

# Design for All

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A publication of the Design for All Institute of India.



## Chairman's Desk:

We are working on the concept of Universal design and idea it was conceived in India with our little knowledge of its huge importance. The decisions are judged after few years either by you or others who are affected. Judgment was good or bad is to be decided in future. I never criticize anyone for his/her decision. When people criticize Father of Nation; Mahatma Gandhi and make him responsible for partition of India, I say he took that decision keeping the best option available to him. We are altogether in different position and country has never followed his ideology. We can criticize his decision. Similarly our decisions are to be judged by others and they may praise or criticize us. It does not mean that because of criticism we should not take the decision. I am almost approaching one year of our publication of Newsletter and some people have criticized us ruthlessly. We have appreciated their criticism and tried to adopt the way they advised us to follow. We could not of course fulfill all their expectation because we are in country where no one was willing to contribute for our social movement of Universal Design/ Design For All.

Rather it was new concept for everyone. We were entirely depended on experts from different countries for their support from different allied areas. We were not in position to be choosy and dictate the terms. Whatever articles came for review for publication in our newsletter, our editorial board tried hard to justify their selection of articles and made our little position in the field of Design For All with meager resources.

We have somehow managed the introduction of our Newsletter

to the world. We are in growing stage and it is most difficult phase for any new to survive in intellectual property. We need your constant guidance for our success at this stage. Once early growth is over we shall turn mature and then next stage of product life cycle would carry on.

We wish to live forever and as long we can keep away the decline or old age or death of newsletter that will be our success or smartness. Old age is inevitable. No one can deny. Only we can delay. Death is sure and reality. Rest is illusion.

We have dedicated our this December 2006 issue of Newsletter to the Aged people and the opening article by Ms Rebecca and Ms Teresa of Universal Design Alliance is with minute details of aged person problems and I recommend everyone should read these articles. Reason is everyone whether child, young will have to pass this natural phase. Our cells never know that they will die one day. It is we die. The article by Prof Gerlach and Prof. Dirk from Germany is must for everyone who is thinking of designing traffic for our senior citizens. If we take care for them we are taking care for our future that is old age. I never say old age is a problem .It is a natural phase of life for all generations and in all countries and we need better management to accommodate this phase of life during planning stage when we are more involved in our professional activities.

Individual life needs to be viewed and experienced as a unified whole, a continuum of interrelated and overlapping phases. Some early life experiences take effect in later years. Late life realities and perception of these, influences earlier development and may generate many self-fulfilling prophecies.

One young man saw an old man planting sapling of fruit. That young man sarcastically questioned him "Honorable man, you are planting the sapling and it will take years to give fruits. Will you survive that long?" The old man replied as he was in repentance. "My dear son, the best time to plant a tree was long ago when I was young. The second best time is today. I throughout the life enjoyed the fruit of planted by others. I am planting for our future generation. I enjoyed the fruits of the works of others. Let my future generations should also enjoyed as I have enjoyed. This is life. I can't but bloom and bloom again. Man has limited time, but human life is infinite.

Wishing you Happy Christmas and New Year 2007 from the team of Design for All Institute of India

We need help and encouragement in our unusual task.

With warm regards,

Dr. Sunil Kumar Bhatia

[E-mail: [dr\\_subha@yahoo.com](mailto:dr_subha@yahoo.com) ;

Website: [www.designforall.in](http://www.designforall.in)]

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## LOOKING AHEAD:

1. Our forthcoming issues shall be related to on different topics regarding to Universal Design/ Design For All and allied area. We hope to cover the multidiscipline, multilevel, and multidimensional activities for our designers for sharpening their faculties of mind or energizing their minds to think in afresh the new option. We request all kindly suggest more relevant topics and contribute articles for our Newsletters. Kindly help us in making our efforts world-class and we should be in position from where people from all walks of life can raise their voice and promote the concepts of Design in Asia and

India.

2. We are organizing a international seminar of 3-4-days on Design For All/ Universal Design in the days of 27-29th January 2007 in New Delhi (India) We have invited the eminent persons from this areas (not exceeding 100 )from different walks of life.

These people have principally agreed to promote the concept of Design For All/ Universal design in India shall discuss in this topics in fruitful way at lest for 14-18 hours a day. We are not keen to create a crowd. We are looking for plausible results. The participants should bear their traveling expenses to and from their residence to venue of seminar. We wish to fix the registration fees of US \$ 2,500 ( US two thousand five hundred ) for their stay in five star hotel + breakfast+ lunch + dinner ( Buffet ) + traveling expenses in and around Delhi for four days. Suggestions are welcome Seats are limited. We need sponsors for those country's representatives can not afford to attend the seminar.

3. We are completing one year of publication of our Newsletter in the month of January 2007. We request who are associated with design or its allied areas should contribute articles for our annual issue. The last date of submission of article is 12<sup>th</sup> January 2007.

## Editor's Desk

It is a great pleasure for all of us that our Newsletter of November 2006 has received enthusiastic appreciation by critics, designers, entrepreneurs and government/non government organizations. The response was overwhelming from all walks of life. People are appreciating the contents and contributors but have criticized on us the layout of our web site [www.designforall.in](http://www.designforall.in) . We are sincerely striving on improving the presentation.

We are sending you our eleventh issue of December 2006 monthly newsletter with the latest news from Design for All Institute of India and the field of Universal design/ barrier free.

We do hope you will find this issue both interesting and informative. As ever, we are awaiting your proposals, criticisms and contributions.

Letters to the editor are welcome and may be E-mailed to [dr\\_subha@yahoo.com](mailto:dr_subha@yahoo.com). Not all correspondence can be printed, and those letters chosen may be edited for clarity and space as needed. The editors and publishers assume no responsibility for contributor's opinions.

Warm regards from the team of Design for All Institute of India

Editor

## Housing and the Aging Population in the United States

Universal Design Alliance

By Teresa Nunn and Rebecca Stahr

[www.universaldesign.org](http://www.universaldesign.org)

Our culture and our world as we know it are changing. Now,

more than ever, in this faster paced, more complex world we are constantly assaulted with demands. In spite of technology even the savviest individuals are often left grasping for ways to improve their quality of life.

The world population is living longer as medical advances contribute to declining death rates. The growth of the 50+ age group has escalated and more wealth is being passed from generation to generation helping to promote better products and services for the “good life.”

Serendipitously, as much as things change, much remains the same. Values, beliefs and traditions are enriched over time. The dignity of the human spirit resonates loud and clear, generation to generation. The quality of a person’s life and the lives of those they care about will always hold the highest significance for them.

Change is the essence of life and can have a tremendous impact on one’s sense of well being. Our personal worlds deliver the things needed to keep our batteries charged and we are often able to affect the degree of change there. We can take control of our environment and enhance our lives as well as the lives of those that mean the most to us by becoming aware of some basic design principles.

Genetics, environment and lifestyle affect our longevity and our quality of life. We are limited in not being able to change our genetics, but we can enhance what our DNA has predestined

for us through a healthier lifestyle and a more accommodating environment. As a result, we can live longer, more enriched, lives.

Wisdom comes through implementing knowledge to benefit outcome. Our changing cultural phenomena are requiring the world to use all of their acquired knowledge to reassess how we live, how we support our evolving life patterns and how we put into action what it takes to “make it happen.”

