elements that make it special and unique.

By using questionnaires, we seek to complement the perceptions of the visiting public towards the accessibility of the surveyed place. There were reports about the inadequacy of the city to the public with disabilities, either within the business shops or even in the streets; the means of transport, both to get to the city and the one within the city, are not adapted, nor are the shops, the attractions and the touristic signs. The majority of respondents was emphatic in saying that the situation is bad, and that apart from topography and relief, there is a lack of goodwill and government initiative in improving the city.

We noticed the concern of tourists with the improvements of movement and that the defective attributes are not entirely tied to geography, but the lack of accessible projects coming from the government and the awareness of people regarding diversity.

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In addition to the questionnaires, we used semi-structured interviews, another important tool for our analysis. We interviewed some people involved in the issue of accessibility, and among them, talked with a representative from the Department of Tourism in the city of Ouro Preto (SMTUR), we reported some actions in support of inclusive tourism.

The interviewee mentioned that some work was done towards the circulation of all people, including tourists, such as the suspension of the floor in a part of Praça Tiradentes, slowing traffic and increasing the facility to walk, there was also an intervention at the entrance of Igreja de São Francisco de Assis, who sought to facilitate access for people with disabilities, some handrails were installed throughout the hills and there was enlargement of the tour at Rua São José.

Sidewalk with enlargement in Rua São José. Source: Melo, 2013.

Regarding communication and touristic information, the representative of SMTUR said that the graphic material that is developed today is aimed at persons with disabilities. However, the leaflets from the previous administration are still in force, and they do not meet the requisites of accessibility, such as Braille, color contrast and so on and,

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even so, they are still being used. Despite this statement, there was no answer when the question of what the accessible resources are to be used in the new touristic material.

According to the respondent, in the year 2009 was held this Interest inventory of the city of Ouro Preto [above] and it contained some projects and attractions with some accessible adaptations. However, as there is no requirement for changes in the accessibility of private land, there are few accessibility projects in these locations, as well as in public buildings, which are required to adapt to receive the public with disabilities.

The representative of SMTUR, although open to meet us, provided little information, due to his accredit of this function of accessibility to urban planners and those involved in cultural heritage. So, he rapidly expounded on the proposed solutions and the difficulties designed exclusively to relief, topography and old properties such as large hindering of improvements.

Therefore, we rectify that accessibility is supported by laws that are very well formulated and that, even with the geographical difficulties, some alternatives may be filed through improvements in transport and urban infrastructure, as we find out in the Convention on Rights of Persons with Disabilities, Brazilian Laws and technical standards. As for the cultural heritage, since 2003 we have with Ruling No.1 from IPHAN which regulates the accessibility in listed items. This is a document that aims to provide guidelines for the promotion of accessibility in real estate, "in order to equalize

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opportunities for enjoyment by people with disabilities [sic.] or with reduced mobility" (p.1).

Before the main method used by us, the Percursos Urbanos Comentados and methodological tools such as questionnaires and semi-structured interviews, we managed to capture the problems of accessibility and urban mobility and to call to attention the importance of improvements and capabilities necessary to accommodate all of the city and power also receive visitors with disabilities.

From a new position, it becomes possible to glimpse the Full Accessibility that caters beyond the purely physical aspects, but, as emphasized by Duarte, Cohen et. al. (2013), makes possible for emotional, affective and intellectual aspects generating in the site the ability to welcome visitors, and develop empathy and affection to their users.

5.6.7 – Final Thoughts

Thinking of accessibility and mobility in cities means having in mind, before anything else, everyone's citizenship and the aggregation of all subjects, meaning, all who circulate through the spaces. One way or another, everyone is different, and it is by the diversity that cities are big holders of important relationships that transform the space in a place for cultural and social exchanges.

Therefore, we believe that the basis of the adaptations of the cities and, in our case, in the historic city of Ouro Preto, should start from the designing and creation of Rotas Acessíveis (Accessible City Walks), because this is one of most complete and important accessibility solutions. City walks would be interconnected in a kind of network, with suitable

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and appropriate buildings and paths - within the possible extent - with the function of walks entirely conducive to the reception of all subjects. Aiming at improving accessibility for all, including tourists with disabilities in accordance with the policies of cultural heritage preservation, Rotas Acessíveis could attend to the awareness of the cultural legacy steeped in goods and the importance of leisure as a form of pleasure and knowledge.

