Build for All

ACCESSIBLE ENTRANCE

The concept of charity (The core of Design For All is to accommodate all and it is a kind of charity) came to existence to counter the selfishness of the mankind. How much anyone can grab and keep on grabbing? There should be limit for everything. There must be some way it should go out from the accumulation of individual and charity is the way. Today in the era of globalization we have become too much commercial. Everything has price tag. Some call it with inflated chest "I am professional. Not only professional but true professional. We live in the world of cut throat competition"

 I imagine our entire earth looks as a dust particle compare to the Saturn rings. Scientists by pin pointing in photographs inform us 'That small particle like thing around within the rings of Saturn is our earth' I compare our existence and find it insignificant. What shall I achieve if I have area of 5000 square meters for my residence? Whether I am owner of the palace, it is immaterial for others. Why this selfishness? I brood and pained me when think for humanity 'where the humanity will grow? No one is willing to provide a platform where humanity can rest and grow. We have institutionalized the charity and it is the wish of the institute to decide whether you fit into their purpose or not. An individual/ organization are at their mercy. I question 'what shall they achieve if they have more than one number of televisions or refrigerators or other appliances. Their all income goes for achieving lifeless articles. The purpose of the television is to entertain the man. The purpose of the refrigerator is to keep man's edible articles fresh for longer time and consumable .If you have spend some money for betterment of the person or who are in dire need and your little help may save that person's prestige or life or something for that man was struggling to come out of their current problems. Invest on life. I do not say every beneficiary

would be grateful. Out of hundred, one person may come forward for the help to whom once someone has helped without expectation anything in return or it is habit of the person who looks for an opportunity where he can help and serve the humanity. It serves the real purpose of humanity. Your number of TVs, reregisters can not do what a man can do. I always warn 'Be prepared to be cheated by 99 persons. But one person who helps and repays to the humanity is a real reward and it helps in growth of mankind. The modern humanity is in the hands of those who are not enough sensitive. These so called powerful persons pretend to be in the service of humanity. There is an important saying by a famous Zen Master

"Share whatsoever you have and it will grow, cling to it, become afraid of sharing, of friendship, of love and it will shrink. Life knows only one law is of expansion and sharing"

 In my last month newsletter (October 2006) editorial I have notified our international conference on 27-29 January 2007 in New Delhi, India. We have received overwhelming response from the eminent persons of Design area who are striving to make the world better through the concepts of Universal Design/ Design For All. Prof. Jim Sandhu, Mr. Pete Kercher of EIDD, Prof Ricardo Gomes of Stanford, Prof Abir Mullick Dr. Cynthia Leiabrock , Prof Richard Duncan (yet to confirm in writing) , Prof Zec of Red Dot, Prof P. Leidner from Germany, Prof R Leidner(yet to confirm by writing), Prof Lalit Das of IIT, Delhi Dr. Linda Fisher, President, Design Resource Management, USA , Dr. Daniel Fermosa; Smart Design , Mr. Jacques Lange, President, Icograda, Montréal, Chairman Mitsuo Kawaguch, IAUS , Japan , Mr. Edman of Swedish Industrial Design Foundation Dr. Aaron Marcos, Mrs Overbosch Henny and many more have accepted our invitation for either

participation as well as for chairing the different session of three days conference or contribution of articles for our annual collectors issue of Newsletter. We have received many letters of request but we can manage the funding with great difficulty for limited and restricting to 100 numbers of delegates. We have negligible resources and can not afford to manage need of such eminent personalities. We wish to discuss and work for promotion of concepts and the distinguished guests should share and fruitful discussion will make them to learn from conference.

Those who wish to sponsor the expenditure are welcome. Either they can sponsor few delegates' entire expenses of conference or they can ask for list of delegates. Advertisements are welcome for our souvenir and on printed material design for supply for delegates. We shall be highly obliged if some organization donates either by bearing the expanses of traveling, boarding or lodging of the delegates. They can sponsor the expanse of Lunch, Dinner, Breakfast and coffee break after each session. We accept the each session sponsorship by corporate/ institute/ organization. We shall oblige the sponsors to address that specific sponsor session of their choice of speaker for half an hour. Kindly visit our website www.designforall.in/program for detail information

This is first time in Indian history that few young enthusiastic persons are wishing to organize the international conference in New Delhi on the concepts of Design For All / Universal Design without support of the government .People are calling us crazy. We call it passion to serve the humanity. We are a band of a few well meaning aspirants focusing to popularize concepts of Design amongst million and millions all over the world. We are selfless and no axe to grind. Our struggle is prophetic

It is our clarion call to all ' help and donate generously

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to make our three days international conference a success' We have called and help us in reach meaningful conclusion

My sincere thanks to Dr. Catherine Forsman for contribution of article 'Katrina - A Natural Disaster and Design' in such a short time My special thanks to chairman, Design For All Foundation, Barcelona to send the outcome of recently concluded annual seminar on Build For All in article format and we are the privilege one who are the first to publish this information. How beautifully anyone can design a toy for special as well as general children is very interesting contribution

The future is here. It's just not widely distributed yet...

We need help and encouragement in our unusual task.

With warm regards,

Dr. Sunil Kumar Bhatia

[e-mail: dr_subha@yahoo.com;

Website: 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 wish to organize a international seminar of 3-4-days on Design For All/ Universal Design in the month of January 2007 in New Delhi (India) We hope to invite the eminent persons from this areas (not exceeding 100)from different walk of life. The persons should have capability for discussing the 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 fro 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 your opinion for availability for attending the seminar for date in the month of Jan, 07. 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 12th January 2007.

Editor's Desk

It is a great pleasure for all of us that our Newsletter of October 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 **. We are sincerely striving on improving the presentation.**

We are sending you our tenth issue of November 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**. 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

Katrina- Natural Disaster and Design
Dr. Catherine Forsman, USA
(Katrina paper for Dr Sunil Bhatia)

Introduction

Perhaps one day technology systems will be distributed and pervasive so that no disaster will disable technology systems that distribute important information to survivors and organizations that give aid to these survivors. Perhaps one day information where it is needed and when it is needed will be a normal response to disaster. Perhaps one day emergency management systems are in place that helps citizens evacuate to organized shelters. Perhaps one day it will be seamless for survivors of a disaster to transition into their life post- disaster with help along the way until they are psychologically and fully capable

of resuming this new life. Perhaps, though, the very nature of disaster means we are unprepared. It may mean that there is no technology system that can fully operate during and after a disaster and solve each crisis, even if the technology works during the disaster. Each disaster is different and each crisis appears to be different. But, what if there was a pattern to disaster? What if the patterns helped illustrate possibilities for the design of products and information that could improve the response situation? One could argue that it may be that disaster by its very nature is about chaos; yet, it does not mean we cannot learn from each disaster to better understand how to solve some of the post-disaster problems. Perhaps the best we can do is to reorganize and rebuild. But, even in the best case scenario, where early warning systems are successful homes, public works such as utilities, infrastructures such as roads and public transportation systems would be destroyed. Is the answer better technology systems? Or is building better technology systems only part of the answer? Is another part of the answer to understand how people and organizations respond to disaster and fully explore that understanding before we build more products for disaster response and detection? So, if disaster has inevitable consequences that involve destruction, how does one understand the patterns of response to such an event, and in so doing, understand what design research techniques may work best in a post-disaster situation? These are the questions that appear to be most important to answer for myself as a design researcher after Hurricane Katrina struck the Gulf Coast of the United States in

August of 2005.

