

# NEWSLETTER

Volume-1 May 2006 Number-4

## Design For All Institute Of India

### **Chief-Editor**

*Dr .Sunil Kumar Bhatia  
Faculty Member, 13, Lodhi Institutional Area,  
Lodhi Road, New Delhi-110 003(INDIA)*

### **Editor:**

*Shri L .K .Das  
Prof& Head Industrial Design Center,  
Indian Institute of Technology (Delhi), India*

### **Associate Editor:**

*Shri. Amitav Bhowmick  
Industrial Designer  
Small Industries Service Institute.  
Ministry of Small scale,  
Government Of India, Delhi (INDIA)*

### **Editorial Board:**

*Mr. M.L .Dhawan  
Mr. Pankaj Sharma  
Mr. Pramod Chauhan*

### **Editorial Purpose:**

*Our mission of  
Newsletter is to  
work as catalyst  
for Design at  
individual as  
well as  
organizational  
level of  
government and  
non government  
for spreading  
and exploring  
the new concept  
of Design For  
All/ Universal  
Design/  
Barrier-Free /  
Inclusive*

## **Contributor:**

**Design for all in the economy:  
The example of tourism accessible for all in  
Europe**

Dr. Rüdiger Leidner

**Economic Impacts of Accessible Tourism for All –  
The Case of Germany**

Dr. Peter Neumann (Münster, Germany) NeumannConsult – Town  
and Regional Development / Design for All  
Bahnhofstr. 1-5, 48143 Münster, Germany

**Address for Correspondence;**  
13, Lodhi Institutional Area,  
Lodhi Road, New Delhi-110 003 India.

Telephone +91-11-27853470  
E-Mail: [Newsletter@designforall.in](mailto:Newsletter@designforall.in)  
[www.designforall.in](http://www.designforall.in)

---

*Material appearing in this Newsletter may be freely reproduced.  
A copy of the same and acknowledgement would be appreciated.*

**13 Lodhi Institutional Area, Lodhi Road, New Delhi-110 003 (INDIA).**  
*Initially it is Available free of cost to those have registered with  
Design For All Institute Of India or those directly and indirectly  
Working for the cause of Design For All / Universal Design /Inclusive  
Design/ Barrier- Free Design concepts.*

**For free Registration**  
**Enter Your E-Mail: or Write**  
[Subscribe@designforall.in](mailto:Subscribe@designforall.in)  
**Visit our site:**  
[www.designforall.in](http://www.designforall.in)

**Post Master:**  
**Write Us about change**  
**of E-mail address.**

*Design For All redefines the Design Process.  
Design For All connects with creativity of  
Individual and organization.  
Design For All cares for those who are creative and  
work Creatively for betterment of the society with loyalty,  
We provide basic need of trust and sincerity to them  
And do not believe in their loyalty to our organization.  
Creativity come from any dimensions of any field, we  
create Conducive environment and provide right  
platform*

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

**Advertising:**  
Acceptance of advertisement does not mean  
our endorsement of the products.  
By the Design For All Institute Of India.  
To advertise in digital Newsletter

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

**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:**

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

The views expressed in the signed articles do not  
Necessarily reflect the official views of the  
Design For All Institute Of India

**Editorial by Chairman:**

This issue is dedicated to German Designers and I have requested the ambassador of Germany in New Delhi to honor with us by accepting our invitation for Guest Editor for our special issue on " Tourism And Design – case of Germany in the light of Design For All ". He was kind enough and forwarded our request to Director Max Muller, New Delhi. Reason was, he felt that Director is a competent person who can do justice with this technical Newsletter.

When I sent a formal invitation to the Director, he eagerly accepted our invitation to be Guest editor for this May 2006 issue of Newsletter in spite of his busy scheduled. My heartiest thanks to Dr Stefan Dreyer ,Director , Max Muller Bhavan, K.G.Marg New Delhi-110 001 (INDIA) for assuming the charge of Editor for May 2006 issue of Newsletter.

I am thankful to the contributors who have given a new thought in the area of Tourism. Each government should read this informative and new way to generate the employment in local area.

With warm regards.

**Dr. Sunil Kumar Bhatia**

**E-Mail** dr\_subha@yahoo.com  
www.designforall.in

**From The Desk of Editor:**

It is a great pleasure for all of us that our Newsletter of May 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 size of our web site design [www.designforall.in](http://www.designforall.in) . We are sincerely striving on improvement of our presentation.

We are sending you our forth issue of May 2006 monthly newsletter with the latest news from Design For All Institute Of India and the field of Design For All/ 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.

This issue has guest Editor Dr. Stefan Dreyer and I am glad that he has honored us by accepting our invitation.

Warm regards from the team of Design For All Institute of India.

Editor

## Guest Editor – Dr Stefan Dreyer

„Design in Germany“ –given as the topic for a short write-up for the fourth news-letter of the laudable Indian initiative „Design for all“ is of course a field much too wide to cover in a few lines. German Design, unevitably, would at a first glance recall the famous Werkbund and Bauhaus tradition of the early 20<sup>th</sup> century, which although criticized in the latter half of the century, set the tone for the rather unobtrusive and sober tradition of design in Germany. Institutions like the Ulm School for Design, the German Design Council, the Designcenter Stuttgart and the Industrial Design Forum Hanover in their own ways disseminated one of the most quoted messages of the modernist movement: “Form follows function”. Or, as Andrej Kupetz, director of the German Design Council, puts it: “Design serves to solve problems of interaction between people and products and, at a higher level, to develop solutions for the socio-cultural changes in industrial society.”

In contrast to other countries German design, which has a worldwide reputation for usability as well as high technical and aesthetic standards, seems to be more closely linked to industrial brand names than to individual artists and designers. With the exception of a few well known names like Jil Sander, Luigi Collani,

Dieter Rams or Konstantin Grcic, the German audience in general would rather think of brands like Audi, BMW, Mercedes-Benz, Erco, Vitra, Miele, Rosenthal, interlücke and others when asked to name high quality design than to the individuals who have shaped those brands. It may well be that a number of internationally highly acclaimed young German designers are better known in Hongkong or Tokio, New York or Paris than in Germany itself. A recent exhibition, curated by Mateo Kries and Britt Angelis, highlighted the international success of designers like Konstantin Grcic, studio vertijet, Bless, Werner Aisslinger, Stefan Diez, Haltbar Murkudis, Sisi Wasabi, Vogt + Weizenegger, realistics:united, Kram/Weisshaar and presented them in a show called "Jung und Deutsch" (Young and German). Although varied in their approaches in the fields of furniture and product design, graphic design, fashion and media design, one common aspect of those young talents seems to be their keen interest in social questions and the relationship between design and everyday life.

A remarkable trend in German design is also to be seen in the efforts to find sustainable solutions regarding eco-friendly production and the demand for aesthetically convincing forms and reliable function. Eco-design focuses on efficiency, environmentally-friendly production, high quality and longevity and tries to develop products made of recycled, local and environmentally-friendly material, and to apply energy-saving techniques in production and use. To meet this new demand designers supplement the fundamental aesthetic and functional requirements with austerity: they save valuable resources in the design and manufacture and minimise the product's impact on the environment in the design, delivery, usage and disposal. Harmful emissions are reduced over the product's entire life cycle, from its birth through its usage to its end. Günter Horntrich, Chair of Design and Ecology at the Köln International School of Design, and one of the pioneers of eco-design in Germany, urges industry and designers alike to apply the old principle of "form follows function" again and, above all, to ensure that the function is assured for a long time.