The housing stock in the United States is built to accommodate the average twenty-five year old, six-foot tall male. If this profile does not match your individual vital statistics you can correctly conclude that the bulk of this housing was not built to best accommodate you. In fact, this model group is but a minute segment of the entire population,

The average American home is over thirty years old and often its design presents challenges for even the most able-bodied individuals. Even though we are the most technologically advanced people in the world, we find that we are adapting to our ill-fitted environments rather than making our environments work for us. Our own intelligence and our almost endless ability to adapt have taken us for a long roller coaster ride.

As we view the aging population many important demographic trends play into the scenario:

- Women are living longer than men
- The greatest wealth is owned by those in the 50+ age group
- One in four adults are 50 years or older and those in the 85 and older age group are the fastest-growing segment of the population
- Most people want to age in their homes, rather than institutionally
- The typical homeowner desires convenient, timesaving and efficient features in their homes that allow greater ease, comfort and security in their hectic lives.
- The average person can expect to experience a disability at some point in their lives
- Chronic conditions such as obesity, diabetes, arthritis and over/under use of medications show no age boundaries, affecting both young and old
- Multigenerational family living is on the rise. Adult children are living at home longer.
- The number of households headed by single female wage earners continues to grow

These facts about our population and their implications regarding our current housing stock are causing a reevaluation of our built environment. This new standard in housing is gaining recognition that is building momentum daily. Universal Design is a movement which considers lifestyle changes and incorporates principles, features and concepts that allow individuals of all ages and abilities the opportunity

to occupy a home that better supports their individual and ever-changing needs.

Winston Churchill said, "First we shape our houses, then they shape us." If our houses are not built to promote ease, convenience, safety and our general welfare, shouldn't they be? We can put a man on the moon, clone a sheep and send a message around the world instantly, yet we have been negligent in accomplishing the very basics of "to thine own self be true." The flexibility, ease, comfort and security of a Universally Designed environment that seamlessly exhibits such beauty and logic makes us wonder why the obvious has evaded our world for so long.

Have you ever:

- Had tennis elbow and were not able to function as well as you normally would?
- Had limited mobility from recovery time after surgery?
- Not been able to bring a large piece of furniture into or through the house?
- Felt insecure not knowing who was at the door until it was opened?
- Had steps or doorways keep someone you love from visiting you?
- Had a cast on your leg? Had to use crutches? Had difficulty bathing because of these?
- Tried to multi-task with a baby stroller and groceries in hand?

- Burned yourself carrying hot food to the table?
- Purchased a home improvement item you wished you had purchased sooner?
- Wished you could sit during the all-day preparation of your Thanksgiving feast? Wanted other family members to participate in preparation?
- Noticed your or your child's inability to reach far enough or deep enough to obtain the item they need?
- Wished you could rearrange your home to better suit your changing needs?
- Felt that if something was "out of sight" it was "out of mind?"
- Given thought to how you would like to "redo" things in your home to make them safer, more convenient or more comfortable?
- Considered that, even if you deny it, one day age will catch up with you and, because your environment has not been planned to support you in later life, you may have to leave you home before you are ready?

Universal Design is a user-friendly approach to design in the living environment where people of any cultures, age, size, weight, race, gender and ability can experience an environment that promotes their health, safety and welfare today and in the future.

We can make this a way of life for everyone. We can enhance life in the future by how we embrace life today. There is no

reason to wait. When it comes to our most important and most valuable investment, our home, there should be no short-changing. Universal Design, when properly planned and implemented, will bring more substance and value to one's life over any other lifestyle change.

As a society we strive to embrace each other's needs and to support a system of bettering our conditions by using each person's individual talents and vocations. Universal Design, implemented today, will benefit and endure beyond our lifetime to those we care about in generations to come. Universal Design is a living legacy evoked by the desire for positive change.

Living life to the fullest is the sweetest gift of all. It is a gift you will want to share with others

Welcome! We invite you into the world of Universal Design. We have much to share with you.

## Securing mobility of senior citizens in traffic

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# 1 Introduction

## 1.1. Abstract

The mobility of senior citizens gains on importance on account of demographic, economic and social developments. With the rising life span there grows the wish for active participation of the group 65plus in social life. In this regard also the wish for lasting and independent mobility increases. Securing the mobility of this group owns beside an individual also a social and economic dimension. Many elderly people have mobility or activity restrictions. The architectural and social environment is up to now not concerning these developments barrier-free enough.

## 1.2. Motivation and team

The evaluation of numerous safety audits, which were carried out in the context of the auditor trainings at the LuFG SVPT (Teaching and Research Area Road Traffic Planning and Engineering) at the University of Wuppertal was the starting point for the implementation of the project. Thereby it could be assessed that during the planning and up to the structural conversion of road traffic facilities deficits exist in numbers. In many cases weaker traffic participants suffer from theses deficits, especially children and older people. This development and the unsatisfying situation of senior citizens lead to the idea, to initiate a research project. The project was commissioned by the Eugen-Otto-Butz-Stiftung, a foundation spending money in projects concerned with traffic safety and education in mobility.

## 2 Procedure and results

### 2.3. Survey area

Within the framework of the project the following two main aims should be examined:

- What are the demands of elderly people on the road- and road-environment design?
- How far are the interests of elderly people taken into account in the planning practice?

Aim of the survey is to create guidelines for road-figurations, which enable – by certain measures - senior citizens a secure and independent mobility as long as possible. Requirements of the seniors by using different means of transportation (cars, motorcycles, bicycles, public transport systems and as pedestrians) were considered within this project. Mobility restricted traffic participants and elderly drivers were regarded with special interest.

In order to reach concrete results the main studies were conducted in three selected cities in North Rhine-Westphalia. These should represent a certain type of town. The selection was based on various criteria, as for example city size, structure, centrality as well as percentage of people older than 65. The following cities were selected:

- Gelsenkirchen (city with approx. 270.000 inhabitants),
- Siegen (medium-sized town with approx. 108.000 inhabitants) and
- Luedinghausen (small town with approx. 24.000 inhabitants).

In order to determine the needs and problems of older people different methods were used in these three cities:

- Interviews,
- focus groups (supervised discussion),
- journals of trips and
- accident analyses of the group 65plus.

In addition, it should be checked to what extent the requirements of the older people are taken into account at the planning and design of road traffic facilities up to now. For this purpose the most important German regulations for the figuration of traffic facilities were analyzed in respect of details concerning the design appropriate for seniors and mobility-restricted people. Furthermore, the utilization of these regulations as well as the degree of the participation of elderly people at the planning process was checked within the three cities.

## 2.4. Interviews

The interviews were carried out in two steps. In total almost 500 persons were interviewed in the three cities. In the first stage the general demographic data was surveyed. Kind and manner of possible physical restrictions, the preferred mean of transport as well as an opinion of the street space design, were asked for example. The latter was determined by comparing the importance and the contentment of different features. Furthermore, concrete problematic areas for further investigation were identified in the three cities.

The interviews led to a picture that has to be distinguished

between the age-groups. Altogether, you see a tendency, that older people do not have any distinctive sensibility for problems appearing when moving through the traffic area. They rather make themselves responsible when difficulties occur. Among the younger volumes the demand for an adaptation of the traffic room to their needs can be noticed. In addition, it became clear, that social safety as well as lacking regard of other traffic participants are important components for senior citizens.

As follow-up a second questioning was conducted within the most mentioned problematic areas. This was used for the determination of the strengths and weaknesses as well as the effectiveness of experience of these places. A part standardised questionnaire with open and closed questions was used. The complexity of the areas and the safety felt by the seniors was determined using a semantic differential.