The Goal of this Research

The goal for this research was to discover if patterns emerged among people and how they coped with the aftermath of a natural disaster. Given these thoughts as the original impetus to apply design research

techniques (ethnographic and participatory design) , the focus of much of this research is on what happens after, or the aftermath of disaster. Within a disaster's aftermath there are human decisions that are made that can change the course of recovery or not. The design decisions and the outcomes from the decisions is what this article is about. Specifically, the research deals with how to study people within the aftermath of a disaster and the decisions they make and question the design of things that those decisions create.

This article focuses specifically on shelters that were created after Hurricane Katrina in the Gulf Coast of the United State in August and September of 2005. From the interviews and observations, as well as participatory design artifacts, a pattern began to emerge for a select group of peoples. This group was put together into a persona so that the findings could be represented in a person-centric fashion. This article describes some of the findings, pros and cons of a few methods used in this research, and an example persona of a refugee and their day-to-day activities. A more comprehensive set of findings are currently

being put together for publication in a forthcoming book on the subject.

What is Design?

One could ask, what is meant by "design" in this research? There are many definitions of design. There is Design that was not man made. There is Design that is a singular act spawning from the artist. There is Design that is part of a "group think" involving a group of people such as in auto manufacturing or product design. There is Design that is considered as an underlying pattern of a society. Design in this research means "the discovery of patterns from studying a group of people and listening to their suggestions." One could say that design as we think of it in our day-to-day lives is not about discovering what exists with many different samples and searching for a pattern, that design is a creative endeavor that has to do with a type of genesis from what did not exist before. Perhaps both definitions can exist together. But, much of design is about use. And use has to do with understanding the day-to-day lives of people living through an experience and what they might use and why. And this meaning is what is meant when design is used here. Specifically, researching and finding patterns throughout an experience to discover opportunities or problems and record the patterns. From these patterns suggest creative solutions for new designs or redesigns

of existing "things." This is all illustrated through the use of scenarios and personas.

Methods Chosen for a Post Disaster Situation

It is common practice today in corporations to employ anthropologists and something called interaction designers. Why corporations hire such individuals with this particular specialization is to understand what to innovate and what people may need or want before building it. To do this, an interaction design team will go "into the field" and study people. They watch them, document peoples' behaviors, collect important documents and artifacts to analyze and then develop findings. These findings are rarely written out as a report, but comprise personas and scenarios and, some times, an experience model to illustrate the patterns discovered in an engaging format. To be more specific, an experience model is a model illustrating, at a high level, the experience a group of people have gone through and also what suggestions could be made for product development within the experience. Personas are simply a personification of a group of individuals who have similar psychological and emotional ways of handling an experience. Think of personas as a way to put together key patterns in behavior into one person. This person is fictitious but represents the characters traits of a group.

Not only is it important in this type of research to be able to illustrate findings in a manner that is communicable to a wide population, but the research also suggest design solutions. An example of this would be: a US auto manufacturer wishes to understand what goes through peoples' mind when they want to purchase a vehicle. They want to know what the experience is, what kind of information people want to collect, who they talk to, etc... An interaction design team would then go to peoples' homes, a car dealership, etc... and study a group of a selected demographic and understand how they do what they do, when, where, and why. After the research patterns would emerge and information needs would be understood as well as how that information could be accessed whether through mobile devices, kiosks in dealerships, training manuals, etc... In this way design research both uncovers patterns of behavior and suggests design solutions whether they are product centric or not.

Some of the best methods used to understand or sample the patterns across a group of people for design purposes are methods developed from participatory design and ethnographic research. Both of these methods work well because it allows a design team to gather information about how people do things, rather than statistical information that may not yield as much information for understanding the design or pattern across a group of people. Another important aspect of ethnographic research and participatory design is that

many times the people who are being interviewed or observed will best be able to co-create solutions, or point out within their experience significant artifacts that document the established way of doing the current situation.

Setup and Circumstances of Research

Six rounds of research were conducted from September 3, 2005 to the present. The duration of each field research trip was approximately 7 to 10 days. The research was conducted in shelters or in people's homes. The participants were equally distributed between New Orleans natives and Gulf Coast natives such as peoples from Mississippi towns such as Bay St. Louis and Slidell.

The distribution is as follows:

New Orleans native	Mississippi Native	Evacuated	M/F
25	36	55	41-F/20-M

What is important to note here is that other key factors usually play into a segmentation model when recruiting people for an ethnographic research study. Such factors have to do with the process of screening individuals as participants and accepting or

rejecting them into the study based upon those parameters. Given the circumstances of post disaster circumstances it is impossible, if not questionable on a compassion

level; to recruit as is usual for such studies. Many of the participants were recruited by word-of-mouth given the requirements needed for the research. This is important to note because it is a key differentiator between doing ethnographic research for product development in a corporation where recruiters work with screening material and call participants beforehand to setup interviews or observations. In case such as disaster where people have relocated as refugees to a shelter it is impossible to recruit based upon a segmentation model. Instead, ad hoc recruiting needs to take place based upon loose parameters established before the field trip. From the experience of this research, often times recruiting takes place simply by walking through a shelter and talking with people.

