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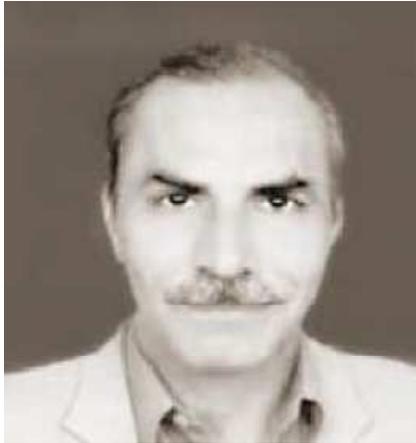
Design for All



Inaugural Bilingual issue in English and French

French Association of Universal Design

Chairman's Desk:



Dr. Sunil Bhatia

Design is continuous evolving process and enhance in establishing better relationship. Good design develops emotional connection. It is primitive practice and nothing new but it has received undue importance in present scenario and prove to be only successes mantra for whosoever wishes to enjoy commercial gain. Our modern education has closed all other possibilities which were in practice in earlier times and allows everyone to think in terms of commercial gains. In primitive era, every action was in interest to protect the life of an individual and byproduct of it was gradually evolving our social life. Nobody thought to make social life but it evolved out of our actions of protection and subconscious mind was working to make us live long. Our basic nature is individualistic and prefers to live in own. But our physiological needs compel us to live in community. Labor pain of pregnant woman is sign that she needs help of others for delivery. Pain doesn't warn us that we are in danger. It compels others who are nearby to come forward for help. This may be one reason humans feel and express pain in ways other than animals do not. Is it not design of nature for that we are compel to live in community? Our mental growth was supporting the

evolution process but it was directly associated with our actions. They were unaware about relationship of actions with mind or vice versa but understood certain actions were good and avoiding some might end our lives. Action is associated with objective- how to survive, and it terminates either to failure or success. These outcomes help in forming our character of what to do and what not to do. Primitive people were action oriented so they were with strong character unlike modern person who are avoiding physical or mental actions for that we do not form our proper character. Our thought processes are focusing on commercial gains and believe it will bring social changes. We are opportunist and our actions are in this direction either to be victim or make other sufferer. We do not work to live in peace and allow others to live in peace. Modern people relation management is absolutely poor and lives in superficial life.

In modern time everything appears for commercial gains and tries to change human behavior. Amazon online company that has no face but selling the various products at heavy discount by bearing losses. It is being financed by Wall Street and objective is to change the buying behavior of the consumer. Once consumer's behavior is changed, rest of the companies shall follow the same model of faceless for commercial gains with minimum accountability. It is experimentation of change of social behavior with the help of technologies. Irony is we are designing those technologies that are helping commercial gains or help in exploitation. Earlier people were focusing on technologies that could increase longevity and ease our limited physical strength. Introduction of cart driven by ox or horse changed our social behavior and thought process. Bicycle or tricycle further changed our behavior. Automobile has tremendously changed our relationship with society and modern time our actions and mind set is known as jet set era. When ancient person were walking their physical strength was limited

so their thought process. They were with time to concretized their immature ideas in relation to social uplift .They were inventing solutions from their surroundings of their problems those were generally out of environments and limited physical strength. Discovery of fire had revolutionized our thought process because it has dual property of heat and light. Management of heat that could harm they devised many tools. Design of fire kiln or imagine the heated vessel without handle for lifting. That insulated handle improved relationship. In initial days they might have used cotton clothes to hold the heated vessel and later on concept of design of handle emerged. Modern era has different relation and we have technologies that can threaten environment and mostly problems are so big it is out of human minds and it has power to change the environments. We are no longer dependent on environment for solution as our ancestors. Modern person is isolated from nature so its relation changes and we believe with our mental capability we can control environment problems. But things are getting out of our hand, mind and when environment expressed its consequences we simply feel its heat as helpless onlooker. I am referring design of time what was in past, what is happening in present and what will be the future consequences. It is one kind of relationship of time with incidences. These milestones establish our character.

In social behavior most tricky thing is maintaining cordial relationship. Reason is, it continuously demands attention that too with anticipation based on past experiences and beauty is there is no written laws that in particular situation you should behave in this manner for good relationship . Father son or husband wife or any human relationships do not have written guidelines and every moment require proper skill to handle from own perception. The moment you fail to notice minute detail or small changes that were suppose to require your attention the

whole exercise of relations of years will collapse. Why humans do expect a lot from others in relation and gives importance to those things that accumulative effects directing for sour relationship? Design basic character that it demands continuous attention and failing in establishing good relation may spoil or even kill the products.

First step in establishing relation is how to interface with one another is crucial issue. If primitive person found themselves in thick forest with dangerous animals and understood in early phase of life that some have nature of attacking and killing that led to design of tools to control and a few are helpful that led to domestication of animals and those are difficult to handle they devised safety tools. Whatever they designed it had come out of their body and mind. Killing tools were stone, stick, arrow, sword, and domestication of animals led to design rope, knots and for their feed agriculture produces. Cage, whip, chain and plank in neck and other devices were designed to control them. Fire management was control design.

Primitive people tried to understand and somehow they were in right direction, aware about the relationship with environment and to manage properly they designed the products that were non-exploiting unlike modern peoples. Those were harming they designed cutting tools like axe, arrow and those were required for survival they designed protection tools for their proper growth like agriculture produces and those were occasionally used in special conditions like medicinal plants they designed technologies for effective uses. They understood that relation some time demands rigid role, sometime flexible and sometime control. Progress of rigid relation was established with the discovery of stone. Stone is strong and it has property to face any consequences and it helped in designing different applications. Stone helped in designing stone tools to make their life

safe and better that had improved their relation with individual as well as allows living in band or group. Discovery of gold metal was natural for primitive people but it was not popular because it was not hard. It was the iron that has revolutionized the mind set of people because it was hard and shaped in desired form by heating. Gold has received prominence in modern time and declared as precious metal when it was link with commerce. Flexible relation was initiated from the mud where it can be translated to any shape to make pot for enhancing relationship to improve lifestyle. Later that flexibility led to design of rope, bow and arrow and discovery of rubber. Control relation was responsible of designing wheel and axel. Design of measuring scale helped in solving various dispute of ownership that helped in improving relationship. A meson used the thread with plumb to improve the relationships of fixing various bricks to avoid any eventualities because of bad relationship. Evolution of living beings is linked with how was relationship with environments. Design of boats based on how a log floats in water. It was nothing but our understanding of relationship with dry log and water. Electromagnetic theory is nothing but explains the relationship of charge under electromagnetic field . Newtonian laws are clear example of defining relations of objects for motions.

Nature is mindless and what led to think of monogamy by primitive man? Basic human nature is to enjoy sex with as many people possible and even they did not spare animals. Monogamy, in humans, seems to be both an acquired taste and a learned skill and they concluded for longer lives. How to counter the vagaries of weather led to understand the different devices like tanning animal's skin for controlling cold. Wrapping a hard skin was difficult that led to tanning of skin. Design of cotton clothes was for controlling dust and heat. Why did our ancestor design language? Was not attempt to improve our relationship? Threat is associated with defense is placed in our mind from primitive time.

Darwin experimented with glass cage poisonous snake. Every time the snake would lunge toward him, he would grimace and jump backward. Darwin wrote his findings in his diary, 'My will and reason were powerless against the imagination of a danger which had never been experienced.' Response to fear was ancient practice that has not changed with modern civilizations. We still followed fight or flight while facing such situations that can harm or make us extinct. Relation with unknown danger is to face the consequences or flee.

It is primitive nature that man wanted to live free from mental or physical pain but situations are not favorable all the time. He wanted to reduce that pain as much as he can by designing products. To design any product he should understand relationship in depth. When someone designed the chair for seating he might have tried to understand the relationship of human posture later on it emerges as ergonomics. Design of table needed different detailing and relation management with person. When fire was discovered and for its management various tools were designed for making better relationships. When primitive people learnt the art of agriculture they designed various tools based on relationship with human , earth surface and other requirement like water management, manure etc. for good yield . Wherever surface was hard they designed different tools to make it soft by turning into granules and where it was soft earth they designed plough manually or using animals. Using animals power for own benefits was the beginning of exploitation era. Is it not relationship of animal, man and earth surface that has given us better design for survival by designing agriculture?

One day my bicycle tube was flat and to fix the problem I visited cycle repairman. He seemed to me illiterate but knew his job. He immediately took out tube out of tyre and inflated the tube with air to check the

leakage by dipping in water filled pot. He was aware in water air bubble will appear and it was the easiest way to detect the problem. How man learned that air bubble appear in water and it is natural phenomenon that relationship proved the reason of design to detect the leakage. Later on various application were designed based on same relation .Then I realized to check the leakage of liquid petroleum gas they spread soap water. Is this practice not based on relationship that helps in saving and improving our lives? When I look at my fingers I realized no finger is same it means one is actual design and rest are disable. Beauty of human is that we never feel rest of the fingers is disable rather we design the relationship among the fingers for making various application in such a way that makes our job easy. Why not we do with the humans and design a relationship among them that we should make our harmonious society. When I notice visually impaired group is holding their hands and one person with normal sight was guiding them by holding one person of group to reach their desired destinations, it is prevailing practice among people to help those need but in theory it is missing.

