# Design for All



Women Designer Year

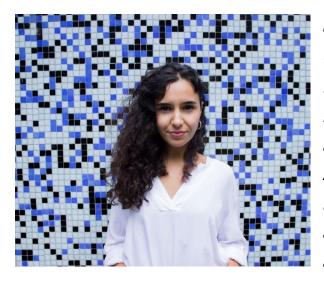
Guest Editor: Samanta Bullock

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Other regular features

# AUF AUGENHOEHE - Fashion for People with dwarfism



**Sema Gedik** is the founder and CEO AUF AUGENHOEHE.

Having studied a Bachelor of Arts in the University of Applied Science in Berlin and a Master of Arts at the same university, Sema had experience in several brands as a fashion designer assistant and trend research before

founding AUF AUGENHOEHE. She has won several scholarships and awards, being the most recent one the "Tommy Hilfiger Frontier Challenge" in 2019. She developed the world's first clothing sizes for people with dwarfism. As managing director of AUF AUGENHOEHE she is responsible for the realisation of the company's goals and philosophy.

AUF AUGENHOEHE means equality between all people - a German brand showing how inclusive thinking and smart products work together.

Fashion is expressing one's individuality but at the same time a medium for social belonging. That's why we make clothes for Little People.

**AUF AUGENHOEHE** is the worldwide first fashion brand to develop a standard size chart for people with dwarfism. Through our work, we not only want toenable Little People to participate in an equal fashion world, but also draw attention to social exclusion and discrimination.



**Photo by Anna SpindeIndreier** 

Sema Gedik learned from her cousin Funda, who is a little person herself, how difficult it is to buy clothes. Was there not a single label offering clothes for little people that want to participate in fashion and lifestyle? She met with more and more <u>little men</u> and <u>women</u> and then decided to change that. After several years of researching ready-to-wear sizes for little people and building a strong community, she officially founded the label AUF AUGENHOEHE in 2017. Since then, the <u>team</u> has grown and together we still have a lot ahead of us.

We have been working since 2013 to boost the research of design products for Little People. By working with our customers and the community, we can respond specifically to their needs. This builds one of our most crucial pillars, that AUF AUGENHOEHE is built upon. We take regular surveys and workshops with Little People to constantly get deeper into the research.

We have an Onlineshop where we offer suitable clothing for Little People. We show that smart products and a strong community engagement successfully open a new market and generate social impact. It is especially important to us to think about inclusion in fashion in a holistic way and to question the status quo. Who has what access to fashion and lifestyle? To solve this, we work closely with our community, which consists Little People and Non- Little People. The diversity within our global community reflects the DNA of our company. This is one of the reasons why we also make size inclusive products for everyone- regardless of height or proportion.



**Photo by Anne SpindeIndreier** 

Our vision is to live in an inclusive and equal world - for all people. Historically, the fashion industry has always drawn boundaries, whether between genders, body proportions, beauty ideals or status. However, many of these divisions are no longer relevant in our globalised world and boundaries should be broken. As an industry we should also start to work together more closely. Each company has a different USP and each has limited resources. That is why we are always in exchange with different companies. We are on the lookout for the right cooperation partners who are willing to open their doors and shake up the fashion industry with us. This way we can create synergies and achieve more together.

No matter the size - we all fit into the future.

AUF AUGENHOEHE is a very young company dedicated to bringing change to the fashion world. Producing clothes for Little People is our day-to-day business, to demand lasting diversity is our passion.

We would love your support to achieve the next milestones in our research, continue our developments and improve our product portfolio. All those who share our vision of an inclusive and diverse fashion world, can purchase the MORE THAN FASHION Pack or send us a message how you want to get involved.

Website:www.aufaugenhoehe.design

**Instagram:** <u>aufaugenhoehe.design</u>

Facebook: <u>aufaugenhoehe.design</u>



#### **Breaking Barriers and Disrupting Fashion Rules**

by Nancy M. Connor



Nancy M. Connor is the founder and CEO of Smart Adaptive Clothing, based in Philadelphia, PA. Nancy is breaking barriers as an innovative designer and advocate for adaptive clothing for people who struggle with dressing themselves or

another.

Prior to this, Nancy has 20+ years in sales & marketing management in the medical device & healthcare space. Responsibilities included strategic planning, domestic and international sales, coaching, mentoring, managing budgets, forecasts, branding, pricing and is a certified professional selling skills trainer.

Nancy started a residential cleaning service; Scrubbing Bubbles in college which paid for 100% of her tuition. The business gave Nancy the flexibility to go to school full time, work full time to earn a Bachelor of Science degree from Temple University, Fox School of Business.

Nancy received many awards throughout her career such as:

- ABC and Localish.com tv segment March 2020
- Fox29 Philly television segment Feb 2020
- Featured in London Fashion Week and Philly Fashion Week Feb 2020
- Featured in Philadelphia Inquirer Feb 2020
- Forbes Article; Marketing 101: Nike Takes A Victory Lap With Modest Swimwear, Dec 2019
- Included in #1 New Book Release, Why Fashion Brands Die And How To Save Them, Nov 2019
- Nicole Miller Trunk Show and feature, Nov 2019 and Philadelphia Trunk Show Nov, 2019
- Featured in Philly Current, Nov 2019
- Designer in Residence 2019-2020; Philadelphia Fashion Incubator
- FAP; Field Application Project, The Wharton School at The University of Pennsylvania Dec 2019
- Finalist: 1. QVC The Big Find; New and Innovative Products that Improve Lives 2019
- 2. Design Philly; Best in Design Competition Innovation 2019
- Presented to the Mayor of Philadelphia Committee on Disabilities

- Appeared on over a dozen local and national podcasts and radio shows
- As seen on Today Show, Fox 29 Philly, 6abc news Philly, RVNTV
- Written up in Philly Style Magazine, Main Line Today, Philadelphia Inquirer, Gratzia Magazine
- Fundraiser for Alzheimer's Association, Joan Shepp
- Presidents Club (10X), Director of Sales of the year (3X), Circle of Excellence (3X), Quick Start Contest with a 100% paid trip to Switzerland while in Medical Device industry

Imagine entering a room and all eyes are on you because of your style, not an assistive device or a difference that makes you uniquely, you.

Our easy on | easy off, modern and stylish designs are inclusive and empowering. We strategically place buttons on the front placket and cuffs for a "traditional" appearance and use Velcro fasteners. Our designs encourage someone to lead with their style, build confidence, maintain or regain independence and save time.

Designed for women and men, perfect for people buying for themselves or someone they are caring for.

Who knew a thought combined with compassion would disrupt fashion rules? Breaking barriers, innovative designs and passion can change someone's day in seconds. The idea came to me after my Father, someone who always wore button down shirts and slacks, broke his hip twice and hand in 12 months. At this point his nurses and aides suggested Dad wear sweatshirts and sweatpants. I knew there had to be a better way.

Shortly after this, I thought back to the innocence of childhood. After having corrective surgery for severe scoliosis (curvature of the spine) at age 12, I wore a plaster body cast for nine months. This cast went from my chin to my hips in an already difficult time during puberty. This surgery also included having a stainless-steel rod fused to almost the entire length of my spine. I cannot bend my spine to this day and that is okay, I am so grateful.

I wore track suits, now called athleisurewear because there was nothing else available or large enough to fit around this cast that weighed about 30 pounds. I understand how it feels to wear clothing that makes you stick out and people stare. I do not want anyone to go through what my Father and I went through, which is how Smart Adaptive Clothing came to be.

When we look good, we feel great and perform better. Think of the 1990s and the "power suit". We used that term because of the way we felt, confident and powerful. It is almost limitless as to who can benefit from our clothing. For example, someone living with Parkinson's Disease, ALS, MS, Spinal Cord Injury, Paralysis, Neuropathy, post cancer treatment, seated position and more.

Was it serendipitous or fate that I would connect with Samanta Bullock? I would call it fate, like minded people working on the same idea, inclusivity, empowering others, fashion, adaptive clothing and so much more.

When Samanta asked to offer our collection on Samanta Bullock SB Shop, "yes" was my immediate response. We are thrilled to partner with Sam, her team and the community while providing stylish designs for women and men.