The social responsibility of designers, which is also reflected in initiatives like "Design for all", the concentration on usability, accessibility and participation while using newest technologies finds itself in many curricula of training institutions for design in Germany. In the last decades, catering to growing demand of young people, new schools for applied arts have emerged and by now more than fifty colleges offer courses and diplomas in all design related fields.

For those interested in getting an overview about Design in Germany, about individual designers, training institutions, products, fashion and some of the trends mentioned above, I recommend the Goethe-Institutes website on design and fashion <http://www.goethe.de/kue/des/enindex.htm> , which contains a lot of in-depth articles and links to many institutions.

Let me finally congratulate Dr. Sunil Bhatia and all members of Design for All Institute India for their valuable initiative and the international dialogue they have inspired with the website and the newsletter.

Dr. Stefan Dreyer  
Regional Director  
Goethe-Institut / Max Mueller Bhavan

## **Design for all in the economy: The example of tourism accessible for all in Europe**

**Dr. Rüdiger Leidner**

### **Preliminary remarks**

The idea of designing the human environment for the needs of the most large range of people is based on a few more or less abstract principles describing the requests with regard to adaptability and flexibility of the product design as well as the dialogue between all stakeholders. Thus it is always useful, in order to enlighten for everybody the importance of design for all (DFA) for our daily life, to present concrete examples of products achieving at least some DFA criteria.

In this context it might be interesting not only to regard a certain product, but a whole industry such as tourism.

For those who associate tourism only with holiday and leisure and luxury it should be mentioned that tourism is a sector of remarkable economic importance. The European tourism economy

contributes to about 5 % (depending on its definition up to 11 %) to the GDP of the European Union and provides between 8 and 24 million jobs (depending on the definition of the sector). Furthermore, it should be taken into account that tourism is indispensably linked with travel, thus, the transport industry. Considering tourism for all as practice example for DFA thus inevitably also considers the design of many areas of our daily life, eg. The internet as source of information, the transport sector and, of course, accommodation.

Since the European Community in the area of tourism policy does not have an original competence, but coordinates and completes Member State activities, it will, however, not be possible to present a complete picture of the complex issue "tourism for all" in the European Union. Besides a description of its importance, objectives and main developments some examples regarding individual Member States will be explained.

#### Accessible tourism for all vs. Tourism for disabled people

The term "tourism for all" often refers to very different aspects. Sometimes, in particular in social policy context, it is used to underline the need to facilitate holidays for lower income groups, sometimes to take into account the needs of disabled tourists. To avoid misunderstandings I prefer, when speaking about barrier-free or accessible tourism with regard to people with disabilities respectively activity limitations<sup>1</sup> the term "Accessible tourism for all".

Disability associations in many European countries own special accommodation establishments for their members or disabled guests and their accompanists. Such establishments often have a long tradition and are sometimes supported by the respective government. But as far as they restrict their activities to disabled guests exclusively, they certainly facilitate tourism for disabled people, but do not pursue the idea of accessible tourism for all.

Accessible tourism for all is not about creating separated services for disabled people, it aims at full integration, or rather inclusion of people with special needs, in particular disabled and aged people, in the tourism sector. Viewed from the perspective of "Accessible tourism for all", tourism policy in the European Union can be said to unite accessibility targets that are part of the otherwise commerce-related aspects of tourism policy and a disability policy that, based on the UN's Standard Rules, support

---

<sup>1</sup> According to the WHO definition.

goals and specific measures at various levels that are designed to enhance accessibility in connection with tourism policy.

The long-term goal of the tourism accessible for all movement is the creation of a tourist environment in which all tourists, irrespective of their individual needs (age, size, (dis)ability) can participate actively.

This objective indicates that the definition of tourism must not be restricted to the definition in tourism statistics (hotels/restaurants, tour operators, attractions). To achieve the objective of tourism accessible for all the whole service chain must be accessible. The tourist service chain, however, begins with information about offers, events, destinations and the possibilities to get there. Accessible information, for example, means that the websites of tourism enterprises (including the transport sector) and destinations must be accessible also for blind and visually impaired users. To achieve better accessibility of the tourism sector would also prerequisite accessible public and private transport facilities and accessible buildings/attractions in destinations.

The definition of Tourism for All adopted by the Nordic Council on Disability Policy underlines this approach: 'Everyone – regardless of whether they have any disabilities – should be able to travel to the country, within the country and to whatever place, attraction or event they should wish to visit'.

## 2 The economic argument

To persuade authorities and tourism enterprise to adapt their establishments and services to individual needs the possible economic impact must be considered.

The first question to be answered in this context is the number of potential consumers/tourists. About 10% of the population, 50 million people, in Europe is officially acknowledged disabled.<sup>3</sup> But since about half of them are older than 65 their

---

<sup>2</sup> Nordiska Handikappolitiska Rådet (ed.) (2002): *Aktuellt i Norden. Tourism för alla*. Rosersberg, p. 17.

<sup>3</sup> Estimated numbers of disabled people in geographical Europe:

Deaf: 1 million., hard of hearing: 80 million;

with speech impairment: 2 million, with language impairment: 5 million;

with dyslexia: 25 million;

with learning difficulties: 30 million;

people who cannot use fingers: 1 million, cannot use 1 arm: 1 million;

with reduced strength, 22 million;

with reduced co-ordination, 11 million.

blind: 1 million, with low vision, 11 million.

Source: <http://www.stakes.fi/cost219/COSB220.HTML>.



number will be rising in the forthcoming process of demographic aging. Furthermore, it must be considered that not only people officially acknowledged disabled maybe prevented from travelling because of too many barriers, but also “temporarily disabled” such as people suffering from car or sport accidents or people that have difficulties in moving around without being acknowledged disabled. Taking into account all the people with activity limitations irrespective of having an official “disability status” it can be estimated that about 30% of the population may feel unease when travelling, or rather, would travel more when the environment would be better accessible. Every travel not undertaken because of existing barriers means a lack of turnover in the tourism sector, less economic growth and employment than possible.

Furthermore, it must be considered that a higher degree of accessibility, for example with regard to hotels, simultaneously results in more quality. Wider doors and a larger bathroom containing step less shower results in higher comfort also for the growing number of older but still active tourists. The manager of a Norwegian hotel told me recently that many tourists try to book “barrier-free rooms” without being disabled because they assume that these rooms are larger. And larger letters on doors and information desks or entrances showing good contrast to the surrounding walls are of advantage not only for visually impaired guests but for everybody not familiar with the establishment. Thus, measures undertaken towards designing a hotel for all leads to higher quality and improves the competitiveness of the company.

The German Ministry of Economic and Labour in 2003 commissioned a study to evaluate the economic impact of accessible tourism for all with surprising results. Approximately 4000 German disabled people were questioned about their travel habits. About 40% of them had already at least once renounced at going on holiday because of too many barriers and nearly 50% said they would travel more, if the environment was more accessible.

Taking into account the amount of money they spent for going on holiday (which was above the amount spent by the average tourist) and that most of them did not travel alone the researchers forecast that the turnover yielded with disabled German tourists might rise from currently € 2.5 bn to € 4.8 bn in an accessible tourist environment resulting in 90,000 additional jobs (currently

---

people with other disabilities than those listed above:

Wheelchair users: 10 per 1000,

Cannot walk without aid: 56 per 1000,

Allergic: 100 per 1000.