Accuracy in relationship plays significant role and ignoring cost a lot. Our struggle to establish the relation of circumference with diameter accurate .Why do we still struggle for establishing accurate pi value? Why precise decay time of proton is important for us? Reason is we are failing in establishing relationship with others because of precise knowledge and we cannot develop various applications. We know electron better and we design various applications because of known relationship. How the concept of accuracy has come in the mind of people? A proper knot that is nothing but design of relationship that holds and if knots are not accurate that may invite eventualities. It means ancient people initially designed the functional value to meet the objective for making life better. Later on they tried to introduce other

objective along with earlier like stability or aesthetic. A vessel was designed to hold the item but concept of accuracy made them to understand what is the relationship. I admire the design of clock where hours, minutes, and seconds' arms are precisely defined relations for indicating accurate time. A design of vessel might have started with joining both palms to using big leaf placing over both palms for controlling leakage to designing to shape mud by drying under sun to use the fire for strength by baking to use of metal for strength. They understood the relationship by trial and error how to design the vessel that should be easy to hold the item that should transport without wastage. They found some standard relation that helps in designing better outcomes. In modern time James Watt understood the relationship of steam with power and concept of designing the D valve helps in translating the linear motion to circular and it set the industrial revolution. A simple understanding of propulsion when a state of liquid or gas comes out with tiny aperture it generates thrust to push forward the object. That simple concept has helped us in exploration for our solar system by designing vehicle based on this principle.

We are feeling great honor by introducing this special issue with French association of universal Design and it is great to inform that this association is young but complete with bubbling energy to prove to make this world better through concept of universal design. Guest Editor President of afud Moussu Jean-René has expressed his view that we should introduce this special issue in bilingual in English as well as in French. That idea was excellent to widen our reader's base in France as well in other countries where people are well connected with French language as well where readers are comfortable with English. Known languages help in establishing better relation and enhance accessibility. Unknown territory of language makes us inaccessible and leads to bad relation. Once again thanks to president and Ms Danial

Chatel to make this issue special for us. Humanity progress has relation with data and information. We should have proper sense what information is good in future that should encouraged for progress and what may harm in future should be ignore.

With regards

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4. Other regular features

Forthcoming Issues

June 2015 Vol-10 No-7

Dr. Antika Sawadsri is a full-time lecturer in the School of Interior-Architecture at King Mongkut's Institute of Technology Ladkrabang (KMITL). She received a PhD from the School of Architecture, Planning and Landscape, Newcastle University, UK. She has qualifications on interior Architecture and Planning and is a specialist in an interrelationship between social construction of 'disability' and the designed environment. Her academic interest focuses



on inclusiveness in the process of creating living spaces. Recently, Antika has taken parts in both the State's agencies and non-government's movement in mobilising equal access to the buildings and city of disabled and ageing groups in Thailand.

July 2015 Vol-10 No-7

Humaniteam is a design laboratory which focuses on Health and Disability-related issues. We believe that the practice of a sport is conducive to enhancing the skills of people in disability situation in their everyday life environment.



Design acts as a bridge between each pole of expertise, thereby creating a common language and translating it into objects or services. **HUMANITEAM** is really

passionate by design for All. Many projects of UD are ongoing. **MsClaire Fauchille** will be the Guest Editor.

August 2015 Vol-10 No-8

Dr. Bijaya K. Shrestha received Doctoral in Urban Engineering from the University of Tokyo, Japan (1995-'98), Master in Urban Design from the University of Hong Kong, Hong Kong (1993-'95) and Bachelor in Architecture from the University of Roorkee (now Indian Institute of Technology), India (1983-'88). Dr. Shrestha has got working experiences of more than two decades. He had already served to the Department of Housing and Urban Development, Ministry of Housing and Physical Planning, Government of Nepal, United Nations Centre for Regional Development (UNCRD), Japan and various architectural schools in Nepal before taking the present job at Town Development Fund (TDF). He has initiated a new master program in Urban Design and Conservation at Khwopa Engineering College, Purbanchal University, where he served two years as Head of Post-graduate Department of Urban Design and Conservation.



Dr. Shrestha is the recipient of numerous gold medals for his excellent academic performance and decorated by 'Calcutta Convention National Award 2006' by Indian Society for Technical Education for his best paper at the 35th ISTE Annual convention and National Seminar on Disaster – Prediction, Prevention and Management. He is also member of numerous professional bodies and life member of various alumni associations. He has already contributed more than five dozen of papers, published in various forms: book chapter, international journals, conference proceedings, local magazines and journals including in local newspapers. Moreover, he has been invited in numerous international conferences for presentation of his research findings. Finally, his field of expertise includes sustainable urban development, disaster management, and housing, local government capacity building and development control. He will focus on universal design concept on Nepal.

September 2015 Vol-10 No-9

Samanta Bullock is residing in United Kingdom and she is Wheelchair Model, Tennis Player and Public Speaker ,Self Employed will be guest editor



October 2015 Vol-10 No-10

Prof Ravi and Dr Ajanta Sen of IIT Mumbai India will be the Guest Editor and theme of the special issue is Design and Children.



November 2015 Vol-10 No-11

Ewa Golebiowska, Poland is the president of EIDD Design For All and she has accepted our invitation of Guest Editor and she will invite the authors from European countries for special issue.





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University Courses

Institution Guynemer de Compiègne (France)
 78 – 80 high-schooldiplomascientific
 SchoolDiploma at 15 Yo

University of Cincinnati (USA)
 81 – 84 Bachelor'sdegree
Business Management School
 84 – 85 M.B.A. (Master of Business Administration)
Supply-Chain Management

ISEL Le Havre (France)
 98 – 2001 **Engineer of Logistic**



Professional Background

Formica Group Cincinnati (USA)
 1983 – 1985 *Supply-Chain Manager Europe*
Moussu International Transport (France)
 1986 – 1999 *CEO Colmar (68)*
THK (Germany)
 1999 – 2007 *Director of Operations*
Groupe MOM (France)
 2007 – 2009 *Director of Transport (60)*
MD Conseils Logistics and Supply-Chain Management (France)
 07-2009 – *Global Supply Chain Manager (02)*
afUD (French Association of Universal Design)(France)
 12-2012 – *Vice-Président since12- 2013 –Président*

GUEST EDITORIAL:



In the introduction to my presentation, I would like to pay a huge tribute to Ronald Mace (1941-1998) for the work of a lifetime, thank you for this openness, the challenge was huge, prove to the world that design could be beautiful and useful for all.

My presentation will mainly be focusing on changes in French society towards Universal Design, achievements and technological advances. I wish you a good read and is open to all suggestions.

In 2005, the President of the French Republic Jacques Chirac has passed a law in favor of equal rights and opportunities. ([law 2005-102 of 11 February 2005](#)). In 2015 the President of the French Republic François Hollande announces extension of another decade to achieve the objectives. The basic principles of Universal Design would make life more enjoyable for all, create excitement and solidarity towards people with disabilities.

The role of afUD is to demonstrate that solutions exist without them cost more than traditional solutions. Often when we talk about urban planning with policy makers, I mean that we must approach the standard to build and gain market, I totally disagree with these positions, standard should be the minimum threshold and not a maximum. To progress, you have to pull up the standards.

More for all! "For more"

afUD impulse 7 principles of UD to benefit the entire population by promoting products and services, accessible and usable by all people in all environments.

More than essential! "From the beginning"

"UD *" is essential in the creation. It is ineffective if applied at the end. I realized that the world we are building was unsuitable for people with reduced mobility.

When I talk about disabled people, I am not talking only to people in wheelchairs and with severe disabilities, but I speak for the elderly, pregnant women, as mothers with strollers, human loss of autonomy total or partial.

Anecdote, to please our little girl during a stay in Paris, we went to the agricultural show, despite having one foot in a cast and wheelchair. We were faced with real problems, to approach the stands, to circulate in the aisles. It took going through freight elevators to reach the higher levels. We found this unacceptable for an international exhibition which hosts nearly 00 700 visitors.

The UD *, is for me a real challenge for the future, an extraordinary challenge for all to live more comfortably. At a time when we are talking about equal opportunity, UD * is an appropriate response. The UD * is primarily a matter of conscience, build a world UD * is economically more profitable than current constructions. The UD * it's good collaborative meaning must breathe into the design of products, environments and services.

UD * is a collective thought.

UD * is not an evolution, it's a revolution.

UD * = *Universal Design*

We cannot talk about UD without mentioning Urbanism

In France, the city of Grenoble is driver for all accessibility issues and ecology.



afUD encourages the municipality in its ongoing efforts.

<http://www.grenoble.fr/141-handicap-et-accessibilite.htm>



In this example, there is a sidewalk with a level 0 on each other, the colors are bright to attract the eye and attention of all. The realization is perfect and harmonious.



In this new example, the KRONIMUS company <http://www.kronimus.fr/> created solutions ready-integrating architecture and ease of access.

The lines are harmonious, sidewalks are clearly delineated by gray levels and the result is perfect.

And again, the cost of construction is not more expensive.

UD* must be valued throughout the value chain, as it does not cost more and more it is useful to all.

We cannot talk UD without mentioning urban transport.

RATP is the Parisian transportation system that works for a long time to promote accessibility for all on the entire network. The task is very complicated because you have to work on two networks, external (bus and train) and underground (metro).

- For air network, just change buses and install ramps, investment is heavy, but the fleet renewal mechanism naturally.



- For the underground network, things get complicated:



1 / The descent into the subway create a technical problems for the older stations.



2 / Once in the underground, there are no major worries, new trains are designed to accommodate people with disabilities.

RATP has implemented solutions for each type of disability, the services are all available via smart phone application.

<http://www.ratp.fr/fr/upload/docs/application/pdf/2010-12/guideacc.pdf>

<http://www.ratp.fr/>

G7 Taxis: Taxi gets ahead



Horizon is a service of taxis in Paris dedicated to people with reduced mobility.

