

Design for All

Vol. 2 No.10 October 2007

A publication of the Design for All Institute of India.



Chairman's Desk:

Christopher Columbus was something an unusual phenomenal personality, strong believer and follower in true sense in the traditional core spirit of Spain's philosophy of "Further Beyond". He expressed his ambition to His majesty King for his patronage for voyage for discovering an epochal goal of sea-route to India. His emotionally surcharged ideas for discovering India made him restless.

He was great visionary (Since he was able to see in his times that none other cared even to think), strategist ((Santiago is celebrating 515th year of his arrivals in the month of October 2007); he had realized the importance of India's multidimensional resources 500 years ago).

In 21st century, each and every country is hungry/dying/ attacking, killing and robbing others states for natural resources. These countries realize the importance of these resources and are aware the future commanding position would rest with those states that possess more of natural resources. Certain experts are even claiming and forecasting that the future war amongst the countries would be waged on the issue of 'water'. Perhaps Columbus was fascinated by the trade prospects. Other western powers picked up the clue on how to exploit vast natural resources of Asia including India. King of Spain

was admirer of new ideas and granted Columbus resources for discovery of the proposed sea route. Christopher tried his level best with his resources to discover the sea route for India but had landed in some unknown land and not in that forbidden land for which he voyaged. He discovered new lands, new world and hailed the inhabitants as 'Red Indians'. He is the illustrious example of faith in the success of human efforts. Centuries have rolled on; he remains the tallest figure of all discoveries made so far.



(Historic Fest: Members of a folk dance group perform during a rally on Columbus Day in Santiago. This year marks the 515th Anniversary of Christopher Columbus arrival in the America, Source Reuter, Times of India)

This time Spain has discovered the route of India through internet (advancement of scientific and Technology has evaporated the concept of distance between person and country) and there by found the new India that is emerging and trying to attain the lost past glory in the last few centuries and aspires to play the vital role in the

development of living beings all over this world. We are fortunate that we are living in advanced and developed societies which have changed the face of human civilization in recent times. 'Design For All Foundation' and 'Design For All institute Of India' have made the technical collaboration agreement in the year 2005 and this time Design For All Institute Of India had impressed them to share their knowledge in the area of 'Design For All'. We Indians are conscious and grateful for Spain for providing us seeds of Potato a few centuries ago. We are largely vegetarian country. Potatoes form major part of our daily food. We are indebted to Spain since we have sense of history.

Here is an opportunity for readers from different parts of the world to know- how the designers from Spain are thinking and executing their social responsibilities and introducing the concept of 'Design For All' in all walks of lives of men, women and children so that they may feel easy, comfortable and safe from many adverse possibilities.

Here it would not be out of place to recall that the influences of India in Spain can be traced right back to 800 and 900 A.D. A large exodus of Indian people had taken place from the Punjab and other northwestern parts of India. These people were believed to be members of the tribes gypsies, who were by and large engaged in artistic manual professions. They had their groups within the

Indian castes system comprising of domestic animal traders , acrobats, dancers, musicians, palmists, metalworkers etc. They were enterprising and genuinely creative. They could be landless who had no stake in lands and thus migrated to distant lands in search of fortunes. Landed aristocrats do not entertain such risks. These nomadic groups, generally referred to as Romans and/or gypsies, were ultimately divided into two major migratory routes, across Asia and the European continent, including Spain. The first recorded account of Spanish Gitanos "Beticos" dates from 1447 in Barcelona. Although no serious research has been undertaken in the field of flamenco dance form till date . The performers find East Indian dances namely Kathak, ManiPuri, Kathakali and Bharatanatyam resemble with those of the dances of Spain. Certain activities namely the deep-seated plie, outturned leg position, sharp angles of the body and arms, splayed fingers, rapid barrel turns and, most certainly, the percussive foot movements are all such that we find East and West are met.

Let us look at the present situation. Strong Spanish interest in India is noticeable in 21st century again. Author Javier Moro is a Spanish writer who became famous in India when he collaborated with Dominique Lapierre for writing *It Was Five Past Midnight in Bhopal*. He had better reason to author this book " Pasió'n India", which is about Anita Delgado, a Spanish flamenco dancer

from Andalusia whose breathtaking beauty so captivated Maharaja Jagatjit Singh of Kapurthala that at first sight he chose her as his fifth wife.

Every great society has its own myths and these keep on moving with their magic of all times .Society keeps on progressing while carrying all myths on its shoulders. India is no exception. Mythical characters transformed normal heroes and heroines of all times .Sometime it is interesting to locate many mythical similarities in the detail of India & Spain. The way one myth has been used in film 'Spanish Flies' resulted in most hilarious comedy of its time. I have seen that film and enjoyed . It was nice comedy I am not aware such flies really exist in this world which mix with alcohol enhances sexuality and triggers desires for making love who so ever consumes. Spain is known for brewing the best , oldest and expensive brand of liquor in the world . It may be used as the way to popularise the knowledge of Spanish liquor.

There are many old traditional cities in Spain , but the way Barcelona has shed the traditionalty and adopted the modernity is undoubtedly remarkable and praiseworthy. It is one of the most artistic cities in the world. Art is visible everywhere on the city- roads are well designed and accessible to all. Buildings are in general of the finest specimen of architecture and people are moulded in best possible designed ,civilized mould Man makes houses and then houses make the man .They

know the art and respect the talent. After a makeover lasting more than two decades, Barcelona has transformed itself into one of the most dynamic and stylish cities in the world. It is always on the competitive edges of architecture, food, fashion, style, music of our times. The buildings, especially the work of the eccentric genius Gaudí, would blow us away. The art, with significant collections by Picasso and Miró, would make us clammy all over. The people, with their exuberance, their creative spirit, their persistent egalitarianism, would fascinate us all .

It is unfortunate for me that I have never had the opportunity to visit Spain but we are always blessed by Ms Imma Bonet of Design For All Foundation, Barcelona and whatever little successes we have achieved all credits goes to her for her philosophical guidance from the day of inception of Design For All Institute of India .For our this issue of newsletter of October 2007 she has encouraged us. We pick up the thread from her philosophy of ' Further Beyond' . I am confident she and her team would continue to support us in future as they have helped us in the past. I have special regards and honor for her dedication and sincerity. If we succeed in following her even little bit, I can say confidently that our achievement of goal is not far. She is meticulous and perfectionist in whatever she does. Our humble endeavours would strengthen the cultural and civilizational ties of India and Spain. That would enhance the

intersets of both countries in many areas of human activities.

There is something special with Spain that attracts every one . Once Spain wished to conquer the world through military power. It is nowhere visible in the mind of Spain as on today.It is lost , burried and currently the country wishes to conquer the world with architecture, art and intellectualism and has strong passion to leave a mark in this century . This country was, and still continues to be of special interest for those who did not find respect in ancient India or those who are in India and in search of recognition of their land find Spain is suitable land. The best years of creativety of Pablo Picso were in Spain. This Spain must be something special in the mind of Olympic Committee that wished to organize the world's biggest events of Sports "Olympic" in this country. Why do every architect, designer and sculpturist around the world wish to showcase their work exclusively in Barcelona, Spain ?. Why the greatest novelist Cervantes work of Don Quixote is most admirable work of all time? Why nature has found Spain and India for 'Saffron' growth ? Why the Saffron of Spain is most fragrant in the world? India is land of mystery and Spain is land of creativity. Their talents arrest the attention of the world. As long as they keep on believing in philosphy " PlusUltra" (Latin) ,"Further Beyond", it is our firm belief the days are not far off when everyone wishes in India once to visit Spain for learning. Barcelona is the

**future Venice of the world, the land of learning,
innovation and center for creativity.**

With regards

Dr. Sunil Bhatia

Design For All Institute Of India

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Biography of Contributors:

1

FRANCESC ARAGALL I CLAVÉ , President, Design for All Foundation

(Barcelona, 1960)

He is a graduate in therapeutic pedagogy from the University of Barcelona. He has developed his career in the world of ergonomics, biomechanics, accessibility, and Design for All, a concept which has been spread throughout Europe through the European Institute for Design and Disability (EIDD), of which Mr. Francesc Aragall i Clavé was President (from 1998 to 2001).



During the period of construction of the installations destined for the 1992 Olympic Games, he was responsible for urban accessibility, transport, and technical assistance of the Barcelona City Council until 1993 when he assumed management of the Consorci de Recursos i Documentació per a l'Autonomia Personal (CRID), (Resources and Documentation Consortium for Personal Autonomy).

Presently, he is a Lecturer of various Master and Doctorate courses at the University of Barcelona and the University of Lisbon, author of the "European Concept for Accessibility" (2003 edition), Patron of the Barcelona Centro de Disseny (BCD), General Director of ProAsolutions, an accessibility and Design for All consultancy company as well as founder and President of the Design for All Foundation.

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.”

2.Ms IMMA BONET I PEDROL, Executive Patron, **Design For All Foundation**

(Barcelona, 1955)

EDUCATION

1973 *COU de ciències a l'Institut Maragall de Barcelona*
1977 *3 years University in Pharmacy*
1975 *Haematology Technician*
Certificat B in Catalan
Certificat C in Catalan
1996 *IT specialisation course – Catalan Parliament – La*
Generalitat



PROFESSIONAL EXPERIENCE:

At present - Executive Patron of the Design for All Foundation

Sept.2000 - Sept. 2001 Assistant Director of ProAsolutions, S.L

Sept. 1998 – July 2000 – Executive Board at CRID

Feb. 1995 – July 1998 – Co-ordinator and External Relations at the Consorci de Recursos i Documentació per a l'Autonomia Personal (CRID).

1994 - 1997, representative of the people with psychic disability sector in the Governing Council of the Institut Municipal de les Persones amb Disminució de Barcelona.

1975 - 1980, Head of the Haematology Department at the Hospital San Juan de Deu (Barcelona).

1.- Co-ordination and organisation of various meetings and seminars such as:

- **May 2000 - Meeting “Entorn Municipal. Eines per assegurar la qualitat de vida de tothom” (“Municipal Environment. Tools for ensuring the quality of life for All”), Barcelona.**
- **May 1999 - Design for All Commitment Label Meeting celebrated in a Barcelona.**
- **Juliol del 1998 - Expo-Fórum “La Ciudad para Todos” L’Hospitalet’98, celebrated in L’Hospitalet.**
- **January 1998 – Meeting Design for All: Towards the mainstream, Barcelona.**
- **November 1996 - .Meeting Next Step: Action Coordination celebrated in Barcelona, regarding Design for All in Europe.**

2 As Lecturer:

- **L'Escola ESDI, Design for All – October 2000/2003.**
- **L'Escola LAI, Design for All – February – June 2000/2003/2005/2007**
- **Foundation Pere Tarrés, Postgraduate course “Postgrado de Animación Estimativa y Discapacidades: Gente Mayor, personas con disminución y salud mental”, april 1998.**
- **L'Escola Massana, Design for All course, - March 1996.**

3. Mr. Albert Pique

Professional History

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655.47.44.46
- **E-mail:**
apique@tmb.net



PROFESSIONAL EXPERIENCE

Since June 1997
Transports Metropolitans de Barcelona

- **Head of the Corporate Social Responsibility Unit**
- **Head of the Social Development and TMB's Civil Defence Unit**
- **Manager of the Toll Systems of Transports de Barcelona**
- **Fare Integration Project**
- **Middle Manager of Exploitation, Ferrocarril Metropolitana de Barcelona**

TRAINING

- **2007 Postgraduate Degree in Strategic Communication in Direction**
- **1994-1999 Bachelor's Degree in Information Sciences, Universitat Autònoma de Barcelona**
- **1993-1994 Master in Program Production, Universitat Politècnica de Catalunya (UPC)**

ADDITIONAL TRAINING

- **Intercultural Communication (19-23/11/2002)**
- **Multicultural and Intercultural Perspective (26-28/11/2002)**
- **Web Design for All (11/11/2002-23/12/2002)**
- **Working with Immigrants (18/10/2002)**
- **Local Communication Media and Immigration (01/10/2002)**

PAPERS

- **Presentation in the Conference "Towards an Ethic City" organized by Corvera d'Astúrias' City Council (17/11/2001)**
- **Green Book presentation: Accessibility in Transports, Conference organized by the Ministry of Labour and Social Affairs (Madrid 29/10/2002)**
- **Design for All, application in the company, Conference organized by the Extremadura Government (Mérida 05/12/2002)**
- **Speaker at the International Congress of Educating Cities (Finland 16-19/06/2002)**