Everyone wants and deserves the same things, we are all human who need one another, champion one another and rise together. It is amazing to see someone glow from within their soul when they can wear something stylish, when they can dress themselves, whether it is a blouse, shirt or jewelry. The confidence radiates from every part of their being. It is so powerful and such a privilege to have the ability to help others. We are very happy to partner with Samanta and her team. Wishing you happiness with a splash of style.

After all, the sexiest thing you can wear is confidence.

## CAROLINE LONDON AND THE NEW MISSION WITH SAMANTA BULLOCK

By Carola Del Celo



I was born in Genova in 1987 in a family of three. My father left home that I was very young and, because my mother was working, I spent most of my youth with my Grandmother, the seamstress of our family.

Since the age of 12 I was helping her with daily duties and I soon wanted to have my own sewing machine to be able help her also when I was at home. But as soon it was practically

possible for me I decided to travel, Milan, London, Barcelona and finally London again, where I decided to stay to create my future. Here I met so many beautiful people who inspired me and helped me to create my own path and give life to Caroline London.

When I first started to design Caroline London's collection, the idea was clear: create a collection to address the most common problems in the fashion industry. Any sort of problem. Too many times fashion is about appearance, but just a few people think to design functional garments to solve problems. So this is why I decided to create Caroline London. To fill those gaps in the fashion industry. My first approach was with the maternity sector, as we all know that is very difficult to find something nice and wearable for all those 9 months, but most difficult, is to find luxury brand who are dedicating part of their collection to such a small niche. This is why I decided to design a garment with interchangeable parts, to be able to modify and reuse the same dress or skirt before, during and after pregnancy. While structuring the collection, I realised that, thanks to zippers allocated in specific parts of the garment, I could have also addressed another problem, a huge problem, the massive amount of wastage created by the fashion industry. This is how I launched my first two capsule collections, two different styles with the same concept. A garment, divided in two parts by a zipper which allows you to restyle your design according to you need.

But is just when I met Samanta Bullock that I discover another big gap and for the first time I've been talking for hours an hours about inclusive fashion.

Since that day I didn't simply got in love with Samanta, I also decided to spouse her mission and adapt my collection to make it much more inclusive and accessible.

Thanks to her, I got involve in this beautiful project, the SB shop, a platform where designers comes together to give life to a unique inclusive brand. Together we are working hard to adapt the collection as much as possible to make sure we can make fashion much more inclusive. This is an important mission for both of us and we are aiming soon to get many more designers on board.

Visit www.samantabullock.com to discover more about our project.

### **Innovative 'Up-Cycled' Fashion from Scrap Tyres** LAURA ZABO



Laura Zabo has drawn on not only her own lifestyle choices but also her life experiences to create a remarkable range of handmade fashion accessories. Working with discarded bicycle, car tyres and inner tubes that she saves from a future as landfill, she has developed a visually stunning and environmentally focused selection of belts, statement jewellery, and sandals.

Her creations are now seriously in demand, particularly with vegetarians, vegans, cyclists and fashion lovers who appreciate the innovative idea and the unique items. Laura Zabo appeals to those who do not want to betray their principles when it comes to fashion – but who also want durability, comfort and a strong image.

Laura herself says, "The abundance of trash is a tremendous problem for us and our planet, and we need to make more room for ideas that help us get rid of it or transform the excess, instead of producing more and more. I was inspired by seeing items made by the Maasai for sale in the markets in Tanzania. I realized that I could create fashion that was beautiful but also that would use materials that were destined just to be thrown away, take generations to break down and poison the Earth. Now we can not only save, but also celebrate, these tyres and tubes!"



Every tyre and tube has its own story and no two products are identical. Individually collected, retooled and reborn, Laura Zabo's fashion range is an embodiment of the recycling, low waste movement. Whilst her belts and jewellery may ease the conscience, the look and style is paramount to her - this is not 'make do and mend' but rather a couture makeover for something that would otherwise just be binned.

These tyres and tubes may have been designed to spend their working life in rotation but, now that they have been saved from the dump, it is their time to shine - now that's what we call a revolution.

From bike lane to high street, Laura Zabo is taking the mundane and making it marvelous; this is high fashion, low impact. Transforming trash and finding an ongoing use for a persistent waste product, this is Up-cycling of the highest order.

#### **RUA LUJA AND THE CURVY REVOLUTION**

#### Nasim Ahmed



Since the early 90's Nasim has been exploring with fabrics and designs creating unique pieces for herself, family and friends, with a mix of eastern fabrics and western designs and vice versa. After obtaining a law degree and working in the legal field for several years, Nasim decided to take that leap of faith and venture into the fashion world and create pieces for those who have been forgotten by the fashion industry and need to feel confident, and clothing is one of the

greatest ways to find that lost confidence again.

Prior to launching the brand, some of our clientele were ladies that struggled with finding fashionable pieces on the high street, due to the curvy size or using a wheel chairs and not finding shops that adapted to wide rooms or ramps to access the wheelchairs.

Our private consultations for such clients is one of the reasons why we launched the brand, so everyone can feel great and enjoy the beauty of what can be created using the most beautiful fabrics of the world in designs that one would usually just flick through a fashion magazine and never imagine wearing a fashion piece themselves.

From a very young age Nasim, has always been different in what she wears, steering away from the fashion trends by designing her own fashion pieces using high quality fabrics and creating pieces that she felt fabulous in. Others wanted to be distinctive by wearing these unique pieces and that's how RUA LUJA was born.

We have done many events and the most rewarding was the curvy show we did in Liverpool, UK where ladies came to us who lacked confidence in their size and women with disabilities who felt left out by the fashion world. We styled and showed them that fashion pieces at RUA LUJA were made for this reason so women of all shapes and sizes, able and disabled could wear beautiful fabrics created to make them feel fabulous and visible in a world that has no brightness for them.

When Samanta Bullock approached RUA LUJA for a collaboration, this was a great opportunity to be part of a new revolution and finally someone out there wanted to break into the inclusivity of what the fashion industry lacked. Together we created pieces using comfortable fabrics and fabulous designs for women in the seated position, these pieces are not just for women in wheelchairs they are

designed for women who work in the seated position all day, we want them to feel comfortable and great about how they look and feel.

The fashion industry for many years has lacked in many things and one being women of different shapes and sizes and women who cannot access the shops because either the changing rooms are too small to fit a wheelchair or there is no room in the shops to maneuverer the chairs. The classic mannequins are a size 8 in a standing position and we all know many of us cannot relate to that mannequin. What Samanta Bullock has started is a revolution to include the invisible part of society that has been forgotten.

Inclusivity is something RUA LUJA has always wanted to break into, coming from an ethnic community, fashion was always something Nasim felt lacked in areas where repetitive designs were becoming a thing of the past and why shouldn't we be able to explore with the most beautiful fabrics of the world and transfer them into beautiful pieces available for all, after all fashion is for all.

#### **SB SHOP: FASHION FOR ALL**



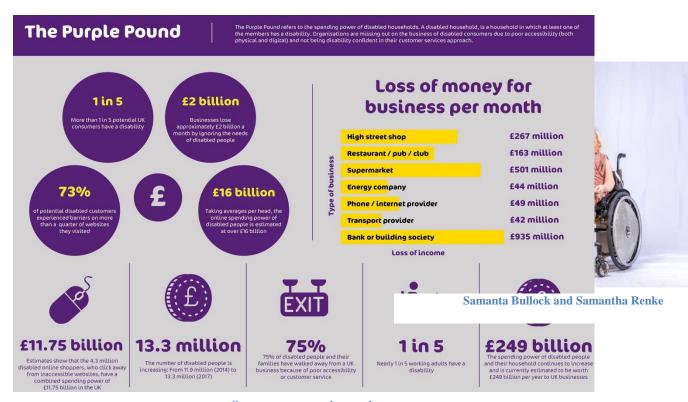
Samanta Bullock

It is impossible to talk about the history of SB Shop without talking about its founder, Samanta Bullock.

Born in Brazil, Samanta a former tennis player, advocate and a model from an early age. She has lived in London for 10 years and since then, realizing that there were very few luxurious and accessible clothes, she decided to join forces with designers for the

benefit of the disabled population.

SB Shop was born to be accessible, sustainable and, of course, luxurious. Many brands don't think about people with disabilities and lose money and clients due to that. According to Purple Pound, companies lose £2 billion for not serving this population, and high street stores do not earn £267 million monthly for the same reason. Twenty per cent of the world's population has a disability.



