

UNIVERSAL DESIGN

DESIGN FOR ALL

STEPHANIE BATTISTA

Guest Editor

Senior Design Program Manager Wearables, Modern Edge

ASHWINI ASHOKAN

Founder Mad Street Labs

PRIYA KHANCHANDANI

Development Manager, The Victoria and Albert Museum

YVONNE LIN

Co-Founder, 4B

PATRICIA A. MOORE, PHD

President, MooreDesign Associates LLC

RIE NORREGARD

Creative Director, Tres and Co-Founder, OMHU

CONTRIBUTORS

The subject of Universal Design, which can be understood as design with an emphasis on accessibility and usability for all people, has begun to garner increased attention in recent years, and only now in the 21st century making greater inroads in the area of product design. While many might gain further insight by gleaning the wiki page on the subject, I would urge those of you seeking a greater understanding to peruse the writings of both Robert Mace, who coined the term “universal design”, and Selwyn Goldsmith, who authored the seminal work *Designing for the Disabled* in 1963, which to this day remains a primer for understanding the subject. The fact that both of these men dealt with their own disabilities as a result of polio gave them an acute insight into the daily issues affecting disabled people.

While the roots of this movement go back to the 60's, the question of how far we've come and how much further we have yet to go remain subjective and open-ended. It does seem clear that on the architectural front over the past fifty years, much greater strides have been made in contrast to the area of product design, due in large part because of the laws and regulations have been enacted (usually on a national level) that established baselines which had to be adhered to.

As a direct result of legislation (such as the Americans with Disabilities Act in the U.S. for instance), a series of standards was put into effect, which has been more pronounced effect in public spaces and buildings over the past few decades. Patricia Moore, who has been at the forefront of this issue since the 70's, has remarked that many of the existing standards are woefully inadequate and would receive a “D” were she asked to give out a letter grade. She further articulated her frustration at the relatively slow, incremental pace of change in the design community and would like to see an awakening or critical mass reached in the design field as a whole.

Patricia Moore's views were formed early in life when she saw the difficulties her grandparents experienced when growing up. As a young designer she conducted an experiment where she portrayed an elder woman from a range of socio-economic levels. There were nine distinct characters utilized in the research for nearly four years. This in turn led directly to her book about the subject, *Disguised: A True Story*, and reinforced many of the core principals she adheres to in the present. One of the more notable of her many achievements were her contributions to the renowned OXO product line, which rethought and re-imagined everyday kitchen and household implements. She remains active and most recently has been involved in a rail transportation project in Asia. Patricia is also regarded as an authority on the subject and is often sought out because of her extensive knowledge and sensibility about universal design honed throughout her long career.

As mentioned, the area of architecture has seen a greater implementation and actualization of universal design. A prime recent example of this being realized with very positive results can be seen at The Victoria and Albert Museum.

PATRICIA A. MOORE, PHD

President, MooreDesign Associates LLC



While this building and institution may conjure up images of rigid tradition and a resistance to change, in actual fact it stands as a showcase on how even older historical buildings can be retrofitted and updated to be both barrier free and inclusive. As articulated by Development Director Priya Khanchandani, they offer facilities for both the hearing and visually-impaired. In addition to accommodating those with mobility issues, they have gone a step further by offering speech to text scanning pens and screen-reader software. The recently redesigned New Europe 1600-1800 galleries stand as a showcase to their forward looking commitment in this area having tapped the noted London design group ZMMA. The galleries now boast an open floor plan having removed some 70s built walls and partitions and make greater use of natural lighting by uncovering long obscured windows. The museum has also shown a receptiveness to feedback and input from the general public most notably through the use of focus groups to determine how to better accommodate its patrons. A glance at the current program of events also illustrates a willingness to examine issues regarding social activism, dissent and desire for social change in such exhibitions as “Disobedient Objects”, “A World to Win (Posters of Protest and Revolution)”, and “Russian Avant Garde Theater: War, Revolution and Design”. If a venerable institution with a history dating back to 1852 can embrace a forward-looking and inclusive approach into its very modus operandi, then we should view this as a model for how other institutions and the design community as a whole can potentially move forward.

What has been conveyed and should be easily understood is how designs that might key in on those with disabilities can have broad-based value for everyone. This point can be easily understood when looking at something as innocuous as a light switch, where something as simple as a rocker switch would be preferable to a toggle by the vast majority of people, regardless of whether they have any form of disability. A recent example of a commercial breakthrough product line is the OXO good grips kitchen tools, which were introduced at the beginning of the 90’s, that over the years have garnered great acclaim and won numerous awards. This still stands as a prime example of how applying the principles of universal design can not only achieve broad-based interest and commercial viability, but how a well thought out and well-designed series of products using the principals of universal design can achieve mass appeal.

The aforementioned Patricia Moore was one of the key industrial designers involved, and it should also be mentioned that OXO has the theme of universal design written into its corporate charter. I still reflect back on my first experience with an OXO pizza cutter and can opener some years back and remember not only being impressed by the actual kitchen implements, but also thinking about why this hadn't been done years earlier.

Another noted industrial designer who also had a hand in the OXO good grips series is Rie Norregard, whom I had the pleasure of talking with very recently. Her modern rethinking of the traditional walking cane introduced a few years back brought a heightened sense of style in to an often-ignored area of industrial design.

PRIYA KHANCHANDANI

Development Manager, The Victoria and Albert Museum



RIE NORREGARD

Creative Director, Tres and Co-Founder, OMHU



The cane is made of lightweight aluminum, is available in numerous colors, and can be perceived as a stylish and attractive accessory much the way glasses are worn today. She also remarked that universal design might not be entirely viable or practical for every product and that there are cases where this may not be desirable. I almost immediately thought of how in the world of clothing, the term “one size fits all” would evoke derision, if not outright laughter. Rie, as Creative Director of the firm OHMU, has been at the forefront of products consciously designed with the elderly and disabled in mind. I mentioned to her the plethora of products that focus on the first years of life that have flooded the market in the past several years and how in recent years I've noted numerous baby carriages that seem both well designed and aesthetically pleasing; although we both found amusement in the almost sports car-like design sensibility that has influenced baby carriage design in particular. She also seemed somewhat disappointed that we have not crossed a threshold or reached an epiphany in regard to a greater awareness or mass acceptance of universal design. When thinking of the huge demographic of baby boomers reaching their retirement age in recent years, I would like to think the market would be more receptive to accommodating the increasing population of older and often moneyed people who would be natural consumers, but this has yet to happen. It does seem clear that designing for peoples' later years is less attractive to many in the field, although OHMU is helping to fill the void in this area.

Often an accepted standard or default design in a commercial product line not only falls well short of being universal, but also is often clearly designed for use by the male gender. Yvonne Lin, Co-Founder of 4B, who not long ago had the opportunity to redesign some medical devices that were clearly designed with taller males in mind with almost athletic amounts of hand strength required to operate the devices, noted this point. The issue of numerous products having been designed by men for men reflects the gender bias that exists to this day that proliferates the industry. A further bias in the design industry as a whole is a tendency to favor products that are perceived as fast moving, cool or aerodynamic often with less regard for usability and practicality. At its most blatant we can sometimes see the sports car or jet plane aesthetic brought to bear in wide range of products where this might seem out of character or inappropriate. The very fact that in the U.S, the ratio of men to women graduating with a degree in industrial design is nearly equal but the industry itself has a five-to-one ratio of male to female designers speaks to this issue. Although we are aware that a significant amount of these women work in the product design field, many are relegated to roles other than industrial designer.

It should be further stated that most of the designers I spoke with brought up instances of actively being discouraged and undermined by male colleagues, and in the case of Yvonne, an attempt to steer her to a supporting role in the field at a formative point in her career. What also deserves attention is that the lack of paid family leave in the U.S. has had a direct effect on hindering women achieving upward mobility in the workplace, and to this day women in numerous professions are often told that they must choose between having a career or having a family. Until the industry embraces both greater diversity and gender balance, efforts toward fully actualizing Universal Design in the 21st century will be diminished and rendered less effective.

YVONNE LIN

Co-Founder, 4B



While I would favor certain types of legislation that might spur a wave of interest and greater attention on this side of the Atlantic (just as the 2004 EIDD Stockholm Declaration had in Europe), we also realize the U.S remains the most market-driven of all societies. The recently announced closure of Smart Designs San Francisco studio illustrates just how beholden to commercial considerations even the more socially conscious among us are, and more importantly the uphill battle of educating people and enlightening the culture. All the developed and developing nations on our planet will be facing aging populations, longer life spans, and the host of social and economic issues accompanying these realities as the century progresses. How the design community responds to these challenges in the decades ahead will directly affect the quality of lives for millions of people worldwide.

The market and the design community here have a chance to do the right thing for the wrong reasons in that the profit motive that might be the prime incentive can potentially usher in an era of products designed with the principals of universal design to reach this steadily expanding part of the global population.

It was the economic struggles of the early 21st century and the stock market crash of 2002 that caused Stephanie Battista to stay the course and not let the limited industrial design opportunities sway her long term desire to being a designer. She started a consultancy shortly after college, specializing in start-ups in lifestyle products and wearables. She successfully ran Laf, Inc. for over a decade and established her name and reputation. In this sense she personifies the rugged individualist, striking. She is now applying these same principals of universal design to wearable technology programs at Modern Edge in Portland, Oregon. In what is widely regarded as a market poised for steady and continued growth in the future. Stephanie has been engaged and surrounded by fellow designers and professionals who engage and practice Universal Design and apply the principles and philosophies to their architectural commercial spaces and products they design. She has led numerous research and strategy health care programs focusing on disease management for the elderly, medical device design, and socialization in wearables. Incorporating inclusive standards within wearables is one area I would like to continue impacting, especially within the health care space.