- A Dedicated line for PMR only.**
 - An Access 24h / 24, 365 days / year for all claims.**
 - Specialized operators to meet specific demands.**
 - A Price identical to that of a conventional taxi ride.**
- Vehicles for all:**
- More Than 120 taxis are equipped with ramps.**
 - Discrétion Vehicles.**



Caring and trained drivers:

- ***A Specific training is provided to drivers of vehicles with access ramp. During this training Garches hospital, drivers perfected their expertise for different types of motor disability.***
- ***A dogs guide or assistance for people with disabilities are accepted in all taxis. Affiliates TAXIS G7 drivers are aware of the treatment of passengers with visual impairments.***



afUD congratulate these private initiatives.

One of the definitions of UD * is it not to meet the expectations of customers.

<http://www.taxisg7.fr>

<http://www.taxisg7.fr/decouvrez-nos-services/g7-taxis-parisiens-mobilite-reduite-handicap>

And the side of the SNCF



Things are changing; the latest high-speed trains are equipped with 4 spaces for wheelchair users.

The problem is that there are only 4 places for the whole train. Best to book 48 hours in advance to be sure to have a place available.

Bad point because we spontaneity touch that the traveler cannot travel when he wants. Progress is noticeable.



Access to the toilet cannot be done without outside help and a transfer chair. SNCF is committed to be remedied.



Access to the old trains is still problematic, but the new standards will be with flat floors to allow circulation inside the cars.

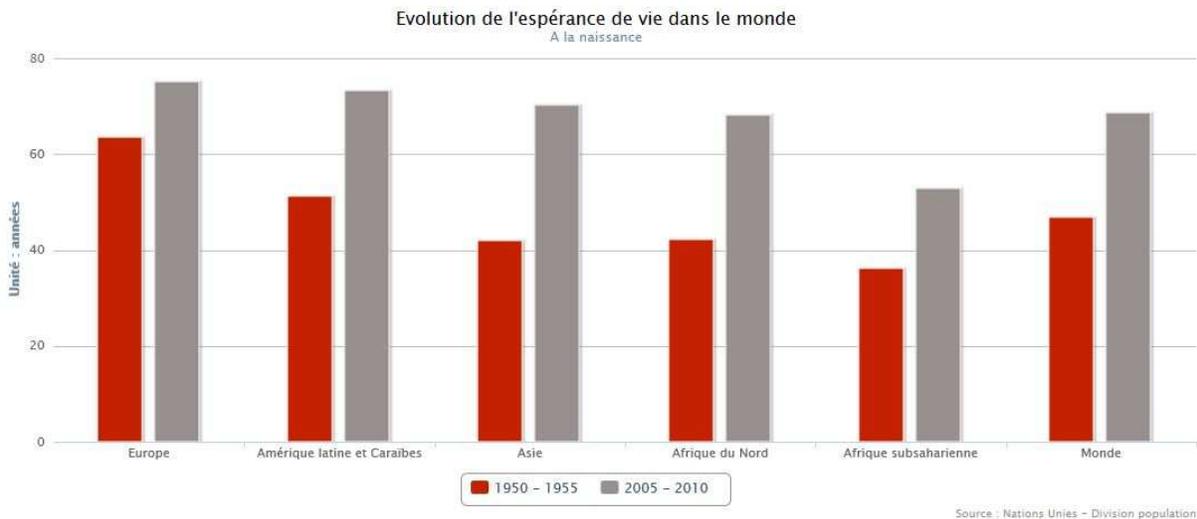


SNCF work on such standards, the path remains long and laborious because it comes from so far away and investments are massive.

<http://www.voyages-sncf.com/guide/accessibilite><http://www.accessibilite.sncf.com/la-lettre-de-l-accessibilite/lettres/mars-2012-no7/article/acces-plus-mode-d-emploi>

In 50 years, humanity has seen its life expectancy jump over 21 years in 50 years, medicine; living conditions have much to do in this extraordinary breakthrough.

To fully experience these live life years gained Version UD.



Technology, UD and disability

I am always amazed when I see or hear of technological advances allow people with disabilities to regain the use of a leg, arm, covering the view after years of loss of autonomy.



In January 2013, a Swedish amputated right arm was the first person to receive a prosthesis of a particular kind: it is grafted directly onto the bone and is connected to his nerves and muscles, so he controlled by thought. A technique called "osseointegration."



Nearly two years later, this technical feat is the subject of a follow-up paper published Oct. 8 in the journal Science Translational Medicine, which provides two amazing video showing the potential of the device. How the patient lives with his prosthesis? What improvements have been made?

This first performed by Rickard Brånemark surgical team at the Sahlgrenska University Hospital in Gothenburg (Sweden) seems to be a success.

At 42-year-old was even able to return to work: truck driver.



<http://stm.sciencemag.org/content/6/257/257re6>

<http://www.sciencesetavenir.fr/sante/20141010.OBS1767/video-le-bras-artificiel-controle-par-la-pensee-deux-ans-apres.html>

An American aged 66 could partially restore sight through the implementation of an electronic stimulator.



Blind for 33 years due to retinitis pigmentosa, Larry Hester had a great moment of happiness on October 1 when he rediscovered the light of day. Man has benefited from the installation of a retinal implant. This bionic eye named Argus retinal prostesthis.

This allows him to see the contrasts, some objects and movements. The man can distinguish a white wall in a dark room.



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<http://www.sciencesetavenir.fr/sante/20140403.OBS2584/vision-artificielle-un-oeil-bionique-rembourse-par-la-securite-sociale.html><https://www.youtube.com/watch?v=CiyGOUHD2nI>

UD Disability: A global event

The London Paralympic Games have taken their curtain this Sunday, September 9, 2012 after twelve days of intense competition, medals and records broken, not to mention an unprecedented interest in the event.

China topped the ranking of nations, far ahead of other delegations.



In the opinion of experts, it is the most successful Paralympic Games in history that the city of London held from August 29 to September 9, 2012. It can be measured both in terms of participation and attendance, and in terms of sports results.

Paralympic sold out.



We did not hurt, before London to see packed grandstands for the Paralympic Games. The 2.7 million tickets on sale were all gone, which is a record in terms of attendance. There has also been more countries and athletes participating than in the past, or 164 nations and 4200 athletes (148 and 3950 respectively against Beijing). 421 Paralympic records were broken, including 251 world records. Global disabled sports stars have confirmed, including the South African athlete Oscar Pistorius and Briton Jonnie Peacock, who established each new world records in the 400 m and 100 m. Their confrontation 100m could even, according to the commentators, attracted more attention than the final 100m Usain Bolt. "People no longer see sport and disability in the same way," enthused the head of the organizing committee of the London Games, Sebastian Coe. He announced, according to polls, that "more than 70% of people now see the Paralympics as the high-level sport". Sebastian Coe added that two-thirds of the British population followed the 2012 Games on television. Elsewhere in the world, more than one hundred countries broadcast the Games.

[**http://www.paralympic.org/paralympic-games/london-2012**](http://www.paralympic.org/paralympic-games/london-2012)

[**http://fr.wikipedia.org/wiki/Tableau_des_m%C3%A9dailles_des_Jeux_paralympiques_d'%C3%A9t%C3%A9_de_2012**](http://fr.wikipedia.org/wiki/Tableau_des_m%C3%A9dailles_des_Jeux_paralympiques_d'%C3%A9t%C3%A9_de_2012)

UD, Automotive and disability

For a person with reduced mobility driving a motor vehicle remains very high. Of course aids exist but only covers 50% up to a maximum height of 5,000 euros for development costs.



http://www.lenoirhandiconcept.com/conduite_p_42_cat_1.html

In the future cars will conduct fully automated mobility accessible to all blind people possess a vehicle, and they will become fully autonomous.

Of track was given as GOOGLE CAR. For now, accessibility is not the main quality of this experimental vehicle, but once the technology is developed, things evolve extremely quickly.



<http://obs-urbain.fr/news/google-car-comment-ca-marche/>

In conclusion of this presentation. I give you an appointment in 10 years to make a point with you on the improvements that have brought France to its infrastructure in the framework of the law on mobility.

In 10 years, some known technologies will surely have greatly advanced the other unknown today certainly will emerge if it is in order to improve the quality of life for all, afUD always will promote.

The afUD thank all those who support the association around the world through social networks or emails encourage in your actions.

Also thank you to our friends at UD India for allowing us to express ourselves freely.

Think different, Think UD
Jean-René Moussu
Président of afUD
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French Version

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Parcours Universitaire

Institution Guynemer de Compiègne (France)

78 – 80 *Baccalauréat Science*
Bac Scientifique à 15 ans

University of Cincinnati (USA)

81 – 84 *Bachelor's degree*
Business Management School
84 – 85 *M.B.A. (Master of Business Administration)*
Supply-Chain Management

ISEL Le Havre (France)

98 – 2001 *Ingénieur Logistique*



Parcours Professionnel

Formica Group Cincinnati (USA)

1983 – 1985 *Supply-Chain Manager Europe*

Moussu International Transport (France)

1986 – 1999 *Directeur Général Colmar (68)*

THK (Allemagne)

1999 – 2007 *Directeur des Operations*

Groupe MOM (France)

2007 – 2009 *Directeur Transport (60)*

MD Conseils Logistics and Supply-Chain Management (France)

07-2009 – *Global Supply-Chain Manager (02)*

afUD (association française de l'Universal Design) (France)

12-2012 – Vice-Président et depuis 12-2013 – **Président**

En introduction de mon exposé, je voudrais rendre un immense hommage à **Ronald Mace** (1941-1998) pour l'œuvre de toute une vie, merci pour cette ouverture d'esprit, le challenge était immense, prouver au monde entier que le design pouvait être beau et utile pour tous.