Interviewing post Disaster

In situations where a disaster has taken place many times people who have made it to a shelter are in shock. The question then would be: When do people want to talk? What happens through time when the type of research being performed is dependent upon interviewing and observing? Below is an illustration showing the experience of interviewing people in shelters post Katrina based upon whether they were able and willing to participate in the research and how long they wished to talk.
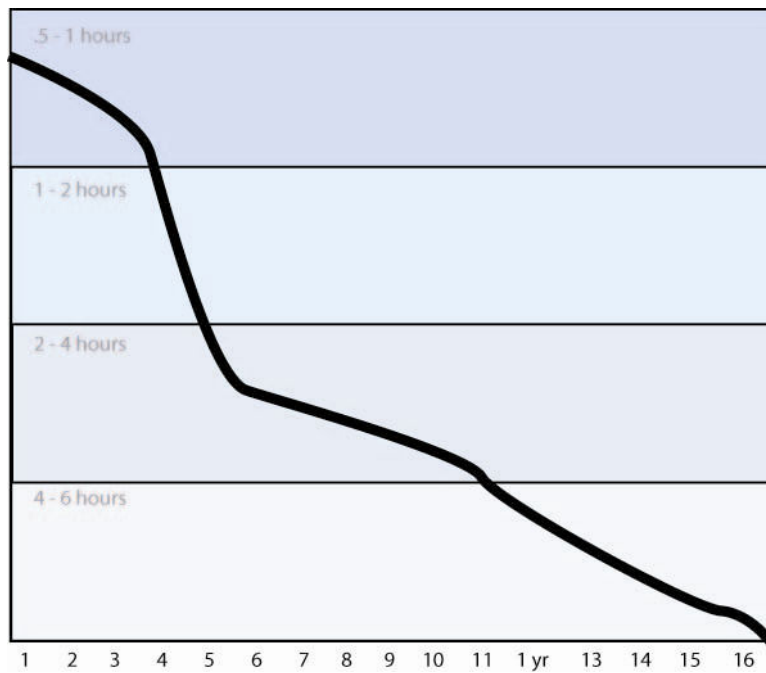
Note: This illustration shows a situation where the researcher has access to the shelter manager and is also living within the population during the interviews.

Notice how there is a dramatic increase of the amount of time people wish to talk or participate in the research at the 1 year mark.

Early on in the research most people who were asked to participate were unable to describe how they had arrived at the shelter without breaking into tears. After the 3 months mark many people were happy to participate but ranked very high on a 1-5 level scale for questions that the APA uses to diagnose depression. During the interviews they tended to ramble or misplace information and were replaying the day of the disaster with clarity but could not recall their lives pre disaster. At the year mark, many people were able to talk about their history pre disaster, the disaster moment itself and the resulting evacuation and shelter experiences, as well as, their return to the area

where the disaster took place. What may seem obvious is that

the increase of time participants wish to be part of the study at the 1 year mark is closely related closely to psychological aspects of disaster. Why is this important? It is important because informs how a researcher may approach performing their research. Meaning, expectations for how many participants, how much they contribute, and how long they wish to contribute to the study must also be put into relation with the psychological demands of a disaster situation.

Experience Model & Findings

Outlined below are some key findings and an experience model illustrating some of the findings from the research.

1. **During the evacuation process their tended to be a "coordinator" for a family. The Coordinator took on the responsibility of making sure that related kin were out of their homes and evacuated to a safer area. They also took on related duties such as commandeering vehicles, helping the ill within their family, constant communication between kin relatives whether they were in the disaster area or not.**

2. **Once evacuees arrived at the evacuation site (excluding the Superdome and Astrodome) the Coordinators tended to set up their own rules for a community, this included such things as food, blockages for privacy, law & order, etc...**

3. Organizations that were in direct conflict with the community Coordinators were often the very organizations that were sent to create order within the shelters. An example of this would be disputes between Red Cross workers and evacuees over the cuisine and type of food being served, privacy within communal showers, designs for better sleeping arrangements, etc...

Coordinator Persona

Josephine Fornier

Key Characteristics
- Before the disaster she worked as a Youth Counselor
- Mother of 3 and has 4 siblings
- Volunteers for the Red Cross
- Considers herself to have respect and dignity for people
- Helped her family evacuate by coordinating rides for her mother and 2 siblings out of the disaster area

Day in the Life Of

Josephine arrived at the shelter at 7pm the day of the storm. She drove the car out of the disaster area with her husband, 3 children and family pet. Along the way they ran out of gas but she was able to flag down another driver and get gas from them.

Every morning she tries to get her family up at the same time so that they have some order created in their day. She then goes to then meet with the Red Cross volunteer trying to convince them yet again that the community of people she is with would rather cook their own food. Additionally, she has already begun to write a list of things that are needed within a shelter. The cots

do not afford enough privacy and there is a youth gang forming already that she fears may take over and dominant. She also believes that the dehumanizing aspect within the public showers could easily be taken care of if someone would simply hang sheets or place shower curtains in certain areas. Already, she is sensing that there are certain things beginning to happen that could be avoided simply by creating a situation where more privacy and comfort is afforded. After meeting with a belligerent Red Cross volunteer and trying to convince them that she has some good input, she goes back to the area of the gymnasium where her family is resting on cots. She thinks, "What does it take. Something bad has to happen before anyone is going to listen. I've seen this all before and these are people I know."

She is scheduled to shower at 9:30 am while her daughter is scheduled to shower at 10:00 am. She does not want her daughter to go into the public showers without her so she waits to go with her daughter. They shower and change into clothes and go to eat some MREs in the cafeteria. Her husband and two sons are scheduled to shower next, so they wait at a cafeteria table for them. By 12:00 everyone is bored so they walk around the gymnasium looking for people they might know.
As they are walking they see the postings of "lost persons" yet it doesn't really register that all of this has happened.

My 3:00 pm they are told there is a play area for children outside the shelter and she and the children go outside. She starts hearing stories that disturb her and she vows

to stay up all night to keep watch over her family. She knows it might just be fear, but she goes inside and talks it over with her husband and they decide to take shifts between staying awake or not.

During the night Josephine hears people crying, shifting, and talking to others. She watches over her children. Because there are no barriers between the cots she can see everything that is happening in the gymnasium and notices a woman wandering like a zombie among the cots. She goes to her and the woman simply stares. She tells her that she needs help. She starts calling for help and a Red Cross volunteer approaches. "She needs psychological help." The woman is taken away.

Josephine stays up until morning and falls asleep as her husband and children wake up. She knows she will miss her shower schedule and she longs for something that seems familiar but she knows she will not get it any time soon.

Experience Model

This is an example of an experience model that shows at a high level what the research highlights as a high-level experience. The area identified that has the greatest opportunity for improvement is the shelter experience. However, this does not mean that there are not many more experiences in a disaster situation where design research could benefit all those concerned.

Conclusion

This article shows an example of an experience model and persona from design research in a post disaster situation. A full research cycle would also propose design suggestions that could involve structural changes to shelters, training in cultural sensitivity for volunteers, and dividers for privacy in shelters to maintain personal dignity.

As a conclusion, the process of using ethnographic research and participatory design techniques in a post disaster situation is different than corporate design research. Understanding what some of those differences are became one of the most important aspects of performing the research. A lot of different ideas needed to be tested in order to find ways of performing the research that protected the personal dignity and respected the pain participants but were also successful in capturing human needs. Many more studies could be performed in this area of post disaster design research. And it is my greatest hope that this type of research could some day inform governmental and volunteer organizations.