We ratify this choice in view of historic and tourist towns adapting much of their listed property and urban environment to better serve its audience with disabilities, as in the case of Barcelona and Segovia, both in Spain. We follow Brazilian cities that also looking for improvements in accessibility, as in the case of Olinda and Brasília, also tourist destinations and cultural heritage sites. With this, we conclude that the inaccessibility happens more in favor of positions and policies of that legislation, since there is a legal support and it is improved on a daily basis.

Segovia, Spain. Source: Collection of Regina Cohen

Barcelona, Spain. Source: Collection of Regina Cohen

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In Rotas Acessíveis, we propose attitudes that care for the physical, attitudinal, sensory aspects, and for communication and information for all people. We reiterate the importance of designing these city walks to meet the requirements of Ruling No.1 from IPHAN because we are dealing with a place recognized as a World Heritage Site and any interference must comply with all equity.

We are seeking the inclusion of Rotas Acessíveis that cover the observed deficits and suggested by respondents, not forgetting, therefore, feelings of belonging from the appropriation and affectation by location. Therefore, any suggestion is based beyond the physical, but emotional and historical aspects of the site.

We can say that the accessibility of an urban space that allows everyone to experience it fully, and through the elimination of physical barriers, the disabled individual is more likely to break through the barriers of human relationships, and to appropriate the place.

Renovating the space asset for more accessibility is to make room for otherness relations are enabled and enriched, once the urban space is formed and transformed by human forces. So basically intervening in cultural heritage by eliminating physical and attitudinal barriers, taking into account the historical memory and identity, manifested in different areas of public space, are in squares, streets, landmark buildings and equipment, is the right to equal enjoy a quality space. We have seen in many examples of revitalization of historic cities in the world that it is possible to retrieve values and traditions, but also to take into account new uses and

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activities (CALDEIRA, 2009). According to Menezes (2004), the intermediation that take place between the culture and everyday life is what enables understanding, contextualization and exciting pleasurable memorization, thus culminating in the permanence of these locations in the mind, prompting the understanding of values, stimulating the search for new understandings and, of course, for new pleasures.

For the intermediation to occur, there must be accesses and, being inclusive tourism quite a growing niche nowadays, inefficient space must also be adapted and suitable to receive all types of public, whereas the more people can enjoy of the property, the more they will be valued.

Thus, this study corroborated with the idea that any work performed in historic areas should recognize the asset value, balancing conservation needs with the needs of living, as stated from Caldeira (2009). That is, the spaces must be understood as sites potentially able to respond and meet the needs of its users, but without uncharacterized. Knowing the specific reality of each historic area brings us to the need to adapt the intervention to the specific historical and social development of each city that can embrace this reality also tourism.

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6. FINAL CONSIDERATIONS

Among the events that surrounded the passage to century XXI we have witnessed many great scientific, technological and cultural improvements which represent – direct or indirectly – the results of academic inventiveness and competence, one of the foundations of cultural diffusion and opinion-making in Brazil. On the other side, Universities should create citizens, besides qualified professionals. Those ones should indicate alternatives based on premises of equality and diversity, liberty and fellowship, evidences of modern societies in our opinion. We understand Universities should take a qualitative leap to the new century, rethinking their missions and responding to the needs of their time.

We expect a great social impact of our work to be an agent of spreading information on accessible facilities for people with disabilities and to allow the whole urban population to dwell with human diversity in the spaces, be it a building or the city.

In order to avoid spatial exclusion we ought to design for all following the requirements of Universal Design.

Some time ago it was considered enough that of making a ramp for a person on a wheelchair, so that he could get into a building through a separate entrance hall; thinking of Universal Design nowadays, it is our work to design buildings with large entrance ways so that anyone with or without a disability may get into and move around any kind of space. Long before, we used to design special elevators for those on wheelchairs, as well as separate restrooms; nowadays it is a common rule to comfortably shelter any kind of person in a single restroom or apply special paving for the benefit of

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people making use of collective public transportation. In a whole, it was used to designing for people with disability; nowadays we design for all.