- **"TMB, a transport for all". Conference organized by the EU (SITE 13, against discrimination). Brussels 30/11/2001).**
- **"National Conference about Disability and Diversity" . Organized by the Valencian Institute for the Attention of People with Disabilities (Castellón 24-26/04/2003) .**
- **"Accessibility in Communication for People with sense disability" . Conference organized by IMSERSO (Madrid 16-17/12/2003).**
- **"Accessibility in Barcelona's public transport" . Conference organized by the "European metropolitan public transport authorities" (EMPTA). (Barcelona 15/03/2004).**
- **"Managing Diversity, Gender, Background and Age", at Barcelona's City Council Elder People's Board of Advice (Barcelona, 28/09/2005).**
- **"TMB's sustainability catalogue of Good Practices", introduced in the 2005 Convention of Signers of the Citizen Commitment for Sustainability, organized by the Barcelona City Council (Barcelona, 20/10/2005).**
- **"CSR in TMB" in the Red Cross Conference. (Coruña, 10/11/2005).**
- **"Accessibility in Transports". Conference organized by Diputació de Barcelona (Barcelona, 08/06/2006).**

PROJECTS, PUBLICATIONS & CONGRESSES

- **Project manager of the "Equality Plans in the Companies of the City of Barcelona", promoted by the Barcelona City Council's Civil Rights and Women Affairs Department.**
 - **Article "CSR in Transports Metropolitans de Barcelona", published by the SUD magazine, from the Foundation Jaume Comaposada.**
 - **Project manager of the project "New social uses of time", promoted by the New Uses of Time Department.**
 - **Promoter of the Project "Women Drivers", done in cooperation between the Labour Department and Transports Metropolitans de Barcelona.**
 - **Organizer of the congress "Gender Policies in Companies", by Mrs. Teresa Torns i Lucía Solís, that took place in Transports Metropolitans de Barcelona 20/09/2006.**
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**Content of Newsletter of (October 2007, Vol-2,
No- 10)**

**This is a special issue with contributors from
members of Design For All Foundation,
Barcelona, Spain**

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Forthcoming issue of Newsletter of November 2007 Vol-2, No-11

(This issue is special issue dedicated to students from Design and its allied areas and those who wish to prove themselves and eager to accept the challenges of life. Their actions may give impression to us that they are immature. When they work, it astonishes everyone.

Few students of Master of Industrial Design, Indian Institute Of Technology of Delhi, India, approaches us and our editorial staff agreed to cover their achievements and findings of their different projects assigned to them by different professors on topic entitle " Old Age and Design"

We have policy of our newsletter whosoever is wishing to do something better for living beings and our editorial board feel it is compatible to our policy of newsletter we should encourage and promote their works. It is our moral duty to provide the right platform for their growth. Let the world should know through the platform of Design For All Institute of India that our future young designers are more concerned with social responsibilities and some are aware how to share the burden for those who have dedicated their lives for making our life better. These students have visited the old age home and met individual who are living alone to know their difficulties and how can a designer lessen their difficult life.)

Editor's Desk:

In continuation of our country special we have so far successfully published our newsletter on Japan, Greece, USA and October 2007 Vol-2, No-10 is with collaboration of pioneer in concepts of 'Design For All' from " Design For All Foundation" Barcelona, Spain. It is very significant that they are impressed with our work in India and the way we are selflessly promoting the concept in India and contribution of articles of designers from different countries, is a some kind of recognition.

We are highly honored that Mr Aragall and Ms Imma Bonet of Design For All Foundation have contributed their article and how nicely they have advised the different governments of Barcelona for making this city 'Accessible to all' by 2006 ,is remarkable and praiseworthy. The role of Mr Aragall is very significant and honored by their Government for his contribution. He has authored many books and chaired many international conferences. The head of TMB of social responsibility are making every efforts to make their transport system accessible to all .

Enjoy reading

Lalit Das,

Head & Prof. IDC,

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About Design For All Foundation, Barcellona, Spain

Design for All is the intervention in environments, products and services with the aim that, regardless of age, gender, capabilities or cultural background, everyone can participate in our society on an equal basis.

With the Design for All principles and from the Foundation we want to achieve that any user can access, use, and understand any part of the environment with as much independence as possible, and enjoy participating in the construction of our society in all various types of activity i.e. economic, social, cultural, entertainment, and recreational.

Therefore, Design for All is fundamentally based on visibly putting into practice the respect for human diversity in environments, products and services



Objectives

The Design for All Foundation is an international foundation with the following aims:

To develop, promote research and disseminate Design for All among companies and organisations both at public and private level, administrations, educational agents and also designers and professionals who intervene with the environment, products and services.

To offer advice and services on Design for All to companies, organisations and administrations at national, European and international level with the aim that the ethical values that Design for All promotes are integrated into quality processes.

- **To organise Courses, Seminars and Congresses on Design for All.**
- **To design the methodology and the development of the appropriate tools so that companies and organisations can implement Design for All in each level of their organisation.**
- **To award an added value to the administrations companies professionals, and organisations strengthening their image and competitiveness. The official stamp "Organisation Recognised by the Design for All Foundation" is a guarantee that human diversity is taken into account in all its fields and that its objectives are socially positive.**

Publishing:



Design for all, [BUILD FOR ALL MANUAL](#) A guide to the implementation of accessibility to the built environment through Public Procurement

[RESPONSIBLE DIRECTION GAZETTE. ISSUE 2](#) (June 2006),

Author: Sr. Pascal Guillén

Edited by Design for All Foundation.

Good Practices and advices for marketing managers, Innovation and Social Responsibility.

- **CONFERENCE ABOUT UNIVERSAL DESIGN IMPLANTATION IN THE JAPANESE MULTINATIONAL COMPANIES (March 2006), in Spanish.**

In webcast format.

Author: Mr. Keiji Kawahara,

Press CTRL button at the same time you open the link.

- **[RESPONSIBLE DIRECTION GAZETTE. ISSUE 1](#) (February 2006),**
Author: Sr. Pascal Guillén
Edited by Design for All Foundation.
Good Practices and advices for managers. Innovation and Social Responsibility.
- **[BARCELONA. DEL PLA D'ACCESSIBILITAT A LA CIUTAT PER A TOTHOM \(FROM THE ACCESSIBILITY TO THE CITY FOR ALL\)](#) (April 2003),**
Author: Sr. Francesc Aragall,
Edited by Design for All Foundation with the collaboration of the Barcelona City Council.

- **STOCKHOLM DECLARATION (EIDD)**



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About Transports Metropolitans de Barcelona(TMB)



Transports Metropolitans de Barcelona is the management unit of the companies Ferrocarril Metropolità de Barcelona, S.A. and Transports de Barcelona, S.A.

These bodies provide a collective passenger transport service for the city of Barcelona, as well as to various municipalities within its orbit of influence, through two transport networks - overground and underground - which complement each other and, at the same time, share this area of activity with the other companies in the sector. As the owner of both companies' shares, Entitat Metropolitana del Transport (EMT) is the governing body that establishes the business guidelines for TMB to follow.

TMB operates with three main objectives that sum up its corporate philosophy:

- **To meet public transport needs for adequate economic compensation (through fares or subsidies) in the areas where it is authorised to provide this service.**

- To combine economic viability with performance of its function as a public service within the context of the existing institutional system.
- To improve the quality of life in the metropolitan area of Barcelona by contributing to the fulfilment of its citizens' travel needs.

Transports Metropolitans de Barcelona (TMB) is the main public transport managing company in the metropolitan area. This leading position in the sector is based on strict fulfilment of its objectives, while remaining aware of the impact that urban transport has on living in the city.

“TMB believe in the new technologies”

[For More information kindly visit website](#)

www.tmb.net

telephone (Dial 93 402 36 63)



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Workshop "Design for All" | CWST

DFA elnclusion:

Design For All Institute of India

Design for Alle.dk

-The Danish National Member Organisation.

Design für Alle

_The German National Member Organisation _

The Institute for Design and Disability (IDD) _

_The Irish National Member Organisation _

The Italian Institute for Design and Disability (IIDD) _

The Italien National Member Organisation Of EIDD

The Swedish DESIGN FÖR ALLA project

EIDD Sweden

- The Swedish National Member Organization.

**The United Kingdom Institute for Inclusive Design
(UKiID) freiraum**

- EIDD Austria - National Member Organization.

The Design for All Foundation

EIDD Corporate Member organization

Belgian Design for All Network

Finnish Design for All Network

Adaptive Environments, Boston

The Centre for Accessible Environments

Bexcom

The Helen Hamlyn Research Centre

Nordic Cooperation on Disability, Sweden

EDeAN

IDCnet

SeniorWatch

DASDA

IDIA

The Center for Universal Design

Institute on Independent Living

The Architectural Barriers Act (ABA):

Americans with Disabilities Act (ADA)

World Wide Web Consortium

Include

The Royal Institute for The Blind:

EurolinkAge

DFA

If you would like more information about the DfA

Education and Training resource please contact EDeAN

on the following email address:

secretariat@edean.org

Common Terms:

Accessible design - products, technologies and built environments that are accessible to and useable by persons with disabilities, who otherwise would be deny access

Adaptable design - planning and construction that anticipates modification of a built environment in order to accommodate actual or potential changes in ability and mobility due to illness, injury or aging to support independent living; sometimes referred to as flexible, or flex, design

Accessibility

In addition to physical access, sensory access to buildings, services and information, eg via speaking browsers, sign language animations, Braille. Now backed up by legal requirements under disability discrimination legislation in US, UK, etc .

Ageing

The ageing process is characterised by the acquisition of progressive multiple minor impairments predominantly related to sight, hearing, dexterity, mobility and cognition. In combination these can lead to high levels of disability and dependency.

Assistive technology / rehabilitation design

Closely related to the above, but primarily focused on enabling social participation of people with severe impairments. Much work in this area has been concerned with developing one-off solutions and specialist equipment for small numbers of people.

Barrier-free design

Original focus of disability campaigners and architects was on barrier-free access to buildings and public environments - kerb cuts, textured paving, ramped entry, wider doorways, corridors

and accessible toilets. All denoted by wheelchair symbol.

Carer-assisted design

It is important that people who are reliant on carers are considered part of the whole population. This implies considering the needs of both user and carer. Importantly, older people are often cared for by spouses and relatives, who are also elderly.

Civil rights

Disability activists increasingly see access and participation as basic human rights, which can only be guaranteed by effective and enforceable legislation. Especially important in the US, where civil rights are enshrined in the constitution .

Customisable design

Computer aided manufacture makes possible the customisation of individual products in production. A wide range of users can thus be accommodated within the overall specification of a product delivered as unique items matching individual requirements.

Design exclusion

Term developed by the i~design team to focus attention on those excluded by design features. The team has developed ways to quantify design exclusion based population data. If users must be excluded, such decisions should be rational and justified.

Design for All

European term that promotes inclusion, equality, and socially sustainable development . Supports access to environment, usability of products and access to services. Focus on user involvement.

Design for disability

There is a significant tradition of design for disability, mainly focused on aids and adaptations. Related to the medical model of disability (and ageing), the underlying intent is essentially

prosthetic, originating in rehabilitation of war veterans.

Design for our Future Selves

Concept developed by Design Age programme to encourage young designers to engage with design for ageing populations. Became the theme for many events at the RCA and of an annual competition resulting in many concept exemplars of age-friendly design .

DesignAge

Royal College of Art (RCA) action-research programme launched in 1991 . Along with New Design for Old exhibition, V&A Boilerhouse, London 1986, raised awareness of implications for design of ageing populations. Both funded by the Helen Hamlyn Foundation.

Disability

In the past, people were seen as disabled by their condition. Now the move is towards understanding disability as the result of a mismatch between individuals and their social and physical environment. PC terminology differs from country to country.

Ethnography

Observing users in real life situations, and interacting with products, is highly revealing. Small video cameras and desktop editing software make this a fertile and expanding form of research in social sciences and among the design community.

EQUAL (Extend Quality Life)

R&D programme funded by UK research councils. Primary goal is to improve the life quality of older and disabled people by developing the necessary research base and technical expertise and transferring appropriate skills and technology to industry.

Gerontechnology

Concept developed at Technical University of Eindhoven, NL, with US and Finnish colleagues. Combines human factors, social sciences, gerontology and engineering . Applying technology to address age-related factors . Consumer/market oriented approach.