Source: Toegankelijkheidsbureau v.z.w. Hasselt and LIVING Research and Development s.p.r.l.  
Brussels: Accessible Tourist Accommodation in Europe, September 2001.

65,000).<sup>4</sup>

Thus, this study underlines that the creation of an accessible service chain in the tourism sector contributes to economic growth and employment and cannot be considered as social welfare.

### Activities in Member States of the European Union

It is not possible to give a complete overview on Member State activities concerning tourism for all because yet there is no European database. Tourists that want to get informed of the situation in an individual Member State are well advised to contact one of the addresses presented below.

Nevertheless some examples and trends will be presented.

#### Governmental activities

Within the last decade in many Member States disability acts or antidiscrimination acts with regard to disability entered into force. This legislation improved the accessibility in areas closely related to tourism such as the internet and public transport. In many Member States the authorities are obliged to design their websites according to the international accessibility standards (WAI standard) and at least in larger cities of many Member States low-floor busses with speech announcement of the next station are in use and steadily growing in number.

With regard to buildings, however, in particular to hotels and restaurants the picture is not that optimistic. In most Member States the construction legislation forces hotels to provide a certain number of rooms accessible for wheel-chair users. But I do not know anything about comparable legislation with regard to other disabilities. Even in Member States where legislation and standards on the construction of public buildings invite owners to provide accessibility measures for blind people (eg. Elevators with synthetic voice, guidance stripes to be followed using the white cane) or visually impaired people (high contrast design) this legislation is, maybe with the exception of the United Kingdom, not applied on hotels and restaurants. The British Disability Discrimination Act places duties on providers of goods, services and facilities not to discriminate against people with disabilities. Like everyone else in the United Kingdom, tourism providers must take reasonable steps to change practices, policies and procedures to make their facilities and services accessible to disabled people.

---

<sup>4</sup> For an English summary see BMWA (Ed.) (2004): Economic Impulses of Accessible Tourism for All. Summary of results. Münster and Berlin ([www.neumann-consult.com](http://www.neumann-consult.com)).

Tourism providers should also provide step by step and within the framework of national accessibility schemes auxiliary aids (such as installing an induction loop) to make it easier to use a service. However, I do not have any information on the outcome of this legislation with regard to tourism.

In the mid-1990s, the governments of the Nordic countries began to set new goals for tourism policy. These goals involve profitability, social and environmental considerations, and, as a consequence, increasingly integrated accessibility as a quality – with the emphasis on expanded target groups and increased income for the tourism industry.

Irrespective of legislation forcing hotels to provide more accessibility I found the best examples of hotels devoted to the idea of “tourism accessible for all” in Spain, all of them belonging to the Confortel chain.<sup>5</sup> These 12 hotels are different in size, quality and location, but many of them have besides rooms and swimming pools equipped for wheel-chair users also adaptations that are important for blind and visually impaired guests such as synthetic voice in the elevators including keyboards with tactile letters as well as tactile room numbers and high contrast design. Furthermore, the hotel staff is well trained to provide some assistance if needed. The best evidence that these Confortels are not only technically barrier-free, but come very close to the objectives of DFA, was the answer of a guest in the bar. I asked him whether he recognised any particularities in this hotel. His answer: “No, nothing, only talking elevators I never saw before in a hotel.” That means that the owners of the Confortel chain managed to combine good design with the needs of all guests irrespective of disabilities by respecting an old architectural principle: Form follows function.

### Non-governmental activities

Also in the mid 1990s in many EU Member States organisations devoted to the goal of an accessible tourism for all were established. Since the situation with regard to accessibility is steadily (slowly but surely) improving in all Member States and tourist destinations these organisations are presumably the best source of information for a disabled incoming tourist.

**Austria You-Too**

Database of accessibility information on a range of facilities

[www.you-too.net](http://www.you-too.net)

---

<sup>5</sup> see <http://www.confortelhoteles.com>

*Denmark Dansk Standard*

Operates national accessible tourism scheme

[www.ds.dk](http://www.ds.dk)

Dansk Center for Tilgængelighed

[www.dcft.dk](http://www.dcft.dk)

France Secrétariat d'Etat au Tourisme

Operates 'Label Tourisme & Handicap'

[www.tourisme.gouv.fr](http://www.tourisme.gouv.fr)

Greece Ministry of Environment

Office for People with Disabilities

[www.minenv.gr](http://www.minenv.gr)

Italy Italia per Tutti

National accessible tourism scheme

[www.italiapertutti.it](http://www.italiapertutti.it)

CO.In Sociale

Organisation guidance on accessible tourism

[www.coinsociale.it](http://www.coinsociale.it)

Netherlands Landelijk Bureau Toegankelijkheid

Assess facilities for accessibility and award International Symbol of Access

[www.lbt.nl](http://www.lbt.nl)

Spain Plataforma Representativa Estatal de Discapacitados Físicos (PREDIF)

Disability organisation providing information on accessible tourism to industry

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

United Kingdom Visit Britain

Operates National Accessible Scheme for accommodation

[www.visitbritain.org/ukindustry](http://www.visitbritain.org/ukindustry)

Tourism for All

UK-wide consortium of commercial, voluntary and government organisations

[www.tourismforall.org.uk](http://www.tourismforall.org.uk)

Belgium Autonomia asbl

[www.autonomia.org/autrsite.htm](http://www.autonomia.org/autrsite.htm)

Toegankelijkheidsbureau  
[www.toegankelijkheidsbureau.be](http://www.toegankelijkheidsbureau.be)

Finland Rullaten Ry  
Organisation promoting accessible travel, produces accessible  
tourism guide  
[www.rullaten.fi](http://www.rullaten.fi)

Germany Nationale Koordinationsstelle Tourismus für Alle e.V.  
[www.natko.de](http://www.natko.de)

Portugal Secretariado Nacional para a Reabilitação e Integração das  
Pessoas com Deficiência (SNRIPD)  
Produces regional guides on accessible tourism  
[www.snripd.mts.gov.pt](http://www.snripd.mts.gov.pt)

Luxembourg Office National du Tourisme  
[www.ont.lu](http://www.ont.lu)

Info-Handicap  
Joint guide to accessible accommodation  
[www.info-handicap.lu](http://www.info-handicap.lu)

Ireland Failte Ireland  
Disabled Travel and Trade Advice  
[www.bordfailte.ie](http://www.bordfailte.ie)

Sweden Turism för Alla  
Operates the EQUALITY accessibility certification programme  
[www.turismforalla.se](http://www.turismforalla.se)

*Source: European Commission, "Improving information on  
accessible tourism for disabled people", Brussels, June 2004, last  
pages<sup>6</sup>*

In the new Member States of the enlarged European Union such  
organisations are also developing.

---

<sup>6</sup> [http://europa.eu.int/comm/enterprise/services/tourism/index\\_en.htm](http://europa.eu.int/comm/enterprise/services/tourism/index_en.htm).

Up to now the main activity of these organisations is the improving of information on the accessibility of all facilities along the tourist service chain. Many of them also work on the establishment of a labelling system for hotels, labels that can be used in hotel guides and the home pages of hotels and tourist organisations. Main problems of all these labelling systems, besides the lacking European-wide harmonisation are the insufficiencies of the self-assessment of the operating staff and a remaining information deficit from the point of view of a potential guest. For to judge whether a hotel is really adapted for the individual needs he/she must first read the criteria that permit the use of a certain symbol, and even then he only learns that a certain establishment could be suitable, if everything was measured and evaluated correctly. According to my knowledge only in Luxemburg, one of the smaller Member States, establishments using the accessibility label are examined by a third party.