A goal for all of us, architects, is that of designing spaces that may ease experiences of affections and the personal identification of people with places in the city where they live in

We believe that researches in the same field of interest are to be used as fundamental tools in the generation of new action panoramas that aim at a profitable and comfortable improvement of every human being. Starting to eliminate barriers, foreseeing new facilities and finding solutions for built environment could possibly and rapidly integrate PwD in society. Instead, if these actions are ruined, public spaces will represent the crystallization of disability itself.

This Newsletter also complements a line of investigation turned to the inclusion of the theme into Architecture and Urbanism courses. The concreteness of the acts that have been developed by Pro-Access Group has a leading objective of building new minds in the planners of future cities. We expect these future architects and urban designers to work for the elimination of physical barriers and many other ones such as social, cultural, political and bureaucratic barriers. The dwelling of diversity in the bottom of those spaces and minds constitutes, itself, into a real tool for the improvement of everyone's quality of life.

The understanding of environment merges into the consciousness that it shall not be made difficult – not even impossible – to lead and to circulate around city spaces,

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neither block the imageability of places to all Society. In this context, we believe that inclusive spaces are those capable to provide PwD with the sense of safety, workability and freedom in his mobility in order to guide his actions and settle a balanced relation between him and the outside world. Thinking like that, as planners, architects and urbanists, we will be able to socially design integrated places with a deeper social impact in our cities, once the ability of living with diversity is important to every single person in society.

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BOOK RECEIVED:

1.

Managing Emotion in Design Innovation

Published: August 28, 2013 by CRC Press
Content: 228 Pages | 56 Illustrations
Author(s): Amitoj Singh

NEWS:

1.

Design awareness seminar to be held at Gondal

A design awareness seminar aimed at bringing the industry and design experts on a common platform will be held in Gondal on Tuesday.

The event is being organized by Gondal GIDC Industries Association along with Micro Small and Medium Enterprises (MSMEs) and National Institute of India (NID). The highlight of the event would be a design clinic.

Organizers said that design clinic is a tested strategic model of design intervention, where a solution to an existing design problem is diagnosed and remedial steps suggested by a multi-disciplinary team of design experts. In this scheme, the value addition to an idea or a concept are imparted through interaction at a lesser cost to a specific industry or sector.

"The main objective of the clinic is to bring the MSME sector and design expertise to a common platform to provide expert advice and solutions on real time design problems, resulting in continuous improvement and value addition for existing products. It also aims at value added cost effective solutions. These clinics in clusters of the country are helpful to usher in a continuous competitive advantage to the MSMEs,'' said an organizer.

PROGRAM & EVENTS:

1.

The International Spark Design Awards
Call For Entries
Standard Deadline: 15 September, 2013
Late & Final Deadline: 10 October, 2013
If You Create Successful Designs, Show Off Your Victories!
Enter the International Spark Awards and the World Sees You
Seven x Seven
This is the seventh year of the prestigious Spark Awards1. **Product** Design
2. **Spaces** Design, for architecture, interiors & urban planning
3. **APP** Design, for all digital applications
4. **Communication** Design, for graphics & environmental
5. **Concept & Student** Design
6. **Transport** Design, for all forms of mobility
7. **Experience** Design, for customer & user experience
Seven different live juries of senior designers, educators and experts will judge the
competitions this October .The Spark Mission: promote better living through better design.
The Spark founders believe Design is an important, relevant tool to help build a better world.
We feel that Design and designers act as catalysts, addressing problems and improving our
lives and our Earth.
To learn more, visit www.sparkawards.com and click on the competition you are interested in.

2.

'Typography and Culture'

http://www.typoday.in/

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

The theme for this year's event is 'Typography and Culture'.

3.

Applications are now open for the
3rd CII Design Excellence Awards 2013

The awards are the celebration of the very best of Indian design commissioned over the past 24 months. It seeks to demonstrate the value of design to the Indian industry. It is a true acknowledgement of the design excellence, innovation and originality of Indian Design.