The determined traffic spaces (problematic areas) are of three kinds:

- Complex intersections and roundabouts,
- simple intersections as well as
- routes and traffic facilities

## 2.5. Focus groups

In all three cities focus rounds with participation of elderly



people and interest representatives were carried out (see Fig. 1). In the focus rounds free discussions took place and were supervised and moderated by a traffic psychologist. In these rounds deficits could be elaborated from the viewpoint of the older people when moving with different means of transport.

Fig. 1: Discussion (focus group) supervised by traffic psychologist

As in the interviews concrete mobility hindrances of older people turned out, standing in connection with social safety (for example angst-spaces). For example the "policeman round the corner" was missed as a contact person.

## 2.6. Reports of trips

As a supplement to the questioning and conversation rounds reports of trips were filled out voluntarily by some older people. In these the trips of a person were reported in detail for a week. By reporting the trips, difficulties had to be named. With this method further deficits and hindrances in the street figuration at concrete places in the cities could be determined.

## 2.7. Rule types and planning practice

The most important literature in Germany, which was published for the planning and building of traffic facilities, was checked with regard to the details, concerning the design appropriate for elderly people. A wide spectrum of literature is relevant, from guidelines and standards up to recommendations and relevant expert literature of associations concerned with handicaps. Simultaneously a questioning of city planners and traffic designers in the three cities was carried out.

It turned out that there are a great number of compositions in particular for a barrier-free traffic design. However, only few were used. The difficult applicability of the design propositions in the practice, in particular at the reconstruction of existing traffic areas, was criticized. Because of different demands also target conflicts occur frequently. Supports are missing in order to find good compromise. Sometimes specific groups are preferred in the regulations (for example blind people and wheelchair drivers).

The participation of the elderly at the planning process is handled very differently. To some extent a senior advisory board can influence urban planning, but sometimes this advisory board only has a consultative character. Another aspect is that the considerations of specific requirements of mobility restricted persons are handled very differently and not homogeneously. Often it depends on the preparation of the associations of blind people or rolling chair drivers and their ability to assert themselves. On the other hand visually or aurally handicapped persons or older drivers do not have any intercessors.

## 2.8. Analysis of accidents

For the analysis of accidents with involvement of elderly people, another eleven cities and municipalities of different size were included in order to receive a greater database. The accidents caused by senior citizens in a five-year-period were examined. In the three initial cities also the accidents elderly people were involved in as pedestrians or cyclists were evaluated. Only accidents implicating the injury of a person

were considered.

Most accidents were caused by seniors as car-drivers (70 %). Another 15 % of the accidents were caused by elderly people as cyclists, 9 % by pedestrians. A comparison of the cities shows that almost half of the accidents caused by senior citizens happened because right of way was disregarded, independently of the city size (see Fig. 2). In addition, a tendency is recognisable, that in bigger cities more elderly pedestrians cause accidents.

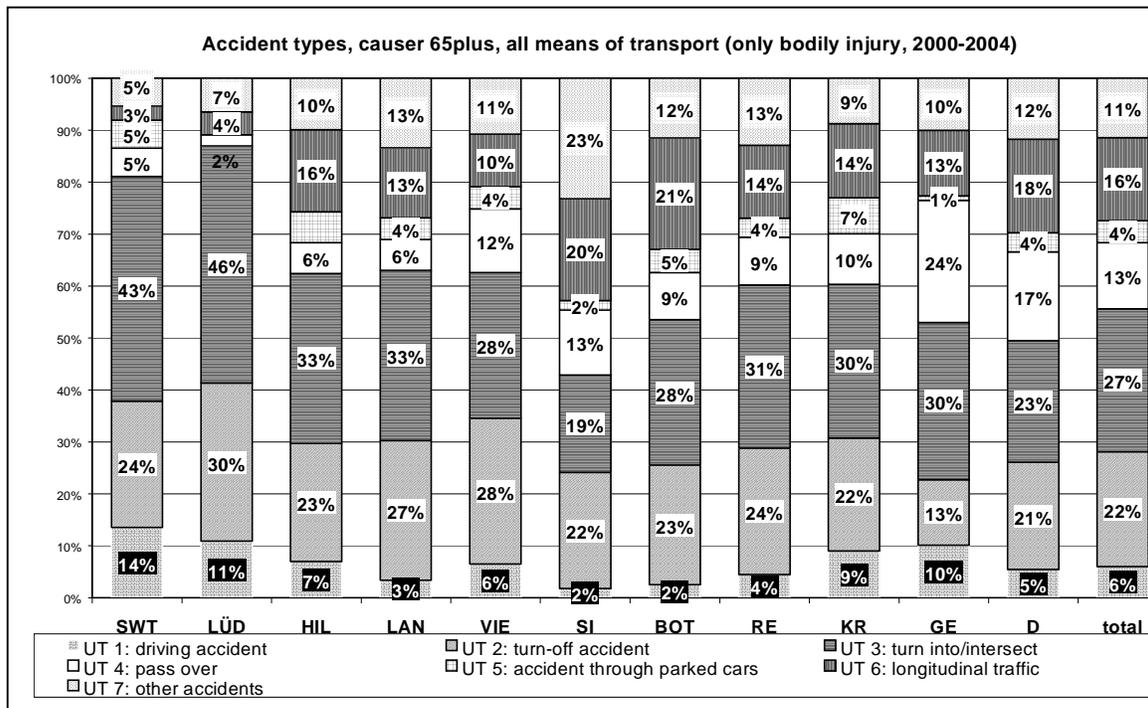


Fig. 2: Types of accidents (5-year-period) caused by elderly people in different German cities (from left to right rising number of inhabitants)

The evaluation can show the most frequently occurring types of accidents at the different means of transport separately. According to this, drivers frequently caused accidents that have to do with the disregard of right of way-situations. The most

frequent conflict situation appears, when at an signalled intersection a left-turner and the oncoming straight traffic have both green light at the same time (accident catalogue no. 211, see Fig. 3). Cyclists and motorcyclists make besides priority disregards other mistakes like driving accidents (alone). In this case it can be possible, that accidents are fostered by the road design. Line-of-sight obstructions play a subordinate role at the accidents caused by pedestrians.

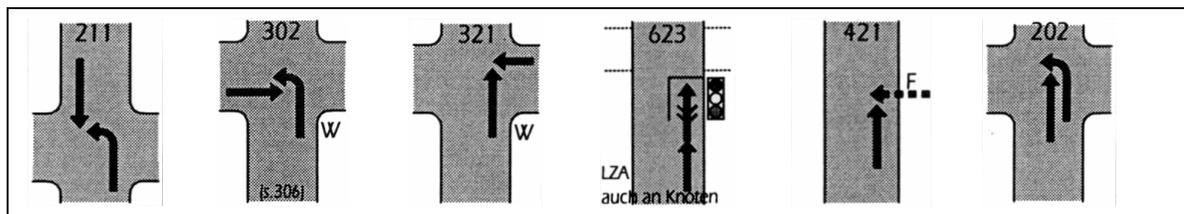


Fig. 3: Some of the most frequently conflict situations of elderly people (car, pedestrian, bicycle)

In the three initial cities accidental maps were constructed from the collected accident data in order to visualize the accidents and to recognize accident accumulation points. These were subjected to a closer investigation in order to be able to identify possible deficits in the traffic design which have an influence on the origin of the conflict situation. The evaluation showed only few actual accident emphases. In the bigger city (Gelsenkirchen), the numerous pedestrian accidents became noticeable, which are spread all over the city. These accidents took place in particular at main roads (in parts with more than one lane or heavy traffic). The located accident accumulations of the elderly people fit in some cases the general accident accumulations. In few cases there were special problem areas of the older people.