Health condition or status

Term used by the WHO to group disease, congenital and other factors previously dealt with in more strictly medical terms, that allows them to be seen as falling within a continuum of health conditions, which all impact on life quality and capability.

i~design team

An interdisciplinary, multi-centre team from the Design Council, the Engineering Design Centre at Cambridge University, the Design for Ability unit of the London Institute, and the Helen Hamlyn Research Centre at the Royal College of Art.

i~design

EQUAL research project on inclusive design . To develop and disseminate tools and guidance for design managers, to enable them to understand and respond to the design implications of disability and population ageing to achieve a more inclusive society.

Impairment

Health conditions, ageing, and traumatic events can all result in impaired capability. Whether this gives rise to disability is determined by social and environmental factors, and importantly the design of environments, products, systems and services.

Inclusive design cube

A model developed by the i~design team which shows how four design approaches (described below) are needed to accommodate the needs of the whole population, In particular in product, and interface design. A key component of inclusive design theory .

Inclusive design

Process-driven approach whereby designers and industry ensure that products and services address the needs of the widest possible consumer base, regardless of age or ability . Emphasis is placed on working with 'critical users' to stretch design brief.

Independence

For older people independence is crucial. This can be compromised by inappropriate design, and is conditional on being able to carry out daily living activities like bathing, dressing, cooking, contact with family and friends and social participation.

Lifespan design - products, technologies and built environments that accommodate, or can be adapted to accommodate, changes in ability and mobility throughout the life stage and age continuum

Medical model

The medical model of disability and ageing implies that people are disabled as a consequence of their own condition, and seeks to either remedy the impairment through medication, rehabilitation and surgery, or through adaptive aids and equipment.

Modular design

Designs which, by virtue of interchangeable units or add-on elements, can be configured to meet a wide range of requirements, particularly with regard to the user interface, thus extending the range of users served by a single design or product .

Participation

Participation and social integration are key factors. Some severely disabled people prefer the help of a personal assistant where activities are time-consuming to perform. Priorities for younger disabled people are fulfilment and social involvement.

Social inclusion

A Europe-wide political objective, aimed at combating social discrimination, marginalisation and

conflict due to age, disability, poverty or ethnicity. Particularly important due to the diversity of ethnic groups with the soon to be enlarged EU .

Social model

In contrast, the social model, which has superseded the medical model, sees people as disabled or enabled by the social context in which they function and proposes that changes in the social context or environment can remove or alleviate disability.

Transgenerational design

Concept developed by Prof. James Pirkel and colleagues at the University of Syracuse, USA. Proposes that designs should work for people of all ages . Replaces UD emphasis on disability with a market-led approach . Resulted in quality book of same title .

Universal access

Universal access/access for all: to information and communications technology (ICT). Also used in assistive technology to refer to specialist interfaces and control devices to make ICT products accessible to people with high levels of impairment.

Universal design

Term originating in the USA and underpinned by 7 principles set out by Architect and Designer Ron Mace . Taken up enthusiastically in Japan . Extends the concepts of Barrier-Free Design and Universal Access to include access to products and services .

Universal design - products, technologies and built environments that are accessible to and useable by everyone; sometimes referred to as "design-for-all"

Design for All is a process whereby designers, manufacturers and service providers ensure that their products and environments address users irrespective of their age or ability. It aims to include the needs of people who are currently excluded or marginalised by mainstream design practices and links directly to the concept of an inclusive society. A key feature of design for all is the emphasis placed on working with user groups representing the true

diversity of users as a route to innovation and new product development.

The major drivers of design for all are population ageing and the trend to bring disabled people and cultural minorities into the mainstream of society; an increasing recognition that design for all can be a tool for commercial growth; and growing anti-discrimination legislation. New technologies are also a driving change - the challenge is that they are implemented in ways that include rather than exclude people.

Inclusive Design and Universal Design are terms also commonly used. Their definitions along with others can be found in the glossary of terms.

User research methods

There are several publications on user research methods including The Methods Lab (RCA) and USERfit (HUSAT for the EU). User-research is also carried out by specialist organisations such as RICAbility, market research companies, and academic groups.

User research

Understanding users is key to inclusive and user-aware design. User research can be carried out by designers themselves, in which case it is likely to be based on empathic interaction with small groups of extreme users, supplemented by observation.

User-(age, disability) friendly

Products, packaging, manuals, information, services, environments, and interfaces, etc, that have been designed for simplicity and/or ease of use, and are marketed, and promoted in ways that highlight user-(age, etc)friendly features and operations.

User-aware design

Mainstream design that understands user needs and aspirations and so maximises the number of people who can use a product, service, or interface. This can only ever include a proportion of the whole population, making additional approaches necessary.

User-centred/focused, also human-centred

Design approaches that place users at the heart of the design process, and involve and engage with users in ways that make them part of or integral to the design process itself. Similar terms, such as co-design are used in architecture and planning.

WHO standard model (of disability)

First published by the World Health Organisation in 1980, and based on the medical model, this described a cascade of effects leading from impairment to disability and handicap (ICIDH), implying that disability is an individual rather than social factor.

Past recent Conferences outcome:

1. International Design for All Conference

The International Design for All Conference was successfully completed on 15 September 2006 at the University of Lapland. Close to 150 participants representing almost 20 nationalities gathered to Rovaniemi, Finland for three days to discuss Design for All, accessibility and inclusion.

Organiser: The conference was organized by the European Design for All e-Accessibility Network EDeAN and the Finnish Design for All Network, with the National Research and Development Centre for Welfare and Health STAKES and the University of Lapland as the key institutions.

Part 1: Policy discussions

The conference focused on policy discussions round Design for All, e-Accessibility and e-inclusion reflecting the European approach to equality in Information Society - Information Society for All. Framework for the discussions arose from eEurope 2002 and eEurope2005 action lines and future challenges highlighted in the new i2010. What are the means to face the key challenges, with new member states, with ageing population?

Part 2: Research and implementation

Researchers and professionals from academia, public sector and industry were invited to present Design for All strategies, innovative R&D results and implementation strategies. How Design for All approach can be strategically developed in an organization was also be discussed.

2. IAUD Japan

The 2nd International Conference for Universal Design in Kyoto 2006" will be held in October 2006. Now, [Official WEB site](#) was opened.
URL:<http://www.ud2006.net/en/>

Email info@iaud.net

3. Tourism for All (EIDD- Annual Conference)

What is tourism in 2007 and how is it designed? Do the products and services currently available really cater for the demands and needs of a constantly evolving market? Is there a concrete dialogue between users and service providers that has developed sufficiently to guarantee an effective response? Is it possible to measure the accessibility of tourist services? And, ultimately, is this the sort of investment that pays? Exhaustive answers will be provided to these and other – not always easy – questions for those attending the Annual Conference of EIDD - Design for All Europe in the Milan Triennale on Friday 28 and Saturday 29 June.

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1.

BARCELONA. FROM THE ACCESSIBILITY PLAN TO THE CITY FOR ALL

Francesc Aragall i Clavé
President, Design For All Foundation, Bacrellona, Spain

HISTORY OF THE ACCESSIBILITY PLAN

When the Barcelona City Council suggested the need to draw up an Accessibility Plan with the objective that Barcelona would become a City for All in the near future, taking into consideration the real needs of its citizens, that is to say, it responded to the demand of the population for what is referred to as equal opportunities for everyone and each one.

So, in the 1990's accessibility began to become a reality in new urban projects: the Barcelona City Council began to participate actively in giving professional and overseeing the various infrastructural building projects and promoting a training programme and awareness among architects.

As proof of its involvement in urban projects, the IMDB signed an agreement with the College of Architects (Col.legi d'Arcuitectes) with the aim of elaborating a benchmark that would facilitate a review of accessibility in architectural projects and, in 1991, approximately 150 architects from our city held a meeting with the aim of explaining the importance of building a city without barriers.



Picture 2: *The Portal de l'Àngel is one of the first building projects in Barcelona that tried to recuperate space for pedestrians.*

Having completed a piece of public work like this and coinciding with the 1992 infrastructure, accessibility in the Carmel district was tackled taking into consideration that, being one of the more hilly districts of the city with narrow pavements, it would be a challenge for technicians, of whom, once the project had been completed, they would see a solution to many of the design problems in other less problematic districts in the field of accessibility.



Picture 3: String trimmed areas around the trees in Carmel.

For this task Montserrat Perial designed a special perimeter layer for tree holes, which won the Delta design award from FAD.

At the same time, the first low floor bus was unveiled, and 20 more were late acquired for use during the Paralimpics.

The preparation for 1992 also acted as a definitive impetus relevant to accessibility in the city, since for the first time in history an urban infrastructure capable of accommodating the athletes and visitors for the Olympic and Paraolympic games.

The great feats that were carried out regarding level streets of equal level and pedestrian streets in the old quarter of the city, as well as accessibility the

Underground, Line 2 and all the new main lines. All this meant that soon, streets were full of people with disabilities going about their business in an independent way.



Picture 4: The Olympic Village was one of the districts that the city gained

Coinciding with these events, the first trials for accessible beaches were also carried out and, as a prelude to the Accessibility Plan, data on accessibility from 57,000 public and commercial premises was compiled from Barcelona, that could be consulted by means of a geographical information system that, nowadays would seem rudimentary, but It was of great benefit at that time to inform citizens and visitors as well as Paraolympic athletics of the services they could avail of and enjoy.

Another significant step in this field was the constitution, in March 1992, of the Working Group for the Improvement of Accessibility (Grup de

Treball per a la Milora de l'Accessibilitat) by agreement of the Plenary, with the objective of promoting and overseeing the application of the Law passed and strengthening the improvements on accessibility, at the same time that the necessary activity started for the report on the Barcelona Accessibility Plan.

The Group had an inter-departmental nature under the leadership of the Urban Councillor.

From Design without barriers to the City for All Design

As I explained previously, in the 1990's the concept Design for All began to spread and, with that, Cities for All.

This new perspective leaves aside the division of the population of people with or without disabilities, to focus on diversity, in other words, defending the rights of individual differences regarding culture, language, capacity, gender, age, physical dimensions, etc.

The philosophy on which the Design of the City for All is based on means equal opportunities for everyone and each one of the people that form the social framework of the city.

To achieve that equal opportunities become a reality, it is necessary that everyone can easily access, with maximum independence the various activities and services the city has to offer: culture,

entertainment, education, transport, sporting activities, shopping, citizen services, business, technology, etc.

And when we say access we don't mean "enter" but use the products, services or environments that should be, as I wrote in the European Concept for Accessibility: Respectful, Safe, Healthy, Functional, Comprehensible and Aesthetic. (www.eca.lu).

In this way, using the Design for All criteria and working methods we achieve the Universal Access in the city.

THE BARCELONA ACCESSIBILITY PLAN

In Barcelona, accessibility continued gaining ground: politicians, technicians and citizens demonstrated their desire to live in a better city and also their will to work and get involved in this task.

The principles that guided us to carry out the development of the Plan were the following:

- The quality of life of all the population.**
- Autonomy of all citizens, regardless of their age, cultural baggage or physical, psychological or sensory capacities.**
- Accessibility as a base element in all new projects, and not just an added extra or supplement to the initial design.**
- Citizen participation in the design of the city.**

- **Citizen information before and during the process of the intervention.**
- **A correct relationship between: person / environment, aesthetics / functionality, vehicles / pedestrians, diversity/equal opportunities and consumption/sustainability.**

In other words, to achieve that Barcelona was a City for All, a common effort and fluid co-ordination was necessary among the various agents involved: citizens, technicians, politicians, and private enterprise.

The FINAL OBJECTIVE of the Accessibility Plan was that the city of Barcelona was totally accessible by the year 2006. For this to be possible, it was essential to define clearly the desired results in each task field.

- 1. Public thoroughfare: Not forgetting the fact that there are streets in Barcelona that can never be accessible due to their gradient, the ideal result would be that, as regards the rest of the streets, they would have pavements sufficiently wide enough so that two pedestrians could pass by each other, whether they are using a wheelchair or pram (narrow streets should be pedestrianised or of equal level). The security of users must also be guaranteed. The positioning of urban furniture, proper street signs (e.g. danger and road work signs), the design of different elements, the**

relationship between pedestrians, vehicles and cyclists, all of which must be given prior thought.

2. **Buildings**: any person should be able to access and move around the different outbuildings (those destined for the public in general and those specifically for employees) in an independent way and be able to avail of the services on offer
3. **Public Transport**: Everyone should be able to use the network of public transport in an autonomous way, from boarding, use of vehicles and stops or stations, to information on timetables and routes. These means of transport should also cover the entire territory.