Ma présentation va essentiellement s'axer sur les évolutions de la société française vers l'Universal Design, les réalisations et les avancées technologiques. Je vous en souhaite une bonne lecture et reste ouvert à toutes vos suggestions.

En 2005, le Président de la République Française Jacques Chirac a fait voter une loi en faveur de l'égalité des droits et des chances. ([LOI n° 2005-102 du 11 février 2005](#)). En 2015 le Président de la République Française François Hollande annonce le report d'une décennie supplémentaire pour atteindre les objectifs. Les principes fondamentaux de l'Universal Design permettront de rendre la vie plus agréable pour tous, de créer un engouement et une solidarité envers les personnes handicapées.

Le rôle de l'afUD est de démontrer que des solutions existent sans qu'elles ne coûtent plus cher que des solutions traditionnelles. Souvent lorsque nous parlons d'urbanisme avec des décideurs, j'entends dire qu'il faut se rapprocher de la norme pour construire et gagner des marchés, je suis en total désaccord avec ces positions, la norme doit être le seuil minimum et non pas un maximum. Pour progresser, il faut tirer les normes vers le haut.

Plus pour tous ! « Pour un plus grand nombre »

L'afUD impulse les 7 principes de l'UD pour en faire bénéficier l'ensemble des populations par la promotion des produits et des services accessibles et utilisables par tous dans l'ensemble des environnements.

Plus Qu'essentielle ! « Dès ses débuts »

L'« UD* » est essentielle dans la création. Elle est inefficace si elle est appliquée à la fin.

J'ai pris conscience que le monde que nous construisons était inadapté aux personnes à mobilité réduite.

Lorsque je parle de personnes à mobilité réduite, je ne m'adresse pas uniquement aux personnes en fauteuil et lourdement handicapées, mais je parle de personnes âgées, de femmes enceintes, de mère de famille avec une poussette, de personne en perte d'autonomie totale ou partielle.

Petite anecdote, pour faire plaisir à notre petite fille lors d'un séjour à Paris, nous nous sommes rendus au salon de l'agriculture, bien qu'ayant un pied dans le plâtre et en fauteuil roulant. Nous avons été confrontés à de réelles problématiques pour nous approcher des stands, pour circuler dans les allées. Il a fallu passer par des monte-charges pour accéder aux niveaux supérieurs. Nous avons trouvé cela inacceptable pour un salon international qui accueille près de 700 000 visiteurs.

L'UD*, est pour moi un véritable pari sur l'avenir, un challenge extraordinaire permettant à tous de vivre plus confortablement. A l'heure où nous parlons d'égalité des chances, l'UD* est une réponse adaptée.

L'UD* est avant tout un devoir de conscience, bâtir un monde UD* est économiquement plus rentable que les constructions actuelles. L'UD* c'est du bon sens collaboratif qui doit s'insuffler dès la conception des produits, des environnements ou des services.

L'UD est une pensée collective.*

L'UD* n'est pas une évolution, c'est une révolution.

UD*= Universal Design

On ne peut pas parler d'UD sans parler d'urbanisme

En France, la ville de Grenoble est pilote pour toutes les questions d'accessibilité et d'écologie.



L'afUD encourage la municipalité dans ses efforts constants.

<http://www.grenoble.fr/141-handicap-et-accessibilite.htm>

Dans cet exemple, on trouve un trottoir avec un niveau 0 de part et d'autre, les couleurs sont vives pour attirer l'œil et l'attention de tous

La réalisation est parfaite et harmonieuse.



Dans ce nouvel exemple, la société Kronimus,

<http://www.kronimus.fr/> créé des solutions prêtes à l'emploi intégrant l'architecture et la facilité d'accès.

Les lignes sont harmonieuses, les trottoirs sont clairement délimités par des niveaux de gris, le résultat est parfait.

Et de plus, le coût de construction n'est pas plus cher.

L'UD* doit être valorisé sur l'ensemble des chaînes de valeur, car elle ne coûte pas plus cher et de plus elle est utile à tous.

On ne peut pas parler d'UD sans parler de transport urbain.

La RATP est le réseau de transport parisien qui œuvre depuis très longtemps pour favoriser l'accessibilité pour tous sur l'ensemble de son réseau.

La tâche est très compliquée car il faut travailler sur 2 réseaux, extérieur (autobus et train) et sous terrain (métro).

- Pour le réseau aérien, il suffit de changer les autobus et y installer des rampes d'accès, l'investissement est lourd, mais le mécanisme de renouvellement du parc se fait naturellement.



- Pour le réseau sous terrain, les choses se compliquent :



1/ La descente dans le métro pose des problèmes techniques pour les stations les plus anciennes.

2/ Une fois dans le sous terrain, il n'y a plus de soucis majeurs, les nouvelles rames sont prévues pour accueillir les personnes handicapées.

La RATP, a mis en place des solutions adaptées à chaque types d'handicap, les services sont tous disponibles par le biais d'application sur smartphone.

Taxis G7 : Le taxi prend de l'avance



Horizon est un service de taxis parisiens dédié aux personnes à mobilité réduite.

- Une ligne dédiée réservée exclusivement aux PMR.
- Un accès 24h/24, 365j/an pour toutes demandes.
- Des opérateurs spécialisés pour répondre aux demandes particulières.
- Un prix identique à celui d'une course de taxi classique.

Des véhicules pour tous :

- Plus de 120 taxis sont équipés de rampes.
- Discretion des véhicules.



Des chauffeurs attentionnés et formés :

- o Une formation spécifique est dispensée aux chauffeurs des véhicules avec rampe d'accès. Lors de cette formation à l'hôpital de Garches, les chauffeurs perfectionnent leur savoir-faire selon les différents types de handicap moteur.

- o Les chiens guides d'aveugles ou d'assistance pour personnes handicapées sont acceptés dans tous les taxis. Les chauffeurs affiliés TAXIS G7 sont sensibilisés à la prise en charge des passagers atteints de déficience visuelle.



L'afUD félicite ces initiatives privées.



Une des définitions de l'UD*n'est-il pas de répondre aux attentes des clients.

<http://www.taxisq7.fr>

<http://www.taxisq7.fr/decouvrez-nos-services/q7-taxis-parisiens-mobilite-reduite-handicap>

Et du côté de la SNCF



Les choses évoluent, les derniers trains à grande vitesse sont équipés de 4 places pour les personnes en fauteuil roulant.

Le problème, c'est qu'il n'y a que 4 places pour l'ensemble du train. Mieux vaut réserver 48 heures à l'avance pour être sûr d'avoir une place de disponible.

Mauvais point car on touche à la spontanéité du voyageur qui ne peut pas voyager quand il le souhaite. progrès sont perceptibles. L'accès aux toilettes ne peut pas se faire sans aide extérieure et une chaise de transfert. La SNCF s'est engagée à y remédié.



Des



Les accès aux vieilles rames sont encore problématiques, mais les nouvelles seront aux normes avec des planchers plats pour permettre la circulation à l'intérieur des wagons.



La SNCF œuvre sur cette mise aux normes, le chemin reste long et laborieux car on vient de tellement loin et les

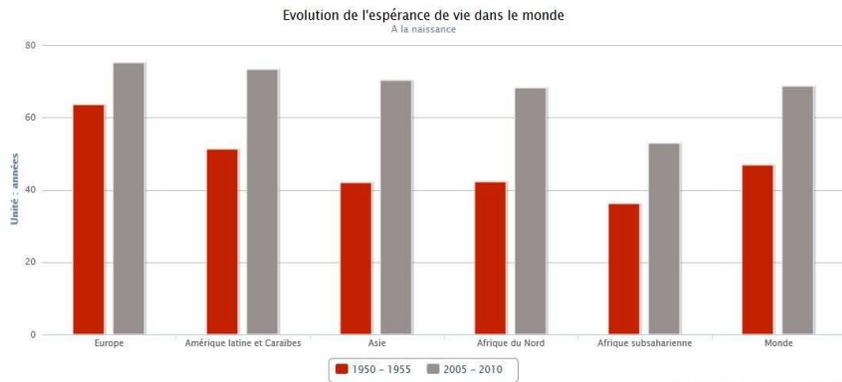
investissements sont massifs.

<http://www.voyages-sncf.com/guide/accessibilite>

<http://www.accessibilite.sncf.com/la-lettre-de-l-accessibilite/lettres/mars-2012-no7/article/acces-plus-mode-d-emploi>

En l'espace de 50 ans, l'humanité a vu son espérance de vie bondir de plus de 21 ans en 50 ans, la médecine, les conditions de vie y sont pour beaucoup dans cette avancée extraordinaire.

Pour vivre pleinement ces années gagnées vivons la vie version UD.



La Technologie, L'UD et le handicap

Je suis toujours émerveillé lorsque je vois ou entends des avancées technologiques permettant aux personnes handicapées de retrouver l'usage d'une jambe, d'un bras, de recouvrir la vue après de longues années de perte d'autonomie.

En janvier 2013, un Suédois amputé du bras droit a été la première personne à bénéficier d'une prothèse d'un genre bien particulier : celle-ci se greffe directement sur l'os et est connectée à ses nerfs et muscles, de façon à être contrôlée par la pensée. Une technique appelée "ostéo-intégration".

Près de deux ans plus tard, cette prouesse technique fait l'objet d'une



publication de suivi parue le 8 octobre dans la revue Science Translational Medicine, qui met à disposition deux vidéos surprenantes montrant le potentiel du dispositif. Comment vit le patient avec sa prothèse ? Quelles améliorations ont été apportées ?