Source: wearepurple.org.uk

About the accessibility of the pieces, the brand's objective is to make a zipper, for example, that facilitates its use and does not cause physical pain due to where it is positioned in the piece, be beautiful, following the trends of the industry at the moment. Thinking about people who use a wheelchair, clothes have to be comfortable for the sitting position, and that can be great for thesewho work the whole day, in a sitting position. Not necessarily using a wheelchair.

Always focusing on representation, many of the SB team, including the models, have a disability, visible or not, becausenot all disabilities are visible. For fully exist we need to be seeing.



Contessina London x Samanta Bullock **Earrings** 

In addition to clothes, SB Shop also sells accessories that carry meaning. For example, dragonfly earrings, which symbolize the strength of every human being to work against their limiting beliefs that bound their growth to be able to make significant changes in everyone's lives.

We want to lead the way into a more inclusive and sustainable fashion industry, we are working diligently to help make a difference. Leaving no one behind. We support diversity, do you?

## A conversation with Laura Bossom, founder of **Cultiva Clothing.**



Laura Bossom, founder of Cultiva Clothing is known her for sustainable textile entrepreneurshipand focus for growing a brand where garments biodegrade after use. Her passion for ecological development in the field is becoming more important as hemp fashion becomes

solution for one of the worst polluting industries in the world.

#### **Hemp Textile History**

Hemp textiles have been used in history for centuries. It is thought that hemp has been one of the earliest cultivated plants for textile fiber known to humanity. Historians believed that this plant was used in Europe in approximately 1,200 BC. After then, it spread throughout the ancient world. A few examples from early discoveries includes hemp cloth from ancient Mesopotamia found from 8,000 BC., the Chinese work of the Sung dynasty produced by Lu Shi in 500 AD and Emperor Shen Nung who lived the the 28th century BC who was also thought to have taught his people to cultivate hemp for cloth.

When it comes to the British history, in 1535 Henry VIII passed an act condemning all landowners to sow 1/4 of an acre, or they would be fined. During this period hemp was a major crop to the point where 80% of clothing was made from hemp textiles up to the early 1900's. By the 17th century the word 'canvas' was discovered during naval development when local ship production took place. Sails were named after the word cannabis due to its connection to its cousin industrial hemp. There were also jobs for rope walkers to produce thick coarse ropes to embed sails as the material was more rot resistant and coped well with the salt water.

#### What is the situation today?

There is a movement to see the hemp fibre industry develop as pressures for ecological methods and materials are now required more than ever to help combat the climate crisis. We see companies such as Levi's and Lego who last year announced that their future products will contain hemp. Bio-composites, building materials, plastics, textiles and paper are now industries which are looking for alternative materials.



When it comes to Cultiva Clothing, our mission is to pioneer an industry which is built with a strong supply chain to cope with the high demand for fashionable garments. We might have used this natural material for generations to clothe humanity but traditional craft methods do not cut it for mass production. Most of us are still competing with China's low production prices. This is a country which has been one of the longest cultivators of industrial hemp for over 6,000 years. So, the challenge here is to fight fast fashion by getting consumers to save and pay a bit more for a good quality product. Unfortunately, in some respects, we have to pay our way out of this climate crisis. Currently it is the middle class who have the disposable income to do this as environmentally conscious products are highly priced. We will be bringing schemes in soon to make these types of products accessible for most people. We believe this is very important to allow the shift into alternative materials to happen a lot quicker than predicted.

Not only this but we have considered the entire circular loop life cycle of hemp textiles as we understand its full environmental impact, ethical production and its life after use.

#### Did you know...?

1.76 million tonnes of raw material enter the British clothing industry every year with a third of it becoming waste (Valuing our Clothes report, 2012). The Waste and Resources Action Programme reported £140m worth of clothes enter the landfill each year. Most of these clothes include an element of synthetic yarn. The synthetic industry is produced using intensive carbon processes relying on the petrochemical industry and fossil fuel extraction. These fibres are not biodegradable and are a major contributing factor to plastic micro-fibres shedding which is polluting our water and air. Therefore, natural fibres offer a biodegradable capabilitynot leaving any textiles left in landfills to decompose over hundreds of years.



One of the most devastating disasters which has been caused by the fashion industry was the disappearance of the Aral Sea found in Central Asia. It was once known to be the world's fourth largest lake. The water had been used intensively to irrigate fields needed for the Uzbek cotton industry. As water becomes scarcer and more polluted, we need to see more natural materials which do consume less resources. Hemp uses one third of the water that cotton does and as a bioremediation crop, it will actually put nutrients back into the ground. This type of crop will offer a high fibre content per acre without the need of pesticides and herbicides which has also degraded the land. Our products are a worthy carbon capture. Through the carbon cycle, we see this atom processed through photosynthesis which in turn will produce the biological structure of the plant; proteins, fats and carbohydrates.

So, there we have it. You can't fault industrial hemp really when you observe the whole picture and its impact in fashion. We see products that do not compromise fashion for sustainability. This strong fibrous raw material which does not only promote longevity can also offer many solutions for some of the most polluting issues we face today. In turn this will largely reduce greenhouse gases around the world if we can utilise this plant with ecological processes. It is important that we remember the history of hemp textiles and understand its value for a future industry with exciting prospects ahead.



# PALTA MAKE A SMALL CHANGE, WEAR A BIG SMILE



Shay Senior is the founder and CEO of Palta, based in Tel Aviv, Israel. After personal injury, he has realized the gap existing between people with and without disabilities. After 16 months of research, he built a team of people with and without disabilities with personal and professional experience in the accessibility

fields. Creating innovative designs, Palta merges between technology and inclusive design to fit the needs of individuals who want to wear fashionable but also independent.

Prior to this, Shay has 10+ years in personal devices and unmanned vehicles research & development.

Shay was part of a delegation for social entrepreneurs from both Tel Aviv and New York and participated in the LINK20- leadership program. Living worldwide gave Shay the flexibility of thinking, the knowledge about wide range of cultures and to fluent manage 5 languages.

Palta was chosen to be the outfitter of the Israeli delegation to the Paralympic games in Tokyo.



PALTA is the bridge between individuals with disabilities and global brands. It is a social enterprise that was created by Shay Senior (27) following an injury he acquired during his military service. After realizing the huge gap that exists between individuals with and without disabilities, he met Netanel Yehuda Halevi (Co-founder) and they started developing PALTA.

PALTA creates solutions that will help bypass the difficulties individuals with disabilities encounter while performing activities of daily living, by merging technology and community into fashionable items. We believe that by providing an adequate opportunity to dress fashionably, individuals will be encouraged to dress independently, integrate effectively and social gaps will reduce appropriately.

After basing our team in Israel merging individuals with personal and professional experience in the disability world, creating two collections and few successful collaborations, we are willing to expand our ability to affect people's experience with fashion.

Either through our platform, which targets mostly individuals with disabilities by products done with the thinking of how people with different special needs would enjoy them, in our current quarter, collaboration with global brands on specific products that we have been studying for a while now is the goal. We are developing both practical solutions for the dressing process and technological solutions for better user experience with the garment and indications to the surroundings or the brand itself.

#### It is all about community.

Palta started by researching individuals that have encountered difficulties finding clothing that fit their needs. Thousands of individuals worldwide answered our questionnaires and participated in our focus groups, sharing their personal experiences, difficulties and even innovative ideas that have never been implemented by anyone in the fashion industry. Ever since, our community has expanded and we provide activities for individuals with and without disabilities as one. Our team is deeply familiar with the challenges of living with disabilities on a personal and professional level. The development process that we execute is constantly generating new ideas by the best experts - our end users.



Last Summer Palta was develop chosen to the formal outfit for the Israeli Paralympic delegation Tokyo 2021 Summer Paralympic games. We are creating fashionable a inclusive outfit that fits the needs of the uniaue athletes.

We wrote and implemented an annual syllabus in "On", aschool for kids and teenagers with Cerebral Palsy. The purpose of the course is to provide the older students with skills and knowledge in design that will later promote their integration in the workforce and ability tomake a change in the fields of design. During the course the students are required to produce a fashionable item while collaborating with a designer.