## **Activities of the European Commission**

Even though the European Union does not have competence in the field of tourism, many of its activities towards improved accessibility are tourism-related. This is, as on national level, true for all the measures undertaken to make public transport accessible as well as the internet. At the moment three new regulations are adopted respectively in preparation. They refer to the rights of disabled passengers in air and trans-border railway and bus/coach travel.

2003 was declared the "European year of people with disabilities". Besides a variety of activities the European Commission established an expert group to present suggestions to improving the accessibility of the build environment.<sup>7</sup> The report of this expert group was adopted as "Agenda 2010 on the build environment". On the basis of this agenda an action plan was set up which in his second phase covering the years 2006-07 intends to mainstream the disability/accessibility issue in all Commission activities.

The tourism unit of the Commission published the brochure "Improving information on accessible tourism for disabled people"<sup>8</sup>

---

<sup>7</sup> Many of its members collaborate in the "European concept of accessibility network". A good overview of its work gives its 2003 publication that can be downloaded at [www.eca.lu](http://www.eca.lu)

<sup>8</sup> [http://europa.eu.int/comm/enterprise/services/tourism/index\\_en.htm](http://europa.eu.int/comm/enterprise/services/tourism/index_en.htm)

containing checklists to facilitate hoteliers the self-assessment of their establishment. In this case, however, a positive self-evaluation does not result in having the right to use a (European-wide) accessibility label.

Other Commission services recently launched "The OSSATE project" which aims to implement a prototype multi-platform, multi-lingual digital information service providing national and regional content on Accessible Tourist Venues, Sites and Accommodation.<sup>9</sup>

## **The European Disability Forum**

In 1996, disabled people in Europe and their representative organisations decided to create the European Disability Forum (EDF) and its Brussels-based secretariat. The aim of establishing such a pioneer umbrella organisation was to guarantee that no decisions were taken by the European Union without consulting disabled people, as all initiatives and European policies have a direct impact in disabled people's lives.

In the past years, EDF's scope of action has covered most areas of EU competence, including transport, employment, the information society, social policy, public procurement, accessibility. Guaranteeing the right to travel for disabled people and to enjoy accessible tourism services and premises is also part of EDF's work programme. It is among EDF aims to encourage a consensus among the 25 Member States recognising the importance of a "tourism for all" and to promote the adoption of common standards, that will guarantee disabled people the right to travel, for business purposes as well as to enjoy leisure activities.

## **Tourism for all and design for all**

Also in the 1990s the "Design for all" movement entered the European stage. In Ireland the "European Institute for Design and Disability" (EIDD) was established. The EIDD pursues the objective to design the whole environment including consumer durables such as washing machines, cash dispensers, ticket machines, telephones etc. in a way that everybody is able to use them.<sup>10</sup> Of course, this principle must include that a product which is considered to comply with DFA criteria must have an interface to connect assistive technology. It would be unrealistic to assume that a product could be designed that everybody could use without any assistive

---

<sup>9</sup> OSSATE = One-Stop-Shop on Accessible Tourism in Europe, [www.ossate.org](http://www.ossate.org)

<sup>10</sup> See [www.design-for-all.org](http://www.design-for-all.org).

technology. But since the main difference between the DFA idea and similar approaches such as “universal design” is that the targeted users should be involved in the process of product development there should be no barrier to consider the needs of customers using assistive technology.

Meanwhile in 15 Member States of the European Union national member organisations of the EIDD were founded to promote the DFA idea in their countries.

In 2004 the European Commission adopted a directive concerning public procurement that invites the authorities to consider accessibility and design-for-all criteria in the technical specifications of their procurements. This directive still has to be transposed into laws of the Member States and the criteria to be considered have to be specified.

Thus, DFA and “Tourism for all” are twins on the way to a more accessible world.

## **Economic Impacts of Accessible Tourism for All – The Case of Germany**

**Dr. Peter Neumann (Münster, Germany)**

In November 2002 Germany's Federal Ministry of Economics and Labour commissioned a project group, comprising the University of Münster and the consulting firms NeumannConsult and Reppel + Lorenz, to conduct a study on the economic impulses of accessible Tourism for All. For the first time reliable data and statements were brought together, which represent the customer's potential and manner regarding accessible Tourism for All in Germany.

### **Methodology of the Study**

The complexity of analysing the economic significance of accessible Tourism for All called for a combination of approaches and methods of empirical social research. As economic impulses were being



identified rather than directly monitored, the study employed both direct and indirect research methods.

A choice was made in favour of direct access in the form of quantitative and qualitative surveys. The quantitative collection method, which employed 20,000 (return of 4,401) written and 259 oral surveys among potential customers with disabilities and service providers in the holiday regions, proved highly effective for recording general tendencies regarding the attitudes and requirements of travellers with disabilities.

The qualitative interviews with 91 tourism service providers and decision-makers proved particularly useful in those areas where the collection of scientifically valuable information is difficult due to the complexity and intransparency of problem situations related to accessible Tourism for All. Tourism service providers and decision-makers were surveyed who are particularly familiar with the spatial and social circumstances in the five regions selected for this study.

In addition, written questionnaires (so-called 'mystery mailings') and an analysis of Web presences were used to establish the quality of tourism destinations' marketing efforts and information with regard to accessible travelling. This investigation covered 146 tourism regions, 46 cities and 62 spa towns.

For instance, documents and reports on promotion programmes for accessible tourism from 18 European countries were analysed. Relevant minutes, files, specialist publications, statistics and press releases were analysed and evaluated.

## **Summary of Results**

The study shows that persons with activity limitations represent considerable customer potential. Assuming confirmed travel

intensity of 54.3%, 3.64 million persons with severely mobility and activity restrictions travel each year. On average, each traveller undertakes 1.3 holiday trips a year, taking the total number of holiday trips for this group to 4.74 million. 41.2 % or 1.95 million of these trips are undertaken within Germany.

**Travel behaviour of the interviewees:**

- **Significantly lower travel intensity in comparison to overall population**
- **Mainly individualised travel**
- **Recreation and health are main reasons for travelling**
- **Travel is largely independent of the season**
- **Relatively high travel spending**
- **Large proportion of domestic travel**
- **Short breaks are typically city breaks**
- **52 % of interviewees travel with a companion**
- **37 % have previously decided not to travel due to lack of accessible facilities**
- **48 % would travel more frequently if more accessible services were available**

With an average duration of 13.9 days, persons with severe disabilities spend € 27.1 million a year on holiday in Germany. This leads to around 65,000 full-time jobs that are induced by the effects of tourists with disabilities. Thus, the tourism market for travellers with activity limitations is already highly important, and its significance will continue to rise. By 2030, the old-age dependency ratio 60 will rise from currently 42 to 73. As age correlates positively with disability (more than 50 % of persons with severe disabilities are 65 or over), the share of tourists with

activity limitations will rise sharply. The tourism activities of this target group are expected to increase, as the future older generations place far higher demands on their holidays and perceive their personal mobility to be far more important than did the previous generations.