Submissions are open to all companies operating in India.
The details of the categories, application process and
judging criteria can accessed at **www.ciidesign.in**

Judging is based on clear criteria of design excellence including
Form and Function, Innovation, and design success besides
other parameters. The winners' will be announced on November
25, 2013 and the awards will be presented on November 26, 2013
during the 13'th CII NID Design Summit.

Contact Details:
Seema Gupta | Director
Confederation of Indian Industry (CII)
Phone: +91-11-45772046
Email: seema.gupta@cii.in

4.
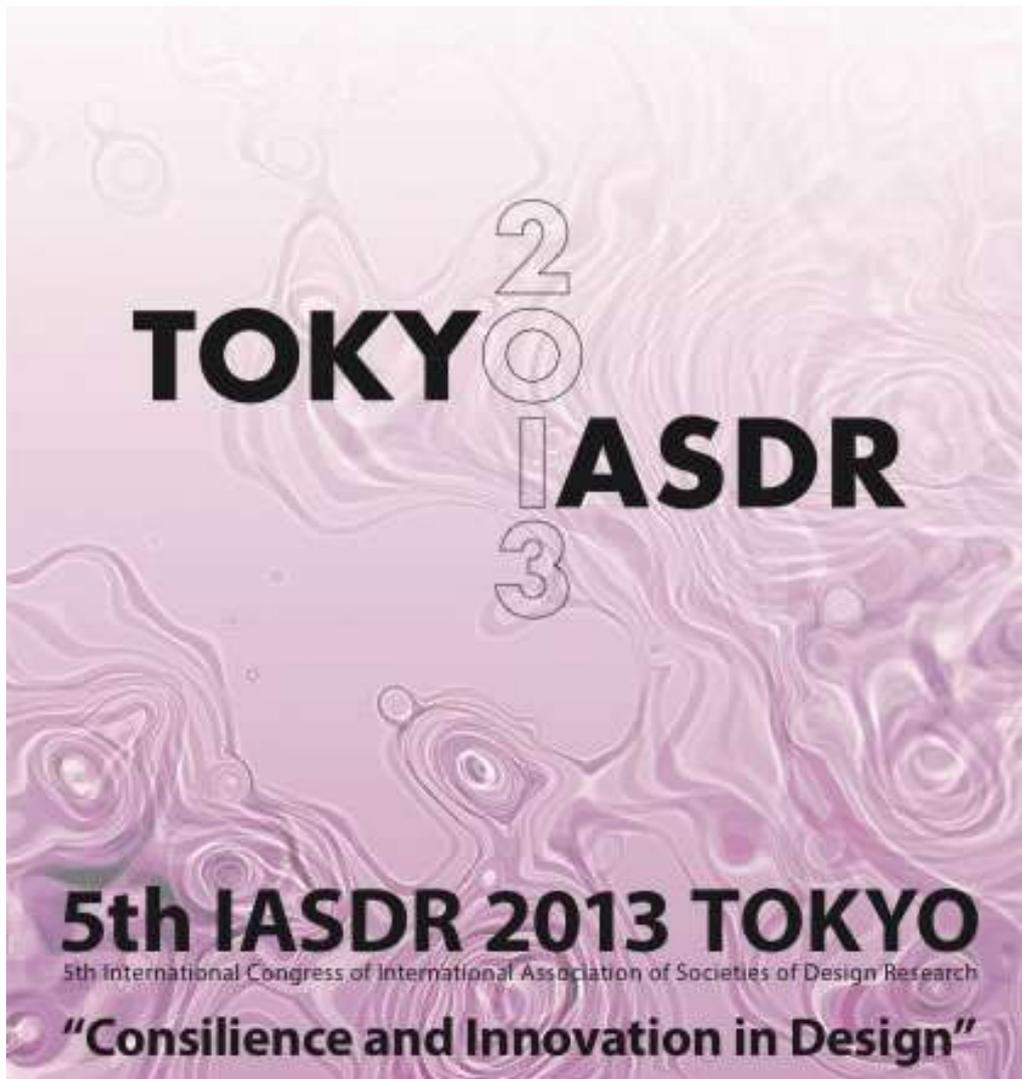
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5.

products, news, business
2013 IDEA open for entries

28 November 2012 by Kate Jones
The 2013 International Design Excellence Awards is
open for entries.

home / 2012 / november / 2013 IDEA open for entries

The Industrial Designers Society of America (IDSA) are calling for entries for their annual
International Design Excellence Awards® (IDEA) competition for 2013.