Being able to effect change in any existing culture can be a long and difficult struggle. India-born Ashwini Ashokan, who worked in design, media, and user experience in the West Coast for over a decade, recently returned to India. While there, she has reflected on the issues of being able to justify the very aspirations of seeking to rise to the top of what we might term a relatively new profession in a country where women's roles until very recently were often very circumscribed. Her start-up focuses on bringing AI into devices, making them at once more intuitive and human. While she applauds the new dynamic that has come into being in India during her ten-year absence and feels more opportunities exist for today's younger generation of Indians, she acknowledged that issues regarding gender inequality are still very ingrained. (It should also be noted that India, like the U.S., has no formal family leave policy.)

STEPHANIE BATTISTA

Guest Editor

Senior Design Program Manager Wearables, Modern Edge



ASHWINI ASHOKAN

Founder, Mad Street Labs



Like the other women mentioned in this article, she too has struggled with the demands of family balanced with her professional career and knows firsthand that many issues facing women are universal, whether in the States or in India.

As recent pronouncements by Microsoft CEO Satya Nadella would suggest, even in the year 2014 a significant cross-section of people in power in both the design and tech professions are either oblivious or completely removed from the realities of gender inequality in what should be, ironically, areas imbued with forward thinking and social progress. The very fact that fields of architecture and product design in the early 21st century have failed to be at the forefront, but are still mired in 20th century thinking on many issues, will continue to act as a weight for those of us wishing to accelerate towards a future of greater inclusiveness. While greater gender balance and diversity in the profession as a whole would not be an end all in itself, it would, in my opinion, push us in the industry further along toward the goals of accessibility and Universal Design.

We have come a long way since the 70's when Patricia Moore, as the sole woman in a room full of men, would sometimes be asked to convey the women's viewpoint on a product, design or idea (as if this in itself was a monolithic view). These days, she is seen as an iconic first tier designer often sought out for her expertise globally as a consultant or designer on numerous projects and an authority on the issue of Universal Design. Rie Norrgaarde continues to focus on bringing new perspectives to both the aesthetics and functionality of products at OHMU, and Yvonne Lin continues to raise awareness of continued gender bias in product design and the large body of existing products that could potentially be greatly improved if re-designed within the context of Universal Design. The efforts of Priya Khanchandani and others at the The Victoria and Albert Museum show that even institutions founded and rooted in the 1800's can be at the forward thinking vanguard of the 21st century, all the while applying the inclusiveness and accessibility in their daily operations. Stephanie Battista has the advantage of working in the space of relatively new products, such as medical devices and wearables, where Universal Design can be effectively implemented in the design process. Ashwini Ashokan is optimistic that the recent economic dynamism in India in can directly impact greater social change in years ahead, and the recent crossing of the gender barrier for women in the Bollywood makeup profession is suggesting that the country is starting to move forward. Her efforts to humanize artificial intelligence devices reflect another not fully quantified aspect of Universal Design being fully realized.

It remains vital that we not pat ourselves on the back and content ourselves with the progress made thus far. As the subtitle of this article "The Long Road Ahead" suggests, despite the progress of the past four decades, an even longer road lies ahead of us, and it remains vital that we not pat ourselves on the back and remain contented with the advances that have been made, but emphasize the even bigger tasks at hand.

If asked to give a letter grade to the aforementioned people in this article, I would without hesitation give them an A (and Patricia Moore arguably an A+ for her decades in the trenches at the forefront of this issue). As for the design industry as a whole in regard to its ability to live up to the principals of Universal Design, I would grudgingly give it a C and would hope that the greater product design community fully embrace the core idea of accessibility as a default in future product design.

We should applaud the forward thinking efforts of 4B, Femme Den, Modern Edge, MooreDesign Associates, OHMU, OXO, Smart Design, Tres and others who have been front and center of this issue in the area of product design and hope they might further influence the greater design community. In the past few years, the 60's era madmen suits have made a resurgence in the area of fashion design. It's imperative that the pervasive attitudes of that era's business culture – which were regressive, chauvinistic, and decidedly tunnel vision – forever remain a thing of the past.

I propose that a charter or declaration of the ideas and principals of Universal Design be drawn up, with those who stand in support of it would sign as a reflection of their continued commitment to this issue.

From the Guest Editor, [Stephanie Battista](#)

"As a designer the one consistent ingredient I have found to be true is that people of all abilities are unique, regardless of their age, ability, gender, or social status in life and to have the opportunity to DESIGN FOR ALL is such a pleasure."

[A Special Thank You](#)

I'd like to personally thank the forward leaning designers and contributors of this article: Ashwini Ashokan, Priya Khanchandani, Yvonne Lin, Patricia A. Moore, Rie Norregard, for their efforts within Universal Design.

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Guest Editor

Senior Design Program Manager Wearables, Modern Edge

Stephanie is the Senior Design Program Manager for Wearables and is part of the Leadership Team at Modern Edge. She directs medical and wearable technology programs and is responsible for project management, materials, sourcing, client management, and studio culture. For over a decade prior to joining Modern Edge, Stephanie was the principal of her own product design and development firm specializing in lifestyle product design, soft goods, and wearables for technology-driven start-ups. Stephanie brings expertise in hand-held and wearable devices, materials, and technology. She is an Industrial Design graduate of Savannah College of Art + Design.

She is the Guest Editor of the January 2015 Issue on Universal Design. This will be the fifth special issue on different occasions in conjunction with IDSA, USA.

www.modernedge.com

s.battista@modernedge.com

ASHWINI ASHOKAN

Founder, Mad Street Labs

Ashwini Ashokan is the founder of Mad Street Labs, a UX Think Tank in India that works with companies around the world to craft exciting and meaningful experiences for their consumers. Ashwini recently returned to India from California after more than a decade, inspired by the potential to innovate for the local market there. Her roots as designer-dancer led her to explore the relevance of culture and society in the design of technology. She drives extensive discussions in the tech community on the role of people inspired Design in building startups and nurturing innovation. She has also widely published on this topic.

Ashwini is also the co-founder of an Artificial Intelligence startup, Mad Street Den which she launched with her husband less than a year ago. Until recently, Ashwini managed the Mobile Experience Portfolio as part of Intel Labs' UX organization in California. She has years of experience leading teams of designers, social scientists and engineers working together at the cutting edge of innovation.

When not working or plotting the building of an 'all-woman' UX empire in India, she's busy blowing bubbles with her preschooler and tending to her newborn in the hot Madras weather in the South of India!

www.madstreetlabs.com

ashwini.asokan@gmail.com

PRIYA KHANCHANDANI

Development Manager, The Victoria and Albert Museum

Priya works full-time at the The Victoria and Albert Museum as a Development Manager responsible for strategizing, managing and maximizing funding for the acquisition of new design and art objects. She is also a Trustee of the Chisenhale Gallery. She has an MA in the History of Design from the Royal College of Art, where she received the Montjoie Prize (2012) and the final Dissertation Prize (2013), and an undergraduate degree from Cambridge University. She writes regularly about the arts, most recently contributing to Bloomsbury's forthcoming Encyclopedia of Design. She also writes short fiction; her story A Done Deal was published in the Asian Writer's anthology Five Degrees and won her a nomination for the Asian Writer Award (2012). Before pursuing her creative interests full-time, Priya was a lawyer at a Magic Circle law firm.

<http://www.vam.ac.uk/>

pdkhanchandani@gmail.com

YVONNE LIN

Co-Founder, 4B

Yvonne Lin is a design strategist and an expert at considering gender in developing compelling and functional solutions to complex design problems. She is one of the founding members of 4B, www.four-b.com, and the Femme Den. She was named a Master of Design by Fast Company. Previously, she was an Associate Director at Smart Design. She is the inventor on more than twenty patents and has designed products and experiences for companies such as Nike, Under Armour, Johnson & Johnson, Hewlett-Packard, American Express, Lego, Pyrex, OXO and Nissan. She has a BA in Visual Art and a BA in Engineering from Brown University. She also spends a lot of time skiing, rock climbing, and putzing around her apartment making small art projects.

Four-b.com
yvonne@four-b.com

PATRICIA A. MOORE, PHD

President, MooreDesign Associates LLC

Patricia Moore is an internationally renowned gerontologist and designer, serving as a leading authority on consumer lifespan behaviors and requirements. For a period of three years, Dr. Moore traveled throughout the United States and Canada disguised as women more than eighty years of age. With her body altered to simulate the normal sensory changes associated with aging, she was able to respond to people, products, and environments as an elder.

An international lecturer and author, Dr. Moore holds undergraduate degrees in Industrial & Environmental and Communication Design from the Rochester Institute of Technology, completion of Advanced Studies in Biomechanics at New York University's Medical School & Rusk Institute, graduate degrees in Psychology and Counseling and in Human Development (Social Gerontology) from Columbia University.

Moore was named by ID Magazine as one of The 40 Most Socially Conscious Designers in the world and was selected in 2000, by a consortium of news editors and organizations, as one of The 100 Most Important Women in America. Syracuse University selected Moore for a 2012 Honorary Doctorate for serving as a "guiding force for a more humane and livable world, blazing a path for inclusiveness, as a true leader in the movement of Universal Design." ABC World News featured Moore as one of 50 Americans Defining the New Millennium.

http://en.wikipedia.org/wiki/Patricia_Moore
DesignMoore@cox.net

RIE NORREGARD

Creative Director, Tres and Co-Founder, OMHU

Rie is the founder and Creative Director of TRES. TRES investigates design solutions, understanding that simple movements can be transformative, and that universal accessibility is not just a design or marketing angle, but a fundamental right. At TRES Rie Nørregaard and her team are expanding upon OMHU's mission to enable people's changing abilities through life "with great care". In 2010 Rie Co-founded OMHU, a boutique designer, manufacturer, and seller of award-winning mobility products. As the creative director and CEO of OMHU, Rie developed all products, managed production, brand, identity and marketing initiatives for OmMHU. OMHU has been featured on ABC News, and in numerous publications from Design Boom to New York Times.