**Overview of the economic significance of accessible Tourism in Germany:**

- Current net turnover: € 2,500 million
- Potential additional turnover: € 620 million - € 1,930 million
- Possible economic impact in the amount of € 4,825 million and 90,000 potential extra full-time jobs
- Additional effects may result from day-trip tourism, foreign customer potential and companions of travellers with disabilities

This potential can be addressed and transformed into a significant economic factor for Germany's tourism industry by creating accessible tourism facilities and services. The tourism industry is especially called upon to acknowledge and exploit these opportunities. By avoiding and/or removing barriers, tourism service providers can open up new high-growth market segments and gain economic and competitive advantages at domestic and international level.

## **Outlook**

Tourism in Germany is still far from being in a position to enable all persons including older and disabled guests to enjoy a holiday in an equitable, independent manner. However, accessible Tourism for All has gained far higher significance among the tourism industry and in politics than it used to enjoy years ago. Moreover, the economic impacts of accessible Tourism for All are increasingly being acknowledged. As the results of the study have most impressively confirmed, investments in accessible Tourism for All

are worthwhile investments into the future, with the benefits available to all groups of the society:

- Primarily, to older and disabled travellers for whom travelling becomes easier and more attractive,
- to all other holiday-makers as a result of enhanced convenience and quality,
- to tourism service providers as a result of a rising number of guests and higher capacity utilisation,
- to destinations, which improve their competitive standing and gain more value added,
- and not least to Germany as a tourism destination, due to new demand impulses and a stronger tourism industry.

Consequently, further improvements to accessibility must be implemented in order to continue this positive trend, transforming Germany step by step into an accessible tourism destination for all. Planned measures should primarily aim to create a closed tourism service chain in the destinations, thereby enabling as many guests as possible to enjoy a largely independent holiday. Above all, this will require acceptance and implementation of such measures within the tourism industry, along with accompanying measures by the federal government, the *Länder* and local authorities. Accessible Tourism for All is a task that affects all of us, and it can be solved only through concerted action.

### **Bibliography:**

[BMWA \(Hrsg.\) \(2004\): Economic Impulses of Accessible Tourism for All. Bonn = Dokumentation des BMWA Nr. 526](#)

NEUMANN, PETER und PAUL REUBER (Hrsg.) (2004): Ökonomische Impulse eines barrierefreien Tourismus für Alle. Langfassung einer Studie im Auftrag des Bundesministeriums für Wirtschaft und Arbeit. Münster (= Münstersche Geographische Arbeiten 47).

(Dr. Peter Neumann, Director of NeumannConsult – Town- and Regional Development / Design for All, President of EDAD – European Institute Design for All in Germany, Bahnhofstr. 1-5; D-48143 Münster; Tel: ++49 251 - 16254-30; Tel: ++49 251 - 16254-34, [neumann@design-fuer-alle.de](mailto:neumann@design-fuer-alle.de))



## **Program And Events:**

**1.The EIDD and Waterford city, Ireland are organizing annual conference on the topic "Work For All "on 18<sup>th</sup> and 19<sup>th</sup> May 2006 .We wish all the participants and delegates our warm wishes and successes Our Chairman has received the invitation to join the conference**

**Dr. Sunil Kumar Bhatia,  
President,  
Design for All Institute of India,**

**Dear Mr. Kumar Bhatia,**

**The President of the European Institute for design and Disability, PETEKercher, has pleasure in inviting you to attend the EIDD annual conference which is taking place in Waterford City, Ireland on the 18th and 19th of May2006. The conference deals with the issue of "Work for All" and how design for All is a process that will enable the best results to be achieved.**

**The President regrets the short notice of this invitation but would be really pleased if you could see your way to come to the conference.**

**Travel and accommodation expenses will be covered by EIDD.**

**Further details of the conference will be found in the attached documents.**

**The conference has arranged for delegates to assemble at Dublin airport in the Aer Rianta courtesy lounge before being brought to Waterford by luxury coach. Please let me know if you would like to accept this invitation.**

**Yours sincerely,**

**Cearbhall E. O Meadhra  
General Secretary, IDD**

## "Good design enables - Bad design disables"

Tel: (01) 2864623, Mobile: 08333 234 87, Email: [secretary@idd.ie](mailto:secretary@idd.ie)

2. Dr. Rudiger Leidner of Design For All Of Germany has organized in the mid of April 2006 a conference on the topic : Cities and Municipalities designed for all , in German language. For further detail you can contact:

[leidner@skynet.be](mailto:leidner@skynet.be)

3. Mr.Alicia Blasco , Secretary of Design For All Foundation, Barcelona has informed us that Mr. Francase Aragall has written a book on " COMMUNICATION AND SERVICES IN DESIGN FOR ALL ". Those who are interested can contact the following link for further knowledge

[ablasco@designforall.org](mailto:ablasco@designforall.org)  
[www.designforall.org](http://www.designforall.org)

4. Hello,

First of all, I would like to introduce me : Previously Regional Manager of France Telecom, I reconverted myself into the piloting of innovating projects and I seek to promote in France the "Design for All" (<http://designpourtous.monsite.wanadoo.fr>) by supporting me on the project of "Cité du Design" in Saint-Etienne.

Within the framework of this action, I am pleased to animate during Biennial International Design 2006 in Saint-Etienne (between 200 000 and 250 000 visitors from November 23 at December 3, 2006 ) a transverse exposure to the whole of Biennial on the topic "Health and Wellbeing for all" ("Santé § Bien-être pour tous"). The call to candidature can be to download on the site <http://www.citedudesign.com>. Thank you to diffuse it near your network.

During this same biennial, under the aegis of the Center of Rhone-Alps Design and the CCI (economic chamber) we will propose one day (23 or 24/11/2006) bound for the companies on the topic : Design for All and usability, vectors of innovation and development of the companies. After the morning devoted to the guided tour of Biennial,

the afternoon will be devoted to conferences during which some representatives of companies will testify to their practices and their successes. I am in the search of companies likely to testify with charisma to the success to universal design to products or services general public. Did you see the possibility of putting to me in liaison with a person likely to come to testify in Saint-Etienne at the end of November ?

Thank you to have taken time to read me.

Waiting for your answer,

Best regards

Bernard Laroche

+ (33) 686492996

<http://www.citedudesign.com/>

5. Dear Friends:

Greetings from TEAM IP&P, NID.

We at NID is pleased to inform NID and Bocconi University of Italy is jointly organising a International Innovative Certificate programme "Managing Fashion and Design Companies Successfully" in partnership with Altagamma, to prepare the best talents for managerial positions in industries such as fashion, design and retail.

NID faculty team will be available in your city as per the following schedule for presentation / discussion and spot registration.