Cette première réalisée par l'équipe chirurgicale de Rickard Brånemark, de l'hôpital universitaire Sahlgrenska à Göteborg (Suède) semble bien être un succès.



L'homme de 42 ans a même pu reprendre son activité professionnelle: chauffeur de camion.

<http://stm.sciencemag.org/content/6/257/257re6http://www.sciencesetavenir.fr/sante/20141010.OBS1767/video-le-bras-artificiel-controle-par-la-pensee-deux-ans-apres.html>

Un Américain âgé de 66 ans a pu recouvrer partiellement la vue grâce à l'implantation d'un stimulateur électronique.

*Aveugle depuis 33 ans suite à une rétinite pigmentaire, Larry Hester a eu un grand moment de bonheur le 1er octobre dernier lorsqu'il a redécouvert la lumière du jour. L'homme a bénéficié de la pose d'un implant rétinien. **Cet œil bionique porte le nom d'Argus retinalprostesthis.** Celui-ci lui permet de voir les contrastes, certains objets et des mouvements. L'homme peut ainsi distinguer un mur blanc d'une pièce sombre.*



Larry Hester est devenu aveugle progressivement, à cause d'une rétinite pigmentaire qui a détruit tous les photorécepteurs de son œil. « Ça a été un choc assez accablant, vraiment. J'avais 33 ans à l'époque » a-t-il confié au journal Today. Quand on lui a proposé de tester ce nouveau système, il a rapidement accepté. Mais il a d'abord fallu que Larry Hester se fasse greffer 60 électrodes sur la rétine de l'œil gauche. Puis, il a dû porter des lunettes spécifiques équipées d'une caméra. Un système informatique permet de transformer les

images en signaux. « Les patients sont stimulés par des flashes de lumière quand ils perçoivent quelque chose de lumineux et quand la caméra capte quelque chose qui est plus sombre, ils reçoivent moins de flashes » explique le Dr Paul Hahn du Duke Eye Center. Lorsqu'il a revu la lumière, Larry Hester s'est écrié, fou de joie : « Oh mon Dieu ! ». « C'était incroyable, c'était lumineux. J'ai dû prendre une profonde respiration en regardant ça. C'était difficile d'expliquer ce que je ressentais » raconte-t-il.

Si pour l'instant Larry Hester ne voit pas encore totalement, il s'agit toutefois d'une réelle avancée qui permettra à de nombreuses personnes souffrant de certaines formes de cécité de retrouver partiellement la vue. Ce traitement pourra être amélioré par la suite.

<http://www.sciencesetavenir.fr/sante/20140403.OBS2584/vision-artificielle-un-oeil-bionique-rembourse-par-la-securite-sociale.html><https://www.youtube.com/watch?v=CiyGOUHD2nI>

L'UD, le Handicap : Un évènement planétaire

Les Jeux paralympiques de Londres ont tiré leur rideau ce dimanche 9 septembre 2012 après douze jours d'intenses compétitions, de médailles et de records battus, sans oublier un intérêt sans précédent pour l'évènement.

La Chine est arrivée en tête du classement des nations, très loin devant les autres délégations.

De l'avis des experts, ce sont les Jeux paralympiques les plus réussis de l'histoire que la ville de Londres a organisé du 29 août au 9 septembre 2012. On peut le mesurer tant sur le plan de la participation et de la fréquentation, que sur celui des résultats sportifs.



Des Jeux paralympiques à guichets fermés.



On n'avait pas coutume, avant Londres, de voir des tribunes comblées pour des Jeux paralympiques. Les 2,7 millions de tickets mis en vente ont tous été écoulés, ce qui constitue un record en termes de fréquentation. Il y a également eu plus de pays et d'athlètes participants que par le passé, soit **164 nations et 4200 sportifs** (contre respectivement 148 et 3950 à Pékin). **421 records paralympiques ont été battus, dont 251 records du monde.**

Les stars mondiales du handisport ont confirmé, notamment l'athlète sud-africain Oscar Pistorius et le Britannique Jonnie Peacock, qui ont établi chacun des nouveaux records du monde sur 400 m et 100 m. Leur confrontation sur 100 m aurait même, selon les commentateurs, attiré davantage d'attention que la finale de 100 m d'Usain Bolt.

« Les gens ne verront plus le sport et le handicap de la même façon », s'est enthousiasmé le chef du Comité d'organisation des Jeux de Londres, Sebastian Coe. Il annonce, d'après les

sondages, que «plus de 70% des gens voient maintenant les Paralympiques comme étant du sport de haut niveau». SebastianCoe a ajouté que les deux tiers de la population britannique ont suivi les Jeux 2012 à la télévision. Ailleurs dans le monde, plus de cent pays ont retransmis ces Jeux.

<http://www.paralympic.org/paralympic-games/london-2012>

http://fr.wikipedia.org/wiki/Tableau_des_m%C3%A9dailles_des_Jeux_paralympiques_d'%C3%A9t%C3%A9_de_2012

L'UD, L'automobile et le handicap

Pour une personne à mobilité réduite la conduite d'un véhicule automobile reste très élevée. Bien sûr des aides existent mais ne couvre que 50% jusqu'à hauteur de 5000 euros maximum pour les frais d'aménagement.

Adaptation de véhicules http://www.lenoirhandiconcept.com/conduite_p_42_cat_1.html

A l'avenir les voitures a conduite entièrement automatisée rendront la mobilité accessible à tous, des personnes non voyantes posséderont un véhicule, ils deviendront ainsi totalement autonomes.



La voie a été donnée avec la GOOGLE CAR. Pour l'heure, l'accessibilité n'est pas la principale qualité de ce véhicule expérimental, mais une fois la technologie au point, les choses évolueront extrêmement rapidement.



<http://obs-urbain.fr/news/google-car-comment-ca-marche/>

En conclusion de cet exposé, je vous donne rendez-vous dans 10 ans pour faire un point avec vous sur les améliorations que la France aura apporté à ses infrastructures dans le cadre de la loi sur la mobilité.

Dans 10 ans, certaines technologies connu auront sûrement énormément évoluées, d'autre inconnu aujourd'hui verront certainement le jour si c'est dans le but d'améliorer la qualité de vie pour tous, l'afUD en fera toujours la promotion.

L'afUD remercie toutes les personnes qui soutiennent l'association à travers le monde par le biais des réseaux sociaux ou de mails encourageant nos actions.

Merci également à nos amis de UD India de nous avoir permis de nous exprimer librement.

Pensez Différent, Pensez UD!

Jean-René Moussu

Président de l'afUD

Mail : afUD.jrm@gmail.com



New Books:

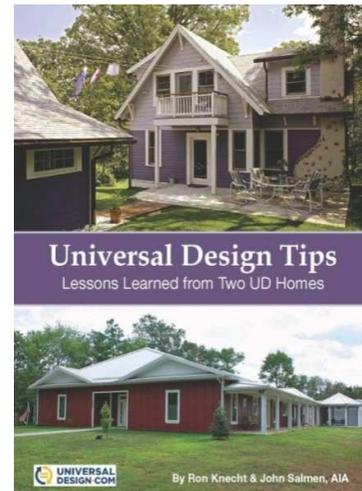
A New eBook from UniversalDesign.com

Universal Design Tips: Lessons Learned from Two UD homes

This new electronic book from UniversalDesign.com is filled with tips and ideas that will help guide anyone through the process of designing and constructing their own Universally Designed home. The book was co-authored by John Salmen, AIA, the publisher of *Universal Design News* and founder of UniversalDesign.com, and Ron Knecht, whose durable, energy efficient Universally Designed house was featured in the [January 2012 issue of Universal Design News](#).

The first section of the book deals with the planning process, providing insight on how to choose a location for the house, consider activities of daily living during planning, best use various types of design professionals, finalize a floor plan and develop a building schedule.

The rest of the book is organized according to different areas or elements of the home (i.e. exterior doors, bathing, and kitchen counters, just to name a few.) Whether designing a whole house or simply remodeling one area, *Universal Design Tips* makes it easy to quickly refer to the relevant section and find valuable tips that ensure success. Each of these sections includes design tips, photos and important lessons that the two authors learned through their personal projects.



John Salmen has been working in the field of accessible architecture and Universal Design for over 30 years, and he put this expertise to good use when remodeling a historic property to create the Universally Designed house he and his wife hope to live in for many years. Salmen's "Home for the Next 50 Years" has been featured in various media outlets: including *The Washington Post*, *Fine Homebuilding*, AARP's television show *Inside E Street* and the book *The Accessible Home: Designing for All Ages and Abilities*. Now, readers will be able to explore Salmen's home in even greater detail and apply his experience to their own Universally Designed home projects.

Ron Knecht's experience with Universal Design started after his wife of 46 years became ill with cancer. As her health worsened, Knecht learned first-hand the importance of accessibility for maintaining independence, safety and

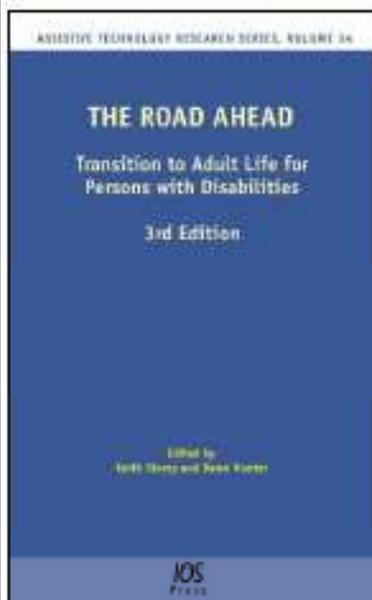
one's quality of life. Before Knecht's wife passed away, she extracted a promise from him that he would move to a Universally Designed house located closer to their daughter. Knecht was underwhelmed by both the houses that he saw on the market and the UD house plans that he found online; he realized that he would have to plan and build a custom house in order to fulfill his promise.