Rie started her career working for Lego in Copenhagen. At Smart Design in New York, Rie developed the identity and retail packaging system for OXO, that is on display at retail world wide today. As Creative Director at Arnell Group, Rie developed brand strategies and communication programs for international clients from Chanel to Samsung. When Rie returned to Smart Design as Director of Communication Design, she led programs for Cisco, Microsoft, HP and Nike. As Creative Director at Organic, Rie served clients including American Express, NBC Universal, TED and Vogue. And at Frog Design, Rie lead programs for Neutrogena, Sprint, and Virgin Mobile among others.

tresmatter.co
rie@tresmatter.co

DR. SUNIL KUMAR BHATIA, PHD

Chief Editor

Founder and Chairman Design for All Institute of India
13, Lodhi Institutional Area,
Lodhi Road, New Delhi-110 003 India

www.designforall.in
newsletter@designforall.in

CHARLES AUSTEN ANGELL

CEO of Modern Edge, and Chair of IDSA

Charles Austen Angell is the founder of Modern Edge, Inc., a strategic industrial design firm based in Portland Oregon. Modern Edge is globally known for original work in the fields of health & wellness, mobility, home products, and experiential environments.

Mr. Angell is the Chair of the Industrial Designers Society of America (IDSA & IDEA), and was an original trustee for the Design Foundation, a public charity in support of design education and social responsibility.

www.modernedge.com
a.angell@modernedge.com

DAVID MAZOVICK

Writer, Design Engine, Inc.

Design and Technology Writer, Futurist, Policy Consultant. David, contributes articles pertaining to technology, design, and engineering with an emphasis on new innovations, breakthrough technologies and products that are or will be brought to manufacture. David advocates the use design, technology and engineering for improving the world and the human condition. He welcomes open ended creative work situations that focus on novel approaches to bring about positive change that would help people in a direct way. David recognizes the value on unconventional ideas and cross fertilization of different disciplines as key to advancing society and improving the quality of life for all people.

<http://design-engine.com/>
davidmazovick@hotmail.com



Dr. Sunil Bhatia

On my official desk pens are placed on pen stand and my subordinates are aware if I pick up the green ink pen it means file is approved, red means denied and black indicates legal opinions is required and blue means matter is under consideration. Man has designed various colors and then made their association with different actions. Signal light of traffic has universal kind of man made language. Similarly I have made my system that color of pen decides the action taken by me and fate of matter of file. Role played by pen for change of political power is witnessed in modern human history and it is possible when an individual can express his idea to others and knows the distinction of what is good and bad for us. It was possible when he has language that can be communicated through some means and should be understood by receiver. Drama, folk art, stories and poetry in their languages are forms to communicate with one another and for it we need concept of writing. 'Is pen mightier than sword?'

Some time back a visitor visited my office with long face and it was contradiction with his jovial nature. As I noticed his condition and immediately questioned "what's the matter?" He could not hide his disturbing emotion and tried hard to cover up under the thin smile. There was silence for a few moments and he said I lost my pen that was gifted by my father. 'How come a pen associated with human emotion?' One day a person lost his expensive pen and was crying. A pen is for writing and why do people carry and make it with jewels or precious metal. Is an expensive pen acquired symbols of status in society? Journey of pen to acquired place in human mind is interesting and it unfolds the story of development and role played in understanding continuation of civilizations. Is role of pen such significant in human developments? How come human mind thought for need of pen?

Human history tells us that man was initially wanderer and was focusing exclusively on survival. Is survival responsible in stability in our lives? I believe there were two schools of thoughts one was on move for search of foods and gradually started living in groups. Group was better than individual to face problems and it was less risky compare to individual. Their mind would have understood the role of death in their lives and avoiding it can give longevity. Successes of longevity lie in security of human body not to face any untoward

incidence that could harm it. Later on we called these wandering group gypsies. Their lives are normally around animals and depended on knowledge of variety of plants. They move along with nature and learn the worldly affairs practice and handling of some problems by people of wandering places. Their own efforts to develop were missing and enjoying the fruits of others. Another school of thoughts prefer to be in stable and worked hard to make stability in safe mode and it should be self sufficient that led them to develop rural concept where agriculture was pivotal. These people were also nature dependent and made the certain animals domesticated for their own benefits but their lives were not completely depended on nature unlike gypsies. These people efforts were to lower the affect of role of death in their lives by minimizing the adversities of nature and same time locate the benefits of nature for optimizing for longevity. These people learned by experimenting by trail and error and other side gypsies were master in gathering information of problems and their solutions from all the places they have aimlessly visited. Gypsies are responsible in spreading the information of solution of specific problems and treated as advance in knowledge compared to local people who has limited exposure. Later on they were treating for cure by herbs and animal's body parts. They were known to be expert in Black magic. Their life styles was to move and acquired knowledge and knowingly earn little benefits for their livelihood or unknowingly spreading or exchanging knowledge where ever they were wandering. Their philosophy was to observe with keen eye for knowledge and enjoy instability of lives. Commitment among group members was minimum and limited to verbal. That is the reason they have language and even specific culture but failed to develop writing concepts. This is the reason writing records are nonexistent in their case.

Those who wished to live in one particular place realized that best suited place should be close vicinity to water because it is essential for lives. They did numerous failed and a few successful experiments and found lives are best suited around river bank, seashore or around pond or lake and it was responsible in shaping our world for worth living. Early man, in face of mysterious happenings, unexplained phenomena and hidden dangers, the

quest for certitude was a basic necessity for survival. Why does man look for stability? I think our body is unstable and lives in uncertainty that fear haunts us all the time and forces to look for stability. I have never come across the child who never cries when he gets hurt and blood oozes out. Is this not our inborn nature to be stable and work for security? I fail to figure out stability in relationship. I do not know what forces them to be stable in relation but stability in relation of man woman was the basic core for developing civilizations. Man wished to assure the woman for stable relations by using various techniques and it was beginning of language for communications. Is sex driving force for development of language? It was somewhere in human mind. Wonder is the key element for foundation of wisdom. It is great to be astonished to face the unknown. It might be hormonal change and difference in man and woman anatomy led to feel wonder. Wonder next step was to explore the body and it made them to come close and bonded with one another but question of stability was not in their minds. Stable relation demanded commitments and man might have use some verbal or actions with movements of body parts but sound or sign of assurance by body parts was not seal of commitment because it was in air and stayed momentary. In modern time, we have technologies to record the audio and video that has shelf life. There is popular belief that verbal communication is a reliable marker of an individual's sexuality. In absence of such technologies they might have used some sign - not well defined on sand of river bank either by finger or branch of tree. It was unfortunate that sign did not last longer because it might have washed away by water but it was great leap for mankind for developing language using sign and forced man to think better place for durability of sign of commitment. Action of water added new dimension in their thought process sowed the seed of concept of eraser. He even assured the other person by cutting his body for oozing out blood that was indicating I can sacrifice my life. It is still used in modern time to express his undying love by lover. 'Forgetfulness is best tool gifted to mankind that allows us to discard the old with new and it is driving force for creativity.' He carried with selective facts of sign to place where it was secure for long life and moved away from river and used something to make mark on stone lying close to river bank. Rigid instruments for writing was the

right thinking for designing the sign on stone for better stable life than writing on sand. It means person would have understood the importance of material on which they were writing. They also realized that rigid instruments worked better on rigid surface for making sign. They used stone or feather or animal's bone as instruments and stone or clay or sand even animal's dry skin or leaves or bark of tree as place for writing. This concept of using plant led us to develop paper by using pulp of tree. As time passed that sign impression proved to be with limited time and it also fade away. Somewhere in human history as our agriculture knowledge was improving some people might have thought to plant a sapling as sign of commitment. In modern time, we still practice of planting sapling in memory of person to whom we loved and cared. 'Natural world is usually dangerous. Creativity and criminality is mutually reinforcing.' Primitive man was not innocent but his notorious mind was also at work. Cheating was forcing to invent new tricks for befooling one another in the game of commitment. The meaningful transformation of experiences occurs not just amidst disappointment and injustice but also in the wake of guilt. Man used all expression in such a way that it took the shape of language. Man is good imitator and why does he feel to imitate is mystery. He wished to sketch the shape of living beings and depicted haunting activities that proved that caved man was verse with arts. The cave man scratched pictures with the sharpenedstone tool onto the walls of his cave dwelling. In my opinion they might have used stone for designing some kind of signs that would have mutually understood by the concerned person those had thought to design. To copy the nature they discovered various color of stones. Even they used animal's body part like feather as writing instruments and their blood as ink. In some culture people have used bone as instrument tool .They were close to nature but their wish to discover a materials that could be easily transported and should have quality to give lasting symbols . Carrying stone was difficult but leaves were light and have better shelf life after it dried. Scout people still use the variety of knots by using grass in jungle for indicating their group member to follow in this direction. Deaf and dumb people have sign language. It is one kind of language. Modern man still carries that legacy and present flowers for expressing his love or gratitude and offers flowers on his grave. Iron Age has opened new way to represent the commitment by designing the

chisel, hammer and other tools that can shape the stone to desired shape. Sculpture art has come to existence during the Iron Age. Before the Iron Age people used the hard branch by making one end sharp as pen. Knowledge improved waterman was the first person who designed the pen by using the capillary actions. He used metallic nib for smooth writing. Later on it switched to ball and refill of ink for betterment of ink management and for solution of problem of spilling by introducing the gel ink. Extension of pen is various types of brushes. Eraser was required because when person could not establish the coordination of what was in his mind but it was not translated by action in sketching. To draw the proper sketch they needed correction instrument like rubber eraser. Before eraser man might have used hand to rub the distorted figure or used saliva. Knowledge of color added new dimension in eraser and person paint to cover wrong picture. Graphite pencils are another kind of pen for writing instruments. In modern time photography is another writing instrument where we use camera instead of pen. It is quantitatively different version where there is no role of words but it captures the real situation with every minute detail. Each frame tells different story. Number of frames of still photography moves with 24 frames per second then our mind creates another illusion of motion picture. Printers in computer are other writing instruments. Confronting with unknown and experiencing astonish is gifted to man by divine power and it is the secret of development of our today's modern world. No animals other than man experiences astonishment and they can never think what man thinks. It is the human child that learns and uses that for progress or situation he never encounters in his past life. Animals can learn and I have seen parrots can repeat what they and we are speaking but do not feel astonishment and never know to use this in new situations. Man can record his voice, what he is writing and save photos of those who once lived but no more alive in audio, video or photo. Man knows what is values and lives by carrying forward by amending and introducing new one. Animals only survive but do not know what values are. Another aspects of human is attention. Attention trait is in animals but it alerts them for survival where man uses it as learning tool for unseen. It is biggest gift to mankind by divine power. 'Why do human beings crave for attention?' Attention has contributed a lot for progress of civilization

and even to receive attention after his death he even works hard to be different in this world and some worked for intellectual contribution and some leave abundant wealth for fellow humans. In my point of view attention is to control or pause forgetfulness for moment and do not allow new thoughts should overtake the old and helps in learning. We should not forget that new thoughts leads to new vista of creativity and welcoming us with open arm and should not come under the grip of fear that forgetfulness will wash away our current thoughts. Attention is one kind of search for stability and it helps in designing language. Languages are outcome of social conduct. Our social behavior is generally under the influence of technologies and that moves what market driven forces allows. Multimodality of internet is made our communication visually rich because we wish our growth should be inclusive and globalization is making us universal human. Various languages are in emergence and helping growth of one specific language. That is forcing to avoid text in specific language rather support visual that can be understood by all. Banana is spoken and written in different way in different languages but visually it is represented in one way.

Design For All Institute of India is thankful to president of Industrial Designers society of America for requesting for Ms Stephanie Battista for Guest Editor of our special inaugural issue of celebration of 10th year of our monthly publication without missing any monthly issue. Thank you IDSA for 5th time for collaboration for bring out special issue on different occasions with us.

Merry Christmas! Happy & Prosperous New Year 2015!! Our publication is celebrating of 10th year without missing an issue!!! Salute to our esteem readers & contributors.

With regards

Dr. Sunil Bhatia

Design For All Institute of India

www.designforall.in dr_subha@yahoo.com Tel911127853470®

Forthcoming issues

February 2015 Vol-10 No-2

Prof Mugendi K. M'Rithaa is an industrial designer, educator and researcher at the Cape Peninsula University of Technology. He holds postgraduate qualifications in Industrial Design, Higher Education, and Universal Design. He is passionate about various expressions of socially (responsive and) responsible design, including Participatory Design; Universal Design; and Design for Sustainability. Mugendi has a special interest in the pivotal role of design in advancing the developmental agenda on the African continent. He is associated with a number of international networks focusing on design within industrially developing/majority world contexts, and is currently the PresidentElect of the International Council of Societies of Industrial Design (Icsid). He will be the Guest Editor and his passion for universal Design is real driving force for establishing the concept in Africa continent.



April 2015 Vol-10 No-4

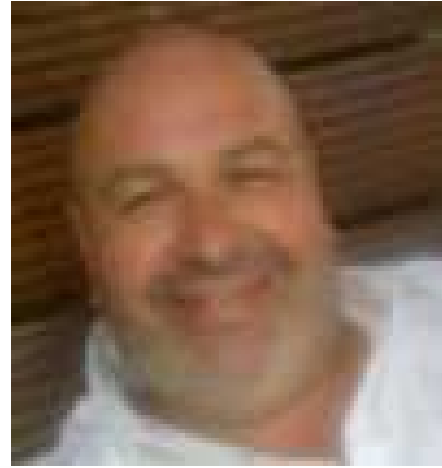
Debra Ruh is a Global Disability Inclusion Strategist, ICT Accessibility Training and Social Media Thought Leader on Disabilities. She focuses on Disability Inclusion, EmployAbility, Corporate Social Responsibilities, ICT Accessibility, Corporate Social Responsibility and Social Entrepreneurs. She is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



May 2015 Vol-10 No-7

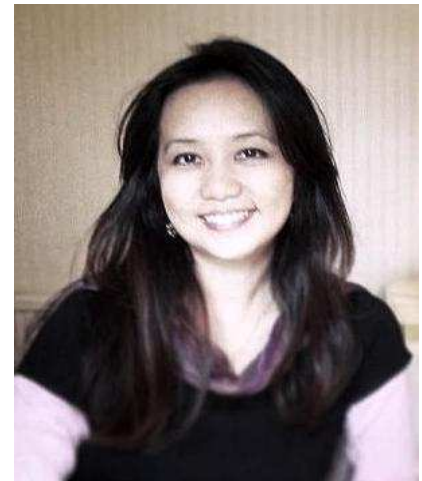
afUD (French Association of Universal Design)

President Jean Rene Moussu has accepted our invitation for Guest Editor for our special issue. He is enthusiastic to popularize the concept of Universal Design in his country because he feels it is social responsibility of every citizen of the world to make the world accessible to all. He is inspired by Ron Mace and believes his word his philosophy *The UD is a collective thought. Think different !UD*think! The UD* is not an evolution, it is a revolution.



June 2015 Vol-10 No-6

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



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

July 2015 Vol-10 No-7

Humaniteam is a design laboratory which focuses on Health and Disability related issues. We believe that the practice of a sport is conducive to enhancing the skills of people in disability situation in their everyday life environment. Design acts as a bridge between each pole of expertise, thereby creating a common language and translating it into objects or services. HUMANITEAM is really passionate by design for All. Many projects of UD are ongoing. Ms Claire Fauchille will be the Guest Editor.



August 2015 Vol-10 No-8

Dr. Bijaya K. Shrestha received Doctoral in Urban Engineering from the University of Tokyo, Japan (1995'98), Master in Urban Design from the University of Hong Kong, Hong Kong (1993'95) and Bachelor in Architecture from the University of Roorkee (now Indian Institute of Technology), India (1983'88). Dr. Shrestha has



got working experiences of more than two decades. He had already served to the Department of Housing and Urban Development, Ministry of Housing and Physical Planning, Government of Nepal, United Nations Centre for Regional Development (UNCRD), Japan and various architectural schools in Nepal before taking the present job at Town Development Fund (TDF). He has initiated a new master program in Urban Design and Conservation at Khwopa Engineering College, Purbanchal University, where he served two years as Head of Postgraduate Department of Urban Design and Conservation. Dr.

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

September 2015 Vol-10 No-9

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



October 2015 Vol-10 No-10

Prof Ravi and Dr Ajanta Sen of IIT Mumbai India will be the Guest Editor and theme of the special issue is Design and Children.



November 2015 Vol-10 No-11

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



BOOK RECEIVED:

1.A New eBook from UniversalDesign.com

Universal Design Tips: Lessons Learned from Two UD homes

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

The first section of the book deals with the planning process, providing insight on how to choose a location for the house, consider activities of daily living during planning, best use various types of design professionals, finalize a floor plan and develop a building schedule. The rest of the book is organized according to different areas or elements of the home (i.e. exterior doors, bathing, and kitchen counters, just to name a few.) Whether designing a whole house or simply remodeling one area, Universal Design Tips makes it easy to quickly refer to the relevant section and find valuable tips that ensure success. Each of these sections includes design tips, photos and important lessons that the two authors learned through their personal projects. John Salmen has been working in the field of accessible architecture and Universal Design for over 30 years, and he put this expertise to good use when remodeling a historic property to create the Universally

Designed house he and his wife hope to live in for many years. Salmen's "Home for the Next 50 Years" has been featured in various media outlets: including The Washington Post, Fine Homebuilding, AARP's television show Inside E Street and the book The Accessible Home: Designing for All Ages and Abilities. Now, readers will be able to explore Salmen's home in even greater detail and apply his experience to their own Universally Designed home projects. Ron Knecht's experience with



Universal Design Tips

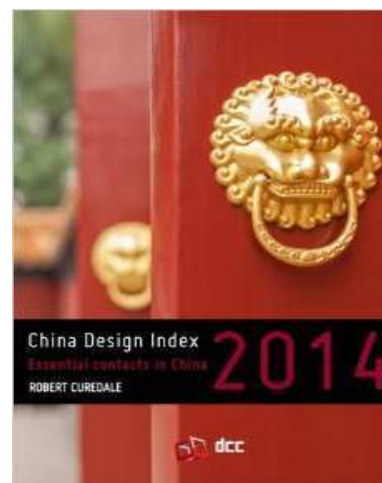
Lessons Learned from Two UD Homes




By Ron Knecht & John Salmen, AIA

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

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



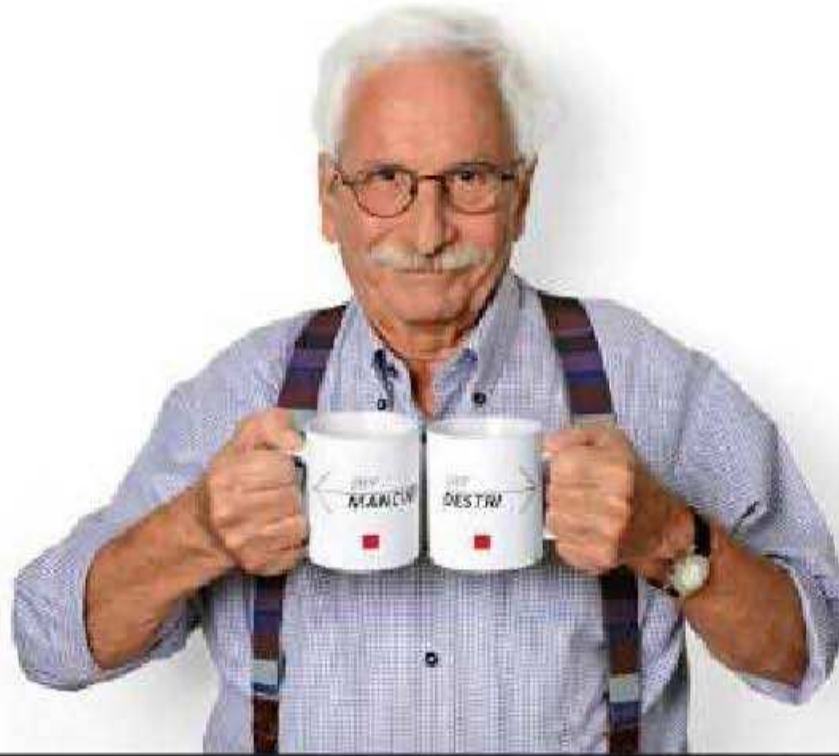
Robert A. Curedale Author)

	<p>The Road Ahead Transition to Adult Life for Persons with Disabilities</p> <p>Volume 34 Assistive Technology Research Series Editors: Storey, K., Hunter, D. December 2013, 318 pp., hardcover (revised 3rd edition) ISBN 978-1-61499-312-4 (print) ISBN 978-1-61499-313-1 (online) Price: €69 / US\$100 / £59</p>
<p>Successful transition from school to adult life has always been difficult for people with disabilities, especially in the area of employment. The vast majority of people with disabilities are either unemployed or underemployed with low wages and few benefits, and many governments are struggling to find a way of providing employment and benefits to people with disabilities without creating disincentives to work.</p> <p>This book provides strategies and ideas for improving the lives of people with disabilities, exploring new ways of enabling a successful transition to an integrated adult working life by providing effective instruction and support. Following an introduction which outlines the importance of transition services and meaningful outcomes, topics covered in the remaining chapters include: person centered transition planning; enhancing competence and independence; employment assessment and career development; collaboration between agencies for a seamless transition; independent living and supported living; and community functioning skills.</p> <p>The book will be of interest to all those who work with transition age students as well as those who work with adults with disabilities and want to enable them to have the best life possible. To paraphrase Helen Keller: "People with disabilities not only need to be given lives, they need to be given lives worth living."</p>	

For ebooks, go to www.ebooks.iospress.com

Luigi Bandini Buti

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



politecnica



Luigi Bandini Buti

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

Maggioli Editore, 2013

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

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

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

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

Its main objective is therefore to use the "Autogrill case" to investigate the necessary steps to

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

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

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

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

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

Visitability principles include:

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

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

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

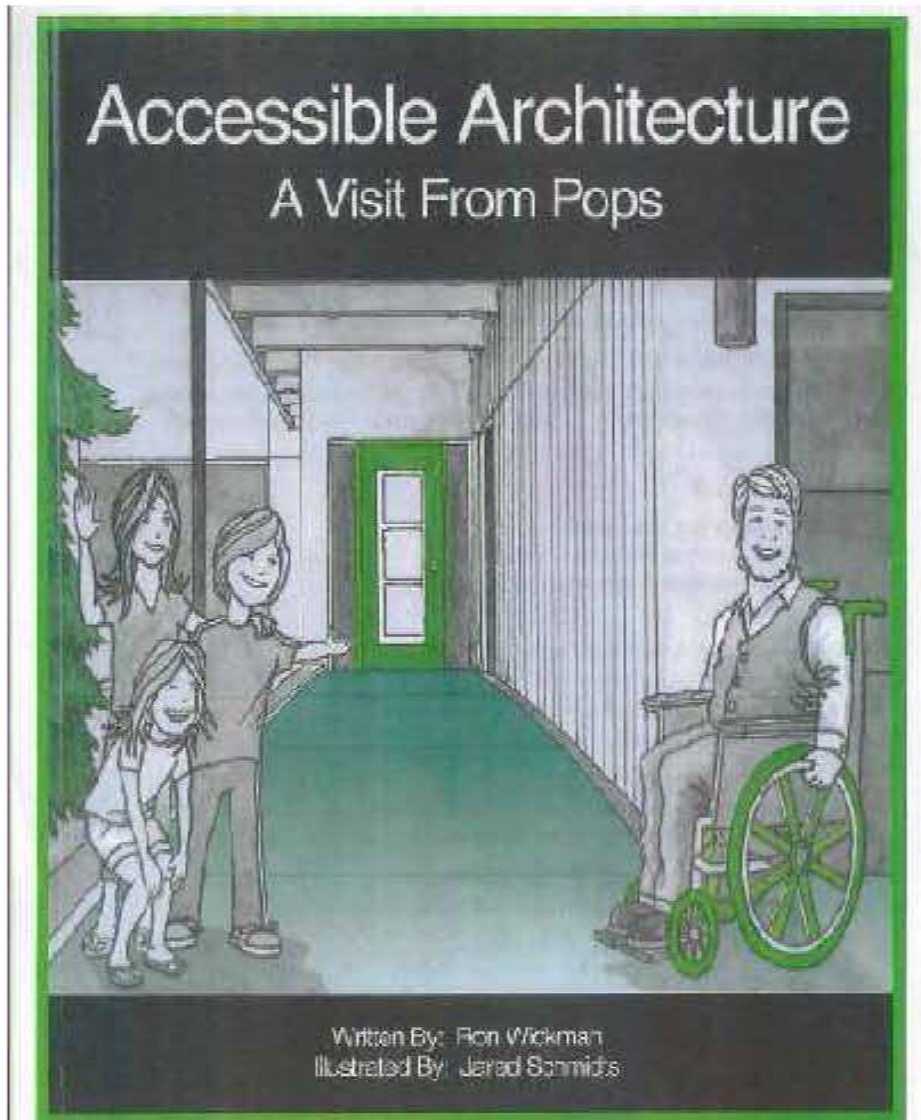
Accessible Architecture: A Visit From Pops ISBN978-0-991697-0-8 sells for \$20.

— 30 —

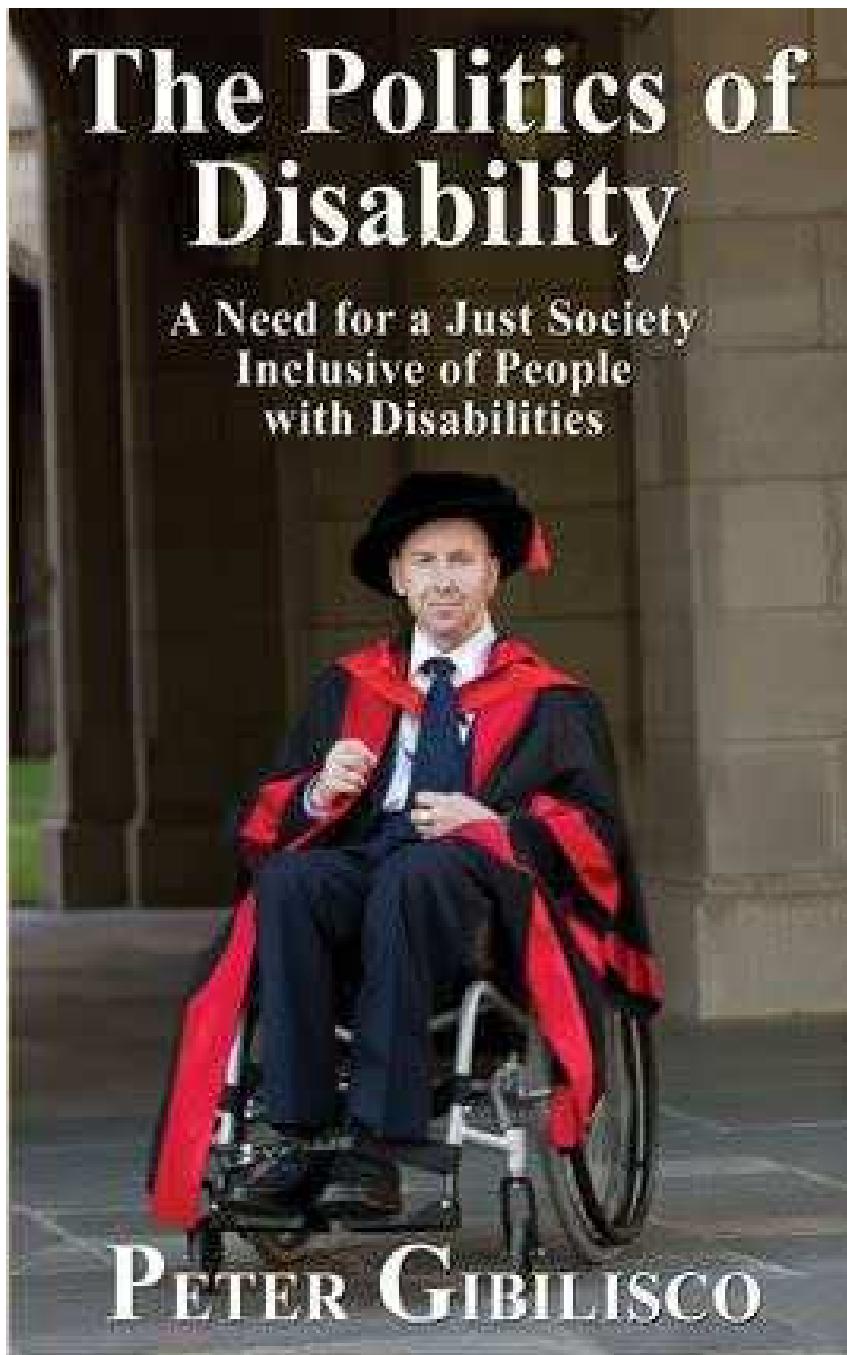
For additional information, contact:

Ron Wickman
Architect
780-430-9935
E-mail: rwickman@shaw.ca

5.



6.



This book will retail for a recommended price of \$19.95 USD ISBN 9781-771431552, with an ebook version also available at a recommended price of \$7.95 USD ISBN 978177143156

9. You'll be able to buy it from all the usual places Angus & Robertson, Bookworld, Fishpond, Amazon, Kobo, iBookStore, and Google's Play Store, amongst others.

1 [Maurice Barnwell](#) (Author)

Look inside ↓

studies in design and culture 5

Cultural Revolution

1968-2000,
design,
social protest,
consuming
culture



Mouille Bernwell

kindle edition

Design for All – the project for everyone. Methods, tools, applications.
Volume 1- 2 (Steffan, 2012)

The publication highlights the multidisciplinary and cross-disciplinary of the Design for All approach, both in terms of issues addressed and of field of application. The accessibility of places and objects is nowadays a minimum requirement: it is only the starting point to allow their use by the widest range of people possible. Through professional experience and research, the paper tackles problems, methodologies and working tools, benchmarks.

The first volume covers the main areas of research and presents some examples at urban scale; the second volume illustrates examples of architectural design, products, services, university education.

The lack of compliance of the built environment and of the products, with needs that can be very different, causes a state of handicap. The lack of ability is a handicap only if the project has not taken it into account.

With these books we intend to stimulate debate, in-depth research, specialized studies, so that Design for All can be increasingly known and applied in more and more research and professional areas.



Published in Italian in December 2012 by Maggioli Editore (Santarcangelo di Romagna RN, Italy).

http://ordini.maggioli.it/dienti/product_info.php?products_id=8831 Volume 1

http://ordini.maggioli.it/dienti/product_info.php?products_id=8831 Volume 2

The on-line English version is also available since October 2014:

<http://www.maggiolieditore.it/ebook/tecnica/design-for-all-the-project-for-everyone-first-part.html>

<http://www.maggiolieditore.it/ebook/tecnica/design-for-all-the-project-for-everyone-second-part.html>

"Ideas, even good ideas, flourish only when practitioners commit to sharing their experiences, perspectives and aspirations. By organizing this publication and convening a distinguished international group of contributors, Editor Isabella Tiziana Steffan helps to establish the current state-of-the-art and affirms the significant potential of Design-for-All. She also delivers fresh inspiration to an expanded audience critically important to engage if Design-for-All/Universal Design is to realize its promise in the coming years.(...)We salute Editor Steffan for her passion, focus and hard work to bring this valuable contribution to fruition." (Valerie Fletcher)

NEWS:

1. Leisure Travel with a Disability: Making the Right Real

Scott Rains, srains@oco.net

How do we mainstream travel for people of all abilities so that travel by people with disabilities is considered normal?

I suggest that we do it systematically and we focus on the three pillars that make the travel industry possible:

- 1 Policy
- 2 Business

3. Travelers Ask yourself this question: “Who has responsibility for the quality of travel for people with disabilities in my country?” You probably have a sort of halfhearted answer to that question if you have any at all, “Well, maybe somebody in the Ministry of Tourism” or “Maybe a bunch of hotel owners. I don’t really know.” The fact is, there may not be any one person, government office or business association who has taken on this task in your country. That is an indication of poor governance because all States who have ratified the Convention on the Rights of Persons with Disabilities (CRPD) have bound themselves to the ethical principle of inclusion in travel. Article 30 of the United Nations CRPD establishes leisure travel as part of the human right to move freely and to participate in culture.

That question also points to a failure of markets because we all know the statistics. The profit potential is there but untouched:

- 15% of the world’s population has a disability
- by 2020 it is estimated that 20% of those traveling will have disabilities
- the amount spent annually around the world by travelers with disabilities is now in the trillions of dollars and growing

But I suggested that a solution to making inclusion the norm in travel would be systematic and include all three pillars. That means not just policymakers and businesses but people with disabilities living out the motto “Nothing about us without us” and working on it both locally and globally. For 10 years we have gathered from around Asia for the ICAT conference. I still remember the first conference. It was held in Taipei. I remember having to make a tough decision. Do I go to the conference of the European Network for Accessible Tourism (ENAT), leave early and continue around the world to make it to ICAT on time or do I wager everything on ICAT? I’m a gambler. I chose ICAT. From that year on we

never again scheduled the world's two major conferences on inclusion in tourism to conflict with each other and this year Anna Grazia Laura, the President of ENAT, is here to speak. About a month ago in Montreal Canada, over 300 of us met at the World Summit on Destinations for All. One of the outcomes of that gathering was to solidify the support of the United Nations, the World Tourism Organization and various NGOs and countries as we selected ENAT to establish a new global organization to mainstream travel for people of all abilities. Anna and I are here to encourage each of you nationally, and ICAT regionally, to join the global work and to formalize in your countries the policymaking, business and consumer partnerships needed to assure a highquality travel experience for people of all abilities throughout Asia. Each Asian nation should have a group NGO or forprofit whose core leadership has a lived experience of disability. This group must include business people, policymakers and travelers of a variety of ages and disabilities. In some cases this will look like a Center for Independent Living which has adapted all its publications, research priorities and workshops so that it can present the needs and aspirations of people with disabilities to the business community and so it can offer services to visiting travelers with disabilities. In the Caribbean Islands a welldeveloped example of this is FullyAccessible Barbados. In the Philippines the consulting firm PINATI was formed last year to do this work nationally. It has already undertaken accessibility audits and partnered with the national association of architects to be certain that the process invented by people with disabilities known as Universal Design is taught and practiced throughout the country. Veneranda Mateo is here as president of PINATI and will speak in detail about their work in the Philippines. Tourism involves transportation systems, hotels, restaurants, sports and leisure activities. It can seem impossibly complex with no apparent entry point for those with expertise in disability. The entry point comes by identifying what is economically sustainable as a need of government or business. Where to start? Tourist destinations monitor their progress. Contributing to existing destination management groups is the ideal place for a first project for the sort of Inclusive Tourism consultancy that I am suggesting for each of the countries here today. Where else can a destination find reliable advice except from experienced disabled people offering their professional analysis of the experience of the growing number of travelers with disabilities? Ten years ago ICAT first met in Taipei. I still recall the ripple that passed through the room as the President of Taiwan entered to enthusiastically affirm the work we were doing. I also remember what I said in my opening remarks following his address. I remember them because I made a prediction and I was wrong. I said, speaking to the

disability advocates in the hall, “If we do not take up the unfinished business of defining global standards of accessibility and inclusion for travel then the industry itself would do so.” It didn’t. That has left us with a business opportunity. ENAT and ICAT exist to bring together the three pillars of Inclusive Tourism policymakers, businesses and travelers with disabilities. They do so in different halves of the globe to mainstream travel for people of all abilities so that highquality travel by people with disabilities becomes the new normal around the globe. Each country markets itself as a tourism destination. Within each country certain destinations rise to the top. As they do they begin to compete against international rather than simply local standards of quality. The quality of the experience of travelers whose age or disability affects how they travel is now one of those international standards in the competition for tourist spending. As a person with a disability, as someone writing tourism policy or as a businessperson in the travel & hospitality industry what more satisfying project can there be than building an economically sustainable system that guarantees the right to travel for our parents, our children, ourselves even if we haven’t yet aged into our own disability. We are a generation of people with disabilities, of business people and of people in government trying to make real a level of social inclusion never before achieved in human society.

Never.

Let’s go do it.

2.

Japanese automobile giant Nissan unveils taxi convenient for disabled persons

Nissan Motor recently unveiled a new generation taxi for Hong Kong. It offers an innovative functional cabin that unites comfort with hospitality. Shiro Nagai, a senior manager (Communications) with Nissan Global Co., Ltd., said, "This NV200 will make an important contribution to Hong Kong society, and providing mobility to all people in Hong Kong."

The new taxi offers barrierfree access to users realised by a universal design layout. Wheelchair users may benefit from the new concept who can easily roll on and off the taxi through the back door using an attached slope. The new taxi is based on the Nissan NV200, a multipurpose commercial vehicle, that is sold throughout the world.



More than 750 units are already operating in Japan, recently launched in New York City and EV model in Barcelona as the next generation taxi. The NV200 taxi is powered by both gasoline and LPG. This bifuel system is common in Europe and comes to Hong Kong for the first time. The new bifuel system is economical and reduces approximately 80 percent of NOx from the emission compared to conventional monofuel LPG models.

The new taxi launch was celebrated with several groups, including Direction Association for the Handicapped, which provides assistance to the elderly and rehabilitation services for people with disabilities and chronic illnesses.

Lee Yuen Tai, the chairman of the Direction Association for the Handicapped, said, "This barrierfree new design of taxi offers a lot of more choices to the wheel chair persons to get to the places that they want to go without difficulty." Yim Chor Pik, vice chairman of the Direction Association for the Handicapped, said, "Until now, it was very difficult to ride the taxi, This universal designed taxi saves me a lot, it makes very easily to ride the taxi without removing off the wheelchair."

Nagai said, "Nissan would like to offer a new value for the daily transportation to the rapidly aging Hong Kong society, by utilising our experiences gained in Japan, and this new universal design taxi approved by our customer."

The service is to send a variety of driving data such as speed, location, time and fuel from the small device in the car. Masashi Takemura, the general manager of the Risk Consulting Department at Orix Auto Corporation, said, "The service is called "Telematics". It's invented word, combination of "telecommunication" and "informatics." User can easily check the statistical data on telematics web site.

For example, you can see the data of "abrupt acceleration" for a month. Those pins are the locations. By getting close up to the pin, one can

check the car number, driver's name and time. One can also see other data such as long drive, over speed, idling time, fuel consumption and so on. The data is not only of each driver, but also companywide.

Takemura further stated, "When the company use cars on business they necessarily have to take corporate social responsibility (CSR). They need to visualise how their cars are used for the compliance of driving rules, ecofriendly driving and above all for safety driving. Telematics service started to meet those needs."

The device also plays a role of communication tool. (Agency: ANI)

PROGRAM & EVENTS:

1



2. Transportation connects us all.

Whether it's simply getting from home to work or using products shipped over distances near and far, in every region of the world transportation impacts our daily lives. At first glance, transportation may simply appear to be about the movement of people and goods. But looking deeper, it's also closely linked to equality, access to healthy food and good schools, and wildlife impacts, for example. As the mobility demands of people and freight have grown, so too has the need for products, systems, and services that will make the transportation sector more lifefriendly, for both people and the planet.

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3.



The Biennale Internationale Design SaintÉtienne 2015

4.

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For concepts developed in any medium and design disciplines, by students or professionals.

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For architecture, interiors & urban design.

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

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About analyzing, designing & improving the user's experience. It includes service design, U.E., UI and XD.

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

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6.



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TRANSED 2015
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7.

Setting the scene for TRANSED 2015

AIM and MANAGE for INCLUSIVE ACCESS

Rosário Macário
Chair TRANSED 2015

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

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

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

AIM and Manage for Inclusive Access

8.



9.

Typography Day 2015

7th - 9th March 2015,

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

<http://www.typoday.in>

Theme:

Focus on 'Typography, Sensitivity and Fineness'

Introduction

Typography Day will be organized for the eighth time from 7th to 9th March 2015 at the Industrial Design Centre (IDC), Indian Institute of Technology Bombay (IIT Bombay) with support from India Design Association (InDeAs) and Aksharaya.

The theme for this year's event is 'Typography, Sensitivity and Fineness'.

10.



The Vision for Equality Award

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

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

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

11.



12.



'Insight 2015'

Design Research Seminar 24 and 25th January 2015, NID, Bangalore

<http://www.nid.edu/insight2015/>


E-Newsletter

Beautiful Gate Foundation For The Disabled




Upcoming Events

Tourism For All

THE 30th INTERNATIONAL
CONFERENCE ON
ACCESSIBLE TOURISM
(ICAT 2014)
Date: 20 December 2014
[View More](#)

IN AID OF BEAUTIFUL GATE FOUNDATION FOR THE DISABLED'S TRAINING FUND (SPONSORSHIP)

We are seeking for your kind generosity to contribute to Beautiful Gate Performing Arts Troupe, for its 'Diversity-The Diversity Dance Festival Concert, to be held at the following:

Date: 4 December 2014
Time: 7:30pm (after)
Venue: Auditorium, MBPJ Civic Hall, Petaling Jaya.

Beautiful Gate Performing Arts Troupe was officially launched on 13 April 2010. It aims to provide a natural and, passion for arts, dance, music, information of learning and self-empowerment, as well as, to reveal the talents of people with disabilities.

Through The Diversity Dance Festival Concert celebrates and embraces us as individuals, despite the differences in race, religion, gender, nationality, or disability. Diversity will continue to grow as a one of the greatest challenges and we hope to create more opportunities for the disabled and to cultivate a truly integrated society through the shared love and passion of performing arts. The Dance Festival Concert aims to raise funds for Beautiful Gate's Training Fund for Year 2013 which channels towards:

- Employment Skills and Education training
- Job placement and services for the disabled.
- Welfare, Care and Outdoor Activities
- Awareness Workshops and Campaigns

A Reply Slip is attached at the back of this page. Please look to our website on <http://www.beautifulgate.org.my>. For enquiries, please contact Sharmye Lim (Tel:+603 7879609, Fax:+603 7876288, E-mail: sharmy@beautifulgate.org.my or info@beautifulgate.org.my)

In whichever way you wish to support us on this event, we appreciate your consideration of our request. Thanking you in anticipation, and looking forward to a favourable reply.

With Best Wishes,
Sia Siew Chin
Executive Director, Beautiful Gate Foundation For The Disabled.

All rights reserved.

14.

IAA 2015

International Architecture Awards 2015. Registrations Open.



15

The image shows the logo for the Kala Ghoda Association, which features a stylized white horse head on a black background. Below the logo, the text "Kala Ghoda Association" is written in white. To the right, there is a poster for the "Kala Ghoda Arts Festival" from Hindustan Times, dated February 7-15, 2015. The poster includes the festival dates: "Festival Dates for 2015: Sat 7th Feb 2015 to Sun 15th Feb 2015".

16.

Interact. Engage. Connect.

ADI presents the **9th Pune Design Festival**. This year's theme, **'Connections**, will celebrate evolving Interpretations of design. Connections are not just about the network of people. They are also about the deeper linkages of mind and soul. They are about creativity and passion. **They are also about connecting past, present & future.**

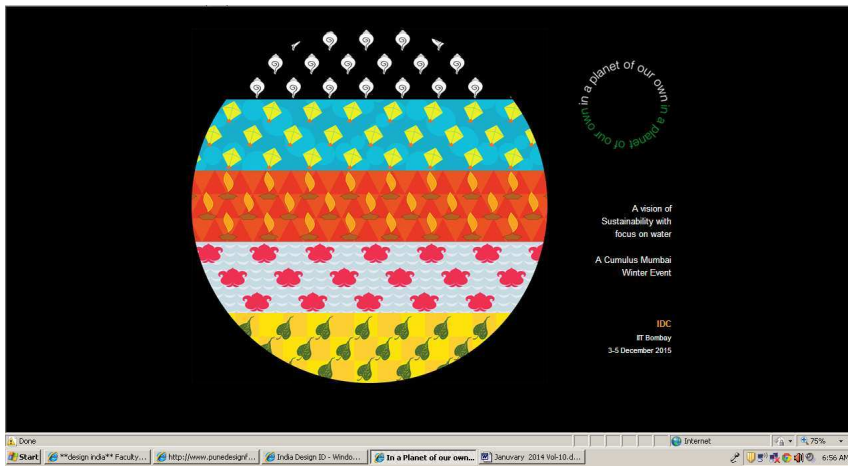
Pune Design Festival aims to connect the dots, as we look at how design has connected Technology, Industry, Manufacturing and Education.



17.



18.



JOB OPENINGS:

1.

We are having our new office coming up at commercial hub of Nagpur i.e.

Dharampeth, with core team members. On the move, we are falling short of following

1 Jr Graphic Designers (2) 12 yrs work ex in illustrations, branding, advertising, or packaging

2 Jr. Project Coordinator (1) to handle small and large account with 12 yrs of exp. with design/ad agency and

3 Marketing and Publicity Manager.(1) enthusiastic young chap to handle social media sites along with creative writing skills, lot of energy, surely should have a taste of design and be a tech savvy.

Please share a short writeup about yourself and your portfolio or graphic resume.

Grani Design Partner Nagpur 923932821

2.

Mumbai Studio

Salary: Will be commensurate with the experience & qualification,

Job Description / Responsibilities:

Excellent project management skills. Ability to manage multiple projects and good communication skills is a must .The incumbent should be creative and should ABOUT DESMANIA: www.desmania.com

Desmania was established in 1993 as a multidisciplinary design firm. It has evolved into a one stop shop for creative solutions, offering professional design services that are profitable to the clients.

Desmania has combined experience from product, graphics and packaging to offer a full complement of design services. Over the years, Desmania has grown and expanded as a team and in infrastructure. Our pursuit of excellence is continuous. In this regard we are looking for the following key personnel for the Company.

Position : Design Manager (Industrial Design)

Position at: Mumbai – 1 Position

Qualification: Industrial Designer from reputed design schools from India or abroad

Experience: 35 years experience in a Consultancy or Corporate for our Mumbai Studio

Salary: Will be commensurate with the experience & qualification,

Job Description / Responsibilities:

The incumbent should be creative and should have a fine sense of

aesthetics, proportions and finish. He should have excellent conceptualising ability. Good sketching skills and thinking out of the box is a must. Should be fairly conversant at either or all of the following soft wares: Rhino, Solid works, Alias. Should be able to manage the projects independently and under the supervision of the reporting authority. . Should have a good knowledge of plastics and have a command on colour, materials and finishes. Should

Interested candidates may apply anuj@desmania.com and subodh@desmania.com with updated resume and portfolio/link to work asap.

Position : Business Design Manager (SDM)

Position at: Mumbai – 1 Position

Qualification: Strategic Design Management from reputed design schools from India or abroad

Experience: 3-5 years experience in a Consultancy or Corporate for our have a fine sense of aesthetics, proportions and finish.

He should have excellent conceptualising ability. Should be fairly conversant at either or all of the following soft wares:Word Excel, Rhino, Solid works. Should have enough experience in managing/designing ID and packaging projects.

Interested candidates may apply anuj@desmania.com and subodh@desmania.com with updated resume and link to work asap.

3.

Abraham Lincoln said ‘The best way to predict the future is to create it’.

As a firm believer in the philosophy of creating the future rather than predicting it, we have embarked on our journey to become the trendsetters in the packaging industry.

DesignPARK is a design and research centre working towards developing nextgen packaging solutions. Our approach revolves around engaging the users in an interesting and value oriented experience along with optimal logistics for successful implementation.

Our team consists of Industrial designers and Packaging technologists who constantly push the boundaries to achieve breakthrough innovation.

We are scouting for passionate, creative, eccentric tyros / professionals who can convey the essence of our innovations to clients through interactive media.

So if you are crazy about bringing things to life; making everything look / sound / appear dramatic, then Shoot in your work

@ pulkesh.gunaicha@parksonspackaging.com for animation / visual effects or anything related in DESIGN!

4.

Description: At Salesforce we work in small, autonomous teams with integrated development, product management, quality engineering, and documentation. We value intellect, integrity, and hard work. The company is big enough to have global impact, but small enough for brilliant, driven individuals to make their mark quickly and be recognized. Our team works on Chatter, the newest offering from Salesforce.com. Chatter enables every company to create a free, private social network so that employees can connect and collaborate with their colleagues. Leveraging the social features popularized by Facebook and Twitter - such as profiles, status updates and real-time feeds - Chatter lets employees "follow" documents, people and groups. The result is a new level of productivity that breaks down department and organizational barriers.

Responsibilities:

#Work with a variety of Sales Engineers (pre-sales consultants) across the world

#Work in a dynamic team of 15 to swarm on demonstration builds

#Build futuristic proof of concept demonstrations

#Build/Design prototype mobile web apps for Android and IOs

#Aid in the creation of main stage and Dreamforce demonstrations

Required Skills:

#Bachlors in UI Design or related majors

#Programming experience in HTML5/HTML, CSS3/CSS, JavaScript or other related languages

#Adobe Photoshop and Illustrator

#Minimum 1-2 internships in a business environment

#Exemplary verbal, presentation, and written communication skills

#Interactive and UI Design for mobile devices

#Ability to multi-task, prioritize and manage time effectively

#Knowledge of SaaS/PaaS (Cloud Computing), relational databases and web technologies

Senior Recruiter | [salesforce.com](https://www.salesforce.com) | Hyderabad

M: +91 8897963388 | P: 040-67307445 | Email: Asheesh.sharma@salesforce.com

Web: www.Salesforce.com | <http://in.linkedin.com/in/asheeshhr/>

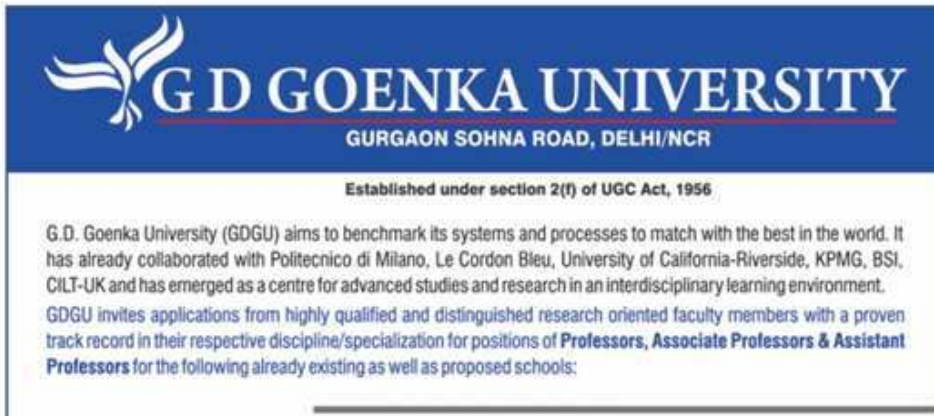
5.

Studio ABD is looking for designer (on short term contract) with an experience in craft sector, based in Delhi /Jaipur. The key role is to develop vendor network for given concept, develop prototype, production coordination and QC.

We are looking at Muradabad and Khurja (ceramic) as key sector.

PI write to work@studioabd.in with your portfolio 6. CMR University, Bangalore Invites applications for the following faculty positions at its proposed School of Architecture Principal, Dean, Professor, Associate Professor Qualifications and experience as per Council of Architecture regulations. Remuneration as per UGC and will be commensurate with qualifications,

competence and experience Email your resumes to career@cmr.edu.in



8.

looking for a young freelance product designer based in Delhi NCR. Applicant should have some bit of expertise and experience to be able to handle the industrial design of small electronic items, including 3d mesh creation and refinement for 3D printing. Legwork required for research, sampling, coordination etc is also expected to be undertaken. Interested designers may please get in touch with a brief overview of their work.

Manish Joshi manish@joshi.com

2 MathWorks India is hiring a Sr. UX Specialist in the Bangalore office. More details about the job description here:

<http://www.mathworks.com/company/jobs/opportunities/senioruserexperiencespecialist13957>

Do send in your questions/queries back to me. Why Choose Mathworks?

Mathworks is listed in [Glassdoor's top 10 tech companies to work in 2015](#) at no 6. Also, at 19, on the [employee choice in the top companies in 2014](#). You will be working with some of the best engineers and scientists trying to push the boundaries of mathematical computing and simulations. The UX team is 60 people strong mostly in the US office but we are growing globally too.

Praneet Koppula praneet.koppula@gmail.com

10.

Observe Design is looking for Senior Level Product Designer. About Observe Design is a healthcare innovation startup focused on reducing healthcare associated infections in hospitals with innovative design and technology solutions. Our integrated platform allows healthcare facilities to observe, record and analyse the adherence to infection control protocols in their facilities. Our system provides the hospital administration with key insight that helps them to design infection control interventions in order to minimize the spread of healthcare associated infection. Our IOT (internetofthings) system comprises of a number of hardware (products) and software components that work together to provide a complete picture of infection control to the hospital management. Our team works with experts at AIIMS, IIT Delhi, South Moravian Innovation Center, Microsoft Ventures Israel, StarCube, CzechICT Alliance, Healthbox and BD. Experience: 45 years Salary: (negotiable) We require an industrial/ product designer with a strong aptitude in product design and hands on industry experience. This job will involve working as a part of a multidisciplinary team to bring an idea to life from a concept to a functional and manufacturable healthcare device. The candidate will

be expected to play a key role in this entire design process from ideation, conceptualization, user interaction design, prototyping, 3D modelling, 3D printing, design engineering to bringing the product to a manufacturable stage. The candidate will be expected to undertake the following tasks

- 1 Brainstorming and ideation on various design ideas
 - 2 Visualization of initial design ideas through extensive sketching and clay modelling
 - 3 Design research Extensive surveys and interviews with end users and customers of the proposed product Evaluation of other similar products
 - 4 Conceptualization and early stage prototyping using hardware tools, prototyping materials such a foam, clay etc.
 - 5 Materials and components analysis, evaluation and procurement of appropriate materials and components to realize a functional prototype.
 - 6 3D modelling and 3D printing of designs
 - 7 Extensive hands on prototyping
 - 8 Finishing products and eliciting feedback from end users
 - 9 Design engineering and making the design ready for production
 - 10 .Assures system and product quality by designing testing methods; testing finished-product and system capabilities; confirming fabrication, assembly, and installation processes
 - 11 High level of expertise using design software/technology with ability to produce electronic files for production purpose
- Contact : contact@observedesign.in or write to me manishhans.idc@gmail.com (7838195634)
- 11.

Do you want to make changes in current design trends?

Do you want to create awareness about experience what someone can have online?

Do you think your design talks; hence you need not to talk?

Do you think that your design can make a difference in someone's business?

If your answer is a YES to all the above mentioned questions then let's join hands and make a difference in the online space. We are looking for people who enjoy their work, People who love to impart knowledge and who seriously want to grow.

Please get in touch with me on 022 – 6742 1812 OR write to me on monicap@techved.com

12. Harshal Vora who has started his own start up named RadioLocus in Mumbai is looking for a UX designer with 2+ years of experience. They are building a technology platform which aims to digitize the real physical world. We get a lot of data about consumer movements in indoor locations. As a designer, you will have to convert this data into a form which is easy to visualize. You will have to understand the requirements of retailers and come up with ideas on how to represent the data graphically. I have attached the detailed job description here. Interested folks, please share your portfolio on jobs@amideeptech.com or directly get in touch with him on 09920571810.

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Dr .Sunil Kumar Bhatia Faculty Member,
13, Lodhi Institutional Area, Lodhi Road,
New Delhi110003(INDIA)

Editor:



Shri L.K. Das Former Head Industrial Design Center, Indian Institute of
Technology (Delhi), India Associate Editor: Shri.AmitavBhowmick
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Address for Correspondence:

13, Lodhi Institutional Area,
Lodhi Road, New Delhi110 003India.

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