Build For All

**Francesc Aragall, Chair man,
Design for All Foundation, Barcelona**

The first Build for All Seminar done in Spain took place at the Design for All Foundation the last 9th of November.
Build for All **http://www.build-for-all.net/** is a UE supported work team, it's goal has been to develop a manual to facilitate the application of Design for All in governments and city hall's public procurement procedures.

This course's objective was to present this new perspective to those responsible for the public procurement procedure at the Spanish Administration, as well as to the companies involved in public bidding, in order to guarantee that products and services hired by the administration are useful for everyone, including elder people, foreigners and people with a disability.

Basically, we must emphasize the following actions to improve social inclusion that can be carried out by the administration or by the company.

By the administration:

- Define in the specification sheet ALL the accessibility and Design for All requirements.

- If I don't know them, I can ask some other administrations and/or organizations for advice.
www.ceapat
www.cermi

- Hire Special Workshops directly instead of inviting tenders.
- Use experience in accessibility and Design for All as a criterion to include or select a company.
- Point the skills (experience and team) of companies regarding accessibility and Design for All.
- Demand external audit or certification of accessibility and Design for All for all the products and services I've hired. And also demand, on the contractor, all the proper arrangements to be done, if necessary.

By the company:

- Improve the know-how and the skills of my company towards accessibility and Design for All.
- If I don't meet the requirement of having at least 2% of disabled employees, I must hire the services of a Special Workshop or donate to foundations that work for the social and professional integration of disabled people.
- Count on external advise, and if so, certifications of accessibility and Design for All of their products and services.
- Suggest my customers from the public administrations to include accessibility and Design for All criteria in their calls for tenders, directly or through the corporate associations they belong to.

As a conclusion after the Seminar, Francesc Aragall, Design for All Foundation's chairman and Peter Neumann, NeumannConsult's director, mentioned the following:

Legal perspective:

- There are practical bases to develop accessibility in the Spanish public administration.
- These are not enough themselves. We must gather and spread the good practices.
- In Spain, it's not compulsory yet to follow the rules on accessibility.

Financial perspective:

- Design for All is considered important and beneficial for both big and small sized companies.
- Taking part in public bidding without following the Law for the social integration of disabled people is more difficult. This is an important measure.

Recommended strategy:

- It's very important to work cooperating in national or international nets, where companies from different sectors or sizes can participate.
- The training in public procurement procedures is extremely important. It would be interesting to star this training at Universities.
- It's also important to disclose this information among professionals on active service.

Peter Neumann launched the following question: "After this Seminar, what would be the steps to follow?"

Francesc Aragall, as a member of the Design for All Foundation, contributed with the following suggestions:

- The foundation will offer the toolkit and the Build

approach with the Braille code, and then to learn it.

It is important to know that this is not only a toy for blind children, but it is also a teaching tool for healthy children. As a matter of fact it can be helpful to learn the alphabet and to let children get closer to Universal Design products.

Today Braille code knowledge is not so widespread as we can think. People who are blind and visual impaired don't learn Braille in a natural way, but with many difficulties.

It takes a lot of time and patience to learn it. Therefore it is very important to let the children being in touch with it around 4/5 years old (depend on other disabilities) but however before teen age.

A-hebi® is a modular snake-shaped toy. The shape is not a chance for many reasons:
- Children can carry the toy with just one hand.
- The toy doesn't need boxes or packing cases because it holds all the pieces together its own.
- The look gets affection.

A-hebi® doesn't want to be a simple modular toy, but a toy that has got its own identity.

Its name can have lots of different meanings: straight from Japanese it means "The A snake"; "A" and "B" are the two letters of our alphabet; finally it can be the acronym of Alphabet and Braille, that are the two alphabetic codes it would like to teach.

The components of A-hebi® are five. One of these

components has a modular shape where there is an alphabetic letter in relief on one side and the same letter written in Braille code on the other side.

Following the assembly order the components are:

- The *head*, an oval shape that contains a rotating sphere with a rattle inside that imitates the eye movement.

- The *neck*, a conic shape that holds the head and looks like a mouth. Between head and neck rotations it is possible to see and touch all the different A-hebi® expressions.

- The *collar*, whose shape is the same of the other modular components, holds some useful stubs to stimulate in children the touching experience.

- The *modular pieces*, the main components, elliptical sections that fit children hand, and invite them to touch the two sides where the alphabetic and Braille letters are in relief. Moreover, looking the Braille code, on the left side, there is a tactile mark that guides the reading of the Braille code and allows blind children to an easy assembly of A-hebi®

- The *tail* with the shape of a lengthened piece that closes the shape of the toy and works as an acoustic and tactile incentive because it contains a screen that makes a sound by pressing it.

Another important characteristic/peculiarity of A-hebi® is the possibility to be identified through a fragrance. Blind people choose things through smell and touch. That's why a toy dedicated to blind children must have a unique scent. (It is possible to make further research work to create new

fragrances).

Blind children from 4-5 years old (depends on disability) and healthy children from 4 years old, can play with A-hebi® using it as a funny toy or exercising themselves to enhance sensorial growth by exploring shapes, sounds and smells.

The aim of my project is to follow the growth of blind children making them playing and having a first approach with the Braille code and finally making them learning it.

This is also possible by composing different words and by creating modular pieces that can be sold one by one or in a kit. As far as the industrial production is concerned, A-hebi® can be produced by using different materials and technologies, but my aim was to limit production costs and to maintain a high sensorial perception of the pieces of the toy.

To gain this goal, the production cost is based on blew molded process that maintains a good trimming on top and a good result of the details of the pieces.

Considering the production part, I thought about the TPE (Thermo plastic Elastomer), rubber-like material that is also recyclable.

One of these TPE is the Santoprene®, which has a good stability, flexibility, and a good trimming on top that creates a good grip between the pieces and with the children hands. It is also washable, it is possible to sterilize it and it can be treated with fragrances. In particular this possibility can make

A-hebi® definitely a unique toy if compared with other toys.

There is an important note: A-hebi® has been designed using the Roman alphabet and the matching Braille letters, but every alphabet system has its own Braille code.

It is necessary to create, for each of the different alphabetic codes, some differences on the modular pieces to give the children that want to learn different codes, a tool that let them learn the Braille code through game.
I personally have tested a prototype of A-hebi® on a small group of blind children from 5 to 7 years old and even if with different disabilities, everyone could play with it in different ways.
It was a success even beyond my expectation.
Younger children discovered the shape with their mouths, while older children began to explore the Braille code.

The sizes fitted their hands and the mechanism between all the modular pieces was agreeable, and I could really see smiles on their faces because at least they were playing with a toy that was created just for them.