China Design Index 2014



China Design Index 2014: The essential directory of contacts for designers
Paperback – February 1, 2014 by Robert A. Curedale (Author)

The Road Ahead, Transition to Adult Life for Persons with Disabilities



The Road Ahead

Transition to Adult Life for Persons with Disabilities

Volume 34 Assistive Technology Research Series
Editors: Storey, K., Hunter, D.

December 2013, 318 pp., hardcover (revised 3rd edition)

ISBN 978-1-61499-312-4 (print)

ISBN 978-1-61499-313-1 (online)

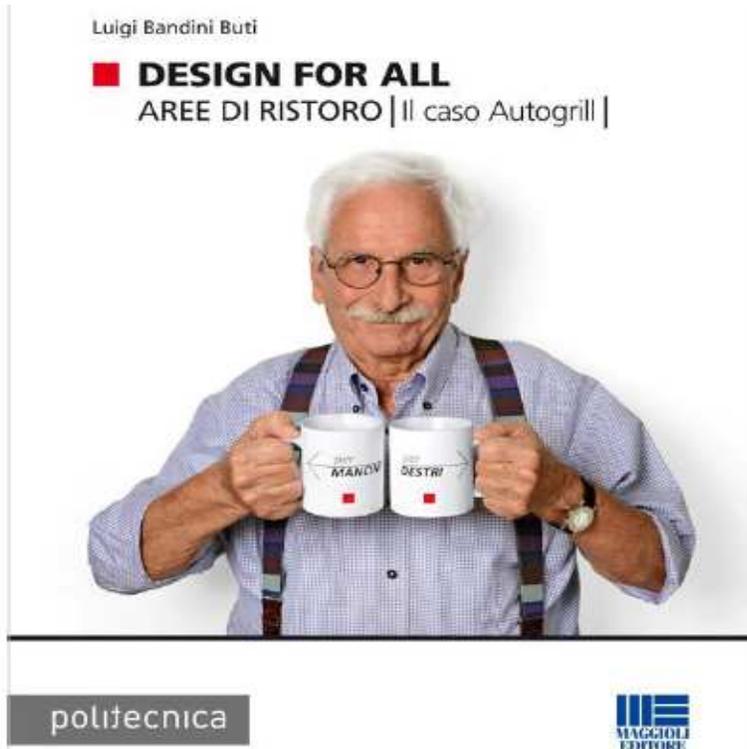
Price: €69 / US\$100 / £59

Successful transition from school to adult life has always been difficult for people with disabilities, especially in the area of employment. The vast majority of people with disabilities are either unemployed or underemployed with low wages and few benefits, and many governments are struggling to find a way of providing employment and benefits to people with disabilities without creating disincentives to work.

This book provides strategies and ideas for improving the lives of people with disabilities, exploring new ways of enabling a successful transition to an integrated adult working life by providing effective instruction and support. Following an introduction which outlines the importance of transition services and meaningful outcomes, topics covered in the remaining chapters include: person centered transition planning; enhancing competence and independence; employment assessment and career development; collaboration between agencies for a seamless transition; independent living and supported living; and community functioning skills.

The book will be of interest to all those who work with transition age students as well as those who work with adults with disabilities and want to enable them to have the best life possible. To paraphrase Helen Keller: "People with disabilities not only need to be given lives, they need to be given lives worth living."

Design for ALL, Aree DI Ristoro



Luigi Bandini Buti
DESIGN FOR ALL | AREE DI RISTORO | il caso Autogrill |
Maggioli Editore, 2013
<http://shop.wki.it/risultatoricerca.aspx?indizioricerca=luigi+bandini+buti>

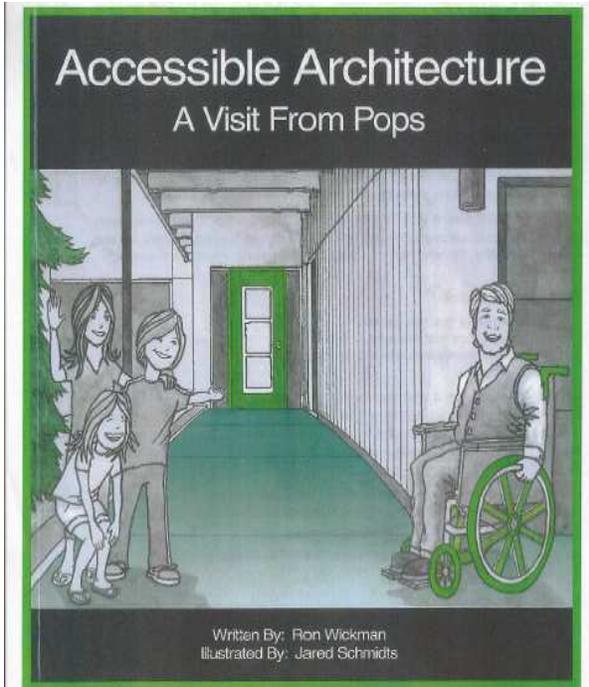
This book has been born following the collaboration with Autogrill that, for its new facilities "Villoresi Est", has developed an innovative, Design for All oriented project. We then realized that the cares foreseen for "all" would not be noted by "the majority".

If you are not on a wheel-chair, or blind, or you are not travelling with a large family or you don't have to look after your old grand-father, you will not be able to appreciate many of the attentions included into the project. It was therefore necessary to make more visible the virtuosity of the planning process and its results, which may not appear obvious to many people.

This publication is not meant to be a mere description, it is rather a critical analysis of the Villoresi Est rest area, included in a context that wants to examine in depth the methods and the means of Design for All.

Its main objective is therefore to use the "Autogrill case" to investigate the necessary steps to develop projects Design for all oriented, hopefully in an authoritative way.

Accessible Architecture



Edmonton Architect publishes - Adult Children's Book—Accessible Architecture: A Visit From Pops.

Edmonton Architect Ron Wickman launches his first book titled: *Accessible Architecture: A Visit From Pops* at the City Room in City Hall, Tuesday, March 18 at 6 p.m. Ron, son of the late Percy Wickman, MLA, Edmonton-Rutherford 1989-2001, is a story written on the focus of Percy and his 3 grandchildren. Ron is best known for his accessible design. His most recent endeavor published by Gemma B. Publishing draws on this knowledge. Edmonton draughtsman Jared Schmidts illustrates with wit and precision the need for a house to be visitable by everyone.

As a child, Ron Wickman learned firsthand about the need for accessibility. His father became paraplegic after being injured by an industrial accident. Ron wheeled his father into many inaccessible places. A longtime Edmonton City Councilor Percy Wickman advocated for people with disabilities throughout his life.

Ron Wickman studied architecture in Edmonton and in Halifax, Nova Scotia, specializing in barrier-free design, designing houses and public spaces that were both beautiful and accessible.

Accessible Architecture: A Visit From Pops—is an adult children's book, which demonstrates the three principles for ensuring a house can be visited and enjoyed by everyone equally, including those with a disability. Following Wickman's design and renovation also enables homeowners to age in place.

Visitability principles include

- the front entrance must have no steps;
- all main floor doors must be at least 36" wide
- an accessible washroom must be on the entrance floor.

Accessible Architecture: A Visit From Pops, by Ron Wickman, illustrated by Jared Schmidts and edited by Sarah Yates, is published by Gemma B. Publishing, a Winnipeg-based publisher. Gemma B. Publishing creates heroes and heroines living with a disability, in both fiction and non-fiction. The book will be launched at Edmonton City Hall, March 18 at 6 p.m. and available later at Audrey's Books in Edmonton.

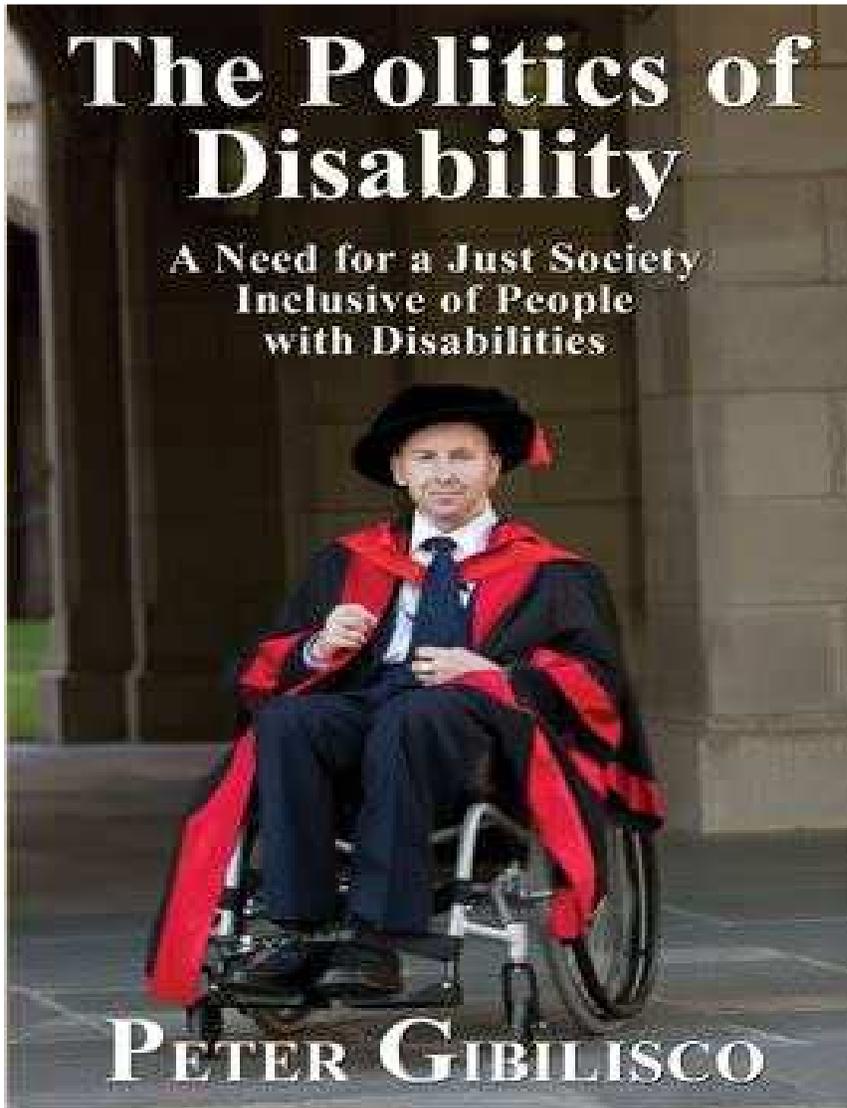
Ron Wickman will be available for interviews after the press conference at City Hall. His lecture at the Buildex Conference, Edmonton Expo Centre, Northlands will be held Wednesday, March 19 at 2:30 p.m.