In addition, the accident accumulations were equalised with

the problematic areas elevated within the interviews. These match in some cases, in other cases a different scene turned out.



Fig. 4: Problem area for older drivers: Huge signalled intersection with left-turn and simultaneously oncoming straight traffic

With that it was realised that only both instruments together can identify all problem areas. Some localities were classified as complex by the elderly people but did not show any conspicuousness in the accident analysis. Possibly some avoidance strategy is relevant. Certain spaces are consciously avoided by elderly people.

### 3 Action recommendations

The future need for action for the consideration of the requirements of older people in respect of road design is to subdivide into a procedural and a measure-related part. The current traffic planning process is therefore to be completed by following aspects:

#### 3.1 Mobility protection plans

Regional authorities should create mobility protection plans for older people in the future. Under participation of the affected person-groups experts should conduct analyses of shortcomings. Those analyses form the basis for the choice and prioritization of suitable measures for the mobility protection and improvement of the objective and subjective road safety of elderly people.

### 3.2 Definition of axes

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Barrier-free planning should not be restricted to new building measures. Instead of this, axes in the regional authorities have to be determined, which have to be designed barrier-free. Within these axes, which take the trips of older persons into account, also existing facilities should be reshaped step by step. In return extensive specific measures to consider mobility restricted people's need outside those axes could be neglected after an individual case examination.

### 3.3 Integrated planning

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The road design currently fixed on single plans is to be complemented by considerations of a wider area. Therefore the trips and particularly the chains of trips of older people have to be taken into account. It does not suffice, for example, to plan a parking place for disabled persons. For the barrier-free design of the chain of trips for example also a low curb or a barrier-free entrance to public buildings is of vital importance.

### 3.4 Enlarged accident analyses

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The usual methods for the evaluation of accidents are to be broadened by specific procedures for the analysis of accidents with involvement of older people. Since the accident situation of this person-group is not always identical with the accident situations of all traffic participants, the usual announcement of accident accumulations does not suffice in order to guarantee the road safety of older people. Five-year-accidental maps that show specific accident accumulations with involvement of elderly people are to be generated.

### 3.5 Mix of methods for the shortcoming analysis

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The evaluation of accidents does not suffice in order to be able to show shortcoming situations from the point of view of elderly people. Beside accident analysis further suitable procedures have to be used, which express elderly people's problems with the road design. Therefore interviews and focus rounds are adequate methods.

### 3.6 Sensitisation of designers and decision makers

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Traffic planning processes are at the present very much geared to dimensioning and capability considerations. Responsible actors have to be informed with regard to the specific needs of older people and to be trained in order to be able to arrange the always necessary appreciation of values comprehensively under knowledge of all needs.

Within the framework of the measure development, attention is to be paid to the following requirements:

### 3.7 Design for all

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Measures which do justice to all target groups should be used

at new building plans and at the defined axes. Fundamentally the „two-sense-principle“ is to be used so that in every individual case at least two senses, for example with tactile ascertainable elements and optically contrasting elements should be appealed.

### 3.8 Change of viewpoint

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It has to be taken care at the selection of measures that the target groups will change in the future. In the future there will be more and more older drivers – due to more older driving women – and there will be less blind and more visually handicapped persons, less deaf but more aurally handicapped persons and less wheelchair drivers but more persons with a mobility handicap. The road design has to take this development into account.

### 3.9 High-contrast design

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The architecturally preferred and often used “grey-in-grey-design” is to be replaced by colours and particularly by contrasts. There a lot of possible variations for high-contrast elements –contrasting safety splitting strips are required for example between lanes for cars and pedestrians and between walking- and bicycle-lanes on the same level.

### 3.10 Reduction of complex traffic situations

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Accident accumulations with involvement of the elderly are recorded most frequently at complex design solutions. It is generally necessary to simplify traffic processes. The following examples are very promising:

- Consistent protection of left-turning vehicles due to time-delayed releasing at intersections with traffic lights to avoid

conflicts with oncoming traffic,

- the abandonment of free right-turning vehicles on a lane of their own without any traffic lights as well as
- the rebuilding of not signal-controlled junctions to roundabouts, as far as the pedestrians and cyclists are not restricted by this.

## News

1. Call for chapter abstracts:  
Anthropological Perspectives on Media and Practice

Editors:

Dr Birgit Bräuchler, Asia Research Institute, Singapore

([birgitbraeuchler@...](mailto:birgitbraeuchler@...))

Dr John Postill, Sheffield Hallam University, UK ([j.postill@...](mailto:j.postill@...))

In recent years, anthropologists have taken a great interest in the study of media. A plethora of ethnographic studies, three media anthropology readers, one historical survey and the EASA Media Anthropology Network are some examples of this growing interest. Although this area of research is marked by a high degree of diversity, most anthropologists working in it concentrate their efforts on the study of 'media practices', including practices of visual representation, telework, TV production and consumption, news making, radio drama,

biomedicine, online dating, web forums, cyberactivism, e-government, blogging and text messaging.

The aim of the proposed volume, 'Anthropological Perspectives on Media and Practice', is not so much to explore this heterogeneity of media practices but rather to further our understanding of the relationship between media and practice, a notably under theorised subject. The book will therefore have a strong theoretical focus on this question even when most chapters draw on ethnographic research. The main intended readership will be scholars and students from across media and communications studies. The relationship between media theory and practice is now keenly debated across media and communication studies and the book hopes to make a strong contribution to this debate.

We expect contributors to address questions such as:

What can anthropology bring to the interdisciplinary study of media and practice? What do we actually mean by 'media practices'? What, if anything, distinguishes media practices from media routines or media habits? Given the increasing centrality of media in most societies, should media researchers concentrate on studying those powerful media practices that 'anchor' other social practices? Or should we instead speak of diffuse media-\*related\* practices in order to avoid reproducing the old production/reception communication model? Indeed, how are media (-related) practices linked to other practices? How can sets of mediated practices be conceptualised? Further, how can we theorise the processual, often transformative, character of mediated practice?

All prospective contributors are encouraged to email their proposed chapter titles and abstracts (max. 200 words) no later than 31 January 2007 to both Dr Birgit Bräuchler, Asia Research Institute, NUS, Singapore ([birgitbraeuchler@...](mailto:birgitbraeuchler@nus.edu.sg)) and Dr John Postill, Sheffield Hallam University, UK ([j.postill@...](mailto:j.postill@shu.ac.uk)), preferably in the body of an email, not in an attachment.

2. Dr. Sunil kumar Bhatia was invited by the coordinator of the meeting Prof Lalit Das of Indian Design Institute Alliance at NID-ITPO Showcase Design, Pragati Maidan, New Delhi on 1<sup>st</sup>

December 2006 The Executive Board of Directors Mr. Giuliano Molineri of International Council of Societies of Industrial Design has attended the meeting with the executive board members and assured the Design For All Institute Of India all help in popularizing the concept of Universal Design / Design For All in India and appreciated our effort in this area.

## Letters

Hi

Thanks for your feedback. Please feel free to include this information in your newsletter.