This has been a huge result for me and I truly hope that this project will become someday a trademark toy widespread all over the world to give blind children the possibility to play and to be happy just like every other children.

News
1. Over 2500 left handed people are killed each year from using products made for right handed people.

2. **Dear Madam/Sir,**

It is with great pleasure that we write to you, as we announce the next edition of the Stainless Innovation Awards. SIA has remarkably evolved in its stature to become one of the most celebrated and prestigious platforms to recognize talents in the field of innovative & aesthetic applications of Stainless Steel.

We look forward for your participation in this edition of the awards and also seek your help in propagating the information of the awards within your community of designers and architects.

Jindal Stainless has been striving to make stainless steel a part of everybody's life by taking a 360 degrees approach from production of raw materials to supply of architecture and lifestyle related products. Meeting this very objective, are arc and art d' inox - promoted by Jindal Stainless, uniquely supporting & promoting applications of Stainless Steel in every conceivable creative possibilities. arc (Jindal Architecture Ltd.) focuses on application of Stainless Steel products and technology solutions across architecture, building and construction segments and is involved in urban development making versatile use of Stainless Steel. Art d'inox (Austenitic Creations Pvt. Ltd.) has proved to be a pioneer in the manufacture of premium lifestyle products in stainless steel, breaking new grounds with its innovations. Jindal Stainless has also instituted the O P Jindal Stainless Chair for research and product innovation in stainless steel at the prestigious National Institute of Design, Ahmedabad, to encourage innovation and creative applications of stainless steel, in design led products.

Stainless Steel is an established material in international design. It's contemporary, stylish yet its neutral look is gaining immense popularity among all kinds of users and tops as a material of choice for its excellent blending ability with any other material, viz. glass, ceramics, wood or leather. The material has been providing great opportunities and inspiration to generations of designers.
Today its use is being taken to new levels of expression

and
technical sophistication.

Stainless Innovation Awards is a testament of our continued support to the design fraternity. To keep encouraging creativity in the usage of the material, Jindal Stainless has announced "The Stainless Innovation Awards" to reward excellence in designing stainless steel. The Awards will be held on 10th March 2007 at New Delhi. We have opened registration for the same and the last date for registering is 20th Jan 2007.

The three categories for the awards are:

Category 1: Innovation in application of Stainless Steel in Building and Architecture

Category 2: Creative ideas of application of Stainless Steel in Interior Design
Category 3: Excellence in usage of Stainless Steel in Product Design

Entry is open to Indian Practicing Professionals as well as the students Concept & Design ideas.

Please also find attached a copy of SIA brochure & form in PDF format

The details of the event with brochure & forms are also available
online at www.jindalstainless.com Looking forward for your participation.

Best regards

Anshuman Chakravarty
Corporate Communications
Jindal Stainless Limited
Jindal Center
12, Bhikaji Cama Place
New Delhi - 110 066.
Tel: +91-11-26188345-50.
Fax: +91-11-41659169
Email : awards@...
Website: www.jindalstainless.com

Letters

Dear Sunil!

Thanks for your response. I am curious to figure out as to how i became "Dr." :-) I am just Udhaya (yes i do intend to eventually pursue a Phd sometime)

In as much as the article for your December newsletter is concerned, i may not be able to shoot out the draft as I'm continually on the move. However, i will send you a proposal for topics that i am interested in writing about. Let me talk to folks in the community about potential sponsorship avenues.

Last but not the least - do keep me posted of the activities and i would also like to enroll myself for the course that you were mentioning about. Could you send me more information on that please? I can actually create a pipeline of interested people for the same

Thanks

UdHaY

Dear Dr Bhatia;
 You may become a member of idcian and hciidc groups and send the program announcement to the member designers. I was out of station and hence this delay in replying you. With best regards
 Gaur G. Ray

Dear Dr. Bhatia, I have requested Dr. Ben Shneiderman to communicate his consent to write the foreword for the anniversary issue of Design for All Newsletter. Also sent the URL of your website for viewing the published issues so far. Let us wait for his reply. Warm regards, --

 Dr. Dinesh Katre

 Group Coordinator Human Computer Interaction Design (HCID) C-DAC's, National Multimedia Resource Centre, Agriculture College Campus, Shivajinagar, Pune 411005, 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
www.designforall.in

DFAII   ***Design For All Institute Of India***
Inspire Hope

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
Or**

Design For All, Europe

Design For All, Germany

Address:
www.designforall.in
13, Lodhi Institutional Area,
                    E-Mail: dr_subha@yahoo.com
Lodhi Road, New Delhi-110 033,
Tel :91-11-27853470 India

Booking Form For Delegates

Name: ---
Address: ---------------------------

Organization (if applicable): ----------------------------

Tel. No.: -------------------------------------
Fax No.: --------------------------------------
E-mail: ---------------------------------------
--
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 from 12Th December 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
www.designforall.in

BOOKING FORM FOR SPOUSE/ CHILDREN

Name of the Delegates:

Country/ State:

Passport Number

Telephone   **Mobile**   **E-Mail**

Detail of accommodation of delegates Room No:

                               Floor No

                               Name of the Hotel:

                               Date of stay:

                               Number of stay Days:

                               Check in time:

Name of the person accompanying the delegates

                   Relation with delegates (if any)

                   Preference of stay

                      Adjacent to the room of delegates

                      Sharing

                      Anywhere in the same hotel

                      Any hotel

Stay Detail

                  Day of arrival ------------------------

                  Day of check in-----------------------

Request for stay in hotel for the following persons

Name	Relation With delegates	Age	Gender	Passport No
1.				
2				
3				
4				

The expanses shall be borne by (Name of the Delegates) ----------------------- Country

I hereby declare that all above information are best to my knowledge and belief and I am the custodian for persons mentioned in the booking form

(Signature)

Name

Note: We have requested the hotel for special tariff for your spouse/ children .It is the wish of delegates to make his/her request directly to hotel or through us The approximate cost of the hotel for stay in twin sharing shall be Rs 15,000 or

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Student/ Participant Registration Form

Name of the participant:
Email:
Mobile: **Tel:**   **city**   **Country**

Name of the college/ Institute:
Address:

I am interested to join as a participant for the session
Day (Time)   Session Detail   Key speaker
                    (Pre Lunch/Post Lunch/ after dinner)

(27th January 2007)
(28th January 2007)
(29th January 2007)

I ……………..s/o…………… declare that I intend to join the above mentioned session as a student/ participant in an individual capacity and above furnished detail by me is best of my knowledge and belief.