**INTERACTIVE SESSION SCHEDULE:**

Delhi 23rd May 2006 at India Habitat Centre  
Mumbai 27th May 2006 at Max Muller Bhawan,  
Core 6A, 3rd Floor, Lodhi Road (11AM to 4PM)  
K. Dubash Marg, Kala Ghoda, Fort (1PM to 6PM)  
Ph: 011 24692846 (Mr. NVRK Murthy)  
Mumbai- 1 Ph: 022 22027542/ 22027710  
(09824006030 - P Datta)

Hyderabad 29th May 2006 at Hotel Green Park,



**Chennai 30th May 2006 at NID, Design Project Office  
Green Lands Road, Begumpet, Hyderabad - 16 (2PM to 6PM)  
HEPC Building, 34, Cathedral Garden Road, Nungambakkam - 34  
Ph: 040 23700401, 2110859 (Mr. Ramesh), 040-23757575 (Green  
Park)  
Ph: 09444818710 (Shri M Nagarajan) (2PM to 7PM)**

**Bangalore 31st May 2006 at NID R&D Campus,  
12, HMT Link Road, Off Tumkur Road - 560022 (11AM to 4PM)  
Ph: 080 22731020 (NID Office), 09341222474 (Dr. S Goshal)**

**The Program combines the learning of the particular approaches currently used in fashion and design-based industries with solid managerial abilities, thanks to the experience of National Institute of Design and Bocconi University in management education. The Certificate consists of some core Modules in Fashion and Design management (Industry Analysis, Brand Building and Retail Management), in addition to a Study Tour in Italy and Field Projects (in-company research or consulting projects).**

**The Study Tour will include company visits (facilities, showrooms and stores) of Altgamma companies and will be run under the tutorship of Bocconi University.**

**The Field Projects will allow candidates to apply theories learned in class into a real life case. With the support of experts, participants will develop and present their analysis in cases such as: entry strategies into Indian or European markets, global launch and positioning of new products, brand extension, development of a new communication strategy.**

**We are attaching the information flyer and registration form for forwarding the information to the interested. Also use your good contacts for getting participation in the programme.**

**Thanking you ,**

**Warm wishes,**

**Anil Sinha  
Activity Chairperson-IP&P and Outreach**

**6.**

**The Indian retail industry is structuring itself to meet global demands and the management institutes, too, are jumping on the bandwagon.**

**Indian Institute Social Welfare and Business Management (IISWBM) has recently tied up with Pantaloon Retail India to offer a two-year, postgraduate diploma in retail management.**

**The course, which is expected to begin in August this year, will include the basic principles of management, but is specifically tailored to concentrate on mall management, store design and legal issues relating to retail.**

**“Retail is a sector that has tremendous potential for growth in a country like India. Unfortunately, the organised retail sector in India constitutes only two to four per cent of the entire market. This is in marked contrast to countries such as Thailand, where the organised sector constitutes almost 40 per cent of the entire market,” stated Gairik Das, faculty, IISWBM and coordinator of the retail management course.**

**The USP of the programme is that Pantaloon will be offering all students a job on successful completion of the course.**

**The course has been divided into 15 months of classroom studies and nine months of on-the-job training with Pantaloon at any of their numerous stores all over the country.**

**“Students undergoing this course are guaranteed to get a job with Pantaloon once they complete the programme. It is up to them whether they want to take it or not. They also have to undergo a nine-month internship, during which Pantaloon will be paying each student a stipend of Rs 5,000 per month,” said Das.**

**The IISWBM, the country’s first management institute, is the first to offer a course on retail in eastern India, claimed Das.**

**“The retail industry has a lot of potential in Bengal. Global retail organisations such as Wal-Mart and Metro have expressed great interest in the state and that bodes well for students undergoing the programme,” he observed.**

**7. Eighty thousand Americans need hospital treatment each year for lawnmower injuries. Most are hit by debris flying off the spinning blades. (Source: New Scientist, USA)**

**It needs attention of designer to improve the design of lawnmower to control such accidents**

### **Feedback:**

**Many readers were inspired to voice their opinion about our special issue on “Indian Designer in International Scenario” (April 2006, Vol-1, Number-3) - 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 letter 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

Hi Dr. Bhatia,

My coordinates are below for your information. Looks like you have several important initiatives underway and I'm glad to be a part of your global network.

best,  
Shane

---

Shane Holten  
Access Consultant

SPH Planning & Consulting Ltd.

CREATING INCLUSIVE ENVIRONMENTS FOR ALL

166 Wilson Avenue, Suite 403  
Toronto, ON  
M5M 3A6

Dear Dr. Sunil,

On behalf of the Design for All Foundation, and the Director of the Communication Department, Mr. Pascal Guillén, I am sending you an extract of one of Mr. Francesc Aragall books that we thought it might interest you. Note all rights are reserved.

I want to ask you if you can kindly send us the Design for All Institute of India logo in order to introduce it in our website and to spread your job among our members.

If you have any queries do not hesitate in contacting us.

Thanking you.

With Kindest Regards

**Alicia Blasco**

**Secretaria**

**Avgda.Marquès de Comillas, 13 Bústia 97**

**(Recinte Poble Espanyol)**

**08038 Barcelona**

**TEL: +34934705118**

**FAX: +34933717649**

**[ablasco@designforall.org](mailto:ablasco@designforall.org)**

**[www.designforall.org](http://www.designforall.org)**

Thanks for the invitation to contribute to "Design for All Institute of India" newsletter. At the present time my ethnographic work is not ready for external audiences. Perhaps when we complete the report now in preparation for the client, we will consider publishing this work externally.

To see whether "Design for All" is a likely publication site, I tried clicking the link in your message (below) and found that the website does not fully display using Firefox or Safari on the Macintosh. In particular, there are apparently 2 images that do not show up on the homepage. As a user of the Macintosh platform, I cannot use Internet Explorer, as it hasn't been kept up to date for the past 2 or more years.

I was surprised and, I must admit, also disappointed by many aspects of the website. I'll name one or two of the surprises: the use of animation in the masthead of the website and the links to the recent Newsletters downloaded those documents in PDF format without a landing page. Are these techniques in keeping with the theme of "Design for All"? My experience with Barrier Free Universal Design suggests that these are not friendly for visually impaired people or others who use a screen-reader. I have not, however, tested your site with a screen reader program. Have you?

The PDF documents appear to be limited to text (and hyperlinks) only. No diagrams, graphics or illustrations are used. Is there a

reason you've chosen this format for the newsletter? Why is it delivered as a PDF rather than html on the website? Using the web as the delivery device, you could send a brief link to subscribers when a new newsletter issue is ready, and avoid having each person download large documents.

I could go on with a few more concerns about the website's navigation, layout and other aspects of appearance and design, but will simply say that I urge you to get feedback and help to improve the quality of the website, so that it embodies the lofty and admirable goals and values espoused by the Institute. At the present time the difficulties with the website and the formatting of the PDF documents, as well as the large numbers of typographic errors in English, prevent me from fully focusing on the content you provide. As you no doubt would agree, websites and web applications are products no less than physical artifacts, and deserve the sort of care that you are teaching others in industrial design work, materials exploration, and other courses.

Perhaps your repeated reminders will shake some articles loose from the Anthrodesign list. Perhaps others are hesitating because they are unfamiliar with your newsletter and, like me, are getting "mixed messages" from the request below in the light of the website's behavior and appearance.

Good luck in your work,

-- Nancy

## **Appeal:**

1. Design for All Institute of India appeal to their members, subscriber and well wishers kindly contribute little time of thinking for ways of establishing the state of 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-semsters, 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 use 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 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.

## **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. NID is looking for faculty members in the areas of Sound and Editing.**

The prospective candidates should be alumni of NID, FTII , SRFTI , or educational institutions of similar stature, with preferably 2-years of work experience or more. Fresh graduates may also apply.

Please apply ASAP with relevant details to -

**Shri Akhil Succena**  
Activity Chairperson, Education  
National Institute of Design  
Paldi, Ahmedabad 380007  
Ph: 079-26623075  
Fax: 079-26621167  
E-mail: [akhilsuccena@nid.edu](mailto:akhilsuccena@nid.edu).

**2. Hi,**

Isex fashions Pvt. Ltd, Chennai is primarily a garment export house creating very exclusive, design based collections for its niche clientele. They also have a retail store Evoluzione, in Chennai

They are now looking for creative designers from NID/ NIFT or similar specialized institutions for their apparel lines in the export and retail sectors.