Accessible Architecture: A Visit From Pops ISBN978-0-991697-0-8 sells for \$20.

- 30 -

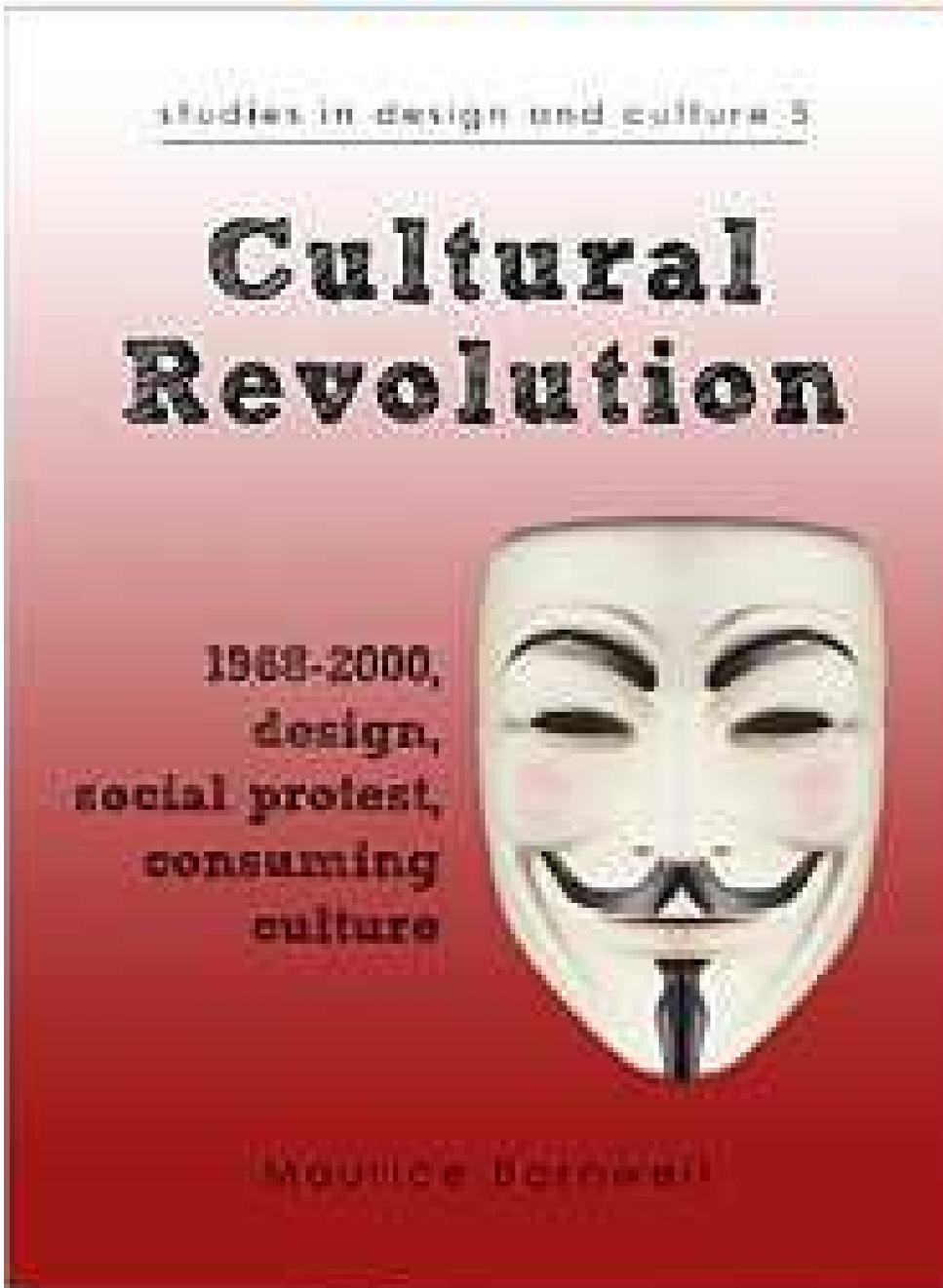
For additional information, contact:
Ron Wickman
Architect
780-430-9935
E-mail: rwickman@shaw.ca

The Politics of Disabilities, Peter Gibilisco



This book will retail for a recommended price of \$19.95 USD ISBN 978-1-77143-155-2, with an ebook version also available at a recommended price of \$7.95 USD ISBN 978-1-77143-156-9. You'll be able to buy it from all the usual places - Angus & Robertson, Bookworld, Fishpond, Amazon, Kobo, iBookStore, and Google's Play Store, amongst others.

Cultural Revolution by Maurice Barnwell (Author)



Design For All – the project for everyone.

Methods, tools, applications Volume 1 – 2 (Steffan, 2012)

Design for All – the project for everyone. Methods, tools, applications.
Volume 1- 2 (Steffan, 2012)

The publication highlights the multidisciplinary and cross-disciplinary of the Design for All approach, both in terms of issues addressed and of field of application. The accessibility of places and objects is nowadays a minimum requirement: it is only the starting point to allow their use by the widest range of people possible. Through professional experience and research, the paper tackles problems, methodologies and working tools, benchmarks.

The first volume covers the main areas of research and presents some examples at urban scale; the second volume illustrates examples of architectural design, products, services, university education.

The lack of compliance of the built environment and of the products, with needs that can be very different, causes a state of handicap. The lack of ability is a handicap only if the project has not taken it into account.

With these books we intend to stimulate debate, in-depth research, specialized studies, so that Design for All can be increasingly known and applied in more and more research and professional areas.



Published in Italian in December 2012 by Maggioli Editore (Santarcangelo di Romagna RN, Italy).

http://ordini.maggioli.it/clienti/product_info.php?products_id=8882 Volume 1

http://ordini.maggioli.it/clienti/product_info.php?products_id=8881 Volume 2

The on-line English version is also available since October 2014:

<http://www.maggiolieditore.it/ebook/tecnic/design-for-all-the-project-for-everyone-first-part.html>

<http://www.maggiolieditore.it/ebook/tecnic/design-for-all-the-project-for-everyone-second-part.html>

"Ideas, even good ideas, flourish only when practitioners commit to sharing their experiences, perspectives and aspirations. By organizing this publication and convening a distinguished international group of contributors, Editor Isabella Tiziana Steffan helps to establish the current state-of-the-art and affirms the significant potential of Design-for-All. She also delivers fresh inspiration to an expanded audience critically important to engage if Design-for-All/Universal Design is to realize its promise in the coming years.(...)We salute Editor Steffan for her passion, focus and hard work to bring this valuable contribution to fruition." (Valerie Fletcher)

APPEAL:

Survey for Ph.D. Student

I am currently pursuing my Ph.D. from IIT Delhi in the domain of Industrial Design. My dissertation topic is Design Forecasting with ref to Product innovation.

Please help me by filling this questionnaire. And also recommend it to your friends/juniors/colleagues.

You can find the survey at:-

<http://www.surveymonkey.com/s/innovation-forecasting>

There are just 14-15 questions related to product innovation and the factors which are important for planning/designing our future. It would not take more than 7-8 minutes to finish this questionnaire. There is also a surprise gift in the end of the survey form, a specially designed poster featuring the great classical products of the last century, in high resolution, ready for print.

Design-for-all is a formidable design community and has a widespread global reach. Through it my survey form can reach design practitioners, academicians and stake holders at various levels. I request you to help me by forwarding this through your mailing list. I am really counting on your help and shall be deeply thankful to you for this.

You may also share it on FB, linked-In, or in your network of friends and recommend it to anyone whom you find appropriate for this study.

Thanks and best regards

Sugandh Malhotra

Mob: 9810296933

NEWS:

1.

Foundation to launch 'Braille Vani' app

PUNE, INDIA: City-based Prerana Foundation for the Blind will launch its Braille Vani radio application in Chinchwad on Friday.

Satish Navale, secretary of the foundation, said people can download the application and tune into our radio station. "It will be run by a team 60 to 70 people. Of which, 70% are people with vision disabilities. The core team comprises 10-12 people and the remaining are volunteers," he said

Navale said the radio station will help train people with vision disabilities and after gaining experience, they can get jobs at other radio stations or media organizations. "The station will broadcast programs based on education, research, entertainment along with news-based programs. Initially, the radio station will function from a studio in Baner," he added.