On the other hand, those people, who according to their circumstances cannot use the public transport system, should be able to receive a "door to door" transport service.

4. **Parks, gardens and beaches**: these public spaces were not included in the Accessibility Plan at the design's initial stages due to the importance that they have as open public spaces destined for free time and recreation activities. They were incorporated later with the aim that every citizen's security would be guaranteed and it would ensure that everyone would be able to use the installations and carry out the various activities on offer. So, in 2001 the data gathered by CRID, at the behest of the City Council, was included in the Accessibility Plan.

To achieve the final object of the Accessibility Plan we carried out a study on the different areas of intervention, with the aim of finding out the true status of accessibility and, subsequently, being able to define the priorities.

Therefore, in the field of public thoroughfare, the following conditions were taken into account:

- **State of pre-existing accessibility.**
- **Proportional investments among districts.**
- **Programme of investments anticipated prior to this.**
- **Localisation of buildings of interest at district level i.e. schools, Health Centres, civic centres, etc.**
- **Areas of adapted public transport in influential areas.**

Regarding municipal buildings, the data gathered from the study carried out in 1994 was analysed and the criteria of the Districts and every Area of the City Council (Education, Sports, Social services, etc.) was taken into consideration at the time outlining the priorities.

Regarding the field of transport, unless it was not in direct competition from the City Council, we obtained information on future interventions, acquisition of new materials, such as accessibility in the Underground Networks of Barcelona i.e. Metro and Ferrocarrils of the Generalitat.

Data was also gathered regarding the number of reserved parking spaces next to public buildings or next to areas of interest.

On the other hand, we collaborated with ONCE in the design of an audible traffic light that was activated by remote control to avoid noise pollution (which would be caused if they were permanently activated). A survey was also undertaken to ascertain where they should be located for people with visual impairment.

Once the priorities had been identified, they were presented to IMDB, the organisations for people with disabilities and the various resident associations to incorporate the modifications that we believed appropriate.

The Barcelona City Council Accessibility Plan, designed according to the findings, was passed in the Plenary on December 20 1996, with a proposal of 5 biannual steps.

Once the proposal had been passed, the MANAGEMENT Plan commenced, which consisted of:

- Carrying out the projects and building projects that corresponded to the specific budget of accessibility budget.**
- Oversee all construction developments to ensure the requirements of accessibility were being adhered to.**
- Advise all the city's agents (Parks and Gardens, Maintenance, Districts, IMU etc.) on the design of**

new elements and their location, new projects, renovation of buildings, etc.

- **Introduce all the improvements and actions undertaken in the Accessibility Cartographic System (Sistema Cartográfico de Accesibilidad – SCA) that records the city’s progress in this field.**

Managing the interventions of the Working Group for the Improvement on Accessibility has allowed us to adapt the criteria to the new needs, furthermore, it has defined a way of work characteristic of Barcelona, of which can be defined clearly and contains the following characteristics:

- **Interventions on the catalogued buildings of public interest; unless the law permits the exemption of these building to make them accessible. The criteria of the City Council makes clear that any building destined for public use must be accessible.**
- **As I outlined earlier, parks, gardens and beach areas were subsequently included, motivated by the interest citizens have for these spaces.**
- **The decree did not call for a level of commitment concerning the barriers of communication, however, the Working Group commissioned a compilation of a report that was integrated into the plan, so that people with hearing disability or visual impairment were guaranteed access to information (fax, telephone helplines, elevator voice systems, road/street signs in public thoroughfare).**

- **Bus lanes were introduced as a step towards improvement of sustainable accessibility in the city.**
- **Therefore a manual on building works on public thoroughfare was compiled with the aim of defining how to inform the public of its presence, how to generate alternative itineraries when working on new building projects, maintenance services and the repair of facades.**
- **The Group defines accessible transport as something that can be used by any person, therefore, apart from accessibility of vehicles and platforms, it should be taken into account that the maximum distance till the next stop or station must be no greater than 250 metres, since the means of transport are an essential element to guarantee the independence of people.**
- **Referring to accessibility in the means of communication, the Group proposes to tackle the issue regarding new technologies. Presently, the issue of accessibility on the City Council Website is under construction.**

DATA OF THE EVOLUTION OF ACCESSIBILITY

If the current data is compared with data collected in 1996, one can see a significant improvement in all fronts, although, to achieve the predictions regarding buildings, more resources will have to be made available.

Therefore we have the following table of evolution:

	1996	December 2006
Buildings	122 buildings	488 buildings
Public thoroughfare	360 km.	730 km.
Beaches	2	5
Buses	16 Routes	131 Routes
Number of buses	46	1084
Underground (Metro)	12 stations	96 stations
Taxis	11 units	42 units
AudibleTraffic Lights	24 crossings	380 crossings

Therefore it can be stated that Barcelona, in its combination of teams and services, has approximately tripled the reality of accessibility with respect to 1996.

This evolution in accessibility in the city of Barcelona, reflected in actual data presented in the earlier indicators, is possible thanks to two factors.

- The close collaboration between politicians, technicians and citizens.
- The will to co-ordinate all the agents involved and programme the interventions.

In this way, it has been achieved that for every Euro that is spent on accessibility, four more are added on that have come from the budgets of the new

contracts and acquisitions and maintenance of the city.

In fact, Barcelona has been the first city in the world to apply this criteria of efficiency in accessibility, and cities like Helsinki and Stockholm have been inspired to design their own Plan of action.

On the other hand, constant visits of experts in accessibility from Europe, the United States, and Japan has favoured the spread of our experience among other countries and continents.

A LOT ACCOMPLISHED, BUT A LOT MORE TO ACCOMPLISH

As I mentioned earlier, the objective of the Accessibility Plan is that by the year 2006, Barcelona will be totally accessible. Today we can say that by the end of this year 98% of the works previewed in the Plan will be finished. Only four metro stations will remain inaccessible and then under works during 2007.

But, although we can consider that the Plan's objectives are carried out, there are fields in which there is still much to do.

- Some urban furniture is still not accessible (telephone cabins, fountains and children's playgrounds). Moreover, there are some areas yet to be resolved, for example, the repositioning of litter**

bins on kerbs or sign posting of public thoroughfare works.

- **It is important that accessibility is been adhered to at the time of granting licences to property developers for building contracts. The impossibility of inspecting all works means that the end result is frequently inaccessible.**
- **Not only at the level of Barcelona, but at an international level, the great pending issue of accessibility are systems of evacuation in cases of emergency, which still do not sufficiently take into consideration the evacuation of people with disabilities.**
- **It is necessary to adapt, like what has been done with ticket vending machines in the underground network, the information and services to the different languages that are spoken our city, taking into account immigration and the constant presence of tourists.**
- **When designing citizen information services, we cannot avoid the infinite opportunities that new technologies offer us, without forgetting that these services should be accessible and comfortable to use. Therefore, it is necessary to continue the search for new tools and new means to facilitate the relationship between the City Council and the citizen (Internet, Mobile Telephone, GPS, etc.).**

- **Another problem in Barcelona but also in many European cities is an appropriate number of accessible taxis.**
- **It is also necessary that citizens participate more actively in the improvement of accessibility because, although some people with disabilities collaborate with IMDB or participate on the District Committee or local resident associations, it is necessary that all citizens are aware that cars, rubbish bags, bar terrace tables or the indifference in maintenance of the city are obstacles that can only be avoided by improving our community spirit.**

On the other hand, we cannot forget that, without changing the objective, the Plan is subject to changes, especially in reference to priorities, coming from social events or initiatives of other agents involved in the development of the city.

FRANCESC ARAGALL I CLAVÉ , President, Design for All Foundation

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2.

A FLAG FOR EVERYBODIES' LAND

IMMA BONET, Executive Patron of the design for All Foundation
Barcelona, Spain,

Very active elder people, children, women, young teens, people with diverse degrees of ability, tourists and immigrants are the heart of our towns and cities.

Population is ageing. There is more multiculturalism and people have always had trouble interacting with the environment. But the design of the cities and its services just fits the needs of a minority of healthy middle aged men.

It is very unfair that, while designing the urban space, we don't consider that we were children facing a lot of safety problems and that we will be, if we are lucky enough, elder people facing low vision, hearing and locomotors skills.

Sadly, is very seldom that we include in our political statements, our designs and products the needs of these citizens that happen to be our children, parents and friends who we love but forget while designing.

In this context, the Deign for All Foundation has been battling since 2001 to encourage companies to include the Design for All principles in their Corporate Social Responsibility policies and

therefore, providing better products and services for their customers.

Although the impact of such a small NGO is much reduced, the growing communities of professionals, users and politicians promoting environments for human diversity and equity have achieved 1.700.000 web references searching “Design for All” or “Universal Design” in Google.

And now is time to ask the authorities to stop building the city and providing services that exclude the majority of the population.

For that reason the Design for All Foundation have launch the “Flag of Towns and Cities for All” project, which consists in acknowledging the local authorities that guarantee to devote, at least, 2% of their investment budget to meet the needs of all citizens.

That is, building streets and squares, transports and services that anyone can use regardless of their age, gender, abilities and cultural background.

The towns and cities that show the way to the future to other administrations receive every year the Flag of Towns and Cities for All and appear internationally in the website of the Design for All Foundation with examples of the good practices developed locally.

How does it work?

The Design for All Foundation awards every year the towns and cities involved in the project with the “Flag of Towns and Cities for All”, a yearly prize to acknowledge the quality of actions put into practise and the commitment for future actions.

The aims of the “Flag of Towns and Cities for All” are:

- **Commitment: Stimulating the commitment of municipal governments to keep adapting their municipality for everyone, devoting at least 2% of their investment budget.**
Improving the environment and services in the municipality will improve the life quality of their citizens and visitors, independently of their age, gender, cultural background or abilities.
- **Planning: Supporting and advising local governments to define the actions that they will carry out and their scheduling, thereby obtaining tangible results every year.**
- **Participation: Helping municipal governments to establish new links with associations and citizens for a proper development of the projects.**
- **Cooperation: To encourage the towns involved in the project to share the knowledge that they have acquired by spreading the good practices that they have carried out.**
- **Dissemination: Publicising, at a local and international level, the goals of the project, the**

commitments and the achievements of towns and cities.

In short, the main goal of the “Flag of Towns and Cities for All” is to make visible the continuous efforts the governments make to improve the quality of their environments and services adapting them to the diversity of citizens.

The projects and actions to obtain the flag must meet the following requirements:

- To be carried out by a local government.**
- Aim to improve the quality of environments and services, adapting them to all the citizens and visitors in the municipality and taking into account the needs that arise from their diversity of age, gender, abilities and cultural background.**
- To achieve the support of citizenship by participatory processes or the involvement of, at least, one local association.**
- To show measurable and tangible results in one of the following fields: space and public transport, buildings, cultural and tourist services, health and educational services, citizen information and relationships between citizens and the administration.**

Getting the Flag would be formalized with an agreement between the city government and the Design for All Foundation.

This agreement specifies:

- **The involvement of the municipal government with the aims and requirements of the Flag.**
- **Their commitment to the continuous improvement to make the City or Town for All.**
- **The process through which the Design for All Foundation will advice and monitor the actions undertaken.**
- **The contribution of the municipality to support of the “Flag of Towns and Cities for All”.**
- **The means the Design for All Foundation will use to disseminate the commitment and the good practices.**

Our dream is to expand this flag and its meaning around the world. To spread the message we need the involvement of organizations and individuals convinced that with our mission we can produce small changes in the attitudes of people that impact the real world.

How can you participate?

Your company or organization can represent the “Flag of Towns and Cities for All” in your country, by disseminating the project among the municipal governments and managing the set up and follow up of the commitments acquired by the towns and cities which obtain the Flag.

For that you must sign a representation agreement with the Design for All Foundation which specifies all the requirements and procedures of the project. You can learn more about this in our web page www.designforall.org.

Ms Imma Bonet, Executive Patron, Design for All Foundation

**Design  for all
FOUNDATION**

3.

TMB, a company committed to society

Albert Pique, Head of the Corporate Social Responsibility Unit of Metropolitan Transport of Barcelona (TMB).

Public transportation is the best example to show the growing diversity in the cities, mainly composed of the new collectives that live in them and those people who, so far, used to stay at home and only recently started to be visible: people with disabilities.

It is also on the subway and the bus where some decisive co-existence rules towards an integrative role model start. Transports Metropolitans de Barcelona (TMB) is working to make them real every day and to offer a maximum quality service to all of their internal and external customers.