A joint project with the department of Fashion and Textile Design at Shenkar College of Engineering and Design. Pairing with Paralympic athletes to create sleek sport and formalwear that specifically fits the needs people with disabilities. Palta team is hands-on with the students, guiding them as experts in inclusivity and accessible fashion.

Palta has partnered with socially conscious fashion brands - teaming up with global companies expands our opportunity to improve lifestyle for those living with disabilities. Sharing our innovations on their garments we create a wider variety of options for the end-user, creating a more accessible fashion world for all.

If you have any business ideas, contact us at: shay@paltaclothes.com

If you have any design ideas, contact us at: leena@paltaclothes.com
For general inquiries Contact us at: <a href="mailto:support@paltaclothes.com">support@paltaclothes.com</a>

# London Organic - Seeking diversity in the fashion Industry.



**Saumen Kar** is the founder of London Organic. London Organic has been providing London-made designer clothes since 2011 and now have a range of Organic, Vegan, UK-made beauty products.

London Organic has been nurturing home-grown fashion brands in London since 2011. Our core values are to seek diversity, inclusivity, ethical production, purity and sustainability.

We have organised hundreds of catwalks and fashion shows in London. Our beautiful models represent our values so include transgender models, wheelchair models, disfigured, plus-size, ablebodied models from every race, gender, religious belief. Our aim is simply to apply the same principles of inclusivity and ethics to the beauty industry with a pure and natural range of organic skincare.

# **Inner Beauty**

The beauty products we have developed for our models and followers celebrate our "inner beauty". There is nothing there that masks who we are. Instead, we have developed pure, natural, vegan, organictreatments that nourish our own natural beauty.

#### Free From

**Each product is Paraben, Sulphate** and Petrochemical free. Parabens artificial chemical are been preservatives that have



added to products since the 1950s. The problem with adding them to skincare is that they have been shown to penetrate and stay within human tissue. Another common chemical found in products is Sodium Laureth Sulfate. SLS is a synthetic chemical compound which is used as an inexpensive foaming agent. SLS in its production stage requires large quantities of unsustainable palm oil and can also be found to be highly drying and can be irritating to those with sensitive skin and conditions such as eczema, dermatitis or similar.

London Organic Beauty
Products think forward to not
only the wellbeing of the
environment as a vegan,
cruelty free beauty brand that
utilises 100% recyclable
packaging; but also, to the
wellbeing of the consumers skin.



London Organic believes in the simple idea that what you put on your skin, is absorbed into the body; therefore, we stay clear of such



chemical ingredients that can build up in the body to be harmful and toxic and have adverse effects on the surface of the skin itself. Our product range mindfully uses organic ingredients and pure botanical actives that generally lead to more youthful, healthy and glowing skin. We have no need for irritating artificial chemicals, colours or fragrances like other products. Our delicate scents are made only from nourishing` pure plant essential oils and, like all our products are handmade

in England. We do not support fast, wasteful production. Our products are carefully considered and are made in small batches

ensuring the highest quality and guaranteed freshness. Being free from harsh additives and chemicals means that our products stand true to being hypoallergenic and safe for even the most sensitive skin.

London Organic's beauty products are against the exploitation of animals and animal product usage in beauty. Vegan Beauty products, like ours, bring us all one step closer to protecting the creatures of today, ensuring their safety for tomorrow.



# **London Organic beauty products proudly have NO:**

- Artificial colours
- Mineral oils
- PEG'S (propylene glycol)
- SLS (sodium lauryl sulphate)
- Sulphates

- Methylisothiazolinone
- Parabens
- Silicones
- Synthetic Fragrance
- Triclosan

**Exclusive** An New Range Grapefruit Skin Care for the SB Shop:

Samanta Bullock, Fashion Activist & Wheelchair model, has long been one of our biggest promoters and collaborators. Her principles and



ethics of Diversity, Inclusivity and Sustainability mirror our own. We

are delighted to have developed a new range of skincare for Samanta and her ethical website, the SB Shop. The range is based around the main ingredients of Grapefruit & May Chang. Grapefruit is particularly effective at rejuvenating the skin. It is packed with naturally occurring antioxidants which combat the free radicals which can tire and prematurely age skin. May-Chang is one of our favourite ingredients. It is a wonderful lemony oil and has antibacterial, antifungal, cooling and calming properties. The range includes:

WHIPPED BUTTER - a soft butter that absorbs slowly into the skin, forming a protective barrier while hydrating, softening, and soothing sensitive skin;

SUGAR SCRUB - unblocks pores and removes dirt while energising the skin leaving it soft, supple and moisturised;

BATH SALTS are gentle biodegradable cleansers that leave the skin refreshed and smooth;

FACE CREAM - This Luxurious and Natural, cream with Plant oil ingredients, full of antioxidants, anti-inflammatory properties, vitamins and minerals to nourish, protect and support your skin's sensitive structure



The London Organic Beauty range of Vegan beauty products are made with the purest certified organic and natural ingredients, in small batches in England. We are proud that our

organic and vegan skincare range is packed full of nourishing organic ingredients (such as organic plant oils) and pure botanical actives ensuring the purest, high-quality care that your skin deserves.

The range includes: Hand Lotion, Foot lotion, Body Lotion, Body Butter, Body Wash, Sugar Scrubs, Bath Salts, Hand wash, Face Wash, Treatment Gel, Face **Lotion and Face Toner.** 



We have variants for each product, and some of our

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# Letter from the Chairman's Desk By Sunil Bhatia PhD

'BIOLOGICAL DISTANCING' IS NEW TREND OF 2020 FOR CHALLENGES OF 'COVID 19'

One day I was buying medicine from the medical store and I noticed a young man in his early thirties asked the sales man for condom and as usual salesman placed varieties of pack on top of the counter but he ignored and demanded specific kind of dotted one. He purchased and left the shop in quick steps but I experienced some disturbed feeling. I realized a person who is wearing a plain without dots on outer surface of rubber condom is designed for controlling unwanted pregnancy or helps in not to transmit sexual diseases is insisting for that is not giving the extra pleasure but creating some pain in the vagina and sometime lead to bleeding. What pleasure he will enjoy with dotted condom? Is it not this product reflecting the sadist design? A person will inflict pain in the vagina of the woman by sextual motion and dotted condom will work as file for rubbing for hurting the soft tissues of her vagina and watching her pain will give some kind of unusual pleasure that does not fit in the normal mind. Frequent use may turn her vagina wound to ulcer. Even some married couple develops some differences and out of punishment they do not intercourse for years and continue to live under one roof and taking care of other needs without disturbing one another privacy. It is one kind of sadist design of revenge by torturing other

for not fulfilling the sexual obligations of spouse and other partner enjoying pleasure.

Generally we behave in sadist way and it is in dormant stage and surface only when such situations surface by saying or thinking when a boorish manager is sacked 'deserve to be treated like that' we enjoy his pain and suffering of loss of employment or someone trips who is not suppose to , never witness such behavior when aged person trips that someone around burst in laugh and not extending hand for help. Man's basic character is enjoying by pain of others and society respect who comes forward for lowering the suffering of others are treated as 'kind people' and those who enjoy are called 'sadist'. When sadist design element is eliminated in any actions then it turns out soft, caring and known as sensitivity. It is clearly visible in the action of the surgeon that lowers the pain by giving anesthesia and operates for cure. Successes of operation give him pleasure and failure makes sad.

A king announces the punishment that person is culprit will carry his own cross, will pass in the street of the town, people gather along in streets for watching and later allow him to die by crucifying by nailing his legs and arms. Is design of product of crucifying not sadist design? I realized sadist design is not new but it is old practice from the ancient times. When people assembled in stadium for entertainment for bull fighting and matador kills the razing bulls by inflicting pain with sharp tools whenever misses the waving of red cloth placed in front of his eyes. Concept of slavery is another example where one man is making another fellowman a slave and gets pleasure by feeding half stomach food and failing in performing assigned work will be award punishment by hitting whip or different physical torture. A spy or convicts are torture for extracting

information and cruelty has no limit and other party enjoys that inflicted pain. Is this not sadist design? Obstructing the natural sleep by placing high wattage electric bulbs close to eye or pulling nails or place him naked over ice slab is nothing but tools design for meeting sadist concept.

Social sadist design for embarrassment by blacking the face and allow to roam around public places for others pleasure. It is not exactly sadist design but reflection is there that we enjoy by troubling others. In my childhood I noticed some classmate will leave chewed bubble gum on seat of the chair and as someone sits and noticed some sticky material on pants and tries hard for taking out gives enjoyment to those did out of fun. But rioters go berserk and damaged properties and killed fellow human is completely sadist design. When army personnel kill the other unknown person in battle and authority award for courage is complete sadist design.

Why do people insist of woman circumcision for lowering libido? Is it not sadist design? When people roast the live animal by tying hands and legs for food is not sadist design? How come people enjoy cry of help of roasted animal as pleasurable .I can understand the killing by animals by breaking neck bone by attack for instant death but torturing by burning alive and kill in torturing by slow death is sadist design. Trapping the wild animals in deep pit and starve for gradual death for killing for food is another sadist approach. Killing of animals and relishing its meat taste is not reflecting sadist part in us?

Some time we deliberately work on sadist design for giving lesson or out of revenge. One day my neighbor was clearing blockade of sewer lines and failed. He was abusing the worker who did not performe his assigned job properly and in return his wages was cut and a dispute erupted. While leaving his job as it is worker did the mischief of without noticing by the owner by adding dry cement in pipes and as owner allow the water for drainage it blocked the pipe. It was sadist design for giving lesson but in extreme case people do sinister for harming others for gaining pleasure. If someone stab for killing and once sure he is dead inspite of that keep stabbing is sadist design.

In game design tinge of pleasure arises by sudden rise and fall makes the game interesting for the players and it is clearly reflected in snake and ladder game where opponent sadden as someone climb by ladder and gainer enjoys that reflect mild sadist personality when snake mouth gulps and drags to the tail.

Ancient people were shouting and chasing the animals by making noise from the mouth and when animals came under shock and surrender to fate that very moment they killed and after that celebrate. Was not this sadist design? Most of the modern people justify their actions for survival.

A dog owner cut the tail of the pet thinking it will make the dog more alert because insects will disturb his body but cannot keep away in absence of tail then he is bound to get up and scare by shouting.

One day I was watching a movie where character was suppose to be sadist and unpredictable director was showing a insect was moving on his hand and listening other person conversation and suddenly comes to the action and crush the insect by other hand .He was enjoying the movement of insects but sudden killing gives pleasure.

I noticed that mild taunt inflict embarrassment and ultimately sometime lead to suicide. Sadist looks for an opportunity for hurting and prolonging it for their own pleasure. But some sadist character reflects when someone of the family member falls or trip or slip and rest of the members sitting close to him burst into laughter and do not extend help for getting up .Some says I enjoy mocking losers on their face or enjoy hurting others. Concept is pinch is designed for taking out sadist thought of jealous if someone known to have wore new dress. When I look at the design of ear piercing or design of tattoo that appear to me close to sadist design .I found one thing common that initially these activities generate pain but passing of time user enjoys. Spices also do the same of giving tinge of pain on tongue and for countering our body overworked for cooling by releasing more digestive juices but user relishes the burning taste and cooling down effects. Some festivals are designed for venting out sadist feeling as we witness in April fool day and in turn makes the relation normal for future.

I am thankful to Ms Samanta Bullock for accepting our invitation for Guest Editor and invited authors of her choice for contribution of articles. Once again thanks

Lambert Academic publication for celebration of 150<sup>th</sup> special issue by publishing a book by compiling editorials "Design For All, Drivers of Design" translated in eight different languages from ENGLISH into French, German, Italian, Russian, Dutch and Portuguese. Kindly click the following link for book. "Morebooks", one of the largest online bookstores. Here's the link to it: <a href="https://www.morebooks.de/store/qb/book/design-for-">https://www.morebooks.de/store/qb/book/design-for-</a>

With Regards Dr. Sunil Bhatia Design For All Institute of India www.designforall.in dr\_subha@yahoo.com Tel 91-11-27853470®



# **Forthcoming Issues**

#### **WOMEN DESIGNER YEAR 2020**

## June 2020 Vol-15 No-6

**Debra Ruh** is a Global Disability Inclusion Strategist, Market Influencer, internationally recognized keynote speaker, published author, branding expert, successful entrepreneur, and an exceptional mother. Debra is host of popular program: Human Potential at Work (Audience in 84 countries).



Debra Ruh received her call to action when she was told by so-called "experts" that her daughter, Sara, who was born with Down Syndrome (Trisomy 21), would never walk or talk. She refused to accept the prognosis and perception of this condition. Driven by her unshakeable faith in the power of human potential and the love for her daughter, Debra was determined to dedicate her life to create a path to empowerment and the success for all those with disabilities.

Debra had built a multi-million-dollar firm focused on ICT accessibility. Debra was convinced that "the real disability is being unable to see human potential" formed Ruh Global Communications. This new firm focuses on Global Disability Inclusion Strategies, Digital Marketing, and Branding among many other services.

Debra consults with Multi-National and National Corporations and the United Nations. Debra is now internationally renowned global keynote speakers and travel the world inspiring and advocating for governments and corporations to include people with disabilities.

Debra Ruh is an active public figure she was invited to address the United Nations General Assembly at the Conference of State Parties 9th session (COSP9) by the President's office of the UN on May 13, 2016. More recently Debra was selected as the North American representative for the United Nations (UN), International Labor Organization's (ILO), Global Business and Disability Network (GBDN). Additionally, in 2018 the U.S. State Department selected Debra Ruh as a global speaker and ambassador for the United States when visiting foreign nations and speaking on inclusion and disability. Selected as a Global Goodwill Ambassador in 2018.

Debra is a recognized global influencer, frequently interviewed by various media outlets and she has gathered a significant presence on many social media platforms, with over 300,000+ followers across all mediums. Co-founder of the award winning #AXSChat the second biggest tweet chat in the world with a reach in the billions. Debra was also named in the "Top 5% of Social Media Influencers" and "Top 0.1% of people talking about Disability Inclusion and Accessibility" by KLOUT. Named #15 in Digital Scouts Top #100 Global Digital Influencers in Sept 2018.

# July 2020 Vol-15 No-7

Jani Nayar , Executive director of the SATH (Society for Accessible Travel & Hospitality), a tireless advocate and effective educator on travel & disability.



# Special July 2020 Vol-15 No-7.1

Dr. Anjana Bhagyanathan is a landscape architect and academic with an interest in the intersection of nature, culture and design. Her research offers strategies for basing ecological planning on cultural insight and science. Bio centric interventions that have positive impact on the environment for posterity forms the bulk of the research and practice that she

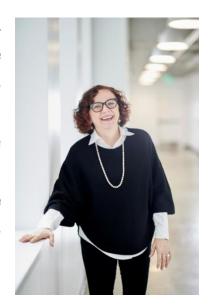


engages with and remains the perspective she imparts to students.

Her research focuses on GIS applications for ecological planning, society and environmental protection, and landscape ecology. The process of arriving at landscape patterns that are robust ecologically, socially and culturally especially in human-dominated landscapes forms the crux of her work. Ecosystem based approaches that are rooted in traditional ecological knowledge informs the research approach. Her teaching and research apply this approach to metropolitan and agricultural landscapes - ranging from continental scale implications of agricultural practices to neighbourhood scale implications of green storm water infrastructure. The efficacy of polycentric and tacit knowledge systems of communities that organically give rise to resilient land use systems fascinate her.

# **August 2020 Vol-15 No-8**

Maria Luisa Rossi, Chair and Professor, MFA Integrated Design Maria Luisa's work at the **College for Creative Studies Graduate Studies** brings her entrepreneurial, globally-focused, and empathetic cultural approaches to the next generation of designers. She focuses on the seamless capacity to deal with the tangible and intangible aspects of people's experiences. At CCS she is preparing & quot; facilitators & quot; capable of addressing



global-local grand challenges, focusing on social innovation. Her projects are concentrated on research, co-creation and peoplecentered processes.

Maria Luisa's professional career has been independent and international. She attended the premiere master's program in industrial design at the Domus Academy in Milano, thanks to a European Scholarship she won from designing the first wearable computer. The project was featured in the prestigious Domus magazine and gave her a lot of visibility around Europe and the design world. The wearable computer project "The Walking Office" can be found in the Henry Ford Museum Permanent Design Collection.

Following her studies, she founded the design consultancy Iavicoli & Rossi, working on various models varying from interior architecture to tableware.

Maria Luisa's interdisciplinary attitude, design strategy knowledge, and business acumen brought her to be hired in the team that launched the new Graduate Program at CCS in Detroit, where she set standards of excellence for MFA Integrated Design.

Her effort to provide meaningful teaching experiences is validated by a successful alumni job placement in corporations and design consultancies. Throughout her career, Maria Luisa has conducted workshops and lectures in Singapore, Los Angeles, Mexico City,

Istanbul, Ankara, São Paulo, Shanghai, Gratz, Brasilia, and Taiwan. Her specialties are Design Strategy, Experience Design, Scenario Design, Service Design, Interdisciplinary approach, with an in-depth knowledge of American, Asian and European culture and markets.

# September 2020 Vol-15 No-9

Surabhi 'Sur' Naik is an artist and designer who currently lives and works in New York City. Her artistic and design practice is rooted in storytelling traditions, processes and mechanisms and their evolving relationships to technology. Her works are largely informed by her lived experience in continuous flux with



their contexts through female/gnc, brown and Indian identities. They take forms of digital design, illustration, documentary, augmented reality, built environments, research and data/documentation.

Surabhi has formal degrees in Architecture from Gogte Institute of Technology, Belagavi and in Media Studies (Digital Storytelling) from The New School, New York, and has presented her work at esteemed forums such as National Awards for Excellence in Architecture and Correa Gold Medal.

# **New Books**



ISBN 978-613-9-83306-1



# Sunil Bhatia

# Design for All

#### Drivers of Design

Expression of gratitude to unknown, unsung, u nacknowledged, sunnifined and selflers millions of hemes who have contributed immensely in making our society worth living, their design of comb, like, fineworks, glass, mirror even thread concept have revolutionized the thought process of human minds and prepared bluepoint of future. Modern people may take for granted but its beyond imagination the hardships and how these innovative ideas could strike their minds. O scovery of fire was possible because of its presence in nature but management of fire through manmade stessins was a significant attempt of thriving beyond survival and no

doubt this contributed in establishing our supremacy over other living beings. Somewhere in journey of progress we lost the legacy of ancestors in shaping minds of future generations and completely ignored their philosophy and established a society that was beyond their imagination. I pideed up such drivers that have contributed in our progress and continue guiding but we failed to recognize its role and functions. Even tears, confusion in designing products was married out attempt and design of ladder and many more helped in sustainable, inclusive growth.

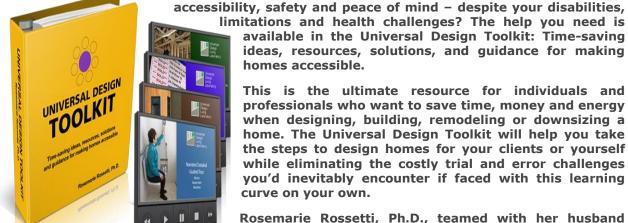
www.lap-publishing.com

it is available on www.morebooks.de one of the largest online bookstores. Here's the link to it:

https://www.morebooks.de/store/gb/book/design-for-all/isbn/978-613-9-83306-1

#### The Ultimate Resource for Aging in Place With Dignity and Grace!

Are you looking for housing options that are safer and more accommodating for independently aging in place? Do you want to enjoy comfort,



limitations and health challenges? The help you need is available in the Universal Design Toolkit: Time-saving ideas, resources, solutions, and guidance for making homes accessible.

This is the ultimate resource for individuals and professionals who want to save time, money and energy when designing, building, remodeling or downsizing a home. The Universal Design Toolkit will help you take the steps to design homes for your clients or yourself while eliminating the costly trial and error challenges you'd inevitably encounter if faced with this learning curve on your own.

Rosemarie Rossetti, Ph.D., teamed with her husband Mark Leder in creating this unique Toolkit. They bring ten years of research, design and building expertise by serving as the general contractors for their home, the Universal Design Living Laboratory- which is the highest

rated universal design home in North America.

Within the Toolkit's 200 richly illustrated pages, you'll find: Insights that distinguish essential products, services and resources from the unnecessary.

Proven, realistic tips for finding the right home.

Home features you need to look for. Nothing is assumed or left out.

Handy home checklists and assessments.

Interview questions to help you hire industry professionals with knowledge and experience.

Photographs that provide a frame of reference to inspire, clarify and illuminate features andbenefits.

Valuable resources to save you time, money and energy.

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Space planning dimensions for access using assistive devices such as wheelchairs andwalkers.

And so much more!

If you want useful, dependable advice and easy to implement ideas from respected experts who know the ropes, you'll love Rossetti and Leder's perspective. As a speaker, author and consultant who uses a wheelchair, Rossetti has helped hundreds of people design their ideal homes. Now her comprehensive Toolkit is available to help and support you!

**Get the Universal Design Toolkit now to start your project!** 

"Fresh, comprehensive, and engaging, Universal Design in Higher Education is expertly written, thoughtfully crafted, and a 'must-add' to your resource collection."

Harvard Education Press

-STEPHAN J. SMITH, EXECUTIVE DIRECTOR, ASSOCIATION ON HIGHER EDUCATION AND DISABILITY

# UNIVERSAL DESIGN IN HIGHER EDUCATION From Principles to Practice Second Edition Edited by Sheryl E. Burgstahler Foreword by Michael K. Yawag

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This second edition of the classic Universal Design in Higher Education is a comprehensive, up-to-the-minute guide for creating fully accessible coilege and university programs. The second edition has been thoroughly revised and expended, and it addresses major recent changes in universities and coileges, the law, and technology.

As larger numbers of people with disabilities attend postsecondary educational institutions, there have been increased efforts to make the full array of classes, services, and programs accessible to all students. This revised edition provides both a full survey of those measures and practical guidance for schools as they work to turn the goal of universal accessibility into a reality. As such, it makes an indispensable contribution to the growing body of literature on special education and universal design. This book will be of particular value to university and college administrators, and to special education researchers, teachers, and activists.

SHERYLE. BURGSTAHLER is an affiliate professor in the College of Education at the University of Washington in Seattle, and founder and director of the university's Disabilities, Opportunities, internetworking, and Technology (DO-IT) and Access Technology Centers.

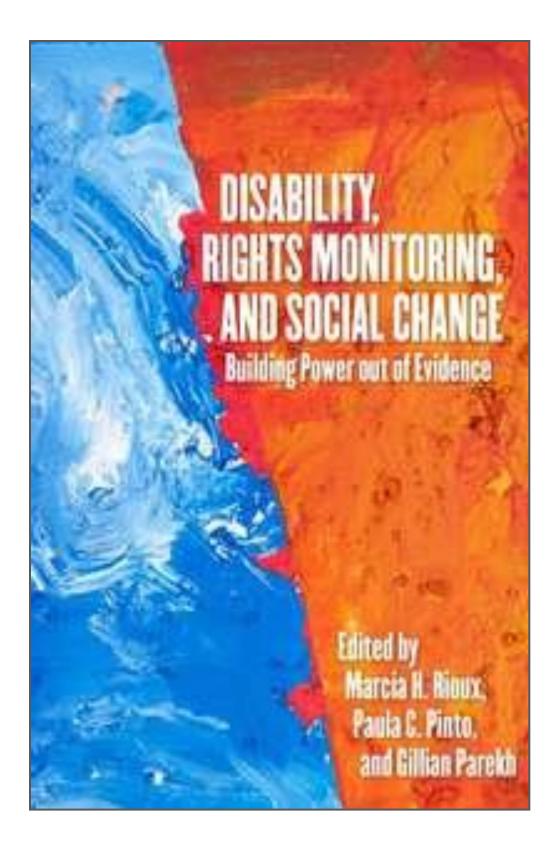
"Sheryl Burgstahler has assembled a great set of chapters and authors on universal design in higher education. It's a must-have book for all universities, as it covers universal design of instruction, physical spaces, student services, technology, and provides examples of best practices."

- JONATHAN LA ZAR, PROFESSOR OF COMPUTER AND INFORMATION SCIENCES, TOWS ON UNIVERSITY, AND COAUTHOR OF ENSURING DIGITAL ACCESSIBLITY THROUGH PROCESS AND POLICY

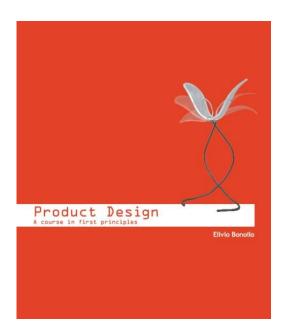
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**Disability, Rights Monitoring and Social Change:** 



New Update: ELIVIO BONOLLO (2015/16) PRODUCT DESIGN: A COURSE IN FIRST PRINCIPLES



Available as a paperback (320 pages), in black and white and full colour versions (book reviewed in Design and Technology Education: An International Journal 17.3, and on amazon.com).

The 2018, eBook edition is available in mobi (Kindle) and ePub (iBook) file versions on the amazonand other worldwide networks; including the following websites:

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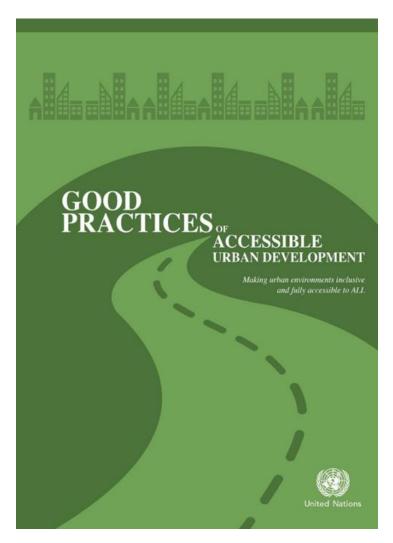
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# DEBRA RUH **INCLUSION** BRANDING Revealing Secrets to Maximize ROI

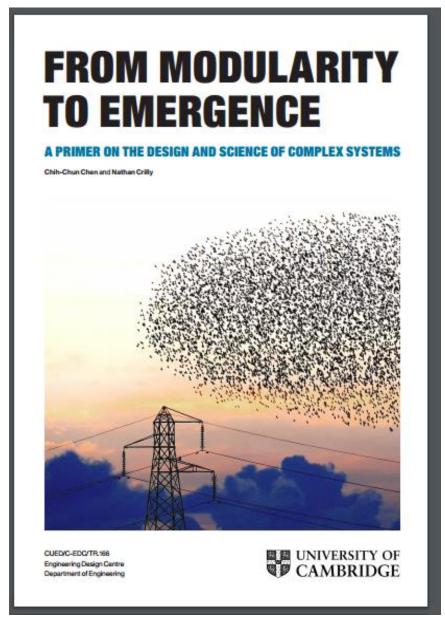


In light of the forthcoming United Nations Conference on Housing and Sustainable Urban Development (HABITAT III) and the imminent launch of the New Urban Agenda, DESA in collaboration with the Essl Foundation (Zero Project) and others have prepared a new publication entitled: "Good practices of accessible urban development".

The publication provides case studies of innovative practices and policies in housing and built environments, as well as transportation, public spaces and public services, including information and communication technology (ICT) based services.

The publication concludes with strategies and innovations for promoting accessible urban development.

The advance unedited text is available at:http://www.un.org/disabilities/documents/desa/good\_practices \_urban\_dev.pdf



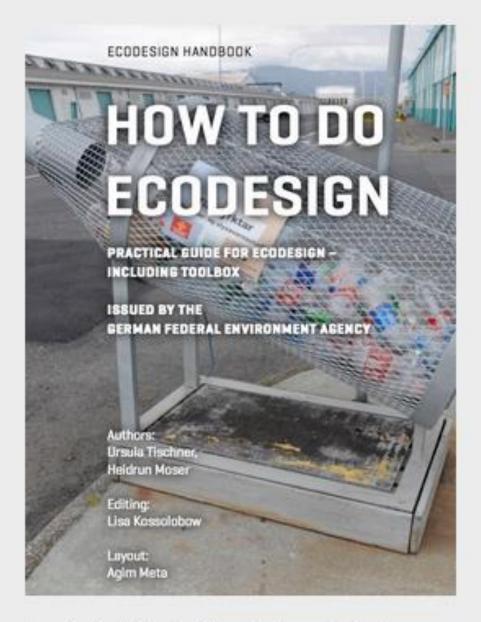
Dr Chih-Chun Chen and Dr Nathan Crilly of the Cambridge University Engineering Design Centre Design Practice Group have released a free, downloadable book, \_A Primer on the Design and Science of Complex Systems\_.

This project is funded by the UK Engineering and Physical Sciences Research Council (EP/K008196/1).

The book is available at URL: http://complexityprimer.eng.cam.ac.uk

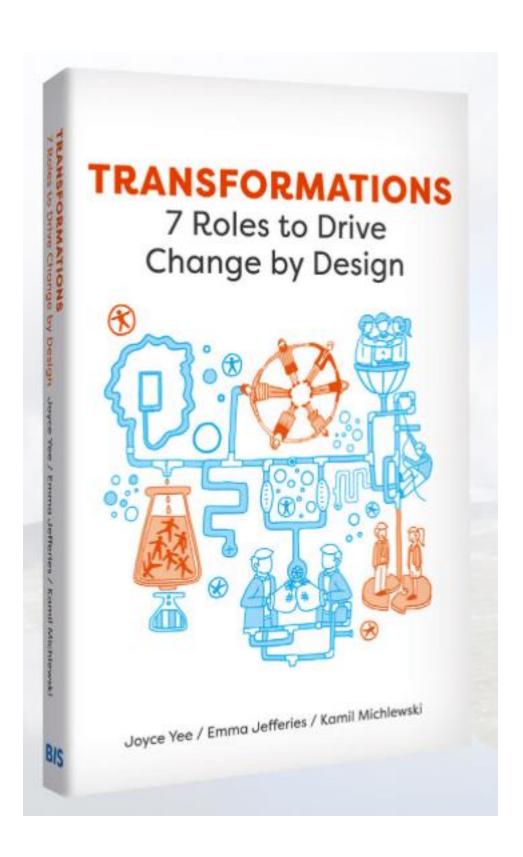
# Changing Paradigms: Designing for a Sustainable **Future CUMULUS THINK TANK** Publication Ho 1 of the Think Tank Series from the Comudes International Association of Universities and Colleges of Art, Design and Media Peter Stebbing Changing **Paradigms: Designing for a** Sustainable **Future**

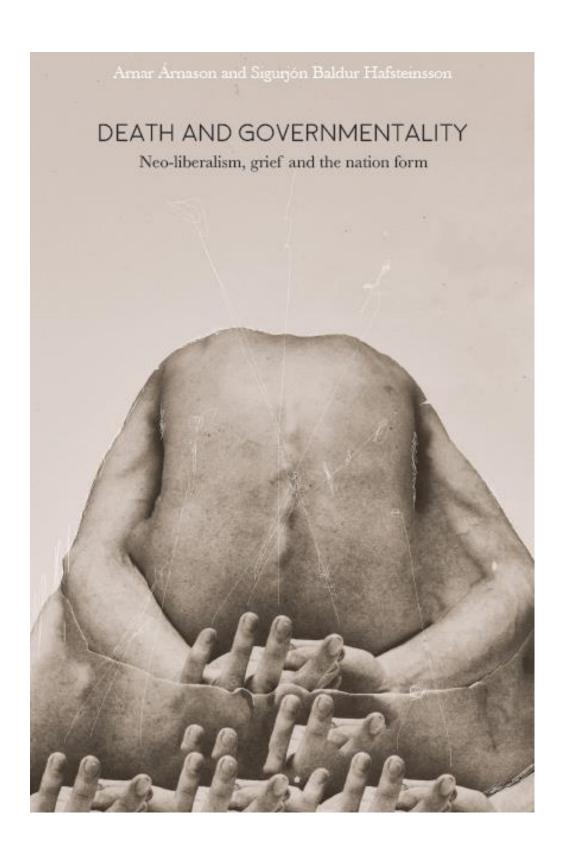
# New iBook / ebook: HOW TO DO ECODESIGN