Regards

Ray

Dr Ray Adams

Centre Head

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Dear Dr. Bhatia,

I am Gaurav Raheja, a faculty member at Deptt. of Architecture & Planning, IIT Roorkee writing you this email ( Brief Biodata attached for reference ). Sir, I am in receipt of your email through IDC's yahoo group (of IIT Bombay). Infact, I am really glad to see a venture in the area of Universal Design happening

through your institute in India. As a part of my ongoing doctoral research, I have been working with mobility impaired people in the rural areas to understand the environmental design problems in their performance of Activities of Daily Living. Apart from few other initiatives in the area of Barrier Free Environment, I have been closely associated with the field of Accessibility and Universal Design for almost five years now. Sir, I would thus like to know the topics of various sessions of the conference alongwith other speakers, so that I can then register accordingly. Given a chance, I would also be happy to share and interact as a delegate in the conference.

Thanking You,  
Yours' sincerely,  
Gaurav Raheja  
Lecturer Deptt. of Architecture & Planning IIT Roorkee  
Roorkee – 247 667 Uttarakhand State, India

## Program & Events

1. Dear Friends,

We are please to inform you and your esteem organization that we are planning to organize an international seminar of 3-4 days in the month of January 2007 in India. We believe the concepts of Design For All / Universal Design / Barrier free Design is known to common peoples in USA and Europe and some country like Japan. If it is not very popular among masses in these countries but those who are associated with formulation or implementation of government policies are aware about these concepts and some are working and have already incorporated these concepts in their policies and some are wishing to switchover to accommodate these concepts. Some pressure groups in those countries either non governments organizations or those who are in commercial

world of manufacturing?, marketing etc. are pressurizing their governments and others state governments for introducing a legislations or to increase their profitability they want to accommodate those who are unable to use their products because of some challenge or it is not convenient to them or it is suiting only to some class of peoples and hampering their growth of profits.

In India and subcontinents, these concepts are unaware in general about these concepts. Even different levels of governments are unaware about these concepts in India. It is little known in the field of academic but they are not interested in pressurizing the governments or in their priority of work it stands at bottom. When we have started these concepts of Design For All / Universal Design they asked us what is Design For All? When we explained them, their response was- it needs lots of funds to implement. We simply said that without much expenditure you can accommodate all by simply following a certain guidelines .Some authorities took it seriously and some thrown our idea into dustbin.

Our purpose and objectives of organizing a seminar in India is that

- 1) Who are keen to know more in this area of new concepts should get an opportunity to know from international experts and experts should give them first hand information. It will be a useful interactive platform for knowledge base discussions.
- 2) Simply attending a seminar in Europe will not create a movement in our country and its neighboring countries.
- 3) Who are already in these concepts they shall understand what are the problems and limitation of local peoples of India.
- 4) It will help in creating pressure groups at local levels
- 5) When we call Universal/ Design For All concepts how they can ignore Asia, Africa and other countries

The pre requisite requirements of participants that we shall invite only those who are engage in this concepts and ready to spends 3-4 days in New Delhi, India and have energy levels for discussing 18- 20 hours per day. We do not want crowd but we are interested in knowledge base discussions.

Registration Amount - US \$ 2, 500 (Two Thousand Five Hundred) It will include your four days stays in New Delhi five star hotel either on twin sharing or individual depends on availability of accommodations in same hotels and lodging (Breakfast+ Lunch+ Dinner on buffet system)

Travel Expenses - All the participants have to bear all the traveling expenses from their home to venue of seminar and

return home. While stay in New Delhi all the expenses of participants traveling shall be borne by us.

Those who want to bring their children or spouse we can arrange their stay in concession terms subject to availability of rooms in our hotel and for their meals. Traveling for their children or spouse within New Delhi shall be borne by us. The participants have to inform us in advance about number of children and spouse .Shall we arrange accommodation on sharing basis for them?

Kindly give your opinion on our plan to organize a international seminar in New Delhi, India.

We are encouraging the participants from Asia and Africa and looking for sponsor for those participants who are not in position to bear all the expenses but their presence shall serve our purpose.

Thanking you.

With regard

Dr .Sunil Bhatia

[dr\\_subha@yahoo.com](mailto:dr_subha@yahoo.com)  
[www.designforall.in](http://www.designforall.in)

(This is our proposed program and some have accepted our invitation and few are yet to send their consent. We are in process of sending our intimation and invitation to few who are in our proposed invitation list. )  
Proposed Participants

DFAI I  
Inspire Hope

Design For All Institute Of India  
International Conference  
Design For All\_  
Le Meriden Hotel, New Delhi (INDIA)  
27- 29 January 2007

The technical collaboration with  
Indian Institute Of Technology (Delhi)

Supported by  
Design For All Foundation, Barcelona

Under the Guidance and Supervision of  
European Institute for Design and Disability (EIDD)  
Italy

Address:

[www.designforall.in](http://www.designforall.in) 13, Lodhi Institutional Area,

E-Mail: [dr\\_subha@yahoo.com](mailto:dr_subha@yahoo.com)

Lodhi Road, New Delhi-110 033,

Tel :91-11-27853470

India

### Booking Form

Name: -----

Address: -----

-----

-----

-----

Organization (if applicable): -----

-----

-----

Tel. No.: -----

Fax No.: -----

E-mail: -----

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Please let us know what we can do to make this conference fully accessible to you.

Do you have any dietary requirements?

Are you a wheelchair user? (for the purpose of providing transport from airport)

Do you have a personal Assistant?

Will your personal Assistant accompany you?

Do you have preferred sitting requirement?

The conference is fully accessible, but if you have any other requirement not listed. Please let us know.

Cost of Conference US \$ 2, 500 ( Two thousand five hundred ) and this will cover all conference materials, stay in five star hotels for 3 days along with Breakfast, Lunch and Dinner and coffee during the break in sessions of conference. Traveling expenses shall be borne by us during your stay in New Delhi.

If your spouse or children are accompanying you we shall arrange their boarding and lodging in same hotel subject to availability of rooms on concession. The traveling expenses shall be borne by us within New Delhi. Payments can be made online at [www.designforallconference.in](http://www.designforallconference.in) from 12<sup>th</sup> November 2006

Please return your completed form to, by post, fax or E-mail to:

Mr. Pramod Chauhan, Event Organizer, New Delhi

Tel: + 91-11-27853470

Fax: + 91-11-27853470

E-mail [dr\\_subha@yahoo.com](mailto:dr_subha@yahoo.com)

[www.designforall.in](http://www.designforall.in)

## Proposed Program

Inauguration speech either by Prime Minister of India or Minister of Science and Technology, Government Of India

1st Day (27th January, 2007) inaugural session speaker Mr. Pete Kercher, EI DD, President

1st session Key speaker and chair by Prof Andrew walker, UK  
.2<sup>nd</sup> session Key speaker and chair by Prof Richard Duncan, Center of Universal Design, North Carolina state University, USA (Yet to confirm in writing)

3<sup>rd</sup> session chair and key speaker by Prof Ricardo Gomes, Stanford University, USA

4<sup>th</sup> session, chair and Key speaker Prof Lalit Das, Head, Industrial Design Center, IIT, Delhi

5<sup>th</sup> session, chair and key speaker Prof Zec, red-Dot  
The days conclude by Prof. Lalit Das

2nd Day (28th January 2007) Women Designer session

1<sup>st</sup> session, chair and key speaker Elaine Ostroff

2<sup>nd</sup> session, chair and key speaker Dr. Cynthia Leibrock

3<sup>rd</sup> session by Linda Fisher, President, Design resource  
Session (Post lunch)

4<sup>th</sup> session, chair and key speaker by Chairman IUDA, Japan

5<sup>th</sup> session chair and key speaker by Chairman Board of  
Executive IUDA, Japan

6<sup>th</sup> session, chair and key speaker by President Aaron Marcos,  
USA

Session (After Dinner)

7<sup>th</sup> session, chair and Key speaker, Dr. Bollani, Italy

8<sup>th</sup> session, chair and Key speaker, Dr. Ericson, USA

Second day conclusion by Elaine Ostroff

3<sup>rd</sup> Day (29<sup>th</sup> January 2007)

1<sup>st</sup> session, chair and Key speaker by Prof. Ray

2<sup>nd</sup> session, chair and Key speaker, by Prof. Bhardwaj

3<sup>rd</sup> session, chair and key speaker Mr. Edman, Swedish  
Industrial Design Foundation

(Post Lunch)

4<sup>th</sup> session, chair and key speaker Dr. Daniel Fermosa, Smart  
Design Inc, USA

5<sup>th</sup> session, chair and key speaker, Mr. Jacques Lange,  
President Icoagrada, Montreal, Canada

6<sup>th</sup> session, chair and Key speaker, chairman Mitso Kawaguch  
IAUS, Japan

Third day discussion concluded by Prof Pete Kercher

Vote of thanks

Dinner followed by Musical program

End of the conference

(We are expecting many more delegates who are wishing to  
speak in session)

2. Icoagrada Design Week in India

5th - 9th February 2007  
IDC, IIT Bombay

Theme:  
02-07 Design Local - Stops at all stations

The Icoagrada Design Week is scheduled to be held at Mumbai, India in Feb 2007 and is being hosted by the Industrial Design Centre (IDC), at the Indian Institute of Technology (IIT) Bombay, Mumbai

The event has been designed to be lively, interactive and thought provoking and will provide great opportunity to converse with grandmasters of design, interact with thought leaders and listen to visions by outstanding designers.

The event is expected to throw light on the role of design in a connected global world within the context of design that is local.

The major events during the design week are:

1. International Design Workshop for Students
2. National Graphic Design Education Meet
3. International Design Conference (requires registration)
4. Graphic Installations in Public Spaces + more.....

This mail is to let you know that the registration is now open. An early registration before 15th December 2006 includes a rebate.

Further details are available at the event website [www.designlocal.net](http://www.designlocal.net)

If you have specific questions regarding the event, please contact Amrita Waiker, Event Manager at 091-22-25767820 or write to her at [contact@...](mailto:contact@...)

We hope to see you in February 2007 at IIT Bombay.

Ravi Poovaiah  
Core Team  
Icoagrada Design Week in India

Ravi Poovaiah  
Professor and Head

IDC, IIT Bombay  
Phone: 091-22-25767801  
email: [head.idc@...](mailto:head.idc@...)

Dear Colleagues,

we would like to invite you to the  
4<sup>th</sup> International Transport Conference in Wuppertal, March  
26<sup>th</sup>/27<sup>th</sup>, 2007

„Traffic infrastructure for an ageing society – How can we plan  
today for OUR tomorrow?“

All informations you need are available here:

<http://www.traffic-transport.org>

„Will I be able to move in traffic in a safe way in old age?“  
Drivers, cyclists and pedestrians themselves put this question  
with foresight. The contribution of traffic planning and design  
for a long-lasting and self-contained mobility will be discussed  
on a two day international conference on March 26<sup>th</sup> /27<sup>th</sup>,  
2007 in Wuppertal.

Because of the demographic development every third in Europe  
will be 65 year or even older already soon. It is to be expected  
in the nearer future, that many more elderly people than today  
want to take part in the traffic actively. The majority of the  
people aged over 64-years is dependent neither on care nor on  
help and wants to form the life actively and be mobile  
furthermore thus too. The interests of elderly people have to be  
taken into account more strongly when planning traffic areas  
and providing transport.

While the expected demographic developments are known, specific reactions, control mechanisms and adjustment measures frequently still are in the fledgling stages. In the fields of traffic psychology and medicine new knowledge was won, such as concerning to driving ability when getting older. But specific requirements and possibilities for the customization of the traffic infrastructure according to changed requirements and framework conditions are still largely unknown yet. On the 4<sup>th</sup> International Transport Conference in Wuppertal well-known experts and speakers will present needs and possibilities for planning design and operation of traffic infrastructure for an ageing society to You. Our aim is to make insights and recommendations for action available for a greater audience, such as: Urban and traffic development, administration, politics, consultants, science and skilled journalists.

The Centre of Traffic and Transport of the University of Wuppertal will organise the conference together with partners like Eugen-Otto-Butz-Foundation, German Automobile Association (ADAC e. V.), German Road Safety Council (DVR e. V.), German Federation of Institution for Statutory, Accident, Insurance and Prevention (BG), German Association for Transport Science (DVWG e. V.), Kirschbaum Publishing House, RTB Traffic Technology and Profilbeton Quality Kerbs.

Please feel free to forward this message to anyone you know who might be interested in the conference.

We hope to see you in Wuppertal in March 2007.

Best Regards

Your Juergen Gerlach

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Univ.-Prof. Dr.-Ing. Juergen Gerlach

University of Wuppertal

Department of Civil Engineering

Centre of Traffic and Transport

Institute for Road Traffic Planning and Engineering

Pauluskirchstraße 7 42285 Wuppertal

Tel. +49-202/439-4087 oder 4088

Fax +49-202/439-4088

<http://www.traffic-transport.org>

<http://www.svpt.de>

[jgerlach@uni-wuppertal.de](mailto:jgerlach@uni-wuppertal.de)

Invitation ITB Conference in Berlin, 10 March 2007 Training Accessible Tourism for All - Trends and Tools - Saturday, 10 March 2007, 10.00 – 12.00 a.m. ITB International Tourism Fair 2007 – ICC Berlin, ICC Lounge Accessible Tourism for All – wasted economic and labour market capabilities By the provision of new offers, accessible tourism not only develops a new target group (10 to 30 % of the population) but also presents an increase of quality for all guests. Accessible Tourism demands new products and service offers combined with special knowledge of decision makers and staff. Therefore

new education and training programs are necessary. The results are new employment opportunities on the labour market. Benefit from the unique opportunity of getting to know practical oriented examples from education and training and of exchanging views with experts from more than 10 European countries at this conference! Join the European efforts on Accessibility and Equal Opportunities for All! The partners of the EU-Projects DIADA, EU.FOR.ME and Equal-Fairway will organise this conference together with the support of the Brandenburg Tourism Association. The conference is free of charge. The Conference language will be English only. Please register to the conference by sending an email to: [event@neumann-consult.com](mailto:event@neumann-consult.com) .

If you have special requirements, please send an email to the address mentioned above. For further information please visit [www.neumann-consult.com](http://www.neumann-consult.com)

Dear TIEMS Members and Friends,

I like to wish you all a Merry Christmas and a Prosperous New Year. For your information and update on TIEMS news, I enclose our NEWSLETTER no 5. I also like to remind you that the deadline for an abstract proposal for the annual conference in Croatia is 5th January 2007. The presentation proposals so far are 79 papers from 27 countries. There is still time to submit a proposal. I hope to see most of you there. Yours sincerely K. Harald Drager TIEMS President TIEMS supports

safer surfing and respects your individual privacy. We make every effort keeping our contact database up to date, however if you receive this email in error please send a short email to [admin@tiems.org](mailto:admin@tiems.org) with copy to me and we will ensure you are taken off the list immediately.