The social changes the Barcelona metropolitan area is experiencing at high speed force a company like TMB to be aware of the need of more diverse and plural customers who also grow more demanding and informed.

Get in touch with the different associations and civilian collectives of the city and get first hand information concerning the reality of those newly arrived are the first steps to know their expectations and design a management model -based on Corporate Social Responsibility (CSR)- that meets their needs.

To turn CSR policies from good intentions into something real, TMB has signed different cooperation agreements with organizations, administrations and representatives of organized civil society – Barcelona City Council, Design for All foundation or Intermón Oxfam- to integrate and develop projects in close cooperation that make of TMB a management role model.

Another fundamental axis of this cooperation is social and labor integration of people with disabilities or from collectives in risk of social exclusion.

From TMB, we want to guarantee equality for all these people in the personnel selection processes. At the same time, we promote other projects to increase the integration of misrepresented collectives; a good example would be the incorporation of women to a highly male-considered position: bus driver. During the year 2006 the rate of women drivers has doubled.

An integrative model to manage CSR has to be dynamic, with constant feedback. This way TMB has been related to collectives such as the Municipal Institute of People with Disabilities, buys and hires services from special workshops, and takes part together with Barcelona Activa in projects like “Nous Filons d’Ocupació” and “Equal” –aimed to promote labor integration- among others.

The importance of accessibility

Accessibility policies in public transports have become a basic axis of the CSR policies in TMB. In this sense, the year 2006 we achieved the challenge of having a whole fleet of buses -1067 units- totally accessible. Regarding metro stations, following the Infrastructure's Director Plan (PDI 2002-2010) 60% of all stations are totally accessible for people with physical and sense disability.

Within the policies promoted by the Barcelona City Council, aimed to improve the life quality of citizens, the most important is the Accessibility plan of the City passed in the municipal full session on December 1995, which establishes the decade of 1996-2006 as the period to execute the plan. The plan comprehends accessibility in the public roadways, official buildings of public use and municipal transports.

Regarding transports –which has always been in the agenda of the collectives of people with disabilities-, at the beginning of the plan it started with minimum features: one metro line (L-2) and a low rate of low floor buses. To pass the plan gave a strong impulse to guarantee the mobility of everyone.

It's worth mentioning that mobility doesn't only affect transports, since the other elements in the public roadway –lack of a dropped kerb, wrong pavement or strong drop in the street- could break the mobility chain of any citizen

Accessibility in surface transports (Bus)

Nowadays the whole fleet of buses of Transports de Barcelona, SA has low floor buses –no dropping inside-, with access ramps for wheelchair users and space of priority use, with seatbelts to guarantee their security and seats for users who deserve special attention.

The same way, aiming to guarantee the access to people with sense disabilities, the tickets have tactile signs to identify the right position to be validated, which is confirmed with visual and acoustic feedback.

One of the main difficulties for people with visual impairment when using the bus is to identify the line of the bus, while waiting on the bus stop, and once in the bus to know when they arrived to their destination. Aiming to solve this problem the fleet of buses is being provided with a new system, through remote control allows the user to know the line of the bus that come next.

And once inside the bus, via satellite, informs acoustic and visually about the next stop.

Accessibility in underground transports (Metro)

The main feature of metro – which provides it with outstanding efficiency and capacity – is its underground location, which represents the main difficulty to guarantee its accessibility. Introducing lifts, mechanical stairs and access ramps and

renewing all the trains- within the next years- aims to make access easier for people with mobility difficulties – elder people, people with disabilities, people with prams or shopping trolleys,...-

Metro stations are provided with adapted ticket vending machines –ergonomic furniture, localization systems, browsers for visually handicapped people and Braille signs...- that sell tickets with tactile signs, and special wide doors.

Aiming to guarantee access to information, platforms have PA systems and written information screens. Inside the trains there are also visual and acoustic warning systems to announce the stops and the door closing and opening.

Inside the wagons there's a special space for the wheelchairs and seats for users deserving special attention.

District Bus

Some districts in the city are hard to access due to their orography or urban configuration –Raval, Carmel,...- high capacity transports (Metro and Bus) can't get there. Even though the itineraries are usually short, they can be done on foot or with the District Bus, which links the most important places of the district with bus stops and metro stations. The District Bus service is done with small vehicles that are totally adapted.

Special transport

All citizens in Barcelona have access to a special transport service, complementary in case there's no adapted regular transport, addressed to people with severely reduced mobility. It takes a white card to use it; a white card is an identifying document delivered in the District citizen attention offices or at the Customer Attention service of the Municipal Institute of People with Disabilities.

Fundamental axis: Citizen participation

Citizen participation, specially leaded by the collectives of people with disabilities and represented by the Municipal Institute of People with Disabilities (IMPD) has been fundamental to reach the present situation, which makes the city of Barcelona and its transport system one of the most accessible in Europe. Even so and with a will to excel we keep on working to offer a public transportation service of maximum quality and accessible for all the citizenship.

You can learn more about this in our web page www.tmb.net

Albert Piqué

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NEWS

1. Dear Sunil

and Friends at Design For All Institute Of India I have a good tip for you and your readers/visitors. I've been recently traveling in Central-south Europe. In Switzerland , I ended in an extraordinary exhibition. It was a walk-through exhibition "a glimpse of the works of the shagal". A truly green exhibition! The exhibition was just "simple"! It made out of few elements: thoughtful & meaningful. I love to share with you an "after-thought" visiting this exhibition in Zurich . I've seen many exhibitions in Europe , but this one was really out of ordinary. I had the opportunity to talk with these two gentlemen; both of these people have been trained in diverse schools in the US and Europe . I admired the designers approach towards the environment--built and so-called "natural". Their humbleness touched me a lot, which nowadays a rarity, reminding me the reading I've had on Adolf Loos, Eladio Dieste...

They made their business cards out of rubbish, literary. They've re-used post consumer cardboards and abandoned waste postcards as they found them on the street in city of Zurich. The business-cards are 1000s different absolutely original business-cards; each had its own design, patterns and graphics as they made out of the abandoned stuff. They were simply beautiful and of-course GREEN. According the texts-on the exhibition-walls, if I remember correctly, this company saved several mature trees, it did not consume energy (the values I cannot remember). There were astonishing data about the environmental savings of these innovative sustainable business cards. I have to say it was very profound living and acting upon environment.

Think for a moment, if just Milan businessmen do the same as this single company does what impact would have --is not about blind and or naive environmentalism, rather it is a practical matter--for instance:

How many trees we will save?

How much energy we do not consume?

How much water we do not pollute? etc..

And many other resources that we do not use or we do not contaminate. I believe this kind of design and products are encouraging people to think about his or her footprint, and stimulate in re-examining his

or her attitudes toward the environment. It is the most interesting design I've ever seen in my life; so meaningful while is simple. AND it is absolutely aligns-well with the current fever of Climate Change, and of course the Design For All folk and readers would appreciate, I'd believe. These people go actually beyond BIG talks, they are doers. The work of shagal ioda- they advocate for the cultural sustainability which is responding to our changing life context, globally, locally, economically, educationally, socially, technologically, and particularly through

design research interventions.

There are several firms to nominee, but I love to propose this one. This kind of designs and approaches are deserved-to and should be mirrored on/at Design For All Institute Of India for a wider public.

wish you all the best,
kindly,
mark_

2.



Launching of product of Spain in India

3.

Smart cards proposed to help physically-challenged

Jaya Shroff
New Delhi, September 25

SEEMA CHADHA has a 16-year-old daughter Esha who is a spastic quadriplegic. Her daughter is also a victim of partial blindness. To procure a disability certificate has been a Herculean task for the family. After several rounds to various medical practitioners since 2002, the family has only managed to procure two certificates, with only Cerebral Palsy listed on it. If Seema wants a certificate for her daughter's blindness, she will have to go through the entire process again.

Several parents like Seema have been running from pillar to post for several years now, in the hope of procuring a physically handicapped certificate. The certificate is the only recourse for the disabled, as it gives them a licence to avail of benefits like reservation in government jobs, quota in education, benefits in rail travels and tax rebates.

Four Delhi-based non-government organisations have come together to find a solution. Aastha, Muskaan, Aadi and Swayam, all of who work towards the cause of the disabled, jointly carried out research.

They found of the 70 million physically challenged living in India who have applied for the certification, it would take almost 33 years for the government to grant them their dues. "There is no mechanism in place to count the existing number of physically challenged. Even the census that is taken every 10 years cannot be relied on," says Sminu Jindal, founder of Swayam, and a victim of disability herself.

So far, there are different certificates and diverse procedures for application to schemes the government offers. As a result, most of these already harassed individuals have to subject themselves to more torture. "Looking at the complexity and the time involved, the rich often abstain from applying, while the

lower income groups either have little knowledge or end up paying much more than they can really afford," says Radhika Alkazi, representing Astha.

In a bid to standardise and simplify the process, the NGO's are proposing that smart cards be issued to the physically challenged. "Our focus is on the procedural aspect. We are proposing that there be a uniform format of assessment that is applicable across government hospitals. The government has succeeded in the past with driving licenses and also election cards, so even this is doable," said Jindal.

Talking about the acute shortage of assessment experts in government hospitals, Advocate Roma Bhagat said, "There are only 3,500 expert psychiatrists, 600-700 clinical psychologists and only 1,000 audiologists in the country. In such a crisis situation, how does one expect the government to efficiently issue certificates?" jaya.shroff@hindustantimes.com

4. I'm writing to tell you about World Usability Day - - and to get you to participate.

World Usability Day is international, with local meetings in dozens of countries as well as webcasts and online interactive events. Last year we had 40,000 participants! These are your colleagues, your customers, and thousands of curious, intelligent bystanders.

Visit our site, www.worldusabilityday.com, to see what's in store this year. There's still plenty of time to plan your own event, either locally or on the web. You can find out about local events in your area.

Webcasting is a great way to get the word out on work you are doing. It's free, and works right from your desktop. We have additional funding this year

for webcasts, so all the administration and technical support is on us.

The first step is to visit the EventBrite registration page,
<http://www.eventbrite.com/event/66845938>.
Select the "webcast only event", and then fill in the form. You can make changes later if you need to.

Contact webcasts@worldusabilityday.org with any questions. Our webcast team will get back to you within 24 hours.

Jim Tobias
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skype jimtobias

5. NEW DELHI: Having got the green signal from the National Monitoring Committee, the National Council of Educational Research and Training (NCERT) will introduce "Indian Crafts" and "Graphic Design" in schools at the senior secondary level from the next academic year.

The two multidisciplinary subjects -- which will be open to students from all streams -- will be introduced initially in over 100 Central Board of Secondary Education-affiliated schools across the country.

"At its meeting on September 25, the Committee approved the syllabus for the two subjects and now the second step is to write the textbooks. We are now looking at around 100 schools, but we are sure that since both the subjects are very closely associated with society and hence interactive, they will get a good response," said Sunil Kumar, Reader in NCERT's Department of Education in Art and Aesthetics.

"Indian Crafts" will be taught as a theoretical social science with a strong component of field study and applied creative activity, while constant interaction with professionals will be one of the vital aspects of "Graphic Design".

"Some of the traditional Indian crafts are dying. The

course is aimed at reviving them. Through the new subject, we want to introduce Indian culture through the crafts to students. With the learning of crafts traditions many skills could be developed among them. They will understand the critical role of the crafts community and its integral relationship with society. This will enable students to explore the linkages between tradition and contemporary trends, form and function, creator and consumer," said Jyotsna Tiwari, a lecturer with the department.

The students will need to do an internship in the form of field study under "Indian Crafts" where they will be required to work with craftsmen and live with them for a short duration to understand the social structures they function in and issues related to environment and resource management.

Under "Graphic Design", students will learn skills on how to use digital tools as a powerful means of communication for creation, modification and presentation. "Indian Crafts" will have a theory component of 40 marks and 30 marks each will be reserved for field study and applied craft, while "Graphic Design" will be mostly practical-oriented. Practical learning will be assigned 70 marks and 30 marks are for evaluation. The 70 marks in practical are further bifurcated into class projects (50) and portfolio submission (20).

The NCERT will soon start an orientation programme for teachers handling the course in their schools, while the composition of the textbook development committee for the two subjects is still being decided.

6. City institute develops energy-saving cooker for mid-day meals

Simple cost-effective technologies that have local maintenance capabilities and benefit a significant number of people is what the University Institute of Chemical Technology (UICET), currently celebrating its platinum jubilee, is concentrating its efforts and resources on.

The institute has already developed a cooker for mid-day meal scheme that can prepare food to 200-400 students but burns one-fourth the energy than

used otherwise. While the institute has supplied such cookers to 24 locations, it plans to provide at least 100 more in the next three months. The food value too, said UICT Director J B Joshi, is better than what's being provided through the present cooking methods. "If mid-day meal is prepared using these cookers everywhere, the state will save around Rs 50 crore every year," said Joshi.

"India's contribution (in terms of knowledge building) to the global market is in the range of .5 to 2 per cent. The real planners of different countries have clearly identified that economic development of a country depends on the knowledge generated," he said.

So, Joshi said, all programmes of the institute, be it solar, atomic or wind, would have students researching on them. The institute was also planning to increase the number of PhD students from 500 (currently) by four times in four years, he said.

According to Joshi, a significant technology developed by UICT was the "solar dryer" that aimed at increasing the economic strength of fishermen and farmers. "The entire efforts of farmers aren't economic. What they get for a certain quantity is often nominal. Hence, we have developed a methodology whereby fruits and vegetables can be directly converted into a powdered form," explained Joshi. "The methodology is hygienic, cost-effective and often the price (that farmers fetch) can be up to seven times higher (that what they get now)," he said.

Accordingly, UICT is currently focusing on formulations for different sectors like nutrition; for instance, one such powder has been developed for poor, pregnant women.

Calling such projects "micro-level technologies", Joshi elaborated that a similar powdered formulation has been created for fishermen. While the fruits and vegetables programme is still in its initial stages, the solar dryer technology for fishermen has already been installed at one location in the city, he said.

Water is another area where the UICT plans to devise solutions that can be implemented at the local level and that have local design and maintenance capabilities. For instance, a simple experiment conducted in the institute's laboratory indicated that for purifying pumped water, the pump could be designed in a certain manner that its rotation itself would kill pathogens. "It needs no extra cost or hardware and can be put to use wherever water for consumption is available through pumping," said Joshi.

Besides, he said, the institute would work with the Department of Atomic Energy on areas like fuel reprocessing and design and scaling up faster reactors among others.

"These projects comprise the formal, organised sector which comes with a definite plan. But a major chunk of our country comprises informal and unorganised sector. It's important to work on them. So we are in the process of identifying good NGOs for every sector to implement our projects and make them accessible to all," Joshi added.

7.Design of roads blamed for accidents

"The roads must be designed for the convenience of the people"

With the number of deaths caused by Blueline buses on the rise in the Capital, Dinesh Mohan, an authority on transportation safety, feels that the main problem rests with the design of roads in the Capital.

Motorways

The authorities are only interested in the cars. The roads have been designed without understanding and paying attention to who is using the motorways, says Prof. Mohan of Transportation Research and Injury Prevention Programme (TRIPP) at Indian Institute of Technology, Delhi.

"The roads must be designed for the convenience of the people, to help them not make mistakes. About 70 per cent of Delhi's population comprises pedestrians and bicyclers. But there is no place for them on the roads."

Stating that the Blueline buses were not at fault for the growing number of accidents, Prof. Mohan, who has been carrying out research in this area, explains: "Buses have been ordered to ply on the left side of the road. That leaves no place for bicyclers and pedestrians. Most buses rush to the left lane only when they see traffic police personnel and want to avoid challans. Not just this, the police is adamant on giving free left turns at all the junctions."

Demanding a ban on free left turns, he says "In all world class cities, the authorities have stopped free left turns years ago as pedestrians did not feel safe to cross the road. Experts have asked the Delhi police to do the same but they continue with the practice saying they want the cars to move fast. What about the pedestrians? This is why they tend to cross from anywhere on the road as junctions are unsafe owing to free left turns on almost all major roads and end up getting killed."

Prof. Mohan urges the Public Works Department to design roads on the lines of the High-Capacity Bus Corridor in such a way where the left lane is for pedestrians and bicyclers, buses ply in the central lane and the middle lane is used by cars and motorcycles.

He rubbishes the claims that Delhi's main roads are not broad enough for such an experiment. "Delhi has broader roads than European cities. Those cities have more cars per person than Delhi but still devote less space to them compared with our city. On the contrary, they give more space to pedestrians. There is not a single European city that has a signal free main road anywhere in the city and that is why the death rates in those countries is lower than Delhi."

Pointing out that the Indian drivers face the "most severe" punishment than their counterparts in the Western world, Prof. Mohan claims: "No where in the world the drivers face personal harm or are touched physically after an accident that is so common in India. If you give them proper working conditions, correct hours of work, adequate medical facilities for their families, the same so-called reckless drivers will be a different lot. This has been proved in some countries."

Patrolling

Accidents in the Capital, he assures, will come down provided there is more mobile patrolling on roads and large number of police personnel are pressed into service to check red-light jumping, vehicles exceeding speed limit and drunken driving.

Program & Events:

1.

To mark the celebrations of National UMO2007 Conference, UsabilityMatters.Org and allied organizations are organizing a conference on Designing for User Experience - UMO2007 with the goal to promote the fields of Usability Engineering and User-Centered Design.

We are proud to announce that this year UMO2007 will be a National conference than just for Hyderabad.

The theme for the event is "*Design Innovation in Health Care*".

The event is organized to create awareness about the importance of 'Good Design for Better Living'. We invite all those who are playing their part in 'Making it Easy'. This event aims to promote the thought that design is not a domain for a few disciplines rather, design is in all fields and that it makes it easy for consumers of technology. We are not just talking about internet and cell phones, but technology in everything we use, i.e., cars, microwave ovens, door knobs, etc., and yes computers too.

As you are being one of the important members of the UX community in India, on behalf of UsabilityMatters.Org, it is my privilege to invite you to be part of the celebrations. At your convenience, you can choose any or all of the following and contribute to the event.

- Speak at the conference
- Conduct workshop
- Participate in competitions
- Volunteer
- Sponsor

It will be great honor and privilege if you can make it to UMO2007. Please find the event details enclosed here with. Your ideas and suggestions are welcome.

We eagerly await your reply. Sapna Jayaram,
Coordinator- UMO2007
UsabilityMatters.Org
UMO2007
www.umo.in/umo2007

Organized by: UsabilityMatters.Org
Theme: Design Innovation in Health Care '
Event Date: 30th November 2007
Venue: ISB Auditorium, Hyderabad, India
**Audience: Usability & UI Design Professionals, UI
Developers, Software
Quality/Testing/Documentation Professionals,
Project Leads/Managers, Practice/Global Heads,
Human Factor Engineers/Specialists, Designers,
Architects, Enthusiasts & Design Sensitive Users**

2.



Techtronics Limited, a Gurgaon-based distributor for LEGO Education products in India has formally announced the national level robotics championship called the "India Robot Olympiad (IRO) 2007". This event will be held in association with LEGO Education on October 15, 2007 at Vasant Valley School, Vasant Kunj, New Delhi.

The winners will represent India in the World Robot Olympiad 2007 in Teipei, Taiwan on November 17 and 18, 2007.

The formal announcement was marked with a mega Robo Show at Innovision 2007, the annual fest of Netaji Subhas Institute of Technology (NSIT), New Delhi. The Robots were constructed based on Lego Education's "Mindstorms NXT for Schools"

According to Mr. Sudhanshu Sharma, Managing Director, Techtronics (India), "We are extremely excited to announce the India Robot Olympiad 2007, the qualifiers for the World Robot Olympiad 2007. We have had a tremendous response to the LEGO Education's robotics sets from various schools across the country and we are training teachers and developing robotics clubs in schools all across India."

At Innovation 2007, different kinds of robots were created from the "Lego Education Kits", which have the power to see, touch and hear using sophisticated sound, ultrasonic, touch and light sensors.

Long time Lego enthusiast Mr. Apurva Kalia, Vice President (R&D) at Cadence Design Systems conducted the show and presented the use of learning while constructing.

Mr. Kalia, "Robotics is an exciting field that integrates science, engineering, mechanics, electronics and programming. It encourages students to learn while building and constructing. It develops problem-solving, team-working and creativity in students and brings out their potential."

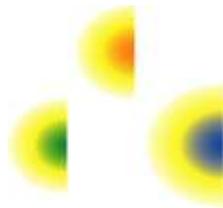
The Innovation 2007 show consisted of many different robots performing simple to complex tasks like a simple line follower which could follow a black line to more complex ones such as "Smart Bot"- which could parallel park itself between two previously parked "Cars".

Yet another rone called "Train of Alishan" was designed and programmed to locate and collect a coke cane and return to home, while negotiating steep incline.

Interestingly, there was a robot called the "Chak De" bot which could identify and hot only a red ball. Further down the line came the real show stealer "Alpha-Rex", a Biped robot that could see, touch, hear and walk on two legs exactly like us

humans! Techtronics is training teachers and developing robotic clubs in schools all across India. LEGO Education's products are specifically designed for schools and come complete with teacher resources, training and course manuals making these products more suitable to education. We are adding value to the education process by introducing these activity oriented courses in schools," concluded Mr. Sharma.

3



Day **Workshop:**
'Exposure to Product Design and Innovation'
14th - 16th November 2007 from 9.30am - 5.30 pm at IDC, IIT
Bombay

Introduction:

Good design practice effectively applied, results in innovative, meaningful, ergonomic and appropriate products. In addition, it can result in a highly marketable product with a lasting brand value. This principle has been demonstrated many times by design conscious firms. When logic of good design is practiced and implemented, products capture and sustain consumer demand in a competitive market place.

With the change in economic scenario and opening up of Indian economy, competition is from all over the world. Introducing new and innovative products is essential. The products have to be designed to suit the user's needs. The products need to be friendly, affordable, appropriate, ecologically sound, and visually pleasing and in addition suited for the competitive global marketplace.

The course Expo ID is a refresher course on the essentials of Innovative Product Design and Development. The course will inform the

participants about the overall aspects of Industrial Design including Need Finding, Design Methodology, Innovation and Problem Solving, Product Graphics, Interaction Design, Product Ergonomics, Product Aesthetics, etc.

The course is scheduled to have lecture and discussion sessions in the morning followed by working on Product Design related creative problem solving sessions in the afternoon.

Design Project - hands-on sessions:

Participants will form groups and work on a specific product design project, with expert guidance from faculty members. On the last day of the workshop, these design solutions will be presented and discussed with many faculty members from IDC .

Course Contents /Lectures:

The following are the list of topics and speakers during the workshop:

Product Ergonomics

Prof. G G Ray

Product Form and Creativity

Prof. A G Rao

What is Design and Innovation?

Prof. K Munshi

Aesthetics of Product Detailing and Innovation

Prof. V P Bapat

Product Graphics and Communication Graphics

Prof. Ravi Poovaiah

Product Interaction Design

Prof. Ravi Poovaiah

Product development as part of Corporate Strategy

Prof. Athavankar

Product Innovation

Prof. B K Chakravarthy

Product and Typography

Prof. G V Sreekumar

Faculty

The workshop will have sessions by the faculty of the Industrial Design Centre (IDC) at IIT Bombay:

Prof. U A Athavankar

Prof. B K Chakravarthy

Prof. K Munshi

Prof. A G Rao

**Prof. Ravi Poovaiah
Prof. G G Ray
Prof. G V Sreekumar**

Who will benefit?

The workshop is meant for all professionals involved in the design and the production of products in the industry, design consultancy services and marketing of products. This would include designers, engineers and others involved with Product Design, Product Development, Product Planning, Product Marketing, Production Engineering, Tool design, Product Graphic design, Interface Design and Product Styling.

Organisations would particularly benefit from the workshop by sending in a team of professionals to learn collectively from lectures, case studies, new methods and techniques and the theoretical aspects of design principles.

Registration:

The course fee for the workshop is Rs. 12,000. For participants from Educational Institutions, the fee is Rs. 6,000. This includes course material, lunch and refreshments for four days.

Participants can send a demand draft / cheque payable to "Registrar, IIT Bombay" along with the following details to

**ExpoPDI Workshop Coordinator,
IDC, IIT, Powai,
Mumbai. 400 076
Phone:022 2576 7801**

Please send the following details along with the registration fees:

Name:

Designation:

Organisation:

Address:

Phone:

Fax:

E-mail:

Do you need accommodation?

Limited accommodation is available at the IIT guest house (Rs 300 per day on twin sharing) on a first come first serve basis.