I have deposited the fees requires to attend the conference   Rs 1000/-(Indian currency Rupees one thousand or US $ 20 dollars) for student and Rs 1,000 (Rupees Ten thousands in Indian Currency or US $ 500) for individual participants

(Signature)   Date   Place

Proposed Program

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

Ist Day (27th January, 2007) inaugural session speaker Mr. Pete Kercher, EIDD, President

Ist session Key speaker and chair by Prof Jim Sandhu,

Inclusive Design Inc

.2nd session Key speaker and chair by Prof Richard Duncan, Center of Universal Design, North Carolina state University, USA (Yet to confirm in writing)

3rd session chair and key speaker by Prof Ricardo Gomes, Stanford University, USA

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

5th session, chair and key speaker Prof Zec, red-Dot
The days conclude by Prof. Jim Sndhu

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

1st session, chair and key speaker Elaine Ostroff
2nd session, chair and key speaker Dr. Cynthia Leibrock
3rd session by Linda Fisher, President, Design resource
Session (Post lunch)

4th session, chair and key speaker by Chairman IUDA, Japan
5th session chair and key speaker by Chairman, Design For All Foundation
6th session, chair and key speaker by President Aaron Marcos, USA
Session (After Dinner)

7th session, chair and Key speaker, Dr. Bollani, Italy(yet to accept)
8th session, chair and Key speaker,Dr. Ericson,USA
Second day conclusion by Elaine Ostroff

3rd Day (29th January 2007)

Ist session, chair and Key speaker by Prof. R. Leidgner, Germany

2nd session, chair and Key speaker, President, Design For All, Germany

3rd session, chair and key speaker Mr. Edman, Swedish Industrial Design Foundation

(Post Lunch)

4th session, chair and key speaker Dr. Daniel Fermosa, Smart Design Inc, USA
5th session, chair and key speaker, Mr. Jacques Lange, President Icograda, Montreal, Canada
6th 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 various session)

3 day Design Workshop
"DESIGN FOR MEDICAL EQUIPMENTS"
A Strategic Design Workshop offered by NID.
For Whom R & D Personnel

Senior Engineers of medical equipment manufacturing units

Professional designers

Marketing managers involved in strategic planning

Ergonomists working in medical equipment industry

At
National Institute of Design, Ahmedabad

On
12 - 14 December, 2006

Organised by
Industry Programmes and Projects (IP&P)
National Institute of Design
Paldi, Ahmedabad - 380 007

Telephone: (079) 26623692 -7 (6 lines) Fax: (079) 26621167 / 26605240

E-mail: industryprogrammes@...

BACKDROP

The opening up of the economy has forced Indian manufacturers to face challenges from global players. And the market leaders are those who offer better designed and engineered products and equipments. This has forced the manufacturers to look for ways to improve their own products. While a great deal of work has been done to improve the efficiency and performance of products, to reduce their overall cost, etc., attention has now shifted towards improving their functionality and aesthetics so as to increase the overall value of the product. A good design effectively blends form and function, quality and style, aesthetics and engineering, and at the same time, it is simple to produce, assemble and maintain. Industrial design has thus become an important element for any business success.

The National Institute of Design (NID), Ahmedabad, is one of the nation's premier institutes, engaged in the field of design education and training in India. As part of its strategic training programmes in selected areas, NID has planned a three-day workshop titled "Design for Medical Equipment".

RATIONALE

Professionals of Medical Equipment manufacturing industry feel the need more than ever before to improve the functionality and aesthetics of their products and equipments keeping the users in mind. All organizations engaged in this business are taking necessary steps in ensuring that their products are more amenable to their users than their competitors' products, through better design. This Training Workshop very much addresses the issues involved in this pursuit for better medical equipments through better design.

OBJECTIVES

The workshop aims at sensitizing participants to the issues involved in
designing Medical Equipment, with the main emphasis on the problems that
arise through the human interaction vis-à-vis functional aspects, ergonomics
and aesthetics.

PROGRAMME CONTENTS

Safety issues and Users' perspectives.

Design Methodology.

Ergonomics and human comfort.

Case Studies and Projects

Elements of Design.

FOR WHOM?

This workshop would be of interest to

R & D Personnel.

Senior Engineers of medical equipment manufacturing units.

Professional designers.

Marketing managers involved in strategic planning.

Ergonomists working in medical equipment industry.

METHODOLOGY

Presentation lectures, experience sharing and discussions with experienced faculty members will take place throughout the workshop. Visual presentations on case studies of success stories will also be presented. The workshop will also provide suitable hands on experience to understand several intangible but crucial design elements. The participants are encouraged to bring with them details of the actual problems faced by them. An open session has been scheduled at which these problems will be discussed and advice given. A practical approach of this nature will ensure the success of the workshop.

ANCHOR FACULTY

Mr. Shashank Mehta

Mr. Shashank Mehta is Additional Activity Chairperson, Education and a Senior Faculty in Industrial Design at NID. He has a vast experience of 14 years and has been actively involved in many projects of industrial design and product design.

Mr. Shashak Mehta has presented a number of papers at various national and international conferences and publications.

DURATION

The programme will be of three days.

INTAKE

This programme will be limited to a maximum of twenty participants (on a first come first serve basis). However, a minimum of ten participants will need to be registered for the programme to be conducted. Any and all in the creative field including designers, architects, managers, professionals will benefit from this programme. Others desiring to increase their sensitivity and creativity are also welcome. All that is needed is an open mind.

FEES & REGISTRATION

Non-residential Registration Rs 5,500/- [Includes Lunch and Workshop Registration only]

Registration Fees to be paid by Demand Draft / Pay Order in favour of NATIONAL INSTITUTE OF DESIGN, payable at Ahmedabad.

Kindly send your nomination/s on your letterhead indicating Workshop Title, Name/s, Designation, Phone No, Fax No, and Email ID of the nominees along
with the fee to:

The Programmes Manager

Industry Programmes & Projects (IP&P)

NATIONAL INSTITUTE OF DESIGN (NID)

Paldi, Ahmedabad 380 007

Telephone: 0091-79-2662 3692 -7 (6 lines)

Fax: 0091-79-26621167 / 26605240

E-mail: industryprogrammes@...

CERTIFICATION
A certificate of participation will be presented to the

participants.

3 The Asia Rubbertech Expo 2006, inaugurated here on Thursday, is attracting scores of visitors. The three-day exhibition, organised by the Indian Rubber Institute, is focusing on latest developments in product design, manufacturing, testing and education. The show was inaugurated by Principal Secretary to Government (Finance) Jose Cyriac. Joint Managing Director of Apollo Tyres Limited Neeraj Kanwar, Chief of Research & Technology at Apollo Tyres P.K. Mohamed, were among those present.

Expo in Chennai

There were many presentations on tyre and non-tyre technology, processing technology, nano technology, latex technology, polymers and composites.