6.

International Istanbul Initiative on Ageing 4-6 October 2013

The International Federation on Ageing and Turyak Seniors Council Association cordially invites you to **submit abstracts for oral presentations** at the International Istanbul Initiative on Ageing. All abstracts will be reviewed by the Program Committee and assigned to

the appropriate concurrent session for oral presentations. Abstracts from around the world are welcomed to share best practices to the regions of the Middle East, Northern Africa, Eastern Europe, and surrounding countries of Turkey.

 Abstracts must relate to one of the 13 sub-themes identified.

 Abstract submissions are entirely separate from full paper submissions, and will therefore *not* be eligible for financial prizes or publications. For more information about Full Papers visit www.ifa-fiv.org.

7.

8.
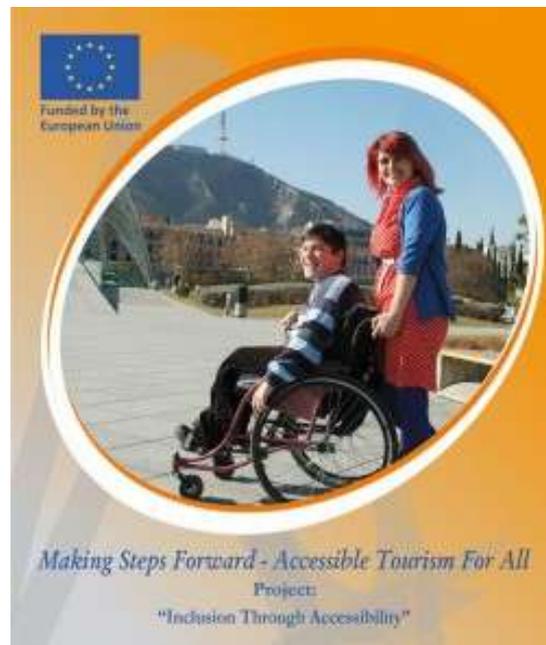
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9.

10.

CALL FOR ENTRIES

POSTER DESIGN COMPETITION

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

Humanizing the Metropolis

Background

Under the theme Humanizing the Metropolis, the Interdesign workshop aims to design solutions to address critical service issues in the metropolis. The goal is to enable the city to become self-reliant on its resources, as well as increase its citizen's sense of pride.
"In the context of emerging economies, Mumbai presents numerous opportunities for a dialogue about infrastructure, housing, sanitation, mobility, education and health care to name but a few. It demonstrated the challenges of this densely populated city and a desire to work towards the betterment of its communities through an inclusive process. In selecting their proposal, we hope to help the city bring forward a substantial level of affordable solutions to address some of these critical issues."

<div align="right">

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</div>

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

Awards

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

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

Grand Jury

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

Participation Eligibility

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

Participation is open to teams and individual submissions.

Submitted designs must be original and not currently in publications.

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

Specifications

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

Resolution: 300dpi

File type: JPEG or PDF

Colour mode; CMYK

Your Contact Information

Name, Postal Address, E-mail, Telephone no. Cell No

Last date of Submission of your entries

Friday June 21, 2013, 4pm.

If you have any queries, pl. do not hesitate to contact us:

Sudhakar Nadkarni

nadkarni36@yahoo.com

or Anand James Dev

anand.dev@welingkar.org

Send Entries to:

ICSID Interdesign 2014

Business design

weschool,Matunga,

Mumbai-400 019

11

DESTINATIONS FOR ALL World Summit that is set to take place in Montréal from October 19 to 22, 2014.

12.

More for Less - Design in an Age of Austerity , Dublin, Ireland , 7 - 9 November 2013 , Call for papers extended till June 21, 2013!

Cumulus conference Aveiro ,Aveiro, Porto, Portugal ,8 - 10 May 2014

More information to follow soon!

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13.

14.

15.

16.

17.

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.

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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!

18.