The designer would have to be based in Chennai and the group is looking at a long term commitment from the designer.

For an export market, the designer would be

responsible to visualize and see a collection through the prototyping and must also be able to work with the parameters of a client specific look, requirement and price points.

While for the retail, a more original approach to work is required in being able to create a story and taking it forward as an exclusive garment line for the store, working in a team.

Evoluzione, is a multi brand store and they work with Sabyasachi, Rajesh Pratap, Abraham and Thakore, Rohit Gandhi/ Rahul Khanna and many more leading fashion designers. They have also owned their own clothes line for men and women under the brand of Evoluione. As a part of brand diversifiaction, they are looking for designers with an extremely creative and original bent of mind who would be involved in the brand making and get a chance to participate in the brand creation from inception.

Thanks  
Priya

---

**3. People interested, please contact [pratibha@ritukumar.com](mailto:pratibha@ritukumar.com)**

**India's leading fashion Designing group,Ritu Kumar requires designers,textile designers and graphic designers and merchandisers for our Gurgaon office. Graduates with relevant experience will be given preference.**

**Please revert back for any other clarification and information.**

**Looking forward for your kind co-operation.**

**Thanks & Regards**

**Pratibha  
Head-HR  
Ritika Ltd.  
Gurgaon**

**4. The Department of Design and Management at Parsons (NYC) is looking for part-time faculty who would like to teach one or more of the following courses in Fall 2006:**

1. Design Research Methods (overview of qualitative research methods, including ethnography, that would be used to support opportunity identification; this course is followed by Design Development in Spring 2007)
2. Managing Creative Projects and Teams (basic program and project management, with attention to design in organizations)
3. Department Seminar 3: Innovation (discussion based seminar on innovation in a variety of design fields and as a concept with its own philosophical and historical baggage)
4. Senior Seminar and Thesis (lead individuals and teams through development of a thesis project, culminating in an exhibition in Spring 2007)

Please let me know if you are interested in teaching a course.

Best wishes,

Meg Armstrong, Chair, Design and Management, Parsons, 212-229-5391, x4211

5. Dear Everyone,

Jindal Stainless Ltd. (Architecture Division) is looking for Architect/Designer, please go through the detail as given below.

Any one interested for can contact at the following email add: [amit@arc.jindalsteel.com](mailto:amit@arc.jindalsteel.com)

Regards

Dhruvkant Amin  
2001 AEP-FD, NID  
Team Member (Design)  
JSL Arch. Division  
Gurgaon5.

6. IZMIR UNIVERSITY OF ECONOMICS  
DEPARTMENT OF INDUSTRIAL DESIGN  
IZMIR, TURKEY

FULL - TIME POSITIONS - (all starting from October 2006)



## **INDUSTRIAL DESIGN/PRODUCT DESIGN (2 instructors)**

### **Qualifications:**

**Masters degree required (PhD preferred), minimum of 3 years teaching experience.**

### **Will teach:**

**One position to contribute to elementary Design Studio. Other position for advanced Industrial Design/Product Design Studio.**

### **Both positions:**

**support courses according to candidate's interests, experience and/or skills.**

## **DESIGN MANAGEMENT/INDUSTRIAL DESIGN MANAGEMENT (1 instructor)**

### **Qualifications:**

**Masters degree required (PhD preferred), minimum of 3 years professional/teaching experience.**

### **Will teach:**

**To teach advanced students who have chosen the Design Management**

**pathway: support courses according to candidate's interests, experience and/or skills.**

## **MODEL MAKING (1 instructor)**

### **Qualifications:**

**Bachelors degree required (Masters degree preferred), minimum of 2 years experience in architectural and/or industrial design model making.**

### **Will teach:**

**Architectural and industrial design model making to architecture, interior architecture and industrial design students.**

## **GENERAL**

**Izmir University of Economics is located in the city of Izmir, on the Aegean Coast of Turkey and is strategically within easy reach of Istanbul and the major cities of Europe and the Middle East. The Faculty of Art and Design consists of the departments of Fashion Design, Communications Design, Industrial Design, Interior Architecture and Environmental Design, and Architecture. The language of instruction is English.**

## **TO APPLY**

Please send your CV with a cover letter including your design and teaching philosophy and indicating which position you would like to fill by email to:

Dr A. Can Ozcan  
Head of Department  
can.ozcan@ieu.edu.tr

Or by mail to the following address:

Izmir University of Economics  
Department of Industrial Design  
Sakarya Caddesi, No:156  
35330 Balçova - Izmir  
TURKEY

## **FURTHER INFORMATION**

For further information and if you would like to discuss these positions,  
please contact:

A. Can Özcan  
can.ozcan@ieu.edu.tr  
tel: +90 232 4888216  
tel: +90 232 2792525  
web: <http://www.iue.edu.tr/index.php>  
web: <http://fadf.iue.edu.tr/ent/indexen.php>

-----  
**Full-time Lecturers**  
Department of Fashion Design  
Faculty of Fine Arts and Design  
&#304;zmir University of Economics, TURKEY

**Salary: USD 2,500 per month plus benefits**

The Department of Fashion Design in the Faculty of Fine Arts and Design at Izmir University of Economics, Turkey, is seeking colleagues with specialization in Fashion Design (two positions), Fashion Foundation Studio (one position) and Printmaking (one position).

Teaching responsibilities for the Fashion Design positions may include Fashion Collection, Fashion Accessories and Fashion

**Illustration lectures.**

**Applicants are required to have a Masters degree, with a PhD preferred, and a minimum of 2 years previous teaching experience.**

**Teaching responsibilities for the Fashion Foundation Studio position will focus on the instruction of first year Fashion Design students. Applicants are required to have a Masters degree, with a PhD preferred, and a minimum of 2 years previous teaching experience, preferably in teaching first year students.**

**Teaching responsibilities for the Printmaking position will include lectures in silkscreen printing on both fabric and paper, in coordination with the Fashion Design Studio. Applicants are required to have a Bachelors degree, with a Masters degree preferred, and a minimum of 2 years experience in printmaking.**

**Izmir University of Economics, founded in 2001, is the first foundation (private) university in Turkey's Aegean Region and is the fastest-growing institution of higher education in Turkey. The medium of instruction of all lectures is English. The Fashion Design Department was the first department created in the Faculty of Fine Arts and Design, which also consists of the departments of Architecture, Communication Design, Industrial Design and Interior Architecture & Environmental Design. These positions are due to the growth of the Fashion Design Department and are not replacement positions.**

**For all positions, applicants must send a letter of application, CV, examples of work (maximum 20 pages), and the names and contact details of three references, clearly indicating which position on all correspondence, to:**

**Christopher S. Wilson, Lecturer  
Department of Architecture  
Faculty of Fine Art and Design  
Izmir University of Economics  
Sakarya Caddesi 156  
Balçova, IZMIR 35330  
T U R K E Y**

**[christopher.wilson@ieu.edu.tr](mailto:christopher.wilson@ieu.edu.tr)**

**7. Ten United, a full-service marketing firm based in Columbus, OH, is looking to fill the role of Lead Behaviorist in their Columbus office.**

**In this new and exciting role, the Lead Behaviorist is primarily**

responsible for managing and conducting a long-term ethnographic study with consumers.

The Lead Behaviorist will be conducting ethnographic research in a variety of settings including - home, retail, automobile, etc

This on-going study will be used to uncover and address critical marketing issues and to develop new marketing frameworks that help redefine the way we think of and approach marketing today - all from the consumers' point-of-view.