Download MS Word version of Brochure: [Click here](#) ►

If you have any queries, please contact:
[seminar\[at\]idc.iitb.ac.in](mailto:seminar[at]idc.iitb.ac.in) ►

Prof. Ravi Poovaiah (HOD)

**ExpoPDi Workshop Coordinator,
Industrial Design Centre
IIT Bombay**

Powai, Mumbai 400 076, India

Phone: 091-22-2576 7800, 091-22-2576 7801

Fax : 091-22-2576 7803, 091-22-2572 3480

4.

On behalf of Pune Design Foundation, it is my pleasure to formally invite you to participate in the 'Pune Design Festival 2007', to be held from 20th to 24th November 2007 at Ishanya, Pune.

With many design institutes, some of the best design firms recognized worldwide, a backend base in India for the biggest and renowned companies and manufacturing units, India's first design specialty mall and more, Pune, the city we are from, is all set to be the capital of design for India. These are also some of the reasons why Pune can be seen as the "Design Capital of India".

The 'Pune Design Foundation' (PDF) is an association of design professionals & thinkers from this region determined to create an awareness of design in the masses, to promote the talent of Pune designers and also to make Pune as the design destination in India. Pune Design Foundation has successfully organized its weeklong trademark event, the 'Pune Design Festival' in the past .

This year's festival is based on the theme of 'Empowered for Growth' and the conference "Design Crossroads", will collate some of the best Indian & international design and industry professionals to present, ideate and focus upon what drives innovation in the realm of design. In the attempt of bringing together an outstanding group of speakers on a single platform and as

India's first comprehensive design forum for inspiration and interaction, 'Design Crossroads' will be an essential event shaping various creative and business perceptions of the design industry. The Conference audience would comprise the Design fraternity, Industry, Media and representations from the Design Education field.

The festival will also comprise exhibitions, workshops for the industry and students, panel discussions, design competitions for school and college students, a film festival and installations as part of the ongoing activities.

For more details or to register, please see

<http://www.punedesignfestival.com/>
Looking forward to meeting you there!

Darpana Athale.

Chairperson, Pune Design Festival 2007

info@punedesignfestival.com

Director, Sarvasva Designs Pvt Ltd

Board member, Pune Design Foundation

www.sarvasva.com

<http://designology.wordpress.com/>

<http://punedesignfestival.blogspot.com/>

SARVASVA DESIGNS PVT. LTD.

www.sarvasva.com

email: info@sarvasva.com ; sarvasvadesigns@yahoo.com

Pune Office: Tel. 91-20-65200213

Mumbai Office: Tel. 91-22-32472469

punedesignfoundation

welcomes you all to participate in



pune design festival
2007

“Empowered by Growth”

20th - 24th November 2007

At Ishanya, India's first design speciality center and mall, Pune

- Conference - “Design Crossroads”
- Interactive Panel Discussion
- Exhibitions - History of Pune, IIDD Award winning projects, PDF projects
- Design Competitions for school and college
- Pre-conference Workshops - For Professionals and Students
- Awards • Film Festival • Installations

Some of our eminent speakers

- Eero Miettinen, Design Director, Nokia, Finland
- Freeman Lau, Vice-Chairman, Hong Kong Design Center, Hong Kong
- Lisa Yong, Trend Director, Y Studios, USA
- Neeraj Chandra, Vice-President of Marketing, Sales and Innovation, Britannia Industries
- Sonal Dabral, Chairman and Regional Creative Director, Bates Asia
- Anurag Shegal, Interaction Designer, Interaction Design Lab, Milano, Italy
- Punlarp Punnotok, Design Director, Pink Blue Black & Orange, Color Party Objects Co. Ltd, Thailand
- Dr. Dinesh Katre, Human Computer Interaction Design (HCID), C-DAC, Pune
- Ajay Jain, Design Head, Renault Design, India
- Abhimanyu Kulkarni, Phillips Design, India

www.punedesignfestival.com

5.



SIPACON : SIPA ANNUAL EVENT, NOV-3 2007, 8 am- 4pm

INVITE YOUR GUEST FREE

(Offer Ends Sat Oct-27)

(Add your Guest name by clicking "Click to add guest" on Register >>)

Life 2.0 - Professional Life Redefined: Register >>

At Marriott, Santa Clara (Address)

For More detail, visit

www.sipa.org

Notice :

Dear Friends,

For those of you who have already made reservation at Design Incubator's Weekend Workshop on Practical User Requirement Engineering for Web and GUI Oct 07; and for those who may plan to reserve in coming days, here are some important alerts- (Please visit http://www.designincubator.com/ws_oct2007.html to find out more)

Change of Dates

Some participants have requested that 21st October being Dasserah Festival, this date be shifted. We have now shifted the workshop dates to 27th and 28th of October (the immediate next weekend). The workshop is now on a Saturday and a Sunday. Please note that earlier the workshop was on a Sunday and Monday.

Extension of Last Dates for Reserving and Extension of Discounts
In lieu of extension of the workshop dates, it was only fair that we also extend our reservation dates. We have extended the last reservation dates to 13th of October 07 (instead of the earlier last date 5th Oct). Those of you who may have missed the early registration discounts, there is good news for you. We are extending the early reservation discount for all reservation made till 13th of October. Please note that we can accommodate 8 to 10 participants more, and will take reservation only till seats last. Due to requests from senior / masters level students wishing to attend our workshops, we have extended the students discount further and reduced their fees.

Please visit http://www.designincubator.com/ws_oct2007.html to find out more and to know the procedures for making reservations.

Feedbacks from Participants who attended our Sept 07 Workshop on Usability Testing
For those of you who may be interested in finding out the experience of participants who attended our workshop on Practical Usability Testing in Sept 07 (last weekend) and what they felt about it, please visit this URL: http://www.designincubator.com/ws_sept2007.html

Several participants from our last workshop are on the HCIIDC mailing list. You may get their firsthand feedbacks by posting your question to them.

Kindly forward this information to anyone you think may benefit from it.

Thanks & Regards,

Atul N Joshi (Communication Designer- NID 97,
Design Research Scholar- Fabrica-Benetton 2001)
Design Incubator (R&D Labs Pvt Ltd)
Mail to: atul.joshi@designincubator.com
For more information please visit :
<http://www.designincubator.com>

2IDC is organizing a 3 day workshop on 'Communication Design for IT and Media Professionals'. This is being held at IDC, IIT Bombay on 18th, 19th and 20th of October 2007.

If you have colleagues and others from your organization who needs an overall understanding of Communication Design, then this workshop would be useful and appropriate.

The course is full of lectures, case studies and afternoon sessions dedicated to working on a design project.

Further details are enclosed:

'ExpoCD'

**Exposure to Communication Design
for IT and Media Professionals**

**3 Day Workshop: 'Expo CD', 18th, 19th and 20th
October 2007, from 9.30am - 5.30 pm
at IDC, IIT Bombay
Introduction**

**The course Expo CD is a refresher course on the
finer aspects of Communication Design specifically
meant for IT and Media Professionals.**

**The course will inform the participants about the
overall aspects of Communication Design for the
Digital Media, a deeper understanding of
Communication Graphics and Language, Methods for
Structuring Information and Visualization of Data as
well as exposure to creative processes for solving
communication design problems.**

**The subjects covered during the workshop include -
Typography for Digital Media, Expressive
Typography, Typography for the Web, Information**

Graphics, Information Visualization, Communication Graphics, Icon Design, Design Process and Innovation, Design Methodology, Interactive Design, Identity Design, etc.

The course is scheduled to have lecture and discussion sessions in the morning followed by working on Communication Design related creative problem solving sessions in the afternoon.

Design Project - hands-on sessions:

· Participants will form groups and work on a specific Communication Design project, with expert guidance from faculty members. On the last day of the workshop, these design solutions will be presented and discussed with faculty members from IDC.

Course Contents /Lectures:

The following are the list of topics and speakers during the workshop:

Typography for Digital Design

Prof. G V Sreekumar

Expressive Typography

Prof. G V Sreekumar

Indian Language Typography

Sri Girish Dalvi

Animation Methods and Techniques

Prof Shilpa Ranade

Information Graphics

Prof. G V Sreekumar

Information Visualisation and Design

Prof. Ravi Poovaiah

Information Structuring and Architecture

Prof. Ravi Poovaiah

Communication Graphics and Icon Design

Communication Design and Identity

Design of Physical, Cognitive and Social Interactions

Communication Theory

Prof. U A Athavankar

Human Factors in Communication Design

Prof. N Sadhu

Design Workshops

Who will benefit?

The workshop is meant for all professionals involved in the communication media and design industry, design consultancy services and marketing of products. This would include designers, engineers and others involved with Visual Design, Web Development, Software Products, Multimedia Products, Digital Media, Product Graphic design, Interface Design and New Media Design.

Organisations would particularly benefit from the workshop by sending in a team of professionals to learn collectively from lectures, case studies, new methods and techniques and the theoretical aspects of design principles.

Registration:

The course fee for the workshop is Rs. 12,000.

For participants from Educational Institutions, the fee is Rs. 6,000. This includes course material, lunch and refreshments for four days.

Participants can send a demand draft / cheque payable to "Registrar, IIT Bombay" along with the following details to

ExpoCD Workshop Coordinator,

IDC, IIT, Powai,

**Mumbai . 400 076
Phone: 022 2576 7801**

Please send the following details along with the registration fees:

**Name: , Designation: , Organization: , Address: ,
Phone: , Fax: E-mail: ,**

Do you need accommodation?

(Limited accommodation is available at the IIT guest house (Rs 300 per day on twin sharing) on a first come first serve basis) If you have any queries, please contact: seminar@idc.iitb.ac.in

ExpoCD Workshop Coordinator, IDC, IIT, Powai,

**Mumbai- 400 076
Phone:022 2576 7801**

InDeAs - India Design Association

<http://www.in-de-as.org>

workshop on 'Communication Design Expo for IT and Media Professionals'

at IDC, IIT Bombay

October 18th - 20th

<http://www.idc.iitb.ac.in/events>

Connecting 2007

The Icsid/IDSA World Design Congress

San Francisco, California

October 17-20, 2007

www.connecting07.org

Design/Culture

The Icoagrada World Design Congress

Havana, Cuba

October 20-26, 2007

<http://lahabana.icograda.org/web/>

Workshop on 'Product Design and Innovation'

at IDC, IIT Bombay

November 14th - 16th

<http://www.idc.iitb.ac.in/events>

Letters:

1.

Dear Dr. Sunil Bhatia,

Thanks for the News Letter, it is great to see every issue better than the last one.

It is not only good looking but also great in thematic approaches.

The three suggested articles are well-written, easy to read and exceptionally interesting, not only for designers but also for educators, as we are at TEI of Athens.

You are doing a great job; BRAVO.

I will forward it to my colleagues.

Warm regards,

Margaret Perivoliotis.

2.

Dr Bhatia,

The following news came to my attention from India. I wanted to pass it along to you in the event that you or your colleagues will be monitoring the airport upgrades for accessibility and Universal Design implementation. Attached is also a new US DOT policy making it easier for wheelchair users to fly.

Best regards,

Scott Rains

1. INDIA OKAYS DEVELOPMENT OF 35 NON-METRO AIRPORTS

Monday, October 08, 2007 - The Indian Government has approved a plan for modernization of 35 non-metro airports. The Airports Authority of India (AAI) was mandated to undertake development of these airports to world-class standards. The work on construction of new terminals and expansion/upgradation of runways, apron etc. is in full swing and several new terminals are likely to be completed during the current financial year.

The maintenance and commercial exploitation of the new terminal buildings are proposed to be outsourced to credible private entities on a long-term concession so that these passenger amenities are maintained at world class levels. Many of these airports have surplus land that can be used for providing cargo facilities and passenger amenities such as hotels, restaurants, car parks, etc. The concessionaires chosen for commercial operation and maintenance of the terminal would also undertake such city side development.

The AAI is inviting Expressions of Interest from experienced and qualified parties to undertake the above activities at the Amritsar and Udaipur airports. AAI has developed the terminals at Amritsar and Udaipur at a cost of Rs. 112 crores and Rs. 125 crores respectively. These terminals have been built to world-class standards and are likely to be commissioned by March 2008.

2. INTERNATIONAL CONFERENCE ON FLIGHT SAFETY HELD

Tuesday, October 09, 2007 - The International Flight Safety Conference 2007 (IFSCON 07) was held at the Air Force Auditorium in Delhi between 9-10 Oct. Participants of various global aviation organizations, Air forces and aviation-related organizations such as DGCA, AAI, etc. shared their experiences to enhance flight safety globally. Delegates from over 30 countries attended. The number of delegate countries has more than doubled from the inaugural conference held last year.