## Appeal

1. Design for All Institute of India appeals to their members, subscribers and well wishers to kindly contribute towards for ways of establishing a state of the art Design Institute and in what way it can benefit all living. 2. We seek opinion on formulating curricula of different program of 1-year of 2-semesters for beginners, 4-year Bachelors program of 8-semesters, 2- year master program of 4-semsters and areas of research for PhD program. It is a backbone of society and if we produce competent workforce for future, we can make a better society. All the experts, intellectuals, philosophers of different walks of life should contribute their opinion freely and help us in making a world class Design Institute.

3. Those of you who are really working for the cause for the betterment of society and are known to few persons in and around are working at individual level or looking for some platform to raise genuine issues or not being registered with any institute/ organizations, either you can e-mail us. We will request them to join our institute and we can work mutually for common cause in effective ways or they are welcome to us and directly registered with us through e-mail or write to our correspondence address.

Many readers were inspired to voice their opinion about our special issue on "Build For All" (November 2006, Vol-1, Number-10) - so many, in fact, that even after we expanded our "feedback" this month. We still had many more thought provoking responses.

Design for all Institute welcomes correspondence from readers. Letters should be sent via e-mail to [dr\\_subha@yahoo.com](mailto:dr_subha@yahoo.com) . All letters should include daytime telephone number, and all letters may be called for length and clarity.

We are sorry to inform all those who have encouraged us by giving us their valuable suggestions, comments and appreciations and we can not accommodate all and we have selected few letters on first cum first basis. Our intention is not disheartened and discouraged any one .Your guidance is source of inspiration for us. Kindly do write us and help us in making our efforts world class.

Editor

Prof. L.K.Das

### Job openings

These job openings are informed to us by our members and we don't claim any responsibility. It is just a beginning.

Editor

#### 1.Senior Interaction Designer - Requisition Number 524672

Description In this position, you will be part of the European Health Research and Innovation (HRI) team in the Digital Health group in Dublin, Ireland.

You will be leading the European design research and prototyping projects to help invent, embody, and test new product concepts, strategies, and capabilities for healthcare, primarily for the home setting. Your responsibilities will include but not be limited to:

Working closely with the Social Science and Systems

Engineering teams in HRI. Reporting to the Europe, Middle East, Africa (EMEA) Research Manager and serving as the main point of contact for Europe Delivering innovative concepts, prototypes, and designs in healthcare

## Qualifications

You must possess a Bachelor of Science or Master of Science degree, or a Ph.D., in Industrial Design, User Center Design, Interaction Design, Product Design or an equivalent, with five to seven years of industry experience. Additional qualifications include:

Strong and demonstrated background in developing and managing creative multidisciplinary teams doing rapid prototyping and concept design and/or development, especially from user-centered and ethnographic perspectives

Ability to manage and speak about diverse skill sets: interaction design, hardware design, user interface design, product design, graphical design, industrial design, and related areas

Experience with Healthcare devices, products and services

Strong public speaking skills (about design process and/or methodology and healthcare topics), for conferences, customer meetings, and press interviews

Ability to lead a multidisciplinary team of diverse, creative individuals e.g. interaction designers, interface designers, graphic artists, industrial designers, mechatronics engineers, product design and human factors engineers

Proven track record of working well with social scientists and systems engineers in helping move concepts from exploratory fieldwork to pre-product prototypes that can be tested with real people

Expertise in developing healthcare related concepts, prototypes, or products would be an added advantage

Simon Roberts PhD

Health Research and Innovation  
Digital Health Group  
Intel

w: +353 1 606 7173  
m: +353 (0)87 130 8224  
e: [simon.w.roberts@...](mailto:simon.w.roberts@...)  
[www.intel.com/healthcare](http://www.intel.com/healthcare)

2. COMPANY NAME: Intuit  
JOB LOCATION: San Diego, CA  
JOB TITLE: Director of Design, Human Factors (62037)  
JOB DURATION: FTE

JOB DESCRIPTION:

Intuit Inc. is looking for a Design Director for its TurboTax offerings.

We want a design leader that has the vision and skills to influence the direction of this popular brand. You need to be someone that is passionate about design, in love with software technology, and has a strong desire to delight customers.

- Provide a vision and design strategy for TurboTax offerings.
- Create and deliver world-class interaction and visual design for TurboTax.
- Drive innovation of the UI framework, common UI components and enable new user experience scenarios.
- Collaborate across multiple disciplines including design, user research, editorial, product management, engineering, and marketing.
- Contribute to the success of product innovation by applying best practices, driving user-centered design processes in the business unit and leading teams in conceptual development.

- Provide people management for members of a team that includes designers, researchers, and editors.

Qualifications :

- 7 years of industry experience as a Design Manager or Art Director at a leading software or online company.
- Deep understanding of design principles and elements.
- Knowledge of art direction and brand strategy.
- Ability to produce sketches, storyboards, scenarios, design prototypes.
- Strong proficiency in Adobe CS, Acrobat, Flash, Director, HTML/DHTML/XML, CSS/CSSX, Ajax.
- Knowledge of emerging technologies, and capabilities of different platforms and browsers.
- Proven success at building great design teams and developing individuals.
- Degree in Interaction Design, Information Design, Industrial Design, Graphic Design, HCI , or related field

CONTACT INFORMATION:

Please reply to: [nancy@...](#) or [nancy\\_falkenburg@...](#)

3.An opening for a product/furniture designer in their team. I thought I'll pass it along for anyone who might be interested to take it up. They are looking for immediate placements.

For any one who is interested in working with the modular Kitchen segment -

Sleek Kitchen World

<http://www.sleekworld.com/html/main.htm>

They are based in Mumbai and the contact person is -

\*Mr.Gopal Dwivedi, Marketing Manager\*  
5-blue rose industrial estate,  
western express highway,  
behind Maruti showroom,  
Borivli east. Mumbai 66.

#### 4.User Experience Designer - India

Create the interaction design and assess the usability of a new product category. You will juggle a variety of hats in this small team – creative direction, visual design. The ideal candidate loves customers, loves great design, loves technology and is comfortable working in a fast paced environment with developers and researchers.

This position will require:

Ability to think broadly about big new concepts, quickly understand and integrate new technologies; and creative, out-of-the-box thinking on how to deliver a great user experiences from conception to release Fundamental belief in human-centered design, with specific tactics and methods to deliver it Requirements gathering: keen customer focus to ensure ease of use is delivered Own specifications for interactions, and partner with others to achieve them Put prototypes and pilots in front of users Drive a unified experience Distill customer needs into a user interface design specification that balances usability, aesthetics and efficiency (useful, usable, desirable) Interaction definition, architectural review, developing detailed functional specifications, and coordination of the development, testing, usability and user-education aspects of the features and scenarios. Assists team lead in getting validation from learning scientists

Requirements:

Passion for early education and learning Strong customer empathy, user interface, and product design skills obvious in a proven track record Strong creative skills and ability to generate design ideas that are well-aligned with customer needs Familiar with industry standards and trends Excellent verbal and written communication skills, able to influence team through written, interpersonal, and presentation skills Ability to work collaboratively but drive

projects independently. Ability to manage creative media vendors Minimum of five years of experience in a similar role in a web development firm, IT consulting firm, strategy consulting firm, or design studio advertising agency environment; or equivalent transferable client-side experience Flexibility to deal with occasional international travel A Bachelor's or Master's degree in Design, HCI , or equivalent field.

Desired Experience designing gaming or educational software interfaces Experience with speech and/or stylus-based User Interfaces Ability to perform usability analyses Familiar with Microsoft products, product interfaces, and competitors' interfaces Knowledge of consumer device hardware is desirable, as is knowledge of Windows CE A BA/BS degree in Computer Science or related technical equivalent education Experience with rapid prototyping methods Art or Creative Director experience a plus.