The growth of the rubber industry in all countries is linked with the growth of the automobile industry. A host of players in the global automobile market are using India as a production base, according to representatives of the All India Rubber Industries Association. The Association, along with CAPEXIL, a trade facilitation arm of the Government, is organising India Rubber Expo, an international exhibition, at Chennai from January 17 to 20.

Anil Sampat, Chairman of the expo, told reporters that India was making more than 35000 different kinds of rubber products in about 6000 units having a combined turnover of $5 billion. Since 65 pc of the rubber is directly or indirectly used by the automobile industry, the steady growth in the automobile industry reflects the growth of Indian rubber industry. The consumption of rubber has increased by 5.97 pc despite high raw material cost, he said. M.F. Vohra, Chairman of Rubber Products Panel, CAPEXIL, said the India rubber expo had grown 25-30 pc since 2001. The expo will have participants from countries such as USA, Germany, China, Sri Lanka and Thailand

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 "Design For Healthy Outcome" (October 2006, Vol-1, Number-9) - 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 . 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. There is an opening for Product Designer at ICARUS design pvt ltd, Bangalore.
The candidate should be from reputed institute preferebly from IDDC/IDC/NID/ IIT's/ IISc freshers or 1-2 years experience in Product design.

Those who are interested please forward their resume and portfolio to
K.Girisha
Product Designer,
Bangalore.

2. web designers with hands on experience and proficient in flash with at least 2 years of experience required urgently.
interested people can get in touch at www.whitelight.in

3. Dear all,

Industrial Designer required for following profile.:-
Education- M.Des. (IIT OR IISc), OR PG in Industrial design from NID Company name- Pinnacle Ind. Ltd. Pithampur (sister concern of Force Motors Ltd).
Job Location- Pithampur
Job Profile:
Design of Automobile Interiors like seating systems and trim.
Good at Sketching and Rendering.
Good hands on for 3D software like Catia OR Think 3 OR Rhino.

Even fresher are welcome for above mentioned position.

Interested candidate please post your resume

4. 1. Model maker - this person will execute models of my designs for ceramic products; the models will be made using sheet polystyrene.
Most of the designs have many facets, and so the candidates for this job need to have great hand skills, be patient and very precise with their work. I can train someone to be able to make 46

these models, but they must posses good model-making skills already. It would be ideal if this person were closeby, so that s/he and I could interact every day; if they'd be willing to come work at NID in the exhibition design studio, that'd be ideal.

2. Graphic Designer - this person(s) will do production work as part of an exhibition design team based both here in India and in New York. Will probably start off getting schematically designed panels that need to be refined, through typography manipulations, design variations and investigation. Person must have access to a Mac; must be completely conversant in PhotoShop, Illustrator, Quark and InDesign. A few years professional experience would be nice but not necessary. Would be ideal if this person were located in Ahmedabad, close to NID, thus making daily face-to-face contact possible.

5. We are looking for interns in the field of Visual Communications/Interaction Design for an interesting HTML+Flash non-website project. I can't share the exact details here (due to NDA's) but can promise the experience will be worthwhile.

This position is Bangalore based and the right candidate shoudl be proficient with Photoshop and have working to good knowledge of Dream Weaver/Flash. An ability work out ccomplex workflows using flowcharting tools will be an added advantage.

Please feel free to forward this mail to anyone whose interested asking them to get in touch with me off this list.

Bang Design, Bangalore

6. VIP Industries Ltd. is Asia's leading manufacturer of hard and soft luggage and is the largest brand of luggage in Asia.

We make travel simple and convenient for millions of people around the world, with a world-class range of products and services designed to help them experience all the joys of traveling and none of the hassles. In India we have a strong 8000 plus dealer- distributor. Outside India, VIP is available in over 1300 retail outlets spread across 27 countries. With the brand acquisition of Carlton Travel Goods (UK), the company is building its opportunity to grow as a global luggage player. The luggage business comprises of 3 manufacturing units

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and 22 branches in Indiaand international offices in Dubai, Hong Kong and London. With an ambition to become a global leader in
business, the company is continuously striving to build and leverage its competence for growth.

Behind every VIP is the backing of the US$ 200 million DG Piramal Group and an expert design team that constantly innovates, exploring new technologies and materials to create luggage that matches the world's highest standards.

The company wishes to hire for the position of *Graphic Designer*. This position is based out of Design Studio at Mumbai and will directly report to the Head of Design.

Key responsibilities of the role will include:

- End-to-end graphic design solutions for development of various promotional materials & product related additions like sales presentation, designing of catalogues, label, guarantee tags, linings etc.
- Understand issues involved with product development and come up with photographic reports about quality control.
- Get involved with marketing / design team & coordinate various marketing related activities.

Key skills required for the role will include:

- Graduate / Diploma in Graphic Design.
- Sound knowledge & proven experience of 1 to 2 years in Corel Graphic Suit (Corel Draw & Corel Photo Paint) & Microsoft Office (Word, Power Point etc)
- Ability to understand the aspects of product development, able to understand brief from design & marketing quickly and come up with clear ideas.

Contact Details:

Vinay Patil

Asst. Manager, Human Resources

VIP Industries Ltd.

DGP House, 88C Old Prabhadevi Road, Prabhadevi, Mumbai - 400 025

Ph: 022 - 6653 9000 / Dir: 022 - 6653 9106 / Fax: 022 - 66539089 / Mob: +91
- 98197 85756

www.vipbags.com.

7. **Think Design Collaborative Pvt. Ltd. is looking for Full time Product Designer with 1-2 years experience. Fresher with good knowledge of materials and processes may also apply.**
Think Design was founded in 2004 by three designers from National Institute of Design. Today we have offices in New Delhi and Hyderabad and have gained expertise in the areas of Industrial Design and User Experience Design, servicing medium scale industries to fortune companies.

Pre-requisites:
1. Strong conceptualization ability based on the brief given by the client as well as brief, scope and boundary conditions prepared internally.
2. Good working knowledge of proE or Rhino
3. Proficient at using softwares such as: Coreldraw, Illustrator, Photoshop
4. Good visualization capabilities in terms of form, color, texture etc.
5. Must be a proactive problem solver with the ability to delegate responsibilities

Qualifications
Post graduate degree in Product design from a reputed institute with:
a) Mechanical Engineering background (no experience required) OR
b) Architectural background (at least 1 year experience required)

Please do mention your present as well as the expected salary.

Deepali Saini
THINK Design Collaborative Pvt. Ltd.
9/7, Second Floor,
Nehru Enclave East,
New Delhi 110019
Ph. No. + 91-11-26296965

8. Infoedge India Limited, the parent company for naukri.com, jeevansaathi.com, 99acre.com, quadrangle is looking for UI and graphic designers for its Noida office. The requirements are as follows:

1. More than 3 years experience in conceptualizing and designing user interface for websites.
2. Enthusiastic about brainstorming and innovating new ideas.
3. Believes in User Centered Design and principles of Usability.
4. Can work in a dynamic team environment of Technical people, designers and product managers.

Please send your resume to
Neha modgil

9. If you are a visual designer looking for new challenges to apply your skills to designing products as varied as mobile applications to AJAX based products, then we need you.

You need to have experience in the design of application/ products and be ready to hit the floor from Day 1 [>:)] .

If you think the above description interests you, then Globallogic, Noida is the right place for you. You will be working as part of the Product Usability and Design Group (PUDG) along with Usability Engineers, Interaction Designers, Software Developers and most importantly Clients.

Send your resumes to parul.khara@...
<mailto:parul.khara@...> or shveta.verma@...
<mailto:shveta.verma@...>

10. User Interface Designer - Human-Computer Interaction Team D. E. Shaw India Software Private Limited is seeking exceptional User Interface Designers with an outstanding academic background and superior accomplishments for its Hyderabad office. The philosophy at our firm has always been to identify and nurture people with extraordinary talent, and to create small, cohesive, and functional teams that are highly result oriented and quality conscious. Our employees come from some of the best academic institutions in India, the US, and the UK.
We build sophisticated products such as trading systems, real-time data feed infrastructure, reconciliation systems, workflow systems, and a secure search engine. We provide unusual opportunities for growth. And we compensate extraordinary people extraordinarily well. Designers at our firm are

responsible for all aspects of the usability, interaction design, and interface design of our software products, from conceptualization to product delivery. Designers who have studied at the NID, Ahmedabad or at the design departments of the IITs and have the necessary background are strongly encouraged to apply. We expect our designers to have strong analytical skills, excellent oral and written communication skills, and the ability to work in a multi-disciplinary environment. Experience with interaction prototyping techniques and documentation is necessary.

Web Designer - Human-Computer Interaction Team
D. E. Shaw India Software Private Limited is looking for a Web Designer to join its Human-Computer Interaction (HCI) team. As a Web Designer, you will work closely with Usability and Interaction Designers and Visual Designers in producing web-based products. You will be responsible for translating both product specification documents and low- and high-fidelity product prototypes into front-end interface components and templates. You should be an expert in HTML, CSS and Javascript, and possess familiarity with the standards for each of these. The pages and templates you create should be high-quality reusable solutions capable of being deployed across different browsers and platforms.
The ideal candidate will be a motivated individual with excellent communication and interpersonal skills, a rigorous work ethic, and a genuine interest in all areas of HCI. This position is based in Hyderabad.

Pls forward your resume in word format along with the following details

Current Salary
Expected Salary
Time required to join

Ananth Yadav
Kautilya Management Consultants
Hyderabad
040-27805010, 040-40131024, 09885209222

11. URGENT OPENING (User Experience Evangelist / MICROSOFT)
To introduce myself, I represent Elixir Web Solutions who with a team of over 300 consultants and a client list of over 320 top companies is amongst the largest Recruitment Process Outsourcing houses in the country.

I am urgently looking out for User Experience

professionals for one of my Fortune 50 IT Clients - MICROSOFT. This position is really an exciting one. The position is of a User Experience Evangelist would be based out at Mumbai OR Bangalore OR Delhi. This would be an individual contributor role with a lot of visibility within the prestigious organization.

The job responsibilities would include:

• Able to engage and build relationship with designers including participating in online and offline designer communities, engaging with influentials and third party communities.
• Able to deliver articulate, effective, and audience-appropriate presentations / demonstrations with designer oriented content to both small and large audiences
• Convey a compelling and convincing case for Microsoft technologies vs. the competition
• Extend reach in the designer community by partnering with Audience Marketing.
• Win the hearts of Designers to build positive perception of Microsoft with designers and our products.
• Maintain knowledge of multiple versions of the same product and speak to future releases
. Engaging, participating & building relationship within the online & offline communities is a must.

Find attached the JD of the position for your reference.

Also, it would be great if you can provide me with any references & contacts that you would have incase you would not be a fit for the same. Your help would be highly obliged.

Kindly fill in the below details along with your updated papers for me to process your papers ASAP as this is really a very urgent opening. You may send your inputs may even contact me at 011-41407369.

* Total No. of Years of Experience:

* Total No. of years of relevant experience:

* Current Company:

* **Previous Companies:**

* **Current Designation:**

* **Previous Designation:**

* **Preferred Location:**

* **Contact Details:**

* **Joining time Required :**

* **Current CTC:**

* **Expected CTC:**

Elixir Web Solutions | Search, Staffing and Consulting
www.elixir-consulting.com
Phone:91-11-41407369|Fax:91-11-41407453
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Elixir Web Solutions, a leading Recruitment Process
Outsourcing firm, seamlessly integrates with corporate
recruitment services model by providing on-site
consulting, manpower planning, talent search,
staffing, candidate assessments, HR outsourcing and
software development as high cost effective solutions
to the clients. Elixir has the flexibility to meet
different needs of Recruitment, HR Outsourcing and
Staffing services across Industries viz. ITES,
Telecom, IT, Media, Infrastructure, Retail, B.F.S.I.
(Banking, Financial Services and Insurance),
Research, Automobiles & Logistics, Consumer Goods and
Life sciences. With strong presence in Global markets
through shared service operations, Elixir clientele
spans high profile early stage to large Fortune 500
companies.

12. Company: Titan Design studio
Location: Bangalore
Job Level: Senior Designer
Field: Product Design
Job Functions: 3D Modeling , Design, Product Development,
Design Research, , Styling, Project Management

Description
This is a world class opportunity for a high caliber Senior
Product Designer to join Titan Design Studio team. TDS 53

is a dynamic studio made up of an energetic group of innovative designers. This is an opportunity which is best suited to a designer with essentially a broad background across a number of different product categories. As a senior member of the team, you will be tasked to help create innovative solutions within an integrated 'total product experience' approach and communicate compelling simple and intuitive solutions. The ideal candidate will be able to combine traditional brainstorming/ ideation abilities with the latest 3D computer tools to create fresh, innovative, ground breaking proposals.

We are ideally searching for candidates who have a reputation for creativity, strategic direction and the power to influence innovative products through their project and team management skills.

Candidates will need to be with a degree in industrial design or equivalent. You'll also need a minimum of 3-5 years hands-on experience in luxury / accessories segment.

We are particularly interested in seeing how you arrive at previous solutions & would like to see any evidence of your design process skills.
mail to : **careers@titan. co.in**
Tel : +91-80-25268551
Fax: +91-80-25269923

*More job vacancies are in our web site **www.designforall.in***
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