In his address Air Chief Marshal Fali Major said, "That aviation has inherent dangers is stating the obvious. The air is not our natural medium and it takes a most complex machine to reach there and operate in - therein lie the risks. Modern technology has however over the years made flying very safe, routine and convenient. Its key characteristics of speed, reach and imperviousness to terrain have made it very attractive transport -- whether of passengers and goods or of national power. Consequently aviation is booming all over the world,

bringing with it the additional challenges of crowded skies and huge pressures of aviation infrastructure".

The Air Force chief said: "It has been observed that 45% accidents take place due to technical glitches, 45% due to human error and 10% are attributable to the flying environment. Aviation activity in South Asia is seeing a dramatic growth, both in military and civil aviation. The scale of induction of modern aircraft is unprecedented in numbers, technology, capability and cost. Precious national resources are being devoted for the purpose and it must be the endeavor of all stakeholders to ensure the preservation of aviation assets.

"Modernization and rapid growth bring with them numerous challenges related to safe operations, which we need to be ready for. As aviation touches the lives of a larger percentage of the population year on year, the requirement to ensure safety assumes greater importance. The new challenges need to be assessed and addressed by an integrated approach. The IAF, through sustained and proactive measures, has successfully brought down its accident rate substantially, especially over the last three years. This conference is a step by the Ministry of Defence and the Indian Air Force towards promoting such free flow of information and experience to address a global problem."

NOTE: Dr. Scott Rain has contributed this information for those who are interested to know more about current notification of Hazardous material. Either Kindly visit the following web site or write to

October 5, 2007

East Building, PHH-30
U.S. Department of Transportation Washington, D.C. 20590
Pipeline and Hazardous
Materials Safety Administration
DOT-SP 14548

EXPIRATION DATE: January 31, 2009

Copies of this special permit may be obtained by accessing the Hazardous Materials Safety Homepage at

http://hazmat.dot.gov/sp_app/special_permits/spec_perm_index.htm

Photo reproductions and legible reductions of this special permit are permitted. Any alteration of this special permit is prohibited.

Job Opening:

1.

Our company is looking for a innovative & creative freelance designer for small intricate shape stainless steel parts for consumer industry.

If any one is interested they can visit our company website to know more about our process if you are interested,

www.mim-india.com

Please contact the following mail ID for more details.

[saikrishna.rayalu@ mimindia. net](mailto:saikrishna.rayalu@mimindia.net)

2.

A software Dev Co looking for professional with 2 + yrs of Exp in ASP.Net,C# and SQL.

We would like to introduce ourselves as a India Placement Services Company from india.We are capable of providing complete solutions relating to Placement Services.

About the company:-

The company is a recognized leader in Information Technology and Software Development industry. With a vision of creating a competitive advantage with Software and becoming the most valued partner of their clients, they deliver high quality Business Management Solutions, Custom Software Solutions & SAP Business one solutions. The co is a Software Outsourcing company, is a pioneer in Workflow & ERP Solutions, Custom Software Development, Application Development, Project Management, Software Testing and Quality Assurance. They provide Offshore Software Development services & solutions. Their engineers / QA / MCA teams specialize in developing applications on various platforms with the latest technologies & GUI front-end tools.

Amar Chand

India Placement Services Company
Mumbai

tel: 91+22+28621212

mobile: 9869285315

3

An Alco-beverage company in Noida requires to recruit a Product designer and a few trainees.

Following are the details for those interested.

Globus Spirits Ltd.,a Rs. 120 crore company established in 1993,is a key player in the Alcobev industry.

Globus Spirits set up as an Industrial alcohol company and a supplier of choice to Indian & Multinational companies, is now eyeing it's space in the 160 mn cases branded IMFL market, and is poised to launch new brands for the Indian and International Markets.

The company also has a international arm Globus Spirits UK Ltd., based out of London which is primarily responsible for Technology sourcing.

Globus Spirits Ltd. core values of being an "Innovative and a Fresh thinking" organisation aimed at delivering value to the end consumer" form the backbone and guiding principles behind the creation and development of brands.

As part of our strategy to lead the market on Innovation, we seek young and spirited individuals for the following positions.

1. Product Designer: Industrial Design

Vacanc(ies): One

Qualifications: GDPD/PGDPD in Industrial Design

Experience: 0-2 Years

Key Job Areas

· New Brand Conceptualisation

**Ability to translate Consumer insights into Relevant product ideas Forecast Design Trends within & across categories
Forecast Design Trends within & across categories
Life style trends/Research and it's impact on Brands X Designs
,Merchandising Ideation**

Candidates Abilities:

· Market working - Foot on street.

Consumer focused

· Ability to broad-base beyond products and look at the Brand picture Positions also exist for Trainee Designers for ongoing projects in Packaging & Retail Merchandising" · Team Player

Skills Required:

· Should be good in ideation, sketching & prototyping

· Should know softwares like, Photoshop, Rhino, CorelDraw and Adobe Illustrator

The position reports into Vice President-Marketing @ GSL's IMFL: Headquarters at Noida.

Positions also exist for Trainee Designers for ongoing projects in Packaging & Retail window,event, this For More details on the company: Log on to www.globusspirits.Com

Interested candidates can get in touch with:

Rafi M @ mr@globusgroup.in : +919810452537

4

EFI (www.efi.com) is looking for UI designers at Bangalore. Please send your CV with current and expected CTC to Priya Amith (Priya.Amith@efi.com)

EFI is the market leader in printing technology. The company provides products, services and support to handle all businesses' printing needs.

Headquartered in Foster City, CA, with 23 worldwide offices, EFI's award-winning, innovative technologies increase the productivity and profitability of commercial and enterprise printing.

We are looking for people who have an in-depth knowledge of complete UI Design process and application development, not just design or just usability expertise.

Must have Skills:

- Exposure to all major Usability and UI Design activities including understanding requirements, creating information

architecture/ task flows, visual design, prototyping and usability testing.

- Manage delivery of usability and design projects in conjunction with product managers and engineering teams.

- Assist in evangelizing usability internally in the organization.

- A good understanding of modern front-end interactive technologies such as HTML, DHTML, DOM, JavaScript, Ajax, UI, CSS and layouts, Web 2.0.

- An excellent portfolio of work which you'd be proud to discuss and justify.

- Excellent leadership, analytical and communication skills.

- 4-5 years of exclusive industry experience in UI Design and not just web design.

Desired skills:

- Ability to manage multiple projects effectively and efficiently
- Ability to write design documents and compelling notes to get points across.

- Degree in Engineering, Industrial Design or other related discipline.

- Prior experience in a software product development environment.

- Prior experience in a print design environment and/or print domain knowledge.

If you are willing to drive innovation in print related products, then email your CV to Priya Amith (Priya.Amith@efi.com)

Suresh JV.

<http://cre8tv.t.blogspot.com/>

Logic takes you from A to B.

Creativity takes you everywhere.

Dean of the IILM School of Design, Gurgaon. One of my first duties is to hire more teaching staff, at all levels.

Briefly about us:

IILM's School of Design presently has three disciplines:

Product Design

Communication Design

Interiors and Furniture

We are getting into our 4th year of operations and are poised to grow into newer areas and disciplines. We are looking for Core faculty(Fulltime) and Contract faculty (Regular, part-time)So, all interested may respond to me directly at

a.balasubramaniam@iilm.edu

5.

I've a requirement to develop a website using php, mysql, ajax, open source CMS tools like Joomla, mambo etc.

Feel free to buzz meah - 99860 16594

6.

Vice President, Industrial Design | Innovative Design Engineering Animation Pvt. Ltd.

Key Job Function

Design Management

Experience

10-15 years

Industry
Consulting Services, Product Design & Engineering
Location Ahmedabad, Gujarat

Key Skills
Design Management, Engineering Prototyping and
Manufacturing Support

Job Description

Requirement Summary

You will be heading the Industrial Design department and responsible for executing the organizational strategy and vision for the India operations in the area of product innovation and development. You will be involved in handling a team of 20+ industrial designers from reputed design institutes like NID, IDC. The responsibility will include guiding the team members in their projects, with a thorough understanding about the socio cultural trends and values of USA and project management to optimize design workflow. Initiate and track metrics that measure organizational performance and instill a continuous improvement philosophy to keep the Company competitive.

Desired profile

Senior Industrial designer with lots of ideas tempted with new thoughts, new concepts and intellectual in nature. Candidates who are open to learning and can effectively execute work by taking initiatives. Candidates with high energy levels and able to energize people around them with their inspiring thoughts are preferred. We are looking for candidates with a versatile portfolio in design with great degree of design/project management skills. Excellent understanding of materials, prototyping methods & manufacturing processes. Company Description Innovative Design Engineering Animation (I.D.E.A), is a US based firm that has perfected an Engineering and Marketing process that converts an idea into a real product that most manufacturers and retailers would notice and License.

I.D.E.A, India is the backbone of the organization, providing product design, engineering, animation, marketing Research and Market placement services to its US based Patent Holder clients. I.D.E.A India, based out of the infrastructure- abundant and culturally sound commercial capital of Gujarat, Ahmedabad, currently works across 27 product categories, with the most advanced technologies, design, engineering and animation platforms and employs the most creative and contemporary talent. The Ahmedabad Office operates out of 18,000 sq feet of prime space in the rapidly developing suburbs of the city. We believe in providing the best work environment to our team the office space boasts of a well equipped cafeteria, a gymnasium and a state-of-the- art

Training Centre.

The fast growing team strength in India constitutes Industrial Designers, Engineers, Animators and seasoned marketing professionals from premier institutes across India and abroad. We take pride in our young and cosmopolitan work culture and we thrive on challenges. Our employees, our biggest asset, come from all over the country and bring with them a healthy mix of values, culture, and experience thus creating the unique I.D.E.A. culture. We work hard and party harder. With a strong focus on Work with Fun, our cultural and sports committees ensure we have a happening and fun environment.

We have grown consistently at a heady rate since we started operations in mid 2006 and our collective vision sees us becoming the leading Design and Marketing Firm, worldwide. You can find us at <http://www.ideaproductdesign.com/>

Contact Details

Address | A-504, Shapath 4, Opp. Karnavati Club, S.G. Highway
Email Address | aasits@ideaproductdesign.com
Phone | +91 79 40205555

7.

JOB PROFILE

Usability Engineer :-

Junior Usability Engineers

Job Profile

- Assist in conducting usability evaluations including expert reviews, card sorts, competitive analyses, usability tests, etc.
- Create personas, profiles, and usage scenarios based on user research
- Assist in the development of user interface structure and create wire frames
- Analyze and interpret data, compile professional reports and present findings to cross functional teams
- Work closely with development teams to rapidly come up with redesigns
- Work with graphic designers to create prototypes
- Keep abreast of current usability developments and new methodologies

Requirements

- Hands on experience and knowledge of usability activities mentioned above.
- Familiarity with different types of UI designs and technologies is a must.
- Familiarity with various types of prototyping tools is a must.
- **Qualifications:** Bachelors or Masters degree in Human Factors, Experimental/ Cognitive Psychology, Industrial Engineering, HCI, Industrial Design or other related discipline with a solid foundation in research-based design using both quantitative and qualitative methods
- Must possess excellent interpersonal, communication, and persuasive skills
- 1 to 3 years of solid industry experience after Bachelors/ Masters

Senior Usability Engineer

Job Profile

- Diagnose clients' and users' needs – plan and conduct data gathering sessions

- Plan, design and conduct usability activities including user and task analysis, expert reviews, usability tests, card sorts, competitive analyses, and standards.
 - Identify insightful solutions to interface issues and design user interface structures independently
 - Work with multiple project teams and manage multiple projects.
 - Work closely with development teams
 - Educate/train small group of fresh usability engineers
 - Assist in preparation of project proposals/budgeting and manage resources.
 - Assist in promoting and selling usability within organization and to outside clients
 - Develop and cultivate an interest area in usability research
- Requirements**
- Hands-on knowledge of a large range of usability processes. Proven ability to plan and conduct all usability activities.
 - Experience designing different types of UI (Website, GUI, Web app) and familiarity with UI technologies is a must.
 - Must be able to design interfaces using various prototyping tools

Manisha Nihalani

Mobile: 0-99700-15575

Landline: 020-40057034/ 35/36/37/ 3

(More Jobs are in our website www.designforall.in)

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