Send resumes and contact information to:

Vikram Manocha

[vikramma@...](mailto:vikramma@...)

User Experience Designer  
with IBOT, Microsoft India R&D, Hyderabad.

Are you looking for an opportunity to work on business software applications for user segments varying from Enterprises to Small Businesses? The Microsoft IBOT (India Business and Office Team) is looking for User Experience Specialists to work on user experience and user interface development for various business solutions projects being executed out of India. As user experience specialist, you will be responsible for executing on user centered design principles and work in partnership with product planning, feature team, documentation and localization team members.

Core Skills & Responsibilities:

- Understand, develop and champion the User Experience Vision and User Interface Standards in line with Microsoft standards.
- Work with end users and feature team members to define application functional and usability requirements, finding alternatives and solutions to complex business problems.
- Manage the user experience and interface design effort, including the visual design Obtain stakeholder buy-in for the proposed designs and mentoring of internal teams on usability and user centered design.
- Conduct quality evaluations to ensure the user experience vision, design and standards are being fulfilled in the applications
- Identify and communicate any cross area or cross release issues.
- Work on multiple projects within the Software Development Life Cycle (SDLC) in a fast paced, unstructured environment

Qualifications:

- Bachelor's / Master's degree in Design (related design discipline) from a reputed institute.
- Minimum 3 + years Design experience with significant software user experience in a product development organization
- Demonstrated experience with Software design process, best practices, extensive familiarity with UI Guidelines.
- Experienced in user facing situations like Contextual Inquiry, Usability Studies, etc .
- Demonstrated expertise using written, verbal and visual communication skills Creativity, analysis and critical thinking skills Self-motivated & directed, desire to learn and expand skill set

If you are interested:

In the subject line of the email, please copy & paste the following:

UX Designer – Microsoft Dynamics

Attach a resume, with brief introduction in the mail body.  
No heavy attachment please. It would be great if in the resume  
you can point to an online location of your portfolio

Send your resume to:  
Kaladhar Bapu,  
User Experience Design Group, IBOT

4. AB Design Habit & Company Pvt. Ltd.  
([www.designhabit.com](http://www.designhabit.com))

Design Habit is a multi-faceted design consortium engaged in spatial design of themed spaces like museums, exhibitions and mixed-use real-estate, the production design for feature films and heritage projects. It was established over two decades ago by Amardeep Behl, an alumnus of the National Institute of Design in Ahmedabad.

We are looking at a 6 month diploma project - a graphic designer who will re-brand the company profile. Conceptualise, Visualise and Design the identity of the company (symbol design) and also create the company portfolio (web-site design) and design the publication of design habit book.

Design Habit is a multi-faceted design consortium engaged in spatial design of themed spaces like museums, exhibitions and mixed-use real-estate, the production design for feature films and heritage projects. It was established over two decades ago by Amardeep Behl, an alumnus of the National Institute of Design in Ahmedabad.

We are looking for diploma students/designers to work with us in Delhi... for a Mega-Project "MAHABHARATA"

This project encompasses designers who'll be the visual language developers for initial phase: we are

looking at a time span of 3-4 months (starting from Jan-April'07)

We are looking at putting together a dynamic team comprising of animators, industrial designers and spatial communication designers... who are comfortable with sketching/modeling as a basic tool of representation...

The project will result in

T.V series-(talent hunt: fresh new talent) dir. Dwiedi

Film Trilogy (Bollywood): dir. mani ratnam  
Gaming

Graphic novel

Animation Film

Vedic Experiences: spaces identified from Mahabharata, which will then be turned into C.G studios, Film institute, Resort/spa

Our basic structure or required specialized people for the overall visual language:

Characterisation: Lead characters, Costumes and Armours

Architectural: Battlefield, Palaces, Streets, Gateways, Vanas

Gizmos: Weapon, Chariots, Vimanas

Designers interested please get back asap.

Email your portfolio for further detailed design brief and information.

5. There is requirement for a web designer in Infoedge India Ltd, Noida.

Infoedge needs people for their new business ventures. They need someone who derives his motivation and creativity from the users who use his site. The person

should have 3 - 5 years experience in web design and should have a bend of mind towards User Experience.

The work would be challenging and remuneration no constraint.

Please forward your resume to Arunima Singhdeo at [arunima@...](mailto:arunima@...)

6. Uzanto is hiring designers and design oriented engineers!

My company Uzanto is hiring for multiple positions in Delhi. Our team creates innovative products where the strategic differentiator is design. We are growing rapidly and are looking to hire bright, self-driven people who are passionate about what they do. We are looking for visual & interaction designers and also for developers interested in HCI / usability. Our products are web-based and we like people who "get the web", who are into blogs, wikis, social networks etc (that is not a requirement though - you will have plenty of chance to get into the web if you work at Uzanto!)

Our two products: Slideshare (released two months ago) has been called the YouTube for Powerpoint and has won accolades for the simplicity of the user experience. MindCanvas (released a year ago) is a sophisticated tool for user research which uses gamelike methods. It is being used by companies like Microsoft, Adaptive Path, Citibank. [urls: [www.slideshare.net](http://www.slideshare.net) | [www.themindcanvas.com](http://www.themindcanvas.com)]

The whole team is committed to a great user experience in everything we create. Its a good place for anyone who cares about design. Position descriptions are below.

Visual / Interaction Designers & Prototypers: You will work on conceptualizing and prototyping new features for both our applications.

You will work with me and others on the team to do initial

conceptualization and then prototype it in Illustrator/Photoshop. The same person (or a different role) might handle prototyping it in HTML/CSS and Flash. You will analyze user feedback to refine the design, make changes.

Design oriented engineers: If you have programming skills and want to work with a company that takes design seriously, then we are the place for you. Several of our current engineers came to us because they care about HCI/usability.

I am in Delhi for the entire month of December. Email me [[rashmi@...](mailto:rashmi@...)] with your resume and portfolio (and any web urls applicable) if you want to work for a company like Uzanto (even if you don't fit into any of the specific positions above. The roles are loosely defined. And we are growing rapidly and care about good people more than specific past experiences & qualifications.) Internship inquiries are also welcome.

Rashmi Sinha, Ph.D.  
Uzanto | Mountain View, CA  
Delhi Phone: 011-41828150  
blog: [www.rashmisinha.com](http://www.rashmisinha.com)  
company: [www.uzanto.com](http://www.uzanto.com)  
products: [www.slideshare.net](http://www.slideshare.net)  
[www.themindcanvas.com](http://www.themindcanvas.com)

More job vacancies are in our web site [www.designforall.in](http://www.designforall.in)

For free Registration: write to  
[subscribe@designforall.in](mailto:subscribe@designforall.in)

Write to us about change of e-mail address:  
[address@designforall.in](mailto:address@designforall.in)

Advertising:

To advertise in digital Newsletter  
[advertisement@designforall.in](mailto:advertisement@designforall.in)

Acceptance of advertisement does not mean our endorsement of the products or services by the Design for All Institute of India.

News and Views:

Regarding new product or events or seminars / Conferences / workshops.  
[News@designforall.in](mailto:News@designforall.in)

Feedback:

Readers are requested to express their views about our newsletter to the Editor

[Feedback@designforall.in](mailto:Feedback@designforall.in)

Forthcoming Events and Programs:

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Errata: We regret that we have published the name of the author for 'Build For All' wrong. The real contributor is Mr. Francesc Aragall . Read the name of the author Catherine Forsman not Dr. Catherine Forsman.