The Lead Behaviorist will be responsible for conducting and analyzing ethnographic interviews, as well as developing key insights and storylines that drive new thinking in the area of consumer marketing.

The successful Lead Behaviorist will be able to translate ethnographic insights into strategic thinking that helps inform not only the agency, but our clients and the entire marketing community. As such, it is critical that the Lead Behaviorist not only have an understanding of the principles and practices of ethnographic research, but also a true passion for and understanding of consumer marketing.

**Requirements:**

- \* 3+ years of work experience conducting and analyzing ethnographic research in relation to consumer marketing
- \* Experience translating ethnographic insights into strategic business/marketing ideas
- \* Bachelors degree in Anthropology, Communications, Psychology, Sociology, Marketing or Advertising
- \* MA in Social Sciences or Marketing preferred
- \* Ability to focus on day to day project management needs, as well as "big picture" thinking
- \* Excellent written and oral communication skills
- \* Knowledge of quantitative research methods
- \* Knowledge of syndicated other database sources (e.g., Roper, Simmons, Yankelovich) a plus

Please forward all resumes to David Grzelak, Director of Behavioral Insights at Ten United (dgrzelak@tenunited.com).

LASALLE-SIA College of the Arts is the region's largest provider of practice-based degrees in the creative arts with 46 undergraduate

and postgraduate degrees. With its strategic direction to become an internationally networked university of the arts and move to a new \$210m state-of-the-art city campus by 2007, LASALLE-SIA will be at the forefront to meet Singapore's challenge to be the Renaissance City of the 21st century. If shaping these milestone developments in the arts in Singapore excites you, here is an exceptional opportunity for you to contribute to realising LASALLE-SIA's vision to be Singapore's "university of the arts" and play a significant role in establishing Singapore as a global arts hub in Asia Pacific.

### **Faculty of Media Arts**

The dynamic nature of the Faculty of Media Arts offers exciting opportunities for artists who make art using new technologies. The Media Arts degree programmes are both interdisciplinary and studio-based and emphasise the development of creative, practical and conceptual skills supported by related theoretical and historical studies. The programmes are particularly focused on the relationship between art and technology with a fine art perspective. They seek not only to remain relevant to professional industries and contemporary art practices, but also to lead students to new directions by providing creative insights through its ongoing research initiatives.

### **Lecturer – Media Lab**

The convergence of media, computer science and mobile telecommunication has defined new paradigms for media art. Sound knowledge and skills in diverse types of offline and online digital media are crucial for the conceptualisation and realisation of a work of art that includes up-to-date technologies. This position will establish a linkage among the academic, educational and technological aspects of the use of media technologies in the various disciplines in the Faculty of Media Arts.

We are searching for a media artist who is able to teach technology-related areas in media art and support the respective pathway coordinators in the definition of innovative utilisation of state-of-the-art media and communication technology. You will be responsible for curriculum planning, development of academic and technical infrastructure according to pedagogical needs and requirements of the respective pathways, and curricular delivery at Bachelor's and/or Master's degree levels.

### **Requirements:**

The successful candidate will have a Master's degree in Arts or Science or related discipline with involvement in relevant creative

practice or research. A significant professional practice in digital media art, software and hardware environments on MAC and WIN; network protocols; programming, scripting and markup languages such as C++, Java, \_Javascript; Flash/Actionscript, Director/Lingo, PHP, MySQL, OpenGL; Max/Msp, Pure Data, HTML/xHTML, CSS, XML; multimedia authoring; video postproduction; interactive media installations; motion tracking systems; external sensors, devices and electronics; virtual environments; history and theory of new media art will be desirable.

The successful candidate will have teaching experience, preferably at a tertiary level with the experience in generating pedagogical strategies and curricula to respond to developments in new media art and technology.

Please submit your curriculum vitae quoting the reference number LWLML0506 and mail to:

hr\_2@lasallesia.edu.sg before closing date 16 June 2006 Or in writing to:

Director, Division of Human Resources  
LASALLE-SIA College of the Arts  
90 Goodman Road, Singapore 439053

Alternatively you may apply online at [www.lasallesia.edu.sg](http://www.lasallesia.edu.sg)

More information on the Institution can be found at [www.lasallesia.edu.sg](http://www.lasallesia.edu.sg)

We regret that only short listed candidates will be notified.

-----

Lecturer – Animation Art

Reporting to the Dean of Media Arts and the Programme Leader for Media Arts, you will be responsible for curriculum planning, development of academic and technical infrastructure and programme delivery at Bachelor's and/or Master's degree level. You will be involved in the integration of the Animation Art pathway into the multi-disciplinary teaching strategies of the Faculty of Media Arts and the Institution.

**Requirements:**

The successful candidate will have a Master's degree in a related discipline with significant involvement in relevant creative practice or research. You will have teaching experience at a tertiary level with the ability to teach among the following: animation art and relevant areas including digital imaging; multimedia authoring and publishing; time-based media and post-production; graphics and/or sound programming; history and theory of new media arts. Candidates with experience in generating pedagogical strategies and curricula to respond to developments in new media arts and technology will be considered favorably.

Please submit your curriculum vitae indicating current and expected salaries quoting reference number LWLAA0506 to hr\_2@lasallesia.edu.sg or post to:

Director of Human Resources  
LASALLE-SIA College of the Arts  
90 Goodman Road, Singapore 439053

Alternatively, you may apply online at [www.lasallesia.edu.sg](http://www.lasallesia.edu.sg)

Please include a letter of interest, one-page teaching philosophy, and any relevant supporting materials.

Applications close 16 June 2006

More information on the Institution can be found at [www.lasallesia.edu.sg](http://www.lasallesia.edu.sg)

We regret that only short listed candidates will be notified.

**Lecturer – Audio Technology**

Digital Audio is now widely regarded as an autonomous medium that is rapidly emerging from a mere supportive role into an equally important component for media art works and for film. Sound as a medium will explore new potential for film and media art practices, as well as significantly impacting cross-disciplinary projects in areas of time-based and non-linear media art works. We are searching for a sound artist who is able to establish digital audio as a linkage point for the various disciplines in the Faculty of Media Arts. You will be responsible for curriculum planning, development of academic and technical infrastructure, and

curricular delivery at Bachelor's and/or Master's degree levels.

**Requirements:**

The successful candidate will have a Master's degree in Fine Art with specialisation in Digital Audio, and preferably with significant involvement in research in digital audio / new media arts. You will have teaching experience at a tertiary level with the ability to teach among the following: digital audio and music; sound authoring and non-linear audio programming; sound and video pre- and post-production; computer-based interactive sound installations; history and theory of digital audio / new media arts. Candidate with outstanding artistic practice, and have experience in generating pedagogical strategies and curricula to respond to developments in digital audio / new media arts and technology will be seen favorably.

Please submit your curriculum vitae indicating current and expected salaries quoting reference number LWLAT0506 to hr\_2@lasallesia.edu.sg or post to:

Director of Human Resources  
LASALLE-SIA College of the Arts  
90 Goodman Road, Singapore 439053

Alternatively you may apply online at [www.lasallesia.edu.sg](http://www.lasallesia.edu.sg)

Please include a letter of interest, one-page teaching philosophy, and any relevant supporting materials.

Applications close 16 June 2006

More information on the Institution can be found at [www.lasallesia.edu.sg](http://www.lasallesia.edu.sg)

We regret that only short listed candidates will be notified.

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