Source: Times of India

2.

Students design a facial recognition cane for people with vision disabilities

A revolutionary 'smart' cane enabling people who are blind to instantly identify friends and family could be available soon, thanks to students at Birmingham City University.



The 'XploR' mobility cane, being developed by ICT students Steve Adigbo, Waheed Rafiq and Richard Howlett, uses smartphone technology to recognize familiar faces from up to 10 metres away. The cane also features GPS functionality to aid navigation.

The device has added importance for one of its developers, Steve Adigbo, whose

grandfather is blind. Steve said: "My grandfather is blind and I know how useful this device could be for him. The smart cane incorporates facial recognition technology to alert the user when they are approaching a relative or friend. There's nothing else out there like this at the moment."

The Birmingham City University team have already presented the XploR cane to medical and science professionals in Luxembourg and France, and plan to visit organisations in Germany later this year.

"Medical and healthcare companies in France really liked the product. Hopefully it'll be making a real difference to people's lives soon," said Waheed.

The students have designed the XploR cane to detect faces up to 10 metres away, vibrating when detecting a recognisable individual from a bank of images stored on an internal SD memory card.

The device will guide users towards friends and family members using an ear piece and audio guidance, with the information being relayed through bluetooth technology.

The students conducted market research at the Beacon Centre for the Blind in Wolverhampton, West Midlands, to determine key features that the visually impaired would find useful in a mobility cane.

"We found that high-spec technology features were essential requirements for users, as well as the cane needing to be fairly lightweight and easy to use," said Waheed.

"We'll be returning to the Beacon Centre later this year for people to test the product and also to highlight the training and security features of the cane."

The student project forms part of LILA, a European initiative encouraging entrepreneurship and fostering internationalization.

3.

Indian parliamentary panel bats for setting up of Disability Rights Tribunal

NEW DELHI: Batting for a Disability Rights Tribunal, a parliamentary panel has recommended increased penalty for offences against persons

with disabilities, and suggested bringing “long term” diseases including diabetes Type-I, kidney failure and blood cancer, besides dwarfism, under the bracket of disabilities.



The Standing Committee on Social Justice and Empowerment, which went into the Right of Persons with Disabilities Bill, 2014 and submitted its reports in Parliament today, also suggested a “disability budget” on lines of SC and ST Sub

Plan for persons with disabilities.

“The Committee recommended the ministry to consider inclusion of these disorders too as disabilities specially kidney failure, blood cancer, diabetes Type-I (IDDM), which are long term diseases generally incurable and require substantive medical care and expenses throughout life,” the report said.

The Committee also desires that dwarfism should be considered as a distinct disability rather than a part of locomotor disability, since these people are able to perform all normal activities but need help as they are discriminated because of their height and other characteristics besides having other problems like travelling, driving as well as health related problems.

The bill, which was introduced in Rajya Sabha by the previous Government in 2014 and referred to Standing Committee, had included 19 types of disability.

The Committee also sought for fixing time frame for cases that would be dealt by the Disability Rights Tribunal.

“A specific time frame would be laid down for disposal of cases relating to persons with disabilities in Special Courts or Disability Rights Tribunal (as suggested by the Committee). The normal time period may range from six months to one year maximum,” the report said.

The Committee further suggested for training service animals for assisting visually and hearing impaired persons.

“Service animals like dogs should be provided to persons with disabilities, especially for people who are blind and hearing disabilities. Training should be imparted to these animals and they should be allowed to enter buildings along persons with disabilities,” the report stated.

It also recommended for increasing penalty for different types of offences including imposing fine up to Rs 10 lakh for discrimination in employment and revoking the licence of school and academic establishment for discrimination in schools.

Noting that dwarfism should get all the desired benefits under the Constitution and various central legislations across the country, the report said the Committee desires that the extent of the bill should include Jammu and Kashmir too.

Advocating for inclusion of insurance related provisions in the bill, the Committee said that a “mandatory provision enabling the insurance companies not to charge any higher premium for persons with disabilities vis-a-vis other people, in their insurance schemes, should be addressed appropriately through an amendment in the IRDA Act, if necessary.”

In its report, the Committee said that the period of unemployment allowance to be given for persons with disabilities must be at least for five years.

Source: Zeenews

PROGRAM & EVENTS:

RFT Awards



Transportation connects us all.

Whether it's simply getting from home to work or using products shipped over distances near and far, in every region of the world transportation impacts our daily lives.

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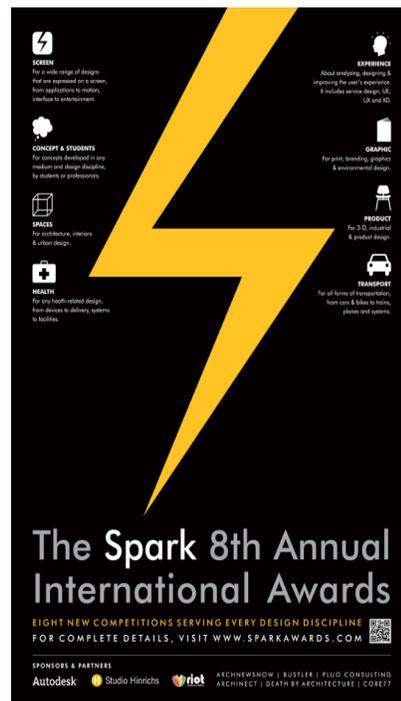
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Interaction Awards 2015



AIM and MANAGE for Inclusive Access

EBU, The Vision for Equality Award



The voice of blind and partially sighted people in Europe

The Vision for Equality Award

The **EBU Vision for Equality Award** is given to European organisations, institutions, policy makers, enterprises or individuals in recognition of their commitment to protect and promote the rights of blind and partially sighted people and to improve their living conditions. The Award, which consists of a certificate and a piece of art by a visually impaired artist, is presented every four years on the occasion of EBU general assemblies.

Nominations may be put forward by EBU national members and are processed by the EBU Awards Working Group.

CALL FOR NOMINATIONS FOR THE 2015 EBU "VISION FOR EQUALITY" AWARD

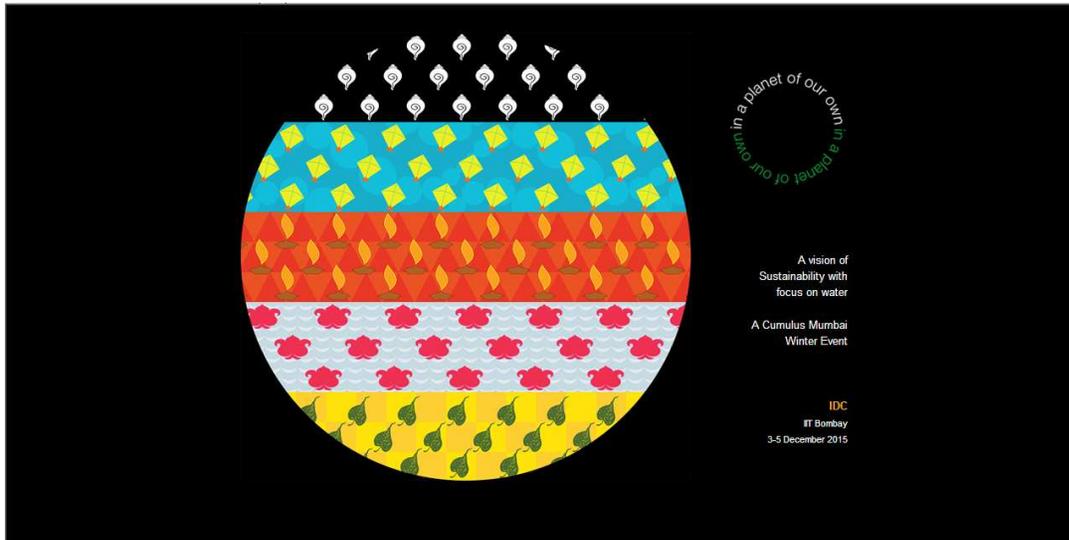
ICED 2015 – Design for Life


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life

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A Planet of Our Own Cartoon Competition



Cartoon Competition

We invite you to participate to showcase your ideas on sustainability during the Cumulus Mumbai 2015: In a planet of our own - a vision of sustainability with focus on water' by submitting a Cartoon created by you.

Design Cartoons on the theme of Sustainability with focus on Water

We invite cartoons which humorously communicate the seriousness of the theme, by rethinking sustainability with respect to water in terms of conservation, preservation and recycling. Rethink situations, rethink water, life, thirst, cleanliness, greenery, energy resources and everything else we use day in and day out to keep going. Rethink and depict how the saving of water that can fully give a new lease of life by either going back to nature or going back into the design process as a new paradigm that can affect our world.. Cartoonists are invited to interpret the theme of the event 'In a Planet of Our Own – a vision of Sustainability with focus on Water' as representations through designing of Cartoons. The **Winning Entries:**

1. The winning cartoons will be displayed as an exhibition during the event. We expect the exhibition to travel to other places as part of other events.
2. The winning entries will also be published as part of a book to be released during the conference in December 2015.
3. Each of the winning participants will receive 5 copies of the book.
4. The winning participants will also be given the 'Certificate of Winning the Cartoon Competition'.Partnership:

This competition is done in partnership with [Usability Matters.Org](http://UsabilityMatters.Org)

The Jury and the Judgment Criteria:

The jury will be well-known professionals and socially active personalities. The names will be announced in due course. For judgment, the jury will use criteria such as creativity, humor, visual communication, presentation, persuasiveness, originality, cