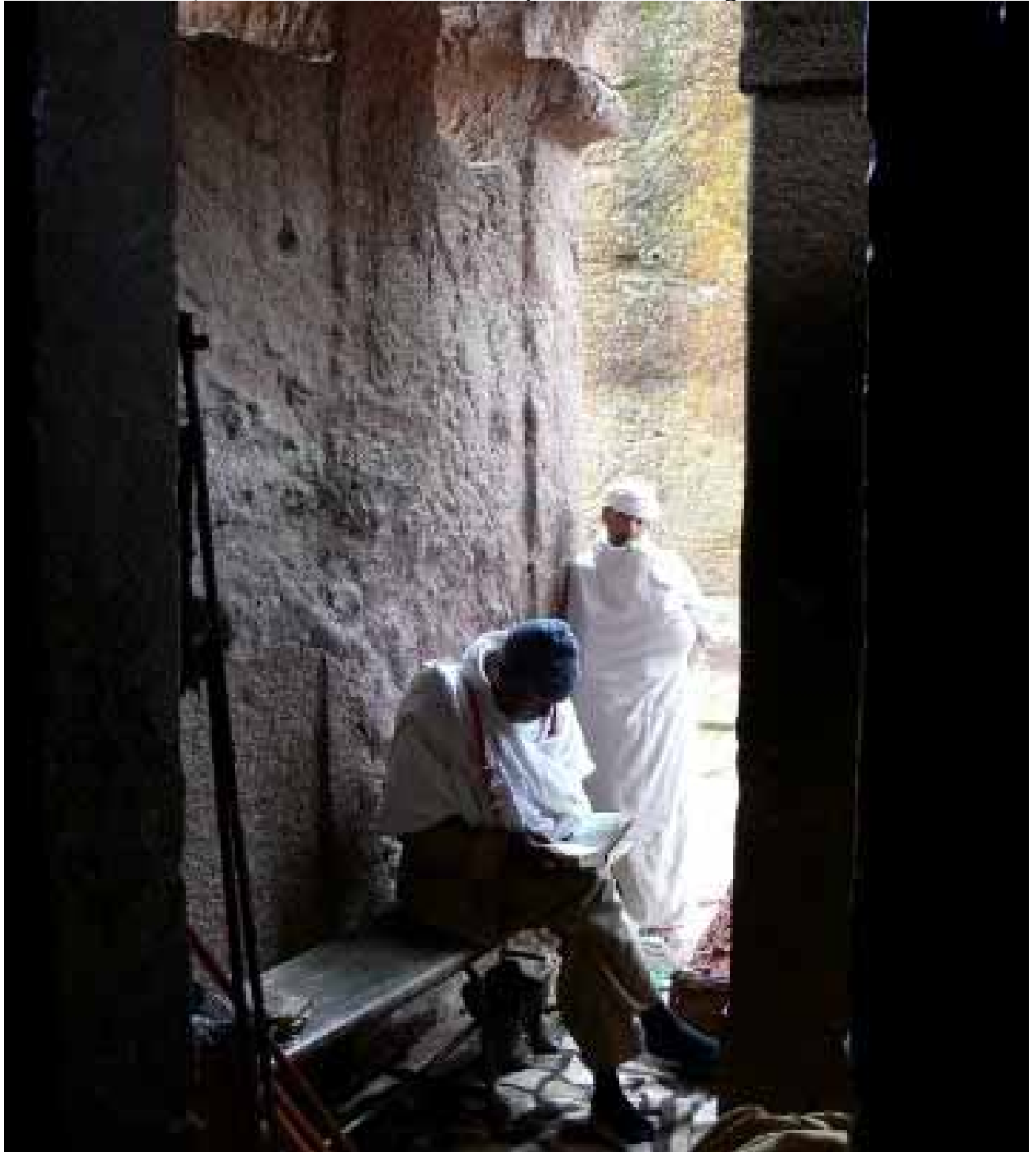


Design for All

March 2009 Vol-4, No-3

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Chairman's Desk:



When I look back at our regular & continuous publication of Newsletter since 2006, it reminds us our humble start of just few pages, unassuming concept of 'design' and the layout in our first issue. It was beginning with 26pages newsletter and we thought it was great achievement as beginners. We entered the arena of 'design' as nonentity with our first issue without knowledge of its possible future and also were unaware then about its hidden forceful message for our design community. It contained two most prominent and powerful articles of all time great .One was written by Prof Ronald L Mace contributed by Prof Richard Duncan and second was Mr. Pete Kercher, president of EIDD. Here I wish to inform our readers that we are celebrating the birth anniversary of Late Prof Ronald L Mace in the month of June 2009 by publishing a special issue dedicated to him with Centre for Universal Design, North Carolina State University and our guest Editor of that special issue of Newsletter is Prof Sharon Joines and articles are contributed by students of Centre of Universal design. If anyone wishes to share his/her thoughts or moments of Prof Mace may kindly submit and share with our esteem readers

before 10th May 2009. The Newsletter for the said month would be a historic moment for us.

We never imagined that we would receive modest successes in such a short time. It is still a mystery for us and I believe some divine force is behind our modest achievements. If someone questions us the secret of our successes I simply smile and I am left with no other option of answering them with another smile because I am not in position to explain the reason to them and I believe I will never be able to speak in future also. Reasons are many for our successes but all are invisible, unknown and beyond our perceptions. When I look back and realized that so many persons might have started the publication with all intention of successes or few might be thinking to venture into with either sound financial backing or great authority in their respective area as an asset or would start with strong conviction that successes is an inch ahead of them and that is therefore closer and within their reach or it is their birth right to seize successes and no one should dare deny it. In our case every ingredient to be a successful were missing and it was at horizon in fluid state. We tried hard and achieve little and it is yet to take some physical shape and our destination appears closer but as we feel to move toward it prove to be mirage for us but led us to another unknown destination that we never imagined in our lives. We were not having any slightest idea what would happen next moment to our publication 'Will we succeed in managing the enough publication material for our next issue?' We are thankful to the known and the unknown too who have so far ever has come on

our way and they played their role and took us out of that crisis and made us safe. Who has goaded them to come for our rescue is still a mystery for us. The success in the real sense is a mystery and we fear in enjoying. I can definitely proclaim that copying or imitation is not the mantra of successes in any venture. Whenever I brood and the moment I deep engrossed in search of reason of successes, I experience some kind of fear grips me and to come out of that I immediately abandon this thought. I pray 'Let this publication should continue after my death'. Man comes and goes but his actions may perpetuate.

Invariably human nature is either we talk mostly about past, living in present or thinking about future, we live in the present. Human being rarely or seldom talks about present. I am no exception. Either my discussion is around the past of our publication or relates to fear of our future publications. Men have classified Time as past, present and future and it is impossible task as to unite all three in such a way that it may appear as one unified time. We never even try to unify all the stages of time. 'Have anyone tried to unite the time?'

Few believe time is not continuous and it is discrete. Life hops from one point to another and where it may touch no one can forecast such kind of persons never give much thought to unification of time. They surrender to mighty time and believe they are insignificant compared to its power. They believe time is continuous, either they follow Newtonian or Einstein philosophy which lead them nowhere. Relations of time with

all our activities are mysterious. Incidentally if we are declared successful that inflates ego, it makes us special in the eyes of the others as if we hit the time parameter with right cord, at the same time it makes us less than dust if we fail. In return it frustrates us. St. Augustine's Confessions, he ruminates on the nature of time, asking, "What then is time? If no one asks me, I know: if I wish to explain it to one that asketh, I know not." He settles on time being defined more by what it is not than what it is. I whisper 'is time an illusion?'

While designing the product they should think what parameters are required and segregate those are equipped with time parameter. Why I am emphasizing this point that mankind has invented the wheel much before the invention of measuring the accurate time perhaps gap between these two may be few thousands years. If they would have identified the role of time at the time of invention of wheel I believe what we see the modern world would have been altogether different. If it is a product that not changes with time but experience gradual affects of time we must devise fixed time evaluation concept and redesign the product according to the changed environments. Reason is the change of environments may be a continuous process with time but affects on our product is insignificant but in due course of time it affects significantly on it and it needs redesign.

When we design assembly line or transmission of electricity or dynamic waves or in broad terms those follows Maxwell's Equation need continuous time attention. We again divide the

time in many sub class for convenient its use. In this past it is interwoven with the present and therefore lets us know the origin and with little artificial control we precede further i.e. future. I to certain extent, take time as 'the extension of the present'. But next moment doubt grabbed me 'Can we find a 'present' being ready-made?' Every present, even an instant, is in interwoven of a just past and immediate coming. It exists between past and future. It is a live moment and that is significant .By the same token, any past or future wins the existence by interweaving with present and another dimension of time. That another dimension is mystery for all. When designer design with his past experience to meet the requirement of present and unknowingly a new dimension emerges in the future and prove to be unique for society and no one earlier thought in this direction that lead that person to new heights. Past is affected by the intuitive present. If he/she simply meets the requirement of present by his/her design they may enjoy best of this world but are forgotten in future. Humans beings live between heaven and earth, past and future, brightness and darkness, subject and object, and exist as the final measure of the in-between maintaining itself. The fact is, dialectics is established. We may designate the nature of human being as excel in their area but fear of outcome with time apprehends them. It shows that human takes truth as time related and temporal. When they live in-between they believe time is static and it is no more dynamic. It can be explained by glasses fall and break all the time, but pieces of glass do not put themselves back together and fly up on tables. We have memories of the past, and none of the future. We feel

we can't change the past but can mend the future. Objects are all on different timescales from one another. How do we draw the time out, so we can live fearlessly?

Galileo's work on the pendulum and the subsequent work of the Dutch mathematician, Christian Huygens led to the invention of very precise time measurement. The best pendulum clocks deviated by less than ten seconds a day! At this point, the word "speed" entered the English language. Human history before the invention of Galileo's pendulum was full of struggle to measure accurate time. Over the centuries, time measurement became more exact. When exactness was achieved, time devices began to move ever deeper into our personal space. In the middle Ages, clocks used to be in public spaces. Clocks then moved into our homes and into our pockets and now on our wrists. It is interesting to study 'How it has affected the thinking of majority?' We are all more to me conscious than our ancestors. We precisely draw our every day schedules according to time available to us.

I encounter with restless and worried father who wishes to discharge his social obligation as well as duty of civilized person and discuss his worries about the progress of his child. 'My child is 2 years old and he/she is not able to spell alphabets or my child is 15 years of age and yet to qualify high school exams or my child is 24 years old I am worried for their marriage or my child is married for 2 years and I am not grandfather.' In fact he is not worried about his child but worried about the time scale. His life is tuned with time and his thought can not go beyond time. He is constantly under

tremendous pressures of time. They are all slaves of time. In order to become good slave precision of time is required. The profusion of such devices grew and punctuality became associated with morality, achievement, and success. Optimal timings were established for every conceivable task and a worker's every moment could be measured. This led to changes in the entire social order. 'Was earlier man before the invention of time devices living under the same pressure of today's man?' I feel he was more carefree and did what was better for him as well as for society. Although progress was slow but it was meaningful. What we are today it is because of achievements of our ancestors and history can not ignore or wipe out their contributions. In the entire animals world time is important for men and women. Nature and other animals are not conscious of its importance. They live time as it comes to them.

Our life has come under the cruel grip of time and it is impossible for anyone to be free. Those who wish to free themselves from clutches of time they are not respected by so called the civilized ones of the society and declare them as threat to society and call by different derogatory word as vagabond, mentally sick etc. If we consider time as a parameter for life of human beings then we can classify the humans as one class of person who follow the time religiously and another who wishes to defy time but lands nowhere and they are victim of time and becomes nonentity and society ignores them blindly .These type of persons are common sight along with roadside - lying half naked or with dirty clothes keep on uttering something that is known to them. Few have

conquered the time and they have acquired the status of immortal like Jesus, Buddha and many more.

In Indian philosophy they have defined periods of the time within the cycle of four stages and it is known to the west as an 'epoch' or 'era'. These are the Satya Yuga, the Treta Yuga, the Dvapara Yuga and finally the Kali Yuga. The cycles are said to repeat like the seasons, waxing and waning within a greater time-cycle of the creation and destruction of the universe. Each epoch involves stages or gradual changes which the earth and the consciousness of mankind go through as a whole. When we look at their characteristics I find each one is same throughout mankind history and each epoch has no distinct characters. Nothing has changed in man's basic nature. He is same and his characters are same as usual. He is good and most of the time evil.

Time is linear when we classify present, past and future and cyclic when we say epoch. Linear makes us to work for betterment of our present and life will suffer if we do not care for it. Epoch is cyclic and perhaps it was developed that it gives hope to humanity that future has store everything good for everyone and keep working for future and larger best goals. Satya yuga will make everything good for humanity and people will respect and honor everyone's deeds. Whatever the worst epoch, satya yuga will come in cyclic and wipe out all the misdeeds of mankind and everywhere happiness will prevail.

As a designer I advocate they should understand when to be linear and cyclic. The best example is design of door it is cyclic but it is opening either by pull or push or both. When we restrict

the opening to one direction it means we are give thought to be linear by using cyclic technique. Hinges provides limited control cyclic motion and allow the user to open in one direction or both. Some motions are time dependent and rests are time independent. 'Have we given any thought to what is the life of flower, stone and river etc? Are they in linear or cyclic, static or dynamic? ' When we say everything is perishable and only time matters. Our solar system, cosmos are for time being and one day or another they will perish. It means designers should think while designing that how to use all the perishable items required to design product that its synergic effects should be in such a way that it should last longer than individual item.

We are thankful to Prof Lalita Sen , Mr Francesc Aragall , Mr. Rama Gheerawo and Mr. Konrad Kaletsch, CAPS for contributing their valuable articles for this issue.

Has ever any human listen to another human? If so, why they are carving beautiful statues?

With regards

Dr Sunil Bhatia

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Forthcoming issues of Newsletter of Design For All Institute of India

1.

April 2009 Vol-4, No-4 is special issue with Design & Industry Department of San Francisco State University and Chair, Prof Ricardo Gomes has accepted the invitation of Guest Editor. This [special issue is featuring "Universal Design @SFSU."](#)

2.

Dr. G. N. Karna, PhD Honorary President, (SDRS)  Society for Disability and Rehabilitation Studies, New Delhi has accepted our invitation to publish a special issue with their organization and he will be our Guest Editor of our May 2009 Vol-4, No-5 issue of newsletter

3

We are celebrating the birth anniversary of Late Prof Ronald L. Mace of North Carolina state university who was responsible of popularizing the concept of Universal Design in United States of America. It is nice tribute from our newsletter that we should publish work of students of North Carolina State University Universal Design Centre. I requested Prof Sharon Joines to be Guest editor of that special issue and she has accepted our invitation. This special issue is coming out in the month of June 2009.

Those who wish to share their thoughts, ideas or experiences of Prof Ran Mace kindly submit the contribution before 10th May 2009 to:

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Lalita Sen is a Professor in the Department of Urban Planning & Environmental Policy, in The Barbara Jordan-Mickey Leland School of Public Affairs, at Texas Southern University, in Houston, Texas. Prior to her position here, she had worked as a faculty and a researcher at the Transportation Institute at North Carolina A & T State University, and served as the Acting Executive Director of the Transportation Institute at Syracuse University, while teaching there as an Assistant Professor, in the Maxwell School of Public Affairs.

She received her BSc. (Honors) from University College Swansea, University of Wales, and MS and Ph.D. from Northwestern University, Evanston, Illinois. She was awarded a dissertation fellowship from the Transportation Center at Northwestern, while completing her Ph.D. program.

She has over thirty years of experience in research on transportation needs of seniors, the low income and the disabled population, some having been funded by the US Department of Transportation. She is currently the co-chair of the research subcommittee of the Transportation Research Board's Committee on Specialized Transportation. She is also a founding member of the Association of Transportation Professionals of Indian Origin (ATPI) in North America and is currently serving as its interim secretary.

She has been one of the earliest participants of the international conferences on accessibility, as a co-author at the first conference in Cambridge, U.K. in 1978. She has authored

numerous reports listed by US DOT and publications on accessible transportation. Her interests in accessibility range from the use of non-motorized modes for the disabled to issues of accessible modes of public transportation, and the associated beneficial impact on the quality of life for the disabled, including accessible tourism. Her interests in creating a data base on accessible tourist sites and facilities using GIS/GPS technology has great potential for increasing tourism among the market segment of retired "baby boomers " to countries with historic, archeological and cultural interests. She has recently focused her research on issues of accessibility for developing nations with some collaboration with researchers in India, including the National Institute for the Orthopaedically Handicapped. Promoting non-polluting modes of accessible transportation is another area of ongoing interest which culminated into a modified cycle rickshaw in 1998 to provide service to wheel chair users. Finally her recent focus on national policies on accessible transportation have led to a number of research projects on evaluating the planning process and the outcome of the American With Disabilities Act since its passage in 1990.

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***What Next After The American With Disabilities Act? :
An Assessment of the Accessibility Needs of the
Disabled to Live a Quality Independent Life in the
Urban Environment***

Prof Lalita Sen*

Dr. Oluponmile Olonilua**

Texas Southern University

Abstract

People with disabilities continue to be marginalized in the United States in spite of the passage of the American with Disabilities Act of 1990 (ADA). Though, there have been some improvements with the implementation of the ADA since its passage in 1990, yet, it is faced with the problems of “compliance responsibility” and Congress’ interest in its hearings (Percy, 2001, 633). Past research has addressed the various needs of this population in the areas of employment however; less has been done regarding the effectiveness of ADA in addressing their transportation and accessibility to public facilities especially for persons with physical disabilities in order to improve their quality of life. Most of these works on persons with disabilities have been done by researchers outside the planning profession and this paper serves as a pilot study, using a case study approach, to assess the accessibility to transportation and public facilities through focus group meetings and participant observation. Findings show that transportation and accessibility to public facilities are still major barriers for participation by persons with physical disabilities and this paper provides the foundation on which

more needs assessment in the built environment may be laid for planning. The following sections provide an overview the American with Disabilities Act, barriers to participation by persons with physical disabilities, Data Collection, Analysis and findings and Policy Recommendations.

Introduction

While planning theories begin to call on the inclusion of marginalized population such as persons with disabilities (see for e.g. Davidoff, 1965; Fainstein, 2000; Friedman, 1993; Fischer, 2000; Healey, 1996; Young, 2000) communication, collaboration and equity towards formerly marginalized groups, calls also mounted in the 1990s for the specific inclusion of persons with disabilities which resulted in the enactment of the American with Disabilities Act (ADA) in 1990 by President George Bush. This act specifically prohibits discrimination against persons with disabilities on the basis of employment, public accommodations, commercial facilities, transportation, and telecommunications. An individual with disability is defined by the ADA as a person who has a physical or mental impairment that substantially limits one or more major life activities and is a person who is perceived by others as having such impairment (ADA, 2004). The passage of ADA brought with it an increased awareness of the need to monitor the situation for people with disabilities.

Several studies have been carried out on the problems and challenges faced by persons with disabilities however, significant number of the American population that have

disabilities are still marginalized. Over 35% of Americans over 65 years old have severe disability (McNeill 2001).

Table 1: Persons with disabilities Population and Proportions in the United States

BOTH SEXES, ALL RACES	Tot. Population in thousands	Population with disabilities	%	Pop. with severe disabilities	%	Pop. who need assistance	%
All ages	267,665	52,596	19.7	32,970	12.3	10,076	3.8
Under 15 years	59,606	4,661	7.8	2,256	3.8	224	0.4
15 years and over	208,059	47,935	23	30,714	14.8	9,851	4.7
15 to 24 years	36,897	3,961	10.7	1,942	5.3	372	1
25 to 44 years	83,887	11,200	13.4	6,793	8.1	1,635	1.9
45 to 54 years	33,620	7,585	22.6	4,674	13.9	1,225	3.6
55 to 64 years	21,591	7,708	35.7	5,233	24.2	1,280	5.9
65 years and over	32,064	17,480	54.5	12,073	37.7	5,339	16.7
65 to 69 years	9,555	4,291	44.9	2,930	30.7	777	8.1
70 to 74 years	8,514	3,967	46.6	2,407	28.3	898	10.5
75 to 79 years	6,758	3,897	57.7	2,565	38	1,140	16.9
80 years and over	7,237	5,325	73.6	4,170	57.6	2,525	34.9

Source: Jack McNeil, 2001, Americans with Disabilities: Household Economic Studies available on <http://www.census.gov/prod/2001pubs/p70-73.pdf>

The data from Table 1 indicate clearly that there is a significant group who are persons with disabilities in the country and the fastest growing age cohort comprised those who are eighty-five years or older which further raises the urgency in addressing the needs of persons with disabilities. 33% do not leave home because there is limited or no public transportation, 26% do not have a car, 17% find that transportation is harder with their disability and 12% have no one to depend on (BTS, 2004).

Clearly even after a decade after ADA, accessibility is still a major issue for the persons with disabilities which are primarily understood as the ability to have access to buildings and to use accessible means of transportation to get to their destinations of choice. This also includes to services, as well as the ability to participate in everyday activities including visiting, shopping and access to jobs which varies with each type of disability.

While there are the physical barriers created in public buildings, housing, transportation, houses of worship, centers of social life, and other community facilities; no less important are the social barriers that have evolved and been accepted toward those who differ more than a certain degree from what the general population has been conditioned to regard as "normal". The Americans with Disabilities Act addresses these civil rights issues and sets the stage for barrier removal. Political struggles over allocation of costs and benefits associated with the new legislation continue into the implementation phase, as each interest group vies for its fair share. From an intergovernmental frame of reference that retains the power to decide the allocation in Washington or to the state and local governments, this affects the eventual implementation (Edwards, 2002). In the end, community interests, political commitments, and administrative experience and skill all factor into the level at which implementation will occur.

Transportation and Tourism for the Persons with disabilities

While much public attention and many policy formulation efforts since the late 1960s have been given to barrier-free architectural design and local public transportation access, few similar consistent efforts have been made in the areas of long-distance travel and tourism. The persons with disabilities represent a significant portion of the population (Adler et.al 1990). Cavinator and Cuckovich (1992) examined and analyzed general issues and opportunities related to travel and tourism for the persons with disabilities. They presented a travel-related background of the persons with disabilities as part of the population in the United States. They also looked at the evolution of transportation access that has been made through public policy and investment directives, as well as at the effectiveness of private sector services and are able to present the federal government's efforts aimed from a very early stage at increasing accessibility of the persons with disabilities to all public buildings and transportation, as can be seen from the series of acts passed from 1968 onwards:

- The Architectural Barriers Act of 1968 requires that facilities constructed using federal funds must be accessible to all persons, regardless of disability.
- The Urban Mass Transit Act of 1970 asserts that persons with disabilities persons have the same right to use public transportation, as do non-persons with disabilities persons (Urban Mass Transportation Act of 1964).
- The Air Carriers Access Act of 1986 as promulgated in Title 14, Code of Federal Regulations, prohibits

discrimination on the basis of disability by all air carriers (Cavinator & Cuckovich 1992).

- The Americans with Disabilities Act of 1990, Public Law 101-336 covers employment, places of employment, transportation, public accommodations and public facilities.

In travel and tourism, the ADA has impacted intercity and local passenger rail transportation buses—both public accommodations as well as services operated by private entities. These include, but are not limited to inns, hotels, restaurants, theatres, stadiums, convention centers, stores, shopping centers, services and places of recreation. Much progress has been made in reducing the constraints of and opening accessibility to transportation for the persons with disabilities. While these barriers to general mobility have been reduced, there is still an inadequate overall travel and touring systems perspective for this population.

Methodology

Based on the research objectives, several sources of data were explored. These included primary data collection using purposeful sample, existing data from previous studies, as well as secondary data sources through various government agencies. The researchers were cognizant of the debate around issues of collecting data from a sample of the persons with disabilities and attempted to address some of the shortcomings in developing their methodology by using purposeful selection method (Mathiowetz, 2001). While some of the existing data sources were useful, the research objectives required detailed data collection that was not available from any published

sources. A case study approach in the Houston Metropolitan Area was employed with focus group meetings conducted in order to assess the effectiveness of ADA in addressing the needs of three disability groups: hearing, visual, and mobility impaired. Participant observations were done with the researchers observing the various persons with disabilities groups while going on trips in order to explore coping mechanisms in public spaces.

Data collection was conducted around the Houston Metropolitan Area in four phases:

1. Locations were selected according to their ranked importance by residents and tourists in the Houston Metropolitan area and are classified as public facilities that should comply with ADA using information obtained from previous research ((Sen, McDaniels, & Nimley, 2002)

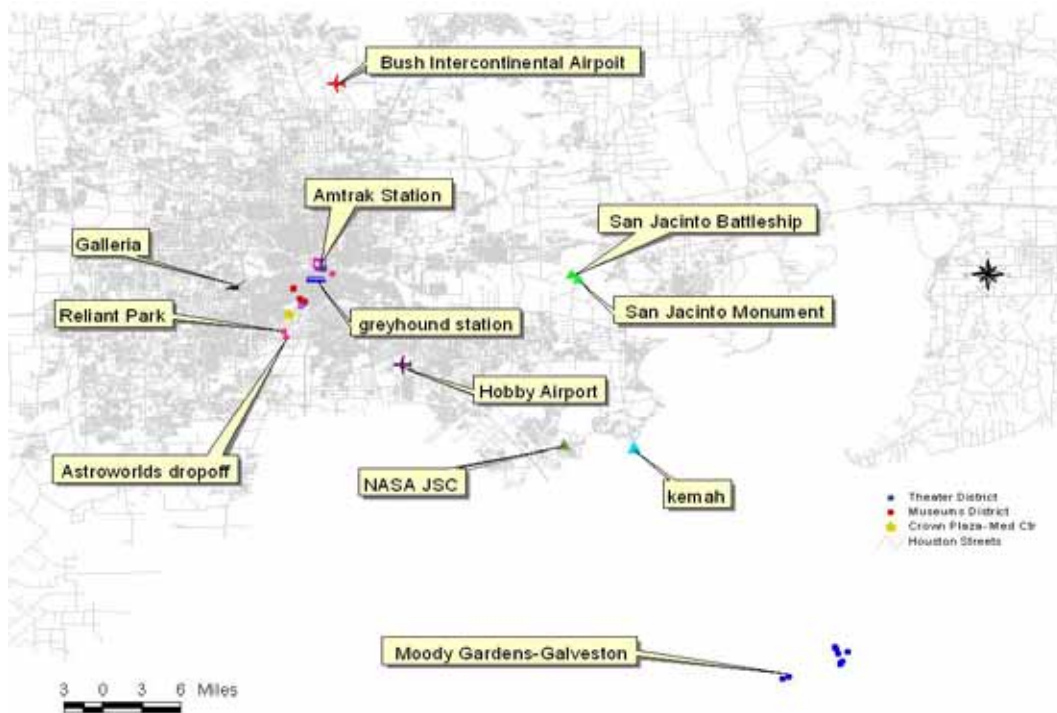


Figure 1: Recreational Sites in the Houston Metropolitan Area.

2. Information on these selected locations is obtained from published sources, telephone, or on the Internet, as well as access to public transportation to these locations.
3. Data collection from focus group meetings and participant observation were conducted over *Summer 2003 – give specific timing.*
4. General feedback was obtained from the persons with disabilities population regarding their lifestyle; this included what they may perceive as areas of accessibility, which they feel require improvements, and which can help to enhance their quality of life.

(Need to give detailed information on questions for the 2 methods) For the focus group meetings, each group was asked how they access information on travel, whether they had visited sites from a list of accessible tourist and recreation sites in Houston and how they made these trips and what barriers they encountered.

For the participant observation, individuals were taken by public transportation to recreational facilities (NASA, The Galleria etc) to observe and record their behavior and reactions. For each trip, the total trip length, waiting time at bus stops, cost, their perceptions and reactions to specific recreation sites and the degree of accommodation of their disability were all recorded.

Since Houston is the fourth largest city in the United States and has a representative population from diverse ethnic and socio-

economic backgrounds, it is also likely that Houston has a representative persons with disabilities population from whom a sample of the persons with disabilities would exhibit unmet needs of the persons with disabilities population anywhere in the United States. Therefore the data was collected from a purposeful sample of persons with disabilities volunteers in Houston, Texas, to provide answers and possible solutions to the question of quality of life for the population. The standard method of obtaining a representative sample through a simple random sampling frame was not feasible for the persons with disabilities population. Even attempts to contact the persons with disabilities student population from The University of Houston and Texas Southern University failed to produce any volunteers. As a result of these failures the team then approached the Independent Living Center in Houston (HCIL) for help in contacting the local persons with disabilities population. Volunteers for participation in the study were sought using flyers and word of mouth information. Therefore the data was collected to provide answers and possible solutions to the effectiveness of ADA in addressing the needs of persons with disabilities population. Although the persons with disabilities individuals who volunteered may not be representative of the entire persons with disabilities community, they nevertheless can collectively represent the three major types of disability categories identified regarding implementation of ADA and its effectiveness in helping them to lead independent lives.

Through HCIL, it was determined that an effective approach to collecting the required data would be best through three separate focus group meetings: one for those who are wheel chair bound, one for those who are hearing impaired, and one for those who are visually impaired. This would ensure that any special difficulties or features that may be of value by someone with a specific need can be established more easily than if there was a combined focus group meeting for people with various disabilities.

Focus group meetings took place for approximately two hours for each group with all discussions recorded and transcribed. During the discussions an effort was made to bring up issues concerning quality of life, as well as other factors which influenced an individual participant's choice to go out for recreation and non-essential trips within the metropolitan area.

Detailed data was also collected using participant observations from individuals who were willing to undertake trips by the available public transportation system to visit a shopping mall, the museum district, the down town recreation area, and NASA Space center. The travel diary was constructed to reflect the issues that may confront a persons with disabilities passenger in determining how to get to the location, and go on to their next location or return home. Additional responses about their mode of travel and their reactions to the facilities at their destinations were also recorded. Participants were asked to state their opinions about whether or not they would recommend the trips to their persons with disabilities friends,

or for that matter, make a return trip to any or all their destinations.

The portion of the data collection using a participant observation constituted a learning experience in the form of “travel training” for a majority of the volunteers, as a number of these individuals had never gone to some of the selected destinations. The participant observation approach was designed to help record opinions regarding each trip segment and the facilities at each destination. One of the two optional methods of public transportation was used-- Metrolift (door to door service) or Metro (fixed route bus service). The persons with disabilities volunteer chose the mode and booked Metrolift, when appropriate.

. The NASA trip was made to assess transportation issues, using the regular bus service from downtown Houston to Clear Lake and back. Unlike all other travel trips, which were made during weekends, this trip was made on a weekday, since the public transit service is available only during certain hours of the day Mondays through Fridays, primarily to accommodate commuters to and from NASA and Houston.

Analysis (Need to give detailed description of Focus Group and Trips)

1. Unlike the classification developed by Reid-Howie Associates (1998) on the factors which affect quality of life for the persons with disabilities, this study has selected only those quality of life factors, which are affected by accessibility. A person with disabilities cannot

achieve his or her full potential without having an opportunity to the basic needs of life such as accessibility to information, transportation and public facilities. Much research, combined with the enforcement of ADA through the courts, has ensured physical accessibility by improved access to buildings and to transportation services however, there is need for more research to assess accessibility to individual buildings and transportation facilities in order to answer questions related to the adequacy of existing transportation and public services in meeting their needs.

Focus Group Findings

Separate focus group meetings were held for each disability type. Each disability group, while facing some common problems, had a variety of responses.

Table 2: Results from the Focus groups interview

	Visually impaired	Hearing impaired	Wheel chair bound
Forms of communication/ information	Telephone, phone books	Telephone (TTY), phone books, friends, relatives, other hearing impaired people	Telephone, phone books, internet
How do you get to your destination?	Bus, walk	Bus, need people to accompany, rides	Bus, ride in a van, MSP taxi, metro-lift, own van with personal attendant, train, airplane
Distance from residence to the destinations	Time more important than distance, safety, and a day in advance for preparation	0-2miles	Varies.

Places visited	Museums, Zoo, Theater district, Galleria	Museums, zoo, concert at Herman Park, Boats/fishing, walking outside, Galleria	Church, Seminars, theaters, restaurants, ballet
Places unable to go	San Jacinto National Monument because there are no bus services, Avoid places due to safety, Avoid those destinations requiring too many bus changes, Need to know direction to go by bus. State of the sidewalk maybe a major deterrent	Galveston Island as it does not have captioning around the city sites, Texas Star Monument in Dallas due to shortage of funds, Prefer to avoid places where there are no one using sign language	If there are no accessible transportation, or no scheduled trips during the time a trip needs to be made, missing side walk causes problems, safety as a factor for traveling at night on the sidewalk

Some overall findings are shown by the issues and difficulties identified during the actual trips made (Table 2). The hearing impaired individuals have the greatest difficulties. They are unable to enjoy many trips they would like to make, either due to a shortage of money, or because they feel insecure due to a lack of captions or signs in many recreation areas. Because they do not have obvious disability, their needs are often ignored. The most important values from the feedback received with respect to problems and expectations are listed below.

Table 3: Summary of Problems and Expectations

	Visually impaired	Hearing impaired	Wheel chair bound
Problems	<p>1. Metro schedule needs to be expanded to accommodate recreation and work option.</p> <p>2. Announcements on buses are not made.</p> <p>3. Lack of tactile guide ways in open spaces like stores/ bus stop entry way.</p>	<p>1. People don't listen when the hearing impaired call using TTY.</p> <p>2. SBC charges more for touch tone phone.</p> <p>3. Need interpreter to sign when people are not understandable.</p> <p>4. Cannot go to the library as there are no sign interpreters.</p> <p>5. Money is a big issue as most do not have jobs.</p>	<p>1. Metro schedule should be expanded to accommodate recreation and work option.</p> <p>2. Drivers need to know if stops are too narrow as wheel chairs can flip over.</p> <p>3. Metro no longer offers emergency trips</p>
Expectations	<p>1. Public address systems would be helpful</p> <p>2. Tactile guide ways to points where there are Braille signs.</p> <p>3. Metro drivers should be better trained</p>	<p>1. Need to promote gathering of hearing impaired people.</p> <p>2. Police officers need to be aware of the need to sign for hearing impaired people, as the hearing impaired drivers have a hard time understanding why they are getting a ticket.</p> <p>3. Hospitals also need to provide a sign interpreter.</p> <p>4. Houston should have TTY on highways for emergency calls</p> <p>5. Theater should have captions on movies and plays periodically to accommodate the hearing impaired.</p> <p>6. Provide sign language training for ambulance drivers.</p> <p>7. Need TTYs at malls and other public places.</p> <p>8. Provide</p>	<p>1. Helper behind the ticket counters need to be more accommodating.</p> <p>2. 1-800 number for 24 hour reservation will be very useful.</p> <p>3. Metro needs to hire more qualified drivers with better training to handle wheel chair passengers.</p> <p>4. Need to run service like a car pool.</p> <p>5. Colleges need to be more accessible for people to move around with little or no assistance.</p> <p>6. Apartments should be made accessible.</p> <p>7. Need to expand the Metro lift area of service.</p> <p>8. Provide attendant services in public places so that one can go alone.</p> <p>9. Enforcements of ADA to include ramp size, width</p>

		<p>interpreters at job fairs. 9. Make colleges accessible for the hearing impaired. 10. Signs and captions should be engraved on buses. 11 Public should be sensitized on ways to accommodate the hearing impaired and their culture, and how to get their attention.</p>	<p>of doorways, and maneuverability within rooms and around houses. 10. Increase the visit-ability factor by the above features and an accessible bathroom on the ground floor.</p>
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Those individuals with hearing problems perhaps have the greatest of difficulties, as they lack the sympathy that the other two groups of the persons with disabilities may often elicit. Their concerns range from their inability to understand the speaking community in the absence of a sign language interpreter, to the difficulty of expressing emotions through written messages as the only way they can dialog with the speaking world. Concerns are raised about the lack of understanding on the part of police officers, ambulance drivers and others in public settings with whom they may have to interact, and who do not understand how to communicate with them.

Two related issues are stressed: the availability of TTY phones in strategic locations—for example, near highways or in libraries—and the need for handlers of the TTY phones to be patient enough to take a relay call. In fact, the major criticisms appear to indicate that their language is not spoken by most of the hearing community and hence they are “isolated”. All

expectations and suggestions for improvements are related to providing a more effective means of communication with them through signing, or by providing captions for the purposes of information/announcements, as well as for entertainment. This is reinforced by their stated preference for socializing within the hearing impaired community. Members of this group also face a shortage of money (due to a lack of jobs for them) and as a result, are dependent on social security for income. This then becomes one of the major limitations affecting the quality of life of a hearing impaired person.

This group also mentioned their need for the availability of college level training so they might have a better chance for employment. Most appear to be aware of their lack of education and how this impacts their ability to seek jobs. Since most of the hearing impaired volunteers were older adults, they were exposed to limited lip reading training during their mandatory schooling years, and thus have difficulty fitting into the current job market. Only one member of this group had attended college at Gallaudet University for the Hearing impaired in Washington, D.C. It should also be noted that many of their family members did not know sign language, which made it harder for them to keep in touch with relatives.

Those who are visually impaired are more concerned about their ability to enjoy certain environments. They also feel more secure in certain open spaces with a companion. They also face the problems of inadequate auditory and physical cues, which enable them to be independent in their quest for

daily and recreational activities. Thus personal safety and psychological comfort is at stake when they are going to an unknown environment without anyone accompanying them. Other issues, such as the lack of announcements on buses and audible signals at busy intersections, tactile guide-ways at stops or from entrances to counters, and to doorways are considered all desirable additions for these individuals. The audible message or signals that they depend on, have become more difficult for them to use to provide directions and for information in general. This is due to a higher level of "noise pollution" and hence making it difficult for these visually impaired individuals to understand and absorb the "mixed messages" they are getting from their surroundings. A concern for them to get around also included their fear of walking on incomplete or broken sidewalks, which they cannot see and could be dangerous for them. Majority of this group had heard of computers and some knew how to use them through training to learn the use of JAWS and other software. However, this training was not readily provided, and they still encountered major discrimination from employers who were reluctant to hire them and make the necessary adjustments in their work environment.

Those who are wheel chair bound have the most options once the issue of accessible transportation is taken care of, except at night. Their mobility is limited after dark due to concerns about possible breaks in sidewalks. This and other barriers may impede safe passage. Most buildings are not designed adequately to allow them easy access and easy

maneuverability with their vehicles. While most places were technically accessible, they mentioned the fact that ramps, sidewalks and other physical attributes were not always sufficiently wide to accommodate individualized wheel chairs. In addition, comments were made about the lack of adequate physical accommodation for their needs in institutions of higher education.

It is clear that each major disability group is facing quality of life issues related to accessibility in different ways. Common points made by two or all three groups were the need for Metro to alter schedule to accommodate weekend travel by buses and to expand services to include recreational locations such as the San Jacinto Monument. The lack of public transportation at affordable rates to Galveston was also mentioned, as many did not know or could not preplan trips to Galveston using the Greyhound Bus service, which require over twenty four hours' notice to provide an accessible bus. A common complaint by all was the lack of courteous bus drivers who understood or were properly trained to handle their particular disability. A final common concern reflected their inability to use public transportation to travel to many locations due to limited disposable income.

Participant observations

The data on non-essential recreational trips in the Houston area, which could enhance the quality of life for the persons with disabilities individuals, was collected based on prior research conducted in this area which identified key

recreational and tourist areas around the Houston Metropolitan area (Figure 1).

The participant observation method of data collection was used and designed to solicit responses on the trip itself, the length of travel time for each segment, and responses on comfort, “enjoyability”, security, and likelihood of a return trip to the same location, and general feelings of acceptability by everyone else in the environment. The destinations visited by the volunteers included NASA Space Center, the museum district, the theater district, and the Galleria from their respective homes.

Table 4: Feedback from the Travel Dairy

	Visually Impaired	Hearing Impaired	Wheel chair bound
Trip to the Galleria	<p>1. The average travel time varied depending on their residence' location and varied from ½ hour to over an hour.</p> <p>2. The Shopping Mall was not that enjoyable as there was a feeling of not being accepted.</p> <p>3. There is a need to have audio cues for the floor on the escalator.</p> <p>4. Braille signs are not helpful in letting a visually impaired person know where to go.</p>	<p>1. Have gone to galleria.</p> <p>2. Do not find the trip easy as cannot get information very easily.</p> <p>3. Do not enjoy the trip due to shortage of money.</p>	<p>1. Galleria trip was acceptable but not very interesting.</p> <p>2. Would come there again with a friend, as the elevators were very spacious.</p> <p>3. Did not have an overall impression.</p>

<p>Trip to the Museum</p>	<p>1. This trip from the Galleria took shorter time by Metrolift (20mins.) and longer by Metro Bus. 2. The museum was more enjoyable as a destination and the volunteers did not feel unacceptable as in the Galleria. 3. Suggestion was made that there should be items which a visually impaired/visually impaired person can touch as a full way to enjoy a museum.</p>	<p>1. Have been to the museum. 2. Should have more captions and written documents. 3. Should consider providing information using a person with the ability to sign.</p>	<p>1. Trip to the museum was enjoyable and would consider coming again.</p>
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The data corroborated many of the same concerns that were brought up during the focus group sessions. The data is of great value in soliciting detailed information regarding the reactions to certain recreational or discretionary trips taken by the persons with disabilities volunteers. The special needs of the hearing impaired for captions and signing at information booths or in special recreational sites like the Space Center and museums are valuable in providing a glimpse of the need for entities like the museum, or the mall manager to consider implementing some of these suggestions.

The needs of the visually impaired could also be implemented to include more audio assistance and tactile guide ways in selected areas, in addition to Braille. Clearly areas of concern such as the lack of announcements at bus stops became evident as a result of the detailed data collected during

the trip segments. The time it takes to make a long journey by public transportation was more evident as a result of the trip made to NASA Space Center. Most individuals left their home very early in the morning to come to the down town bus stop from where the NASA bus departed. This, when added to the wait, meant that many had spent from three to four hours traveling by the time they arrived at their destination in NASA. As a result, the actual time left to spend sight seeing was limited to no more than three to four hours before the last bus would leave to return to Down Town Houston. Some of the visually impaired volunteers expressed their desire for a companion to assist them in new or less known environments.

While most the needs of the wheel chair bound were met, the need for more information about transportation by friendlier personnel was forcefully made. An issue that came up was the lack of training of the drivers both in securing the wheel chairs and in lowering the lifts in the long distance buses to NASA. Of concern to all wheelchair participants, was the potential danger of being lowered from a greater height in the wheel chair lift from the long distance bus. Likewise, the lack of width for the sidewalk at bus stops was of concern. One other problem faced by the wheel chair bound passengers is that fixed route buses can only accommodate two wheel chairs at a time. So, any trip with more than two wheel chair users involves a wait for the next bus for every one, once the first two wheel chair bound passengers have boarded the bus, as was the case for the NASA trip. The lack of punctuality of the drivers was also an issue, which deterred many of the persons

with disabilities from making multi-purpose trips on any single day. In general, the wheel chair bound had the least difficulties and did not ask for any attendant or companion.

Conclusions and Policy Recommendations

This study supports other works on barriers hindering full integration of persons with disabilities into the mainstream society however; it specifically brings out issues that planners need to address in implementing ADA and their roles as facilitators who would include the persons with disabilities in their planning processes especially in the built environment and transportation planning. The dependence on public transportation also meant that the majority of the persons with disabilities were limited to where they could go by the service area and the hours of operation of the public system and thereby hindering them in their quest for a greater range of trips and activities they wished to engage in.

The overall findings from the research show there is need for a major evaluation of ADA to assess its effectiveness and make necessary amendments to the Act to address the major issues identified in this and past studies. Areas of improvement would involve both the transportation and service providers in both public and private facilities. These facilities need to provide a more comprehensive means of communication with all categories of the persons with disabilities, including the hearing and visually impaired individuals. This would require a more sensitive approach towards meeting their need to be informed through Braille signs, announcements, and captions

wherever needed, whether inside the bus or at the head of the escalator or on elevators. Additional means of guidance or communication for these two groups could also involve the use of tactile guide-ways, and people who can sign and technological training such as JAWS or other software combined with voice synthesizers for the visually impaired and general training for Internet use for information (Sen and McDaniels, 2004). Continuing education environments need to be more user-friendly for the persons with disabilities to acquire further training, especially for the older persons with disabilities individuals to come for training and information on the latest tools available for their use and benefit.

A more general improvement that can take place is making the public at large more aware of the needs of the different groups of the persons with disabilities, and to treat their need with greater sensitivity. A hearing impaired person's needs are similar to that of another person with a language barrier, which could be dealt with universal written signs and written announcements. The person who cannot see must be given assistance to become as independent as he/she chooses. On the other hand, wheel chair bound individuals require adjustments to the design of the physical environment which can also benefit those who are temporarily persons with disabilities such as pregnant women, the frail elderly, or the small child. These findings, while general, do point to the need for a large-scale study that requires time and resources, which were beyond the scope of this research.

Although no specific question was asked regarding their perceptions of being marginalized, this was implied from comments made by individuals during the data gathering process. All the findings suggest the need for a greater and a more comprehensive review of the special needs of the different types of persons with disabilities individuals and how their specific requirements may be met with a combination of new technological innovations and better sensitization and education of the general public to them as a group. While this is a long process, starting sensitization from the lower schools would benefit everyone, including those who are persons with disabilities and can then become better adjusted to the outside world at large. It is also anticipated that the addition of retired “baby boomers” within the next ten years may help to accelerate the changes for the persons with disabilities as these more activist “seniors’ make greater demands on services and information made available to them.

It can be concluded that while ADA has helped to provide essential services for the persons with disabilities, there is a need to assess the areas that require further improvement and awareness about the needs of the persons with disabilities among the general population. This is especially true for service providers who may have to interact with them in their professional capacity such as the hospital emergency room personnel, the police, the bus drivers and others interfacing with these people.

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MOST RECENT PUBLICATIONS:

Manual d'accessibilitat de platges de la província de Barcelona (Accessibility manual for beaches for the Barcelona province), (2001) *published by the Barcelona City Council.*

- **De la Ciutat sense barreres a la Ciutat per a Tothom (From the City without barriers to the City for All)** (*February, 2002*), published in catalan by the *Barcelona City Council*, from the *Urban Public Spaces collection*.
- **BARCELONA. Del Pla d'Accessibilitat a la Ciutat per a Tothom (From the Accessibility Plan to the City for All)** (*April, 2003*), published by the *Design for All Foundation*, with the collaboration of the *Barcelona City Council*.
- **European Concept for Accessibility (ECA) 2003**, published by *European Concept for Accessibility Network (EuCAN)* with the support of the *Ministère de la Famille, de la Solidarité Sociale et de la Jeunesse de Luxembourg*.

“Francesc Aragall has developed his professional activity in the fields of ergonomics, biomechanics, accessibility and Design for All. During his whole professional path in the public administration, education, non-profit organizations and the corporate world he has worked researching for the ideal parameters for everyone to enjoy the products and services of the society.”

THE DESIGN FOR ALL IN THE NEW TECHNOLOGIES

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The Design for All is a concept that, in spite of its relative youth (1995), has kept on extending through Europe as fast as in depth.

Even though the definition of Design for All that we prefer at the Design for All Foundation says: "The Design for All is the intervention on the environments, products and services in order to that everybody, including the future generations independently of the age, the gender, the capacities or the cultural background, could enjoy take their share in the construction of our society, with the equality of opportunities in the participation of the economical, social, cultural, recreational activities and could access, use and understand any part of the environment with as much independence as it is possible". Also have appeared from others the one that says: "The design for All consists in making reach the maximum of products and services to the largest number possible of users without the necessity of adaptation or either accessories". Or the one that says in the Declaration of Stockholm of EIDD-

Design for All Europe “The Design for All is the design for the diversity, the social inclusion and the equality”.

In any case, the spirit of the Design for All is the ethical attitude that it proposes: Everybody, independently of the characteristics and personal circumstances, has the right to enjoy what the market and the administrations put at its disposal, and therefore, the professionals that influence our physical and social environment, have the moral duty that the result of their activity does not exclude anybody.

Being conscious of that ethical attitude brings personal, social and also economical benefits, it is very important that the Design for All is taken into account in the new technologies in order to avoid the risk of exclusion of a large percentage of the population because if the products and services are not designed correctly, very few persons can access to the telecommunications, the information and to the automation.

The new technologies reach areas as diverse as the transportation, the telephony, the Digital Terrestrial Television (DTT), the computer science, the internet, the video conferences, the telework, the alarm and control systems of the environment through environmental intelligence or the domotics (home automation). Nearly everything from a simple key of hotel or a credit card till an industrial robot, are technological tools and in all of them it has to be taken into account the design for everybody.

For example in the mobile telephony it is necessary to take into account the design of the device in order to access comfortably to the keyboard and at the same time to a understandable menu and easy to navigate as well with the voice as with the text, so that persons with visual and auditory problems like the children or the eldest people (who in some cases require to be located) have to be able to access to the mobile telephony

In the case of the computer science, because of an ever growing capacity of the device as well as of the programs, we are all running the risk to generate every time more a distance between the user and the technology, many computer tools do not result useful because of their complexity, for this reason at the moment of the development of new hardware, software and webs it has to be considered the diversity of the possible users and therefore apply the WAI Norms (Web Access Initiative) and the Design for All.

In any of the common infrastructures of telecommunication (ICT) that are the basis for the communication of the housings with the outside and which are related with the access to any telecommunication services, it has to be put into practice the Design for All and the accessibility, as it is the case in the domotics and the telephony.

In the media like for example the digital terrestrial television, the system of subtitling and audio-description, support the persons with visual and auditory disability, but they also facilitate the access to their contents to the immigrants who

are learning the language. Those systems are also useful in the area of the e-learning.

In the case of the transportation and the new technologies, we find a great variety of applications which are facilitating the mobility and the access to the persons with disability. For example, a ticket machine called MAE was designed and developed so that the user with visual disability can access through references to the frame of the screen and the menu with the voice, as well as marks on the ticket in order to facilitate its validation. The persons using wheelchairs, children or small people can access to the information because of the screen being inclined and at the reach that permit them a comfortable access. Even it has been thought at the persons who didn't want because of haste, or because they find it fastidious to have to go through the menu in order to have a new ticket of transport, they find a slot to introduce the old ticket and obtain directly a new one.

And that way, in all the areas of the daily life of everyone, the technology can facilitate things or complicate the life.

If we achieve that the professionals that manage the design, the development and the application of the society of information and new technologies, make it with more professionalism, more social responsibility and taking into account the necessities of all the persons, we would achieve that the good practice carried out by the professionals, the

administrations and the companies become the “rule” and not the “exception”.

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Academic and research background

A designer and academic by training, Rama Gheerawo joined the Helen Hamlyn Centre at its inception in 1999. He worked on developing the Centre's Awards programme which encouraged take-up of inclusive design amongst RCA design students. He now leads a team of researchers on the Centre's Research Associate Programme who work closely with research partners on applied inclusive design projects and was shortlisted in 2008 by the British Council for their UK Young Design Entrepreneur of the Year Award.

Rama was part of the team responsible for developing the centre to the position it holds today and he has worked on a number of associated projects. He has held the position of Deputy Chairman of the Scientific Committee of the centre's Include conference for the last five years. Rama has had experience in the creative industry, having worked in the automotive, product design, multimedia design and design engineering sectors. He writes, publishes, lectures and talks regularly to a variety of audiences including students, academics, designers, industry and government.

His first degree was a BEng (Hons) in Mechanical Engineering from Imperial College, London and his second degree was an MA in Industrial Design Engineering from the Royal College of Art.

Research interests

Rama specialises in inclusive design practice, the development of methodology and knowledge transfer to business. Key areas of focus include more inclusive modes of transport and

independent living – the creation of products, services and environments that give diverse groups greater choice and sustained independence in their daily lives. He has a special interest in moving inclusive design beyond its current construct of age and disability focus to address ideas of social, racial, cultural and historical exclusion. His work on the Research Associates Programme has recently focused on 'innovation through inclusive design' looking at how user-centred design methods and practices can create new knowledge and new opportunities for business. Central to this is the articulation of the business benefits of inclusive design and the creation of management models to incubate the inclusive design process in an industry context. He uses a range of methodologies in his research including 'close-to-consumer' ethnography and maintains a practical focus in all areas of research.

Rama is currently leader of the Centre's [Research Associate Programme](#) which teams recent design graduates of the Royal College of Art with industry partners to work on year-long inclusive design research projects. Work focuses on knowledge transfer to business and the projects result in 'real life' inclusive design case studies. Recent partners have included Hewlett-Packard, Ford, Levi Strauss, B&Q, Orange and Philips Design.



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Jo-Anne Bichard trained in social anthropology. Since 2003, she has conducted people-centred research in inclusive design. She is currently a research fellow at HHC where she is investigating user participation in design within the built environment and the workplace.

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Living independently: accessing aspirations for kitchen design

Rama Gheerawo trained as a designer at the RCA

Jo-Anne Bichard,

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Independent living has traditionally had its roots within the areas of 'age' and 'disability', with a focus on older and disabled people within the care sector. Type 'independent living' into any internet search engine, and the results consist largely of resources and advice for adapting homes and environments for people with particular needs.

Yet when considering the design of environments, products and services, there is an opportunity for the principles and themes of an independent living approach to have a far wider impact. It can enable choice for a wide number of people, regardless of their age and ability. It can also deliver innovative yet mainstream design that addresses people's needs. At the heart of this way of thinking is the desire to improve the quality of life for many people, both now and in the future.

This cannot be limited simply to tackling issues of physical need, or engaging through a mechanistic response to building regulations and other legislative requirements. An independent living approach in design can be broadened to deal with not only the functional needs, but also to address personal

aspirations, allowing people to forge emotional connections with environments, objects and services.

If design functions as a purely aesthetic process, it develops a one-dimensional relationship with business and society that subsequently weakens its effectiveness in both arenas. However, if the design process can incorporate a way of assessing and visualising people's real needs and aspirations, it can become a powerful tool for social inclusion and wider social change. In addition, designing in a manner that considers the needs of marginalised users can significantly increase corporate competitiveness and value. In time, this is likely to trigger innovation, inspiring designers to create new solutions that address needs and aspirations that are sometimes ignored by mainstream design.

Capturing aspiration

Since 1999, research at HHC has focused on involving users in the design process to achieve inclusive design. The aim is to encourage designers to step away from their own aesthetic values, and to collaborate with the potential end users of environments, products and services. This should shift projects from being egocentric expressions of design that potentially exclude the end user to a point at which they can have wider social relevance and value.

The Research Associates Programme, which is run by HHC, takes new graduates of the RCA's design departments and partners them with industry organisations, giving them the

opportunity to work on design research projects specific to the organisations' areas of interest. Projects employ a diverse range of research methodologies to identify the needs and aspirations of users. Designers have reported that working closely with users allows an empathic bond to develop, as well as a mutual understanding of both the limitations and the possibilities of each other's expertise. Considering a user's lifestyle and aspirations helps shift the focus from purely ergonomic issues to those that develop from creative thinking and user-facilitated innovation.

The five i's

During the process of user engagement, the research associates move through five distinct processes, known within the research team as 'the five i's'.

- **Insight:** the first stage of insight follows the designer's initial contact with a user and reflects an understanding of the user's needs and aspirations.
- **Interpretation:** at the interpretation stage of the process, the information gathered from the insight stage is used to create a design brief. During these first two stages the user is central to the ideas and innovation being developed by the designer.
- **Inspiration:** the designer may take a leading role during the inspiration phase, in which concepts will be created from the design brief.
- **Innovation:** at this point, innovation will filter through the concepts that have been created in order to select and develop a realistic and achievable proposition. Whilst the process may be designer-led at these developmental stages, user input is often sought for further insight.

- **Impact:** finally, the value and effect of the design outcome can be assessed by discussing the impact of the design solution with the user. This process essentially maps out a route for research associates to take, enabling them to move from studio-based, internally driven design to open-minded, observant, empathic and inclusive design.

Ageing markets

When looking at designing for independent living in a wider context, major influences include the increasingly ageing population in many areas across the world. The impact of this is considerable for any industry. Half of the adults in the pre-enlargement EU will be aged over 50 by 2020. In the same decade, one third of the US population will be over 55. Amid this major demographic change, companies will no longer be able to ignore older spenders, many of whom will hold the majority of financial assets. This will be a dramatic change from the current climate, in which most marketing is directed at young people.

By considering some of the biological circumstances that accompany ageing, such as impairments of eyesight, hearing, dexterity, mobility and memory, designers and architects can reap the financial benefits associated with the older consumer. A well executed, age-friendly design benefits everyone. While certain senses and body functions may deteriorate with age, in general, people do not lose their taste or individual preference for products and services. Yet desirability and product empathy

still tend to be considered motivating factors predominantly when designing for younger users.

Projects undertaken by HHC's Research Associates Programme have targeted the often overlooked desires of older users, incorporating these core perspectives as key elements of domestic architectural and interior design, most notably within projects focusing on kitchens.

Kitchen tales

Between 2004 and 2005, designers on the Research Associates Programme explored what 'luxury' might mean to UK consumers of kitchen furniture. Working in partnership with MFI, a leading manufacturer of kitchen interiors, the brief included a move away from a functional aesthetic to one that incorporated aspirational qualities of older consumers, yet still retained important aspects of ergonomics and safety. Key elements of the brief included that the proposed kitchen design should be desirable, display design excellence and have an emotional impact.

Demographic research showed that single-person households make up a fast-growing segment of the market. Many people find themselves in these circumstances as a result of life changes such as divorce or bereavement. In addition, a rise in new-build properties revealed that the kitchen is shrinking, with most new-build houses having kitchen spaces that are 44 per cent smaller than their 19th-century equivalents.

Examining these shifting demographic trends helped to determine the user group.

Eight users of a range of ages, backgrounds, social status and gender – yet all living in single households – were chosen, and were filmed carrying out everyday activities in their own kitchens. The users also completed weekly diaries centred on their use of the kitchen. Filming people within their own familiar space gave the researchers important insight into how they moved within and organised their space. Diary records illustrated any patterns of behaviour that could be incorporated into the design, while interviews allowed researchers to examine in depth the users' perspective of luxury, and to incorporate this into the design brief.

The researchers also explored kitchen design from a historical perspective. They developed a novel research method called 'kitchen swap', in which users were challenged to cook a meal they were familiar with in an unfamiliar kitchen. This process was recorded on video to assess how people used the unfamiliar kitchen. It was especially useful in identifying instinctual perceptions of where items might be, and what functional qualities they might have. Filming was supplemented by in-depth interviews to capture how individuals felt using the unfamiliar kitchen.

The data captured from this research process was used to produce design scenarios of kitchens for single-person households. The research indicated that the users who may be

considered 'older' did not want to be categorised separately and hence designs were defined by personality type. Each design not only reflected the personality type but also incorporated what the researchers had deduced about multi-generational ambition and perceptions of luxury.



Fig-1 The Precision kitchen has scales embedded into the kitchen worktop

The Precision kitchen represented a design response to people who like to be in control, and seek function and efficiency from this environment. These people derive pleasure from a sense of order, and feel that comfort and luxury are influenced by how much control they have over their environment. Key elements of the kitchen included embedded scales in kitchen counters, carefully crafted storage space, LED displays for timing, task reminders, and space to store and display recipes. Despite

conventional thought that the bathroom is the location of the medicine cabinet, the research highlighted that many people store medications in the kitchen. Hence, a dedicated medicine cabinet was set behind a frosted glass door. This subtlety in display acted as a reminder to take medicine whilst respecting privacy.



Fig-2 The Masquerade kitchen stylishly amalgamates the kitchen and living room

The Masquerade kitchen was a direct response to the architectural trend of the kitchen merging into the living room, and where the kitchen acts as a showpiece as opposed to a purely functional environment. Luxury for this type of user included display space for 'state of the art' kitchen accessories. Users most attracted to this scenario included recently divorced or widowed men who were considering entertaining again. As the kitchen and living room converge, the aesthetic and

functional aspects of the kitchen can be combined. Glass worktops are not only appealing to look at, but they also double up as a chopping board. Unit sides are upholstered, inviting guests to lean on the unit whilst talking to the host during meal preparation.



Fig-3 The wall-mounted herb flowerpots of the Authenticity kitchen

The Authenticity kitchen was influenced by users who are interested in a sense of authenticity regarding the preparation and cooking of food. Such users preferred organic foods and associated this with luxury. Natural, organic ingredients were considered to be more intensive in terms of time usage, and the increased time that is needed to prepare food was considered to be a luxury. The key challenge within this design

was to create a scenario that reflected such aspirations yet could be realised in the typically small space of a UK kitchen, so design features included handmade terracotta wall tile 'pockets' that allow users to grow their own herbs for cooking.

Findings, learnings and yearnings

The kitchen research revealed that older people do not want patronising products or designs that single them out as cases for 'special needs' in design. They want designs that are supportive but that also appeal on an emotional level. They also seek design that is desirable to both themselves and to others. In turn, the designers realised that working with older users allowed them to focus on multigenerational design that may not have been achieved with younger users.

The independent living approach can be extended beyond the design of accessible buildings and the built environment. It can also be incorporated into creating accessible lifestyles, giving people more choice while simultaneously addressing functional needs and aspirations. This approach to accessible design also helps eliminate stigmatising stereotypes such as 'unfashionable' and 'past caring' that are commonly associated with ageing. The emphasis must now shift to creating a level of independence and choice in products and services for older people. A key point will be to identify people's needs by actually interacting with them, placing the users back into the centre of the design process.

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(This article was originally featured in the Centre for Accessible Environments' (CAE) journal, *Access by Design*. If you are interested in subscribing or just want to find out more about the journal, visit CAE's website at www.cae.org.uk/abd.html)



Konrad Kaletsch knows that universal design has the potential to vastly improve the way we live our lives. His journey with universal design began years ago, inspired by his mother who lives with Parkinson's disease. In 2006, Mr. Kaletsch launched Universal Design Resources, a comprehensive website of resources designed for the consumer, authored The Universal Design Tip Sheet, and is finishing an upcoming book titled, I've Fallen and My House Picked Me Up. He is presently developing an approval program for consumer products in addition to lecturing and consulting. Mr. Kaletsch recently completed CAPS training, Certified Aging in Place Specialist. His background includes fine art and light fixture design. He lives in Brooklyn, New York with his wife, and two children.

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The Eighth Principle of Universal Design

*Konrad Kaletsch, CAPS
March 22, 2009
Brooklyn, NY USA*

In 1997 the North Carolina State University's Center for Universal Design copyrighted The Principles of Universal Design, Version 2.0. The seven brilliantly crafted principles with which you are familiar are:

- 1. Equitable Use**
- 2. Flexibility in Use**
- 3. Simple and Intuitive**
- 4. Perceptible Information**
- 5. Tolerance for Error**
- 6. Low Physical Effort**
- 7. Size and Space for Approach and Use**

An eighth principle would be a welcome and needed entry to this honorable list. Rather than only define the physical experience and environment of a user as it does, this eighth principle would address perception; those shared by the observer and the observed. How do we see others and how do they see us? Can we build in a way that levels the perceptual playing and establishes a field in which all players are seen more closely as equal?

I was recently asked if the New York City subways should be cleaner. As a life long resident of New York, I balked at this absurd notion. I adore our grittiness. This is my rough, nasty and harsh city and nobody is supposed to clean it up. A grimy

subway is normal and is stable measure of our urban humanity. If you show up dirtier than the subway, you really are a mess. If you took a few minutes to clean up, you are already better than most. And if you dress sharp, you are king – something to be looked at and admired. That’s me; I like to look good. The subway makes me look good with little effort. Clean it up and my habits and standards appear to lower. Pretty silly, eh? But don’t we all play such silly games? You have a look, your look; you like and maintain that look. You measure how you look against how others look. You wear sweaters or jackets; buttoned shirts or t-shirts. They are reflections of your identity and they are the image you wish to project.

But suppose one morning you woke up, slumbered over to your closet and discovered not a stitch of familiar cloths. In your closet were cloths that were the wrong color, the wrong material, the wrong look and fit. Now what? You can’t go out naked so you dress with what’s there. You head out into a world completely unsure of yourself. Everything is wrong. You don’t fit in. Friends all wonder what happened to you. People react differently, better or worse. How you see yourself and how others see you has been altered simply by cloths different from those you would normally wear.

This example of dress is a metaphor for the design of our homes, cities, and products, and how we “fit” in them; it is also a metaphor for when our mobility is altered, temporarily or permanent. If we feel comfortable, the experience is positive, if not, the experience is negative. There is an emotional

landscape we manage as much as the physical one. Our condition and the condition of our environment, affect this emotional landscape; they exaggerate differences or support equality.

The Eighth Principle would acknowledge the importance of an environment supporting perceptual equality. A universally designed environment would support positive perceptions by others and of ourselves. We would appear and feel equal as we face our daily challenges. There would be no moment when an environment or product puts us in a place where we are perceived as different and must manage or endure emotional consequences that otherwise wouldn't be there.

Let's look at a uniquely American example, presidential candidate height. Betting on the winning candidate? Place your bet on the taller one! Since the advent of television, 75% of American elections were won by the taller candidate.

What about the blonds? Do blonds have more fun? Ask a convert, the answer is yes. An acquaintance in her 60's went from gray hair to blond kicking and screaming that this wild experiment was not who she really is. Since the change in hair color, she has determined that there is no going back. Blonds do have more fun!

Subway grime? Cloths? Height? Hair color? What does this have to do with universal design? They are perceptions we form of ourselves and of others. They are part of the judgments we

make a billion times a day. Some of these judgments are self-formed and others handed to us by our families and the cultures we live in.

Judgments, which form the foundation of our daily decision making, are further informed and adjusted by the present situation. Driving a car is a useful example: You learn the skills needed to drive, yet every road is different and requires immediate judgments for the situation at hand.

Back to the example of taller presidents: Our judgments of height subtly tell us that tall is better, tall is more powerful, and tall is more authoritative. Shorter candidates struggle with this perception and constantly seek adaptations to equalize the influence of height over voter perception. Herein lies the essence of the Eighth Principle, can we build in a way that reduces or eliminates those judgments? Can our environments and products allow us to appear more equal to others, reducing or eliminating biased perceptions, than the way we presently design them?

In December, 2008 President elect Barak Obama announced members chosen to be on his green team. I watched the press conference and saw something unusual as a result of a rare camera angle. When it was Nancy Sutley's turn at the podium, the camera shot switched from the rear of the room to the side of the stage. Ms. Sutley is quite short. I watched as President Elect Obama moved forward and using his foot, nudged a stepping stool into position for her. The gesture was personal;

they shared a glance that was endearing and which acknowledged the caring forethought. Seen from the camera at the back of the room, one saw nothing other than one person turning over the podium to another.

With these extra inches to stand on, she presented her speech in no way marginalized by her shorter physical stature. Without these extra inches, she would barely peer over the podium, or, would have stood to its side, an action that would have unfairly singled her out from the other speakers and induced judgments base solely on physical stature.

By recognizing that it is in our nature to be judgmental and that environment influences the judgments we make at every moment, I assert that in addition to the seven principles that equalize the mechanics of a physical environment, we can add a principle that calls attention to the emotional ones.

Here would be principle eight:

8. Principle Eight: Perception of Equality –

The design minimizes the possibility of an individual being perceived as unequal.

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Appeal:

1.

COMPETITION FOR DESIGN

Government of India
Ministry of Finance,
Department of Economic Affairs
New Delhi

Dated, February, 2009

Major currencies of the world e.g. US Dollar, Pound Sterling, Yen and the Euro have an Identification symbol. The Government of India also proposes to have a symbol for the Indian rupee to be selected through public competition.

Accordingly, all Resident Indians (both Professional artists and Non-professionals) are hereby invited to participate in a Competition for design of the 'Symbol for Indian Rupee'.

Submission of Entries:

Interested persons may send their entries, along with a bank draft of Rs.500/- (Rupees five hundred only) in favour of the Pay & Accounts Officer, Department of Economic Affairs, New Delhi, drawn on a scheduled commercial bank/nationalized bank at New Delhi as registration fee, to the Under Secretary (Currency), Department of Economic Affairs, North Block, New Delhi –110 001 to reach him latest by 1300 hours on 15th April 2009. Entries received after the stipulated time shall not be entertained and returned unopened. The Department shall not be responsible for delay by postal services, courier agencies etc. The entries can also be deposited personally at the Information & Facilitation Counter of the Department, near gate No. 8, North Block, New Delhi. The entries should be sent in a properly sealed envelope labelled "Entry for Symbol for the Indian Rupee". The entry should be accompanied by a brief explanation of the Design and how it best symbolizes the Indian Rupee and also the bio-data of the applicant with a passport size photograph affixed on the top right hand corner.

Guidelines for preparing entries:

1. The symbol should be sent only on an A-4 size paper in black and white print.
2. A graphical construction of the symbol design in exact proportions in a bigger size, along with final design, Theme synopsis and concept is required to be submitted.
3. The symbol should represent the historical & cultural ethos of the country as widely accepted across the country.
4. The size of the final design should not be smaller than 232 square cm (36 sq inches). It is to be submitted along with minimum TEN different proportionally smaller sizes up to 4 points font size of the text matter.

5. The symbol should be applicable to standard keyboard. The symbol has to be in the Indian National Language Script or a visual representation.
6. The symbol should be original work of the participant and must not infringe the Intellectual Property Rights of any third party.
7. A participant can send a maximum of two entries.
8. The entry could be an individual project or a team project.
9. The entries received without the requisite fee shall be out rightly rejected.

Other Conditions:

1. The entries sent once shall not be returned.
2. The final selected symbol shall become the intellectual property of the Government of India and the designer shall not have any right over the same.
3. The responsibility to comply with the guidelines and other conditions fully lies with the participant and the Government of India shall not be liable for any dispute raised by a third party.

Selection Process:

- a) All the entries received by the stipulated date and time and found in order, shall be evaluated by a Jury of Examiners comprising seven members drawn from Art Institutions of repute (such as Sir JJ Institute of Applied Art, National Institute of Design, Lalit Kala Academy, Indira Gandhi Centre for Art & Culture) – three members, Government of India – 2 members and Reserve Bank of India – 2 members.
- b) Five entries shall be shortlisted for final selection. The shortlisted Designers would be required to make a presentation to the Jury and would be awarded a prize of Rs.25,000/- each. The date, time and venue of the presentation shall be communicated separately to the shortlisted designers.
- c) The Designer of the finally selected design will get a prize of Rs.250,000/- and would be required to surrender copyright of the design to the government of India.

(No.10/8/06- Cy.II)

(B S Rawat)

Deputy Secretary to the Government of India

COMPETITION FOR DESIGN

Government of India

Ministry of Finance,

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The guidelines for preparing entries, other conditions and selection process are available on the website of the Ministry of Finance <http://finmin.nic.in> (No.10/8/06- Cy.II)

(B S Rawat)

Deputy Secretary to the Government of India

2.

HOUSING BILL HR 1408 OFFERS ACCESSIBILITY FOR DISABLED

Schakowsky Legislation Seeks "Fairness" and "Common Sense" for Mobility-Impaired

WASHINGTON, DC (March 10, 2009) – People with mobility impairments have limited access to most homes constructed with federal assistance because there are currently no federal standards for accessibility features that these homes must include. However, new legislation introduced today by Rep. Jan Schakowsky, D-IL, the Inclusive Home Design Act (HR 1408) would greatly increase the number of homes that are accessible for people with disabilities.

"Universal standards for homes built with federal money are long past due," said Rep. Schakowsky. "Implementing accessible features when homes are built is a simple matter of fairness, cost effectiveness, and common sense."

Currently, 95 percent of new single-family homes and townhouses built with federal assistance fail to include any features that make it possible for people with mobility impairments to live in or visit the homes.

The Inclusive Home Design Act, authored by Rep. Schakowsky, aims to increase the residence and accessibility options

available to mobility-impaired individuals by employing "visitability" standards. The principles of visitability and inclusive home design seek to create homes that are affordable, sustainable, and utilize a design approach that integrates accessibility features into newly-built homes.

Inclusive standards and incentives have been adopted by at least 44 towns and states, including Chicago, Naperville, and Urbana, Illinois; Atlanta, Georgia; Vermont; Texas; and Kansas. Bolingbrook, IL and Pima County, Arizona have the two most successful laws, requiring that every home built be based on inclusive design. Respectively, over 4,000 and 11,000 homes have been built under their standards with more homes added every day. This legislation builds on that momentum.

Specifically, the Inclusive Home Design Act would require that all newly-built single-family homes and townhouses receiving federal funds meet four specific standards:

- Include at least one accessible ("zero step") entrance into the home
- Ensure all doorways on the main floor have a minimum of 32 inches of clear passage space
- Build at least one wheelchair accessible bathroom on the main floor
- Place electrical and climate controls (such as light switches and thermostats) at heights reachable from a wheelchair

The legislation applies to new construction, not renovations of existing homes. The average added cost per home for the required features run from \$98 (for homes built on a concrete slab) to \$573 (for homes with a basement or crawl space); however, retrofitting a home can cost several thousand dollars. In multi-story homes, the requirements apply only to the main floor.

Residents who develop disabilities or face age-related mobility problems often face expensive renovations at their own cost or public cost. More often, when renovations are unfeasible, residents live in unsafe conditions or are displaced from their homes into nursing homes. Additionally, disabled people – from children to the elderly and their families – can become socially isolated because architectural barriers in homes prevent them from visiting their friends, neighbors and extended family.

"It makes no sense to build new homes that block people out when it's incredibly easy and cost effective to build new homes that let people in," said Rep. Schakowsky. "We have the ability to increase mobility and improve quality of life for America's disabled; failure to act is a moral crime."

Original Co-Sponsors to the bill include: Sam Farr, Madeleine Bordallo, Jim McGovern, Luis Gutierrez, and Mark Kirk. Also, the legislation is supported by the following 23 groups: Concrete Change, Access Living, ADAPT, American Association of People with Disabilities, American Association on Mental Retardation, American Council of the Blind, American Network of Community Options and Resources, Access to Independence, ARISE, Brain Injury Association of the United States, Congress for the New Urbanism, Disabilities Rights Action Coalition, Easter Seals, Living Independence Network Corporation, Making Choices for Independent Living, National Alliance for the Mentally III, National Association of Protection and Advocacy Systems, National Association of the Councils on Developmental Disabilities, National Council on Independent Living, National Multiple Sclerosis Society, Paralyzed Veterans of America, The Arc of the United States, and United Cerebral Palsy.

3.

This is to invite you for a two month long event at Aruvacode during the April May months. In case u travel to this side (Kerala) . Do drop in for few days.

Sensing Nature; Knowing Nature is a workshop we have been conducting from 2003 at Aruvacode , Nilambur during the summer holidays – April and May. Every year about 70 children of the age 5 to 15 from the village attend the workshop.

Each and every time children have proved that they are born genius and they need to be left alone to make sense of the world.

The fundamental issues we raise through this event is the 'nature of learning, biologically embedded aesthetic sense in children, role of the 'teacher', do nothing method etc.

It looks like that we are already born with aesthetic sense. I think this is our connection to the world and the way we conduct our lives provided we leave that to the 'NATURE' in all of us.

The work shop on sensing nature is for providing space to come together to listen, to see, to taste, to touch, feel, to make etc. There is no teaching.

Senses which is our doors to the outer world and also to the inner world is what needs to be addressed and that too in a manner that would enhance the inherent, natural, biological tendency in all human beings to be in beauty and to know.

Senses connects not only to knowledge but also to the beauty of living. Sensitivity is in a way is matter of the awakening of the senses and feelings.

I have uploaded three slide presentations at

<http://www.slideshare.net/jinan>

<http://my.opera.com/jinankb/blog/>

www.re-cognition.org

www.kumbham.in

<http://my.opera.com/jinankb/albums/>

http://www.flickr.com/photos/terracotta_murals/sets/72157594503980465/

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NEWS:

1.

I-slate: Electronic chalkboards being developed for students in developing nations

In many rural areas of India, schoolchildren use chalk to write on handheld, erasable black slate tablets roughly the size of a piece of paper, because their teachers lack the funding or electrical infrastructure for anything more sophisticated. A group of humanitarians and educators are trying to change this by developing a new type of solar-powered LED tablet, called the I-slate, that uses a stylus rather than chalk and features a special chip that uses up to 30 times less electricity than a standard computer chip.

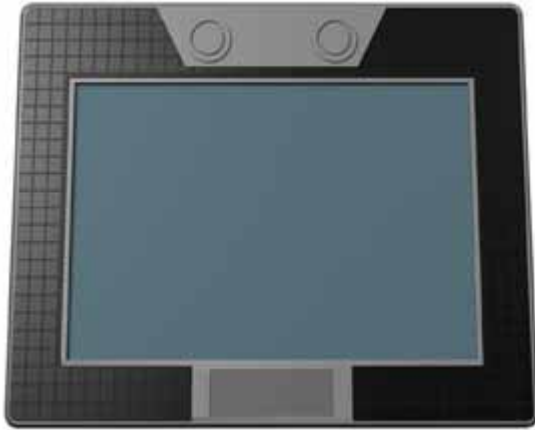


Although it sounds counterintuitive, particularly in an educational setting, the I-slate's brain—its information processing chip—is expected to conserve energy by using probabilistic logic, which provides answers to calculations that are rounded rather than precise.

(Most chips rely on Boolean logic in their circuits to ensure computers will perform calculations with the utmost precision). These probabilistic chips aren't lazy; they do just enough work to get the job done.

"It's a system of design that factors in human thinking," where the mind is able to fill in the blanks even when it isn't given all of the information available, Krishna Palem, a Rice University computing professor and head of the I-slate project, said yesterday at a panel discussion in New York City commemorating the Institute of Electrical and Electronics Engineers' (IEEE) 125th anniversary. As an example, one of the slides in Palem's presentation included the question, "CAN YOU USTNNDERAD THIS STNECNEE?" The goal is to use the human brain's capacity for interpretation to help in the design of less expensive technology, he added.

Chips in most computers, cell phones and other electronics are



made using complementary metal-oxide semiconductor (CMOS) technology. But the I-slate (which would be roughly the same size as its chalk counterpart) would use a probabilistic version called probabilistic complementary metal-oxide semiconductor (PCMOS). PCMOS chips are expected to be best suited for applications such as powering the I-slate's

display or running streaming video on small screens (such as a cell phone), where picture clarity isn't as important as the message itself.

Palem and his team, which includes doctoral candidate Lakshmi Chakrapani (who helped him develop the system's probabilistic logic), are working with the International Institute of Information Technology (IIIT) in Hyderabad, India, to develop a visually based mathematics curriculum that allows children to learn by doing, regardless of their grade level or whether they have a full-time teacher. Rice and IIIT (working with the Indian nonprofit Villages in Development and Learning Foundation) hope to begin testing prototype I-slates within a year in classrooms in southern India's Mahboobnagar District.

Images © Rice University

(Courtesy: By Larry Greenemeier in 60-Second Science Blog)

2.

GM India – NID tie-up for advancement of collaborative design education

The National Institute of Design & Partners for Advancement of Collaborative Engineering Education (PACE) enter educational collaboration

Ahmedabad: As an endeavor to promote the development of creative design and foster automotive industry talent in India, the National Institute of Design & Partners for the Advancement of Collaborative Engineering Education (PACE) have entered into a formal relationship today in Ahmedabad, India. This collaborative design effort will provide students

with practical experience today and prepare them to meet the needs of the automotive industry tomorrow. PACE, a corporate alliance between General Motors; Autodesk; EDS, an HP company; Hewlett-Packard; Siemens PLM Software and Sun Microsystems has worked together since 1999 to support key academic institutions worldwide with computer-based design and engineering tools to prepare creative designers, engineers, and analysts with the skills to be more competitive in the future.

Commenting on the occasion, Mr. P. Balendran, Vice-President, GM India, said, "We are proud to be associated with National Institute of Design (NID) to enable students to gain technological expertise and provide them with a competitive career advantage. In today's world, especially in the automotive industry, employees are required to have a firm grasp on computer-based design and engineering tools that are critical to collaboration world-wide."

"Bringing PACE to NID is an extension of GM's commitment to India's automotive industry and the development of its next generation of industry professionals," said Ken Parkinson, Vice President Design, General Motors Asia Pacific. "By working with one of India's leading Design institutions, we will provide students with practical experience today that will prepare them for industry tomorrow."

The National Institute of Design is the 2nd institution in India to join the PACE program. As part of the new relationship with PACE, NID will receive computer-based design software, hardware, technology and training that will enhance NID's art and design programs. The institution has already received twelve workstations and one large-format printer from HP. Mr. Akhil Succena, Director, NID said, "Students gain valuable experience applying these concepts as they work on industry projects which eventually prepares them as highly-skilled, knowledgeable, and ready to work in this exciting field of leading-edge, open-source technologies."

"We are very pleased to expand our existing relationship with the prestigious National Institute of Design through this alliance," said Deepankar Bhattacharyya, Autodesk Senior Manager of Education Programs in India. "Autodesk is

committed to providing innovative 2D and 3D tools to train future engineering and design professionals to solve the important challenges they will face in their careers. Our initiatives with NID will create an innovative pedagogical framework embedded with digital tools for design learning in India."

"Siemens PLM Software strives to develop meaningful and lasting partnerships that provide significant value for academic institutions, students, and displaced workers in our global communities," said Hans-Kurt Lübberstedt, Senior Vice President and Managing Director, Asia Pacific, Siemens PLM Software. "We will continue to work closely with The National Institute of Design to enrich its design programs and positively impact its ability to develop top-notch design professionals. Today's leading manufacturers compete on the basis of time to market, product cost, quality, and innovation. We are glad that the students will have the opportunity to gain hands on experience with virtual collaboration technology that supports these objectives."

National Institute of Design (NID) was established in 1961 as an autonomous national institution under the aegis of the Department of Industrial Policy and Promotion, Ministry of Commerce and Industry, Government of India, for providing world-class education, training, and applied research in design. NID is a multi-campus institute having its heritage campus in Ahmedabad, Post Graduate Campus in Gandhinagar and Research & Development Campus in Bangalore.

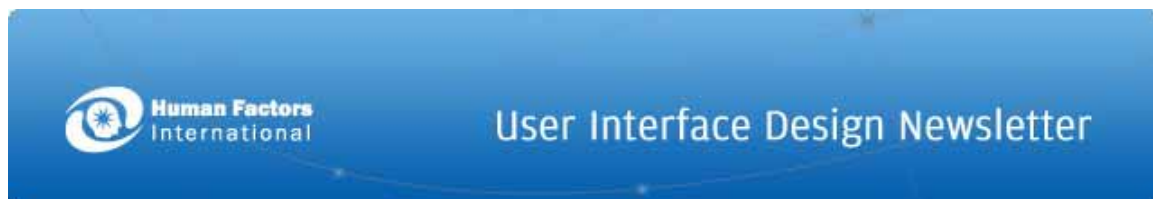
Listed consecutively in November 2006 and 2007 as one of the Top 25 European / Asian Design programmes by Business Week, USA, it carries out its objectives through educational research programmes at both under-graduate and post-graduate levels, under its five faculties covering over 16 specific design disciplines including the Transportation and Automobile Design discipline introduced in 2006. In 2007, NID students demonstrated their talents in the area of

vehicular design by winning a special mention award during the competition organized by FIAT, Lancia, and Alfa Romeo in Italy. NID signed Memoranda of Understanding (MoUs) with leading design schools across the world. NID also initiated National Design Business Incubator (NDBI) to promote Designpreneurship amongst design graduates.

NID is recognized as a Scientific and Industrial Research Organization by the Department of Science & Technology, Government of India. It also undertakes outreach, consultancy and industry programmes and projects.

General Motors India is a wholly owned subsidiary of General Motors Corporation. GM produces the Chevrolet Captiva, Chevrolet Optra, Chevrolet Aveo, Chevrolet SR-V, Chevrolet Aveo U-VA, Chevrolet Spark and Chevrolet Tavera for sale in India and operates state-of-the-art manufacturing facilities in Talegaon, Maharashtra, and Halol, Gujarat. Siemens and the Siemens logo are registered trademarks of Siemens AG. All other trademarks, registered trademarks or service marks belong to their respective holders.

3.



This month's newsletter is:

[Kindle2: Crack for readers ...until you start reading](#)

How text formatting can ruin (or enhance) the readability and persuasiveness of text

Kath Straub presents a research-driven strategy to increase the enjoyability and persuasiveness of text by reducing the mental burden associated with reading.

This month we are offering the newsletter in pdf format. You can download it at:

www.humanfactors.com/downloads/FebMar09nNewsletter.pdf

At the end of the newsletter you will be asked to participate in a brief survey to give us feedback on the pdf format and the newsletter in general.

It's not just small talk! Readers who complete the survey by April 3rd will be entered into a drawing for a talking iPod shuffle.

4.

This *eNewsletter* is also available for viewing and printing at:
http://www.whitehutchinson.com/news/learnenews/2009_march/

Children's **LEARNING ENVIRONMENTS** eNewsletter

A newsletter of the White Hutchinson Leisure & Learning Group

Vol. VIII, No 1, January/February/March 2009

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5.

Tata Interactive's 3D Animation Film on Learning Disabilities Wins Second Award

MUMBAI , March 24, 2009 /PRNewswire via COMTEX/

Global Leader in Learning Solutions, Tata Interactive Systems, Receives Recognition for its Corporate Sustainability Film.

Tata Interactive Systems' (TIS) 3D animation film titled 'Special Deeds for Special Needs' (<http://www.tatalearningforum.com/TLDF/TLDFMedia.htm>) was judged the best film in the Animation and Puppetry category at the NCERT children's festival of the All India Children's Educational Audio Video Festival (AICEAVF 2009). The award was presented at a ceremony on March 6th 2009 in New Delhi, India.

The animation had also won top-spot in the Best Animated Film on Social Welfare category at the FICCI Best Animated Frame Awards 2009 earlier this year. The film, conceptualized and created in-house by TIS, was first screened at their corporate sustainability event-The Tata Interactive Learning Disability Forum (TLDF) in 2008. The animation division at TIS created the 3D animation for this award winning film.

The AICEAVF is organized by the Central Institute of Educational Technology (CIET) to felicitate creative producers who contribute significantly to the process of broadening of horizons of children and teachers through audio and video programs.

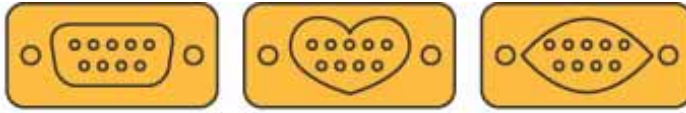
According to Ms. Manisha Mohan, Head - Design and Animation, "Special Deeds for Special Needs was the shortest film amongst the entries. We are delighted at the recognition received by our recently set up 3D animation studio."

Mr. J. C. Mistry, Head - Corporate Sustainability at TIS adds, "We are very grateful to receive this award from an institution that lends itself to the development of educational foundations. It was also very heartening to learn that the film was screened in front of an audience of educational experts and teachers, and much appreciated by them. We are hopeful that this recognition would help to take our LD movement further."

(SOURCE Tata Interactive Systems)

Program & Events:

1.



techshare

Making the Most of Technology

RNIB Techshare 2009
Call for Papers
16-18 September 2009
ExCeL London
One Western Gateway
Royal Victoria Dock
London
England
E16 1XL



Content of Presentations

The Techshare 2009 conference will be an important event for professionals who are interested in technology and the role it plays in learning, work and society for people with disabilities. This year Techshare is organised by RNIB in partnership with other leading disability organisations, and we are looking for presentations that contribute to the conference content covering a variety of disabilities.

Presentations should relate to technology but not necessarily be technical in content and should be relevant to the use of technology in work, learning or everyday life.

We are looking for insight into leading edge technology research and development, as well as presentations around technology specifically relating to disability and case studies highlighting the use of technology. We will offer delegates a range of technical depth to match their experience, to interest those without significant knowledge of disability technology, as well as the experts in the field.

Hot Topics

Although all papers relating to technology for people with disabilities will be considered, the Content Group would particularly welcome presentations on the following hot topics:

E-books and E-publishing

Netbooks and mobile telephony

E-Inclusion policy and regulation

Affordable technology

The significance of the touch screen

What might the United Nations Convention on the Rights of Persons with Disabilities (UNCRPD) offers us?

Technology and aging related disability

Innovation showcase

Format of submissions

Each presentation will have a 40-minute time slot. Submissions should take the form of a presentation title, an abstract of the content of the presentation of between 100 and 200 words only, and the objectives and outcomes for the audience. Submissions should also indicate the level of expertise or prior knowledge expected from the audience. The presenters' names, job role or title, and email address must be given.

Please ensure that you complete all fields of the submission form and adhere to the character limit for each field as this affects the layout of the conference programme. Submissions not adhering to the guidelines will be returned to you and will not be considered for inclusion at the conference until corrections have been made.

Please email your submission to techshare@rnib.org.uk using the Paper Submission Form at the end of this document.

Closing date for submissions: 9 May 2009

Decisions will be notified to the main presenters: 1 June 2009

More information

Presenters of papers that are accepted must book as delegates for at least one day of the conference.

If you want more information about the presentations which were accepted in 2007, then please go to the Techshare 2007 page of the Techshare website.

If you have any questions about submitting your presentation or the appropriateness of your presentation topic, please contact the Techshare Team who will be happy to help.

Contact information

For further information about presenting at, attending or sponsoring the conference contact:

Email: techshare@rnib.org.uk

Web: www.rnib.org.uk/techshare

Tel: +44 (0)121 665 4240

Exhibition

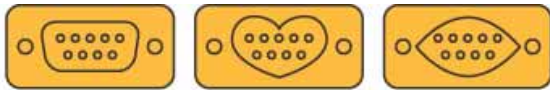
This year the Techshare event will also include a large exhibition, which will be open to the all delegates.

For further information about attending, exhibiting or sponsorship please contact:

Techshare 2009 Team

Email: techshare@rnib.org.uk

Tel: +44 (0)121 665 4240



techshare

Techshare 2009 Paper Submission Form

Please complete all fields of this form and email it to techshare@rnib.org.uk by Friday 8 May 2009. Fields from this form will be included in the conference programme, so please enter them as you would like them to appear.

Presentation title (80 characters or less including spaces):

Main presenter name (25 characters or less including spaces, as you would wish it to appear in the programme):

Job title (30 characters or less including spaces):

Employer/Institution/Organisation (30 characters or less including spaces):

Country:

Email address:

Co-presenter name(s) (25 characters or less including spaces, as you would wish it to appear in the programme):

Co-presenter job title(s) (30 characters or less including spaces):

Co-presenter employer/institution/organisation(s) (30 characters or less including spaces):

Country:

Co-presenter email address(s):

Potential audience:

(indicate if your presentation is aimed at a particular audience or audiences e.g. technology professionals, education sector, relates to a specific kind of disability, relates to a specific age group, relates to a specific technology)

Abstract of presentation content (100-200 words only):

Objectives of presentation and benefits for the audience (bullet points):

Prior knowledge of topic assumed: High/Low

Contains advanced technical content: Yes/No

**Please indicate when you would be able to present your paper:
17 or 18 Sept / 17 Sept only / 18 Sept only**

Please note that the information below will not appear in the programme but is essential to ensuring that the conference runs smoothly. Please complete these fields as fully as possible. Once presentations have been accepted, presenters will have only one chance to make amendments to their technical requirements.

Do you plan to use your own laptop for your presentation?

Do you need an internet connection for your presentation?

If you are using an internet connection during your presentation, please provide details (eg for video/audio streaming)

Do you need to connect your laptop to the PA system during your presentation?

Does your presentation include any video files?

Are you demonstrating any products or software (Please give details)?

Are you planning to use innovative presentation techniques (eg interactive voting)?

Please give details of any other technical requirements you have:

Please give details of any other equipment that you are bringing for your presentation:

If you have not had confirmation that your paper has been received within 5 working days, then please contact us.

2.

We write to you on behalf of Svayam - an initiative of SJ Charitable Trust, New Delhi, a voluntary organization involved in promoting accessible and inclusive environment and has been assisting various government agencies and corporate houses to make their respective infrastructure accessible to all regardless of age and abilities.

We are hosting the above Conference on 24-25th March 2009 at IHC, New Delhi in partnership with Ministry of Transport, Government of Delhi & Union Ministry of Tourism, Government of India where in besides Indian speakers & participants, renowned international experts on BRT and Accessibility issues like Mr. Tom Rickert, Mr. Jamie Osborne and Prof. Lalita Sen will share their expertise.

Hon'ble Minister for Transport, Govt. of NCT of Delhi has kindly consented to inaugurate the Conference while Transport Commissioner- Delhi shall chair a session. Also the Hon'ble Secretary-Tourism, Govt. of India has confirmed his participation & to Chair a session on Accessible Tourism.

Through this communication we take this opportunity of inviting you to the above Conference on Accessible Transportation and Tourism scheduled on the 24th & 25th March 2009 at India Habitat Centre, New Delhi. Click here for Brief Invite & Registration Form. Last Date of Registration is 15th March 2009. The participation to the Conference is by Invitation only as the seats are limited, therefore, please register at the earliest to confirm your place.

The conference would be of special interest to Key Officials from the Ministry of Transport and Tourism, Archaeological Survey of India, Urban Development, Students of Architecture and Design, Transport Design & Planning, Building Engineering, Automotive Research, Town Planners, Academic & Research Institutions/Organisations in Architecture, Design, Transport & Tourism, DPOs/VOs from the Ageing and Disability Sector, Stake holders from private sectors like Transport Manufactures, Hotel Industry, Tour Operators & Travel trade etc.

We are hopeful that the conference would help the participants to gain the right perspective of inclusive and universal design and incorporate it in their current & future projects/studies/research and plan access strategies and advocacy initiatives. You may also like to nominate key officials for the above conference. Final schedule will be communicated to you in due

course of time. You may like to get in touch with us for any further clarification.

Looking forward to your participation, we remain,

Program Coordinator - Svayam

Jindal Centre, 12 Bhikaiji Cama Place, New Delhi - 110066

Board Numbers: +91 (11) 26188360-74, Direct: 41462323

Mobile: 9811125521, Fax: (+91 (11) 26161271, 26170691

email: subhash.vashishth@jindalsaw.com ,

subhashvashishth@gmail.com

Web: www.svayam.com

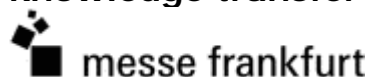
3.



Design Plus on the occasion of Material Vision 2009

The Design Plus competition of Messe Frankfurt is one of the most important supra-sector trademarks for innovative design. With the Design Plus Award, you can win a communication tool of great value for strategically positioning your product within the framework of a holistic marketing policy.

The Design Plus competition on the occasion of Material Vision is organised by Messe Frankfurt in cooperation with the German Design Council (Rat für Formgebung), one of the world's leading centres of expertise for communication and knowledge transfer in the design field.



4.



香港復康會
The Hong Kong Society
for Rehabilitation



12th International Conference on Mobility and Transport for Elderly and Disabled Persons

(TRANSED 2010)

- Hong Kong
- June 2-4, 2010

Hong Kong ●

Call for Abstracts now available!
Deadline: June 1, 2009



Co-sponsored by US Transportation Research Board

Welcome to join TRANSED 2010!

Call for Abstracts now start! Deadline: June 1, 2009

For more information, please visit the TRANSED 2010 web site at <http://www.transed2010.hk/>.

Please email us at transed2010@rehabociety.org.hk to show your interest and get updates on all conference developments.

Personal information that you provide is protected under the provisions of the Personal Data (Privacy) Ordinance of Hong Kong.

Theme: " Sustainable Transport and Travel for All "

Sub Topics:

1. Affordability and Accessibility, Including the economics of accessibility
2. Environmental Concerns and New Technological Development In Accessible Transport
3. Accessibility Concerns and Solutions for those with Cognitive and Sensory Impairment
4. Accessible Tourism



Date, Venue and Tentative Program:

The 12th International Conference on Mobility and Transport for Elderly and Disabled Persons (TRANSED 2010) will be held from Wednesday, June 2 to Friday, June 4, 2010 at the Hong Kong Convention and Exhibition Centre, 1 Expo Drive, Wan Chai, Hong Kong.

June 1, 2010 : Pre-conference workshop

June 2-4, 2010 : Main Conference and exhibition

June 5-8, 2010 : Post conference study tour to China

The Conference will pay focus on "Accessible Tourism", which is building up momentum in the Asia and Pacific Region as well as worldwide.

This event will also feature an exhibition showcasing the latest technological developments in accessible transportation and universal design.

Study Visits will be arranged to Guangzhou, Shanghai and Beijing, three major cities in Mainland China, that have witnessed major developments, such as Paralympics Games 2008 in Beijing, World Expo 2010 in Shanghai and Asian Para-Games 2010 in Guangzhou.

Important Dates

February 20, 2009

Call for Abstracts of papers/posters

April 1, 2009

Expression of Interest

June 1, 2009

Deadline for submission of abstracts

August 31, 2009

Notification of abstract acceptance

September 1, 2009

Call for Registration

December 31, 2009

Deadline for submission of papers/posters

December 31, 2009

Early Bird Registration deadline

June 1, 2010

Pre-Conference Workshop

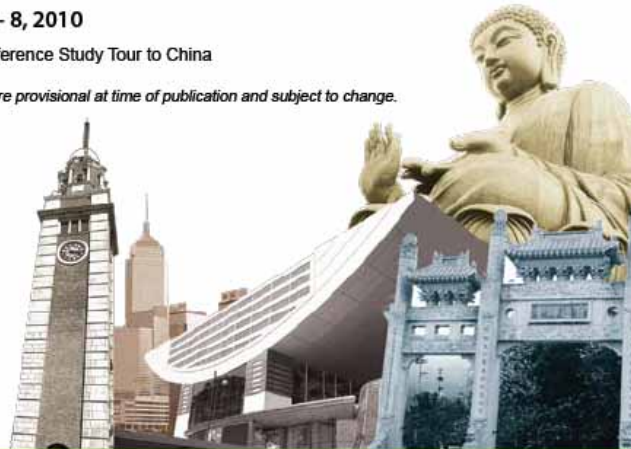
June 2 – 4, 2010

Conference, Exhibition and seminars

June 5 – 8, 2010

Post Conference Study Tour to China

★ Dates are provisional at time of publication and subject to change.



Contact:

TRANSED 2010 Secretariat : The Hong Kong Society for Rehabilitation

Address: 6/F, 7 Sha Wan Drive, Pokfulam, Hong Kong

Tel: (852) 2817 6277

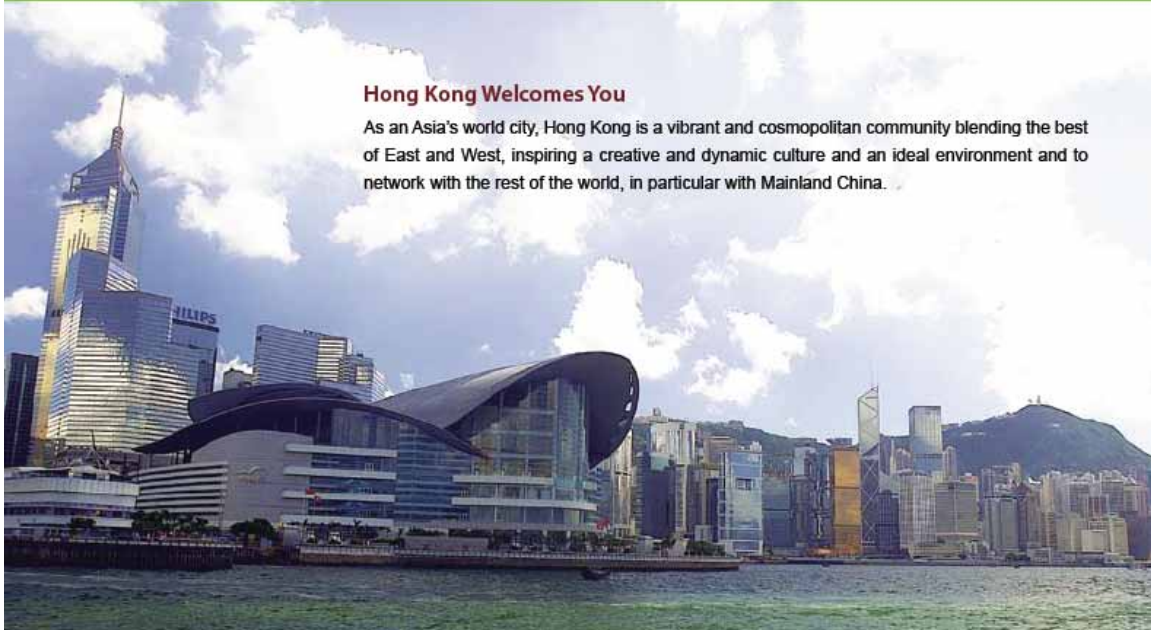
Email: transed2010@rehabociety.org.hk

Fax: (852) 2855 1947

Website: <http://www.transed2010.hk/>

Hong Kong Welcomes You

As an Asia's world city, Hong Kong is a vibrant and cosmopolitan community blending the best of East and West, inspiring a creative and dynamic culture and an ideal environment and to network with the rest of the world, in particular with Mainland China.



Organization's Profile

The Hong Kong Society for Rehabilitation, with the support of the Hong Kong SAR government is proud to host TRANSED 2010. Past Transed and Transed 2010 have been co-sponsored by Transportation Research Board. TRANSED has traditionally been held in Europe and North America and Hong Kong is the second city in Asia to host TRANSED following Japan.

Serving people with disabilities for 50 years

The Hong Kong Society for Rehabilitation is dedicated to providing services to enhance the quality of life of people with disability or chronic illness and older adults, and to advocate for their equal opportunities in the social, civic and economic arena. There are three divisions in the society's scope of services including accessible transport and travel, rehabilitation and long-term care, serving 0.8 million recipients per year.

The Society is involved in the delivery of over 155 accessible buses, coaches and car services to seniors and persons with disabilities in Hong Kong and in the advocacy of an inclusive society for all. The Society has also founded the first ever accessible travel agent in Hong Kong, Easy Access Travel Limited.

Contribution



Easy Access Travel Limited

Deliverables

- The first Hong Kong travel agency for accessible travel established in 2003
- Total service frequency in person for FY2007/08 is 28,289

Major Contribution Highlights:

Inbound Tour and Transport Services

- 2008/09 Paralympic Equestrian Event serving local and overseas Spectators, VIPs and Athletes with disabilities
- 2007/08 British Paralympic Association Training Camp in Hong Kong and Macau
- 2006/07 Professor Stephen Hawking's visit
- 2005/06 Beijing China Disabled Persons' Federation
- 2003/04 Inaugural Far East and South Pacific Games for the Disabled

Outbound Tour Services

- 2007/08 Guangdong Tours 2006/07
- 2006/07 Beijing Tours, Taipei Tours, Shanghai Tours
- 2005/06 Guangdong Hotspring Tours, Seoul Tours
- 2004/05 Osaka Tours, Guangzhou Tours, Taipei Tours



Rehabus

Deliverables

- Established in 1978
- Partnership with HKSAR government for over 30 years
- Total No. of Rehabus : 109
- Total passenger trip for FY2007/08 is 609,907

Major Contribution Highlights:

- 2008/09 Designated transportation service provider for Olympic and Paralympics Equestrian Event in Hong Kong
- 2007/08 Awarded Hong Kong Top Brand 2007 by Hong Kong Brand Development Council and the Chinese Manufacturer's Association of Hong Kong
- Since 2003, 6 years Awarded ISO9001:2000 Certificate



Easy Access Transport Services Limited

Deliverables

- Established in 2001
- Continue partnership with Hospital Authority for over 7 years
- Total No. of buses : 26
- Total passenger trip for FY2007/08 is 148,466

Major Contribution Highlights:

- 2008/09 Designated transportation service provider for Paralympics Equestrian Event in Hong Kong
- Since 2005, 4 years Awarded ISO9001:2000 Certificate



Accessible Hire Car Service

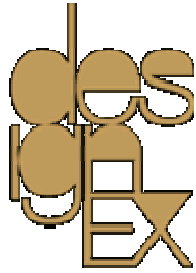
Deliverables

- New service launched in July 2008
- Total No. of cars : 20
- Targeted passenger trip per year is 144,000

Major Contribution Highlights:

- 2008/09 Designated transportation service provider for Paralympics Equestrian Event in Hong Kong

5.



Revelations Visitations Inspirations

30 APRIL - 2 MAY 2009

Melbourne Convention & Exhibition Centre

It's a Religion

Over 300 top design companies will congregate at designEX, Australia's most comprehensive interior architecture and design event, to celebrate the very best in design innovation.

designEX is Endorsed by:



designEX is Co-located with:



dmw world media (australia) pty ltd |

www.dmgworldmedia.com.au

6.

Victoria's Design Festival

State of Design Festival is Victoria's peak design event, held 15-25 July 2009.

The Festival offers both local and international conversations on design, with a focus on Victorian design. The Festival demonstrates and broadly communicates how the Victorian and Australian design profession can improve living conditions, create sustainable development opportunities, and generate new and innovative products and services; in turn, providing economic benefit for the state of Victoria.

The Festival also responds to the Victorian Government's innovation statement (VIS) which aims to meet the challenges of international competition, an aging population and climate change to ensure a healthy, sustainable, and productive future for all Victorians, while supporting and encouraging further innovation which will drive growth across the Victorian economy.

State of Design Festival is an initiative of the Victorian State Government in Australia. Commencing in 2004, the Festival has had three editions - 2004, 2006 and 2008. Starting in 2009, the Festival is now an annual event.

Australian Exhibitions & Conferences Pty Ltd has the contract to run State of Design Festival for three years. This will be

achieved working with Studio Propeller Pty Ltd under a joint venture agreement.

Come and see why Victoria is Australia's centre for design excellence and Melbourne, its design capital and join us for the 2009 State of Design Festival. Sign up now to get updates regarding news and program information for State of Design.

The State of Design Alliance
Level 1, 267 Collins Street
Melbourne VIC 3000
T +61 3 9650 3963
F +61 3 9650 3968
info@stateofdesign.com.au

Partnership Opportunities - If you are interested in partnership opportunities, please contact our Marketing & Development Manager, Emma Telfer via email:
emma@stateofdesign.com.au

Design For Everyone - If you are interested in participating in the public program, please contact our Cultural & Public Program Curator, Fleur Watson via email:
fleur@stateofdesign.com.au

Design:Made:Trade - If you are interested in exhibiting at the trade-show, please contact Australian Exhibitions & Conferences' Business Development Manager, Sue Dight via email:
sue@aec.net.au

Design Capital - If you would like to register your interest as a speaker at the conference, please contact our Event Coordinator, Laura Whelan via email: laura@stateofdesign.com.au

7.

www.desform.org



Welcome to DeSForM 2009 —

<http://desform2009.dt.ntust.edu.tw/>

The College of Design at National Taiwan University of Science and Technology and the INSIGHT (INnovation and Synergy for IntelliGent Home Technology) Center at National Taiwan University are delighted to invite you to DeSForM 2009, an international workshop on Design & Semantics of Form &

Movement, to be held on October 26 & 27, 2009, in Taipei, Taiwan, a city offering a vibrant blend of traditional culture and cosmopolitan life.

The scope of the conference is the design of products, systems and services with a focus on the meanings conveyed by their forms and behaviors. After four successful workshops in the Europe, DeSForM 2009 comes to Asia and creates an international platform where researchers and practitioners across different cultures can share findings and insights about the aesthetics and meanings of human-object interactions.

Themes and Topics

1. Methods and tools:

Active forms
Theatre and choreography
Sketching in space and time
Aesthetics and notation of motion
Editing and scripting of movements

2. Theoretical developments:

Meaning and perception
Conditions of applicability
Ambient versus interactive movement
Structuring mechanisms and linguistics
Gestalt theory and compositionality of meaning

3. Practice-based research and case studies:

Using movement as a mediator
Appropriation of the everyday
Effects of context on meanings
New typologies and ecologies of objects
Dependencies between form and movement

Timeline

- Submission of Full Papers: May 1, 2009
- Notification of Accepted Papers: August 1, 2009
- Submission of Demo Proposals: August 15, 2009
- Notification of Accepted Demo Proposals: September 1, 2009
- Deadline for Final Version of Papers: September 15, 2009
- Conference: October 26-27, 2009

8.



Invitation for participation in a seminar on '**Visual Narratives - stories through images**'

21st March 2009
at IDC, IIT Bombay

http://www.idc.iitb.ac.in/events/visual_narratives.html

Registration:

The entry is free

You'll need to register by mailing your name and contact details to seminar@idc.iitb.ac.in

9.



Design Workshop at Auroville

18 May – 17 June, 2009

A call for graduate students, young designers, architects and engineers to design bicycle paths, stands, shelters, signage, lighting and accessories.

We can change the way we live.

By creating a better environment around us in which we can use less energy, breathe clean air and stay healthy.

Design for a cause, not just need.

bikescape@gmail.com

+91 948 848 3313

10.



Job Openings:

1.

Team Lead with 10-12 yrs of experience. The person should have knowledge/experience in: Usability, web designing, Rich internet applications (RIA), knowledge of print media, Creative Concept creation, Customer communication, Requirements gathering etc. Send your resume to me at milind.soman@spadeworx.com . If you want to know more about SpadeWorx then our site url is www.spadeworx.com

2.

Craft Development Institute, Srinagar is looking for Design Consultants. Please refer to the advertisement in their website as mentioned below.

Inviting Design Professionals / Consultants:

CDI, Srinagar, is an autonomous body established by the office of Development Commissioner – Handicrafts, Ministry of Textiles, Govt. of India and the Dept. of Industries & Commerce (Directorate of Handicrafts) , Govt. of Jammu & Kashmir. The objective of CDI is to play a catalyst role towards the development of the craft sector through education, training, research and consultancy.

CDI has undertaken a professional project to establish a Design Bank for Pashmina and Walnut Wood crafts of Kashmir, with the objective of collating and disseminating related information in a digitized format.

With regards to the above, CDI invites qualified design professionals with at least 3-5 years of work experience, to provide consultancy services towards the said project. Design professionals, preferably with specialization in Industrial/ Textiles Design, must be graduates from NID/ NIFT/ IICD or other design institutions of national repute.

The given consultancy is initially needed for a period of 6 months, on a task oriented basis and would include the following responsibilities:

- i. To envision and visualize various aspects and information parameters necessary with reference to the short-listed crafts, towards creating a resource for research, design, development and other possible commercial ends.
- ii. To conceptualize an appropriate format for searching and collecting the required information with regards to short-listed aspects and crafts that may be subsequently built into a well-classified resource.
- iii. To identify, network and interact with the potential users of the said information resource and take necessary feedback towards visualizing various parameters to define the short-listed crafts towards the objective of the proposed Design Bank.
- iv. To assist identify and coordinate subgroups/ teams/ individual members that would carry out the required field research as well as those who would convert the same in a desired digital format.

v. To act as an active team member and assist in the overall visualization, planning and implementation of the said project.

Interested and eligible candidates may send in their proposals outlining the extent of responsibilities that may be handled, core expertise with true copies of their respective qualification certificates, current curriculum vitae, expected remuneration, terms of reference, if any, to the Director, CDI, by post or email, within one month of publishing of this advertisement.

Please visit the link as below for further details:
<http://cdisgr.org/Oppu.html>

Contact:
Craft Development Institute,
Opp. J&K Bank, Nowshera, Srinagar-190010, Kashmir.
Phone: 0194-2411430, 2411772
Email: cdi@cdisgr.org
Subhabrata Sadhu
Textile Design Consultant
New Delhi

3.

We are looking for UI Designer with 2-3 yrs experience to join SpotOn (www.spoton.in) - a technology partner of the company ValueFirst (www.vfirst.com) at Gurgaon. Interested candidates may forward their resumes to me on neomatrixite@yahoo.com

Job Profile:

- To develop and implement Product/ website development guidelines/ specifications.
- To designing the layout of the UI and component placements.- To develop a UI prototype for the suite of Applications.- To conceptualize and develop online Creative's like banners, mailers etc for site promotions.- To design UI standards and guidelines for teams on multiple Programming platforms..

Vaibhav Raizada
Sr. User Experience Designer
ValueFirst Messaging

4.

Wanted Alive Flex/Flash Developer.

We are on the look out again. This time we are looking out for a Flex-hardened Flex/Flash Developer. We have a pretty sketchy picture of whom we want but our informers have provided us with the following vital clues that can help us track the person down:

Last Seen Wearing : A confident smile and a go-getter attitude safely planted between the ears and not high above them.

Last Seen In : In and around Bangalore but could be anywhere in India.

Once we capture them, we will try and get them to Bangalore.

Favorite Disguises : Uses multiple identities - Interaction Designer, Interface Developer, RIA Developer.

Favorite Food : Loves to eat Flex/Flash for all 4 meals. Frequently visits <http://labs.adobe.com/> for getting their dose of latest Flex recipes.

Favorite Movie : Mission Impossible (Our sources say they has a 1 in a million disease of not being able to read I and m together)

Past Record : No information available but sources say they have spent 2-4 yrs in Flex jails before.

Reward : No bars if we find the real one (No fakes allowed)

Please spread the news around and if you know the person with similar description please email us urgently with a brief description at iheadream@suntulit.com . We will highly appreciate your help in spreading the word and helping us capture this elusive person.

5.

Freedom Tree excels in systems design where the projects are largely worked on at strategic level.

Working with intense research methods and applications, FT has done some very interesting work in the area of Color in Manufactured Products, Retail Collections and Branded environments.

For more information on FTD, please visit www.freedomtreedesign.com

Freedom Tree constantly needs new energies and thinking minds.

We are looking out for designers who can translate concepts/ideas in graphics as well as space.

Strength in the area of research and its conversion into relevant conceptual ideas.

These ideas could be applied in various mediums; in print, in space, on surfaces etc.

Required computer Skills in Adobe Illustrator/ Photoshop/ Corel Draw/ Indesign/ Auto CAD

If you fit the bill, write to nidhi@freedomtreedesign.com

Graphic design | nidhi@freedomtreedesign.com

6.

Head designer with a textile / fabric design background for a home furnishings retail chain. We would prefer someone with a domestic experience as opposed to export.

Please send in your detailed cv's along with contact details to sanjitahuja@gmail.com

Job Description is as below: -

JOB DESCRIPTION – Head Designer

SI Particulars Description

1 Title Head Designer

2 Grade Middle Management

3 Reporting to Director / Technical Advisor – Design Dept

4 Work Experience 8-10 years relevant experience out of which at least 3-5 years independent charge & heading a design dept in retail industry

5 Qualification Graduate in any field , preferably in textile or fabric from reputed university or NID / NIFT / International Institute of repute

6 Skills --- excellent relationship building and management skills with customer.

- excellent communication and presentation skills
- competent job knowledge , result oriented.
- motivational leadership & team building competencies
- analytical skills and good with numbers
- multi skill and multi tasking abilities

7 Roles & Responsibilities Will be responsible for the entire design & product development department with the objective of delivering on the business plan of the organization .

- Assist the technical Advisor in smooth flow of the design process and product development, Trend and Colour Forecasting, Calendarize the process of Spring / Summer and Fall / Winter launches, Product Identification & Lifestyle Product Selection
- Lead the design team and take charge of daily activities
- Assist in the direction of Market Research
- Assist in creation of seasonal direction boards
- Design material for Product launches, trade shows, consisting of sales collateral, presentation
- Interpret lifestyle and design trends into merchandising initiatives
- Work closely with other departments: sourcing, sales etc
- Gather feedback on product performance
- Monitor seasonal production to ensure timely delivery of all strike offs, salesmen samples
- Creating on-trend, high quality products
- Brainstorm with vendors and cross functional team members on formula development and innovations, to obtain a constant flow of new product prototypes
- Evaluate and approve all submissions for aesthetics, colour
- Meeting new products launch time tables
- Collaborate, partner and strategize with cross functional partners – innovations, R&D, Packaging, Quality
- Giving interns on the job training
- Determination of best/worst sellers
- Meet B&M team on a regular basis to review status
- Recommend discontinuation of slow selling items
- Review vendor quotes and suggest retail prices
- Review and critique of samples
- Research competitive product lines
- Gather input from sales force, customers and management
- Pass on VM concepts to the retail team for execution
- Travel to trade shows and product identification
- Impart the trend and colour forecast to the sales and marketing and retail teams

Please send in your detailed cv's along with contact details to sanjitahuja@gmail.com

7.

3M is looking for a Graphic/Interaction designer

If interested, please get in touch with blessenphilip@mmm.com or Sundar, rmsundar@mmm.com

Position 1: Graphic Designer

Location: Bangalore, Electronics City

JOB SPECIFICATIONS:

To design Product and Environment Graphics & Badging, Interior & Exterior Signage, Interface Design

Bid and win graphics & signage programs on various projects by presenting design concepts

Support with CAD, composite data

Collaborate with convertors, engg. developers to prototype & commercialize above projects

Support in-house software integration projects with interface design and prototypes

Identify & analyze market trends in related verticals with a view to provide more effective design

Academic

M.Des (Visual Communication) or M.Des (Interaction Design)

Following schools ONLY

IIT-Mumbai, IIT-Delhi OR NID-Ahmedabad

AND / OR

Bachelors in Fine Art / Commercial Art from a reputed institute

Professional experience: 3 yrs

In: Graphics / Content design for Web or TV

Software Interface design

Interface prototyping

General skills

Sketching

Proficiency in 2D design and interface design tools

Software / Digital tools:

1. Proficiency with 2D design tools/software (Adobe Illustrator, Photoshop)
2. Proficiency with Interaction design tools/software (Flash, Rhinoceros, Studio3D Max)
3. Soft prototyping of interface design concepts

8.

We have an urgent requirement for UI development expert who can work with us for High fidelity prototype development for one of our in-house product development.

The company is one of largest IT Company in India and position will be based in Bangalore only.

Job Description:

Sound knowledge of HTML / CSS / JavaScript (At least 1+ years of experience)

Basic knowledge of AJAX/ext.js/ YUI / DOM/XML or any similar scripting.

Knowledge of Photoshop, Flash will be an added advantage.

Good communication and learning skills

Job opening for UI Developer for long term contract/ Permanent position in Bangalore

Feel free to call, 9632222994 (Bangalore)

Please send your profile to

mayanknext@gmail.com

9.

An interaction designer from Bangalore to work on a web START UP project.

Ideal candidate should be able to develop mockups from requirement documents & visualize it through various stages of the product development cycle.

Design Stages:

Wire frame prototype

Interaction design/ Usability

Visual Design guidelines

Tech Implementation support

The person can be working from his/her location but available for discussions.

Interested guys can contact me samthomaz@gmail.com

I would like to see your past interaction design projects.

10

Profile: UI Developer (Bangalore)

Positions: 2

Work-ex: 5+ yrs

You want to work with us if you :

- * understand the intricacies and insanities of cross-browser development.
- * believe that most front end developers are cut and paste specialists, but you're different.
- * you can't wait to drop IE6 support.
- * already plan your UI's for the Iphone and Android because you know whats coming.
- * have tin foil hat ready because you believe there's a browser war in the making.

You could work with us if you can :

- * work with all kinds crazy developers, obsessive BA's and demanding clients to design and build new features
- * produce clean, semantic HTML and CSS, agonizing along the way for pixel perfection.
- * make things shrink, twist, rotate, run across the page and fade (tastefully) .
- * build simple, blindingly simple interfaces.
- * believe that writing maintainable CSS goes beyond good class names.
- * believe that disabled and visually challenged users have a right to use the web as easily as everyone else.
- * you know how to balance the optimization of your own individual productivity with that of the team as a whole.
- * you're good at drawing pictures that effectively communicate your ideas.
- * you've met bugs, taken them on and they now owe you money.
- * believe that Agile and UI development can coexist.
- * have an opinion.

Now, it would help if you are able to demonstrate:

- * that you have experience developing modular front-end components using XHTML, CSS, JavaScript, XML, JSON and microformats.
- * that you can understand the difference between an interface, a class and an object.
- * that you understand cascaded inheritance, prototype based inheritance.
- * that you know what the following have in common: trident, gecko and webkit.
- * that you have created good abstractions that actually get reused.
- * considerable ability to be hard headed about markup quality.
- * that you've pushed the envelope in a similar role on a website with > 100

different page layouts.

* that you've been doing this sort of role since before firebug was first released.

* that photoshop, flash, flex and silverlight are just some of the things you've tried on your road to us.

Please find more about Thoughtworks at <http://www.thoughtworks.com>

Fire your resume and links to your work done at work@thoughtworks.com

Thoughtworks

Agile | User Experience Design

11

Company profile: Product based

Skills: Master's degree in Human Factors, Cognitive Psychology, Human

Computer Interaction, Industrial design

Please mail me the resume to darshan@wengerwatson.com

Darshan | Wenger & Watson Inc | Bangalore | +91-0-9972091101 |

darshan@wengerwatson.com

(More jobs are available in our website www.designforall.in)

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Write in confidence or meet

Lalit Kumar Das

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IDD Centre

IIT Delhi, New Delhi 110016

Phone: 09891941433 E. Mail: lalitdas@gmail.com

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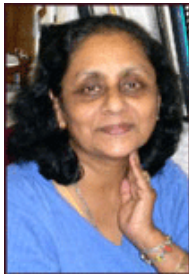
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