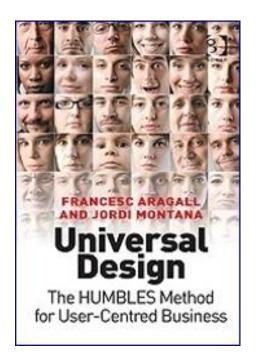
Practical Guide for Ecodesign – Including a Toolbox

Author: Ursula Tischner





**Universal Design: The HUMBLES Method for User-Centred Business** 

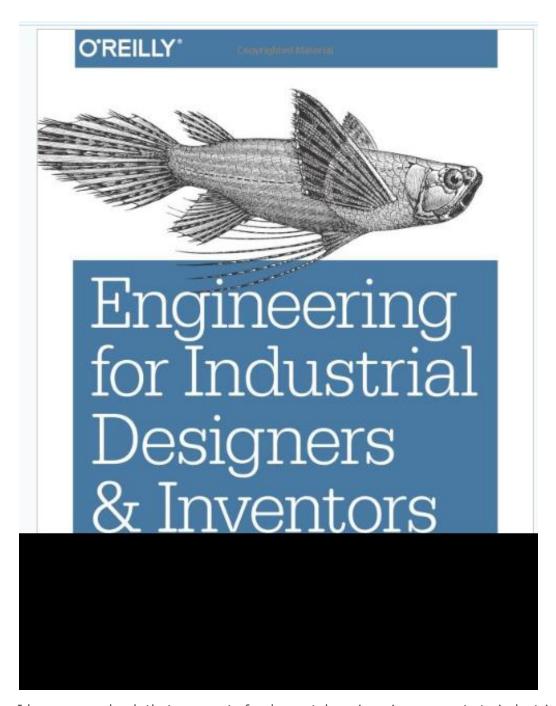


"Universal Design: The HUMBLES Method for User-Centred Business", writtenbyFrancescAragall and JordiMontañaandpublishedbyGower, providesaninnovativemethod to supportbusinesseswishing to increase the number of satisfiedusersand clients andenhancetheirreputationbyadaptingtheirproductsandservices to the diversity of their actual andpotentialcustomers, takingintoaccounttheirneeds, wishesandexpectations.

The HUMBLES method (© Aragall) consists of a progressive, seven-phaseapproach for implementing Design for All within a business. Byincorporating the user'spoint of view, itenablescompanies to evaluate their business strategies in order to improve provide an improved, more customer-oriented experience, and thereby gain a competitive advantage in the market place. As well as a comprehensive guide to the method, the book provides case studies of

multinationalbusinesswhichhavesuccessfullyincorporated Design for All intotheirworkingpractices.

According to SandroRossell, President of FC Barcelona, who in company withotherleadingbusiness professionals endorsed the publication, it is "requiredreading for thosewhowish to understandhow universal design is the onlyway to connect a brand to the widest possible public, increasing client loyaltyandenhancing company prestige". To purchase the book, visiteither the **Design for All Foundation website** 



I have a new book that presents fundamental engineering concepts to industrial designers that might be of interest to you. This is the link:

https://www.amazon.com/Engineering-Industrial-Designers-Inventors-Fundamentals/dp/1491932619/ref=sr\_1\_1?ie=UTF8&qid=1506958137&sr=8-1&keywords=engineering+for+industrial+designers+and+inventrs

# **Appeal**

# IAUD Proposal-How to make a mask in 10 seconds

Our partner IAUD (international Association for Universal Design) would like to introduce this easy way to make a mask with your handkerchief or hand towel as one of our contribution to prevent from the spread of the infectious disease with COVID-19 new coronavirus.

Prime Minister Shinzo Abe recommends wearing cloth masks, as it is reusable. They can be washed and use them many times, in other words, it is sustainable.

It has also been recognized that it has an effect on slowing the spread of COVID-19, although it does not have COVID-19-preventing effects, according to CDC (Centers for Disease Control and Prevention). It helps people who may have the virus and do not know it from transmitting it to others.

Link to tutorial: https://www.iaud.net/global/activity/10032/

Hoping that all together we can stop the spread of COVID-19 as soon as possible, warmest regards.

IMMA BONET
Executive Patron

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# News

# 1. COVID-19 Design Challenges

Here are the details of the 2 COVID19 challenges Dr. Dolly, France have been involved in. I have just been advised that one of my teams that I have been mentoring, Smilebox has been shortlisted for the finals. The details are also on my LinkedIn page:

Challenge 1 hashtag#COVID19Designchallenge initiated by IBM World Design Organization and Design for America Team members: Chris Locke Nashwa Nassar @Christian Guellerin @christinakarali Reinis Lasmanis . I participated in developing an app for an online education for school children that could transform hashtag#onlineeducation now. Challenge 2

hashtag#panEuropean Hackathon hashtag#euvsvirus European Commission & hashtag#EuropeanInnovationCouncil I mentored 3 creative teams of skilled professionals & students: hashtag#smilebox hashtag#teachersupskilling and hashtag#ynot Smilebox team has been shortlisted into the finals



# **Programme and Events**





International conference on 'Designing for children' with focus on 'Play and Learn'



Monday, March 2, 2020, 5 p.m. PDT – Mentoring request deadline

Friday, July 24, 2020 - Acceptance decisions for:



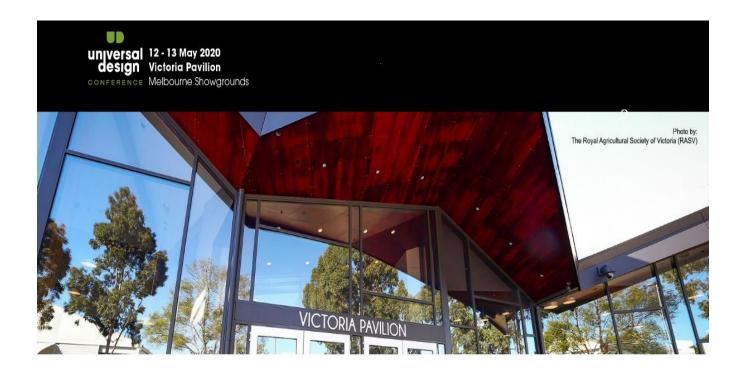






#### FIFTH INTERNATIONAL CONFERENCE ON UNIVERSAL DESIGN

June 15 - 17 2020 at Dipoli, Aalto University, Espoo





16.06 - 19.06.2020

Rome, Italy



#### **CALL FOR PAPERS**

The ASSETS conference is the premier forum for presenting research on the design, evaluation, use, and education related to computing for people with disabilities and older adults. We invite high-quality original submissions on topics relevant to computing and accessibility.

Submissions should present significant contributions to design, systems, tools, scientific understanding, methodology, or social issues. Relevant topics include (but are not limited to) new enabling technologies, studies of how technologies are used by people with disabilities, explorations of barriers to access, and evaluations of accessibility education methods. It is expected that, in most cases, a paper's research contributions will be validated through research activities conducted within the target user groups. Papers that include a technical contribution without being validated through research activities with representative users are unlikely to be accepted.



# XXVII Compasso d'Oro: the visual project

The selection for the

ADI graphic project invites to present a graphic project proposal for the cycle of publications related to the XXIII Compasso d'Oro ADI: ADI Design Index 2020, ADI Design Index 2021, XXVII Compasso d'Oro.





# **#UDSTEPFREE CHALLENGE**









e 17<sup>th</sup> International Conference Cooperative Design, Visualization and Engineering



Oct. 25-28, 2020, Bangkok, Thailand

#### 2020 GOOD DESIGN AWARDS OPEN FOR ENTRY

Good Design Australia is calling for Australian and international entries to the 2020 Good Design Awards. Through the annual Good Design Awards program, we recognise and celebrate excellence in cutting edge design and breakthrough innovation.



2019 HUMAN CITY DESIGN AWARD SOME(129109)E



The competition is open to artists, designers, professionals and

Call for entry for 2020 Human city award.

students

# International Call: D'source Corona Design Challenge





D'source Corona Design Challenge:

www.dsource.in/dportal/dcdc2020/





# TWO WEEK COUNTDOWN TO FINAL DEADLINE

There are just two weeks left to get your entries in for the 2020 Good Design Awards. Give your team something to celebrate this year and get recognised for your best work!

START ENTRY



# **Job Openings**

1.Job Opening



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