DEADLINE: 16 OCTOBER 2013

Aiap, Italian Association of visual communication design

presents the *International competition to create a logo and a payoff for the city of Bologna.*

The competition, promoted by Bologna City Council, is organised by Urban Center Bologna and AIAP (the Italian Association of visual communication design) with the partnership of UniCredit.

JOB OPENNINGS:

1.

IDIOM is an interdisciplinary practice and its core purpose is to find and define the Indian Idiom of design. We begin our process with insights, leading up to game changing ideas, taken from mind to market with skill, speed and imagination. We have a deep respect for design thinking and lay great emphasis on design craft. DREAM:IN, an Idiom initiative has been recognized as one of the six global game changers, at the beginning of this year by Metropolis magazine, USA . Read about it here http://www.metropolismag.com/January-2013/Game-Changers-Research-DreamIn/

Idiom has extensive experience in retail, education, healthcare and in designing large initiatives and events. The practice and process are integrative and experience combines with expertise to create new value and meaningful design. To this end, as we expand our capabilities and our geography, we are looking at augmenting our team with inspired, open minded creative people who are informed, aware and have a keen interest in people and cultures.

We are looking for Post graduates and those with post graduation pangs will find a suitably challenging work environment – to teach, train, learn and lead.

Design researcher: Qualified design research professionals, capable of diving right in to diverse subjects and integrating with an interdisciplinary team while holding their own and understanding the link between research and outcomes. Skills like writing, usage of video, visualization are well, almost completely essential.

Experience Designer: Seasoned architects/interior designers whose sketches speak as loud as their words. They will have the opportunity to work on large and unique projects and challenge conventional thinking. However, to be recognized as an expert here, you must have the knowledge and the capability to demonstrate detail and craft. Respect for, and engagement with, other design disciplines like branding are essential.

Visual Designer: A canvas that ranges from a business card to a campus is not for the faint hearted graphic/visual designer. We are looking for highly talented and motivated individuals who are excited by big challenges. You should have either been there, done that or be willing to dive in off the deep end. Idiom's portfolio of Graphic/visual design projects is vast and exciting and invites big local and global projects.

Interaction Designer: An experienced interaction designer with solid understanding of internet technologies, user-experience and user-interface design. You should be updated with the latest industry trends and expect to create innovative solutions while designing modern and engaging interfaces.

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Film Maker: A film maker with deep passion and commitment to the craft, with experience in creating exceptional and engaging dynamic design in films, animation, motion graphics and the like. You should be a hands-on film maker, capable of seeing a shot through, from start to finish with at least one or two core skills like cinematography / art direction / editing.

Design Manager: Be it management graduates with exposure to design or design graduates with interest in management, we are looking for a multitasker who is good with research, both quantitative and qualitative, with great project management skills and a deep understand of financials. Most importantly, they should be able to think and work on design strategies. This is definitely a role for those who know how to manage their time.

Design Writer: From writing a content heavy brochure to cracking the next campaign, a writer who is as creative as he is grammatically sound; we are looking for an experienced writer who can work as a team with researchers/designers, understand client inputs and craft content while thinking out of the box. The profile includes script writing, copywriting, content editing and yes, proof checking also.

Idiom is based out of Bangalore , with projects and in some cases, project cells that are national and international. For those applying who may be considering relocating from within India or internationally – we will be happy to advise and assist with relocation.

Please mail your CV to: iwant2work@idiom.co.in

2.

The Institute proposes to undertake execution of Displays, Exhibits and Installations for Vivek Darshan, Ramakrishna Mission, Khetri, Rajasthan and invites following experts to express their interest:

(1) Diorama Builder and Sculpture Artist

(2) Programmer JAVA

(3) Programmer Flash or HTML 5

(4) Animator

(5) Film Director

(6) Sound Designer

for more detail please log on to **http://www.nid.edu/careers-nid**

3.

Senior Innovation Consultant at IMRB Innovation labs, Bangalore

Innovation Labs is the consulting division of IMRB International, a WPP Group (UK) company. We provide strategic innovation expertise to companies serving Indian consumers. Our multi-disciplinary team of

specialists apply design thinking process to envision and develop innovative products. services and consumer experiences. Our clients include ITC, Godrej, Pepsico, The World Bank, Zee Network, Airtel, Alcatel-Lucent among others.

We are looking for a specialist with a minimum of 6 years of working experience after post graduation (design research, product design, service design or related areas). International exposure and a portfolio with consumer products will be a plus. The position is based in Bangalore.

Senior Innovation Consultant works with other team members (Alumni of IDC, NID, CEPT, IITs, INSEAD France, IIT Chicago, TU Eindhoven) and plays a key role in the delivery of our innovation engagements. The person would have specialist skills in design thinking and a track record of working with top clients in a wide range of strategic innovation projects.

Please send portfolio link along with profile to:

Vice President, Innovation Labs

IMRB International, Bangalore

raghu.kolli@imrbint.com

4.

The faculty positions at the School of Design, Ambedkar University Delhi are open till 15th September 2013. You may visit the website

ww.aud.ac.in of the Ambedkar University for more details.

5.

We have a job opening for a Visual Designer at Brand-nomics, Mumbai. About Brand-nomics: Brand-nomics is a strategy consulting company.

Understanding consumer behavior and culture guides every manifestation and action.

We help partners, find clarity and authentic insights, identifying which consumers matter the most and what matters the most to them.

We are a young professional group come together with our collective past to give our clients the knowledge we have built over the years working globally and in India.

Set-up recently, Brand-nomics is a set of people hungry to re-invent the process and potential of Branding.

Our experience at the global and local scale brings the right blend into play.

Website: http://www.brand-nomics.com/

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We are looking for a talented and motivated graphic/visual designer who is willing to take up new challenges.

The ideal candidate for the job should have a strong graphic design background in terms of design education (communication design) and quality work experience (2 years).

Job Description:

- Understanding & interpreting briefs, developing the retail strategy and design approach

- Providing retail design solutions (Conceptualization, visualization, detailing and execution)

- Should have excellent interpersonal, presentation and communication skills - Software proficiency: Photoshop, Illustrator, Microsoft Office.

If interested, please send your resume & portfolio to roy.nid05@gmail.com<juhiegupta%40gmail.com>

6.

IKA() is looking forward to expand its design team by adding skills in the area of Industrial design. Currently, we are looking for Industrial designers with 1-2 years of work experience for our Bangalore studio .

Qualification & Skills: Background in Industrial Design from any reputed institutions with 1-2 years of work experience .

Understanding of latest design trends, technologies and tools

Expertise in Autodesk Alias , Solidworks, Bunkspeed Shot ,Adobe Creative Suite and/or other graphic/CAD software. Knowledge of prototyping methods would be an advantage.

Good knowledge about material, finishes and manufacturing processes . · Willingness to travel and intercultural competence.

Strong aesthetic sensibility and able to visually and verbally communicate through sketches, renderings and presentations .

Job Targets/Area of responsibility:

Conceptualize and develop new products for IKA based on user/market research.

Design and develop graphical user interfaces . Design and develop packaging for IKA-products.

Work closely with other departments in R&D across subsidiaries.

Support in-house projects e. g. presentations or architecture projects .Also, international exhibitions at trade fairs.

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Support other departments inside the company as and when needed in terms of renderings, graphics, print data etc.

Close cooperation with and under the guidance of the IKA design center in Germany About IKA

The IKA group

of companies is a 100 year old organization, setting standards in the design and creation of innovative technology in the manufacturing of Laboratory, Analytical and Process equipment (Mixing, Homogenizing). Today, IKA employs over 900 people at eight different locations on four continents.

IKA India Pvt Ltd is a 100% subsidiary of IKA Germany . It has gained a eadership position in the manufacturing of Laboratory, Analytical and Process equipments. We are the only company who service most markets worldwide from Laboratory to Production. For further information please visit our website www.ika.com.

In order to apply for the position please send an email with your resume and portfolio to the following email address. Please mention "Application for Industrial designer" in the subject box.

Contact person: Kamala Nagaraj : kamala.nagaraj@ika.in

Sandeep Pradhan : Sandeep.pradhan@ika.in

7.

Sr. Interaction Designer at PubMatic in Pune, India

JOB DESCRIPTION:

As a Sr. Interaction Designer you will play an important role in our User Experience (UX) team, leading the design of user interactions with PubMatic's applications for publishers and demand partners. Interaction Designers collaborate openly with other members of the UX discipline, including UI Designers, Product Managers, Technical Developers, and QA. We are currently seeking a lead Interaction Designer who is a detailed thinker and can show clear understanding of design problems from business, user and technical perspectives. They guide junior members of the team and work with product managers to arrive at solutions that meet the business and technical requirements while delivering high-quality experiences to our users both internal and external. These solutions are easy to understand, efficient in accomplishing tasks, and representative of the PubMatic user experience.

This position will take an active role in leading conceptualization sessions with team members with the ability to prepare concepts for presentations and offer art direction that will include aesthetics, web usability, site architecture, and functionality.

RESPONSIBILITES:

Prepare user interface specification documents consisting of personas, conceptual models, process flows, wireframes and interaction flow diagrams

Apply user experience and design principles in the creation of mockups for the product interface

Collaborate with UI Development, QA, and Product Management teams on interface design and implementation

Participate in product definition and strategy process, user experience roadmap and backlog grooming.

Work with Lead User Experience, Product Management and Marketing team members to conduct user research and testing.

Develop detailed schedules and maintaining status and deadlines on a weekly/daily basis for other designers and developers in the team

Collaborate with team members, developers and QA to ensure the integrity of the interaction is maintained throughout the software cycle.

Ensure user testing, user reviews are conducted on a timely basis and own the end-to-end experience of all projects.

REQUIREMENTS:

Minimum 4-5 years in interaction design in any environment required

Passionate about designing intuitive, innovative user interactions

A high quality portfolio or projects that can be viewed online (please submit with application)

Degree in human-computer interaction, interaction design, or other related fields

Good knowledge in user experience principles, graphic design principles, and web standards

Ability to rapidly execute process flows/flow charts with a strong attention to detail, consistency, and craftsmanship

This is NOT a design and a front-end developer position.

Please share your updated portfolio and resume at meghna.gupta@pubmatic.com

8.

Please find JD's for openings at Olive Tag : Upcoming "ethical luxury" brand yet to launched by this December (HueIndia is a partner in this venture)
to know more about hueindia please check www.hueindia.com

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We are open to hiring full time & interns as well.
Anybody interested can apply to jobs@olivetag.com

9.

We have an opening for a "Senior Interaction Designer" . If interested please revert back with your updated resume and portfolio to smprasan@cisco.com.

JOB DESCRIPTION:

Cisco is looking for an Interaction Designer to work with our User Experience Group. In this position you will work project teams, peer interaction designers, and usability testers to define the user experience of Cisco software UIs.

RESPONSIBILITIES:

* Document user needs, skills, and task scenarios

* Define the user interaction model and work-flows

* Help drive product direction based on field research and functional requirements

* Generate UI mockups including wire-frames and high-fidelity prototypes.

* Document User Interface Specifications

* Work with usability engineers to design and conduct usability test studies.

* Work closely with product engineers to deliver the final product

* Facilitate project communication across a multi-disciplinary team throughout all phases of the project

* Help develop and apply creative new UE concepts to Cisco products

QUALIFICATIONS:

* BS/BA/Masters in Design, Human Computer Interaction or related degree in Computer Science with an HCI specialty, Human Factors, Industrial Design or related field or equivalent experience

* 4 to 6 years of experience for Masters and 8-10 years for BS/BA designing software-user interfaces.

* Demonstrated ability to understand technical concepts and structure UIs that simplify these concepts

* Excellent time-management, multi-tasking ability, and the ability to prioritize

* Ability to quickly understand and communicate complex system and design concepts

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* Strong visual and verbal communication skills

* Excellent interpersonal skills with the ability to collaborate in a cross-functional team

* Experience designing desktop and Web-based applications

* Experience designing TV, and mobile applications is a plus

MANAGER SPECIFIC REQUIREMENTS:

Needs experience primarily in Interaction Design, but skills in Visual Design, Usability Testing, and/or User Research are also a plus.

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With regards
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Forthcoming Events and Programs:
Editor@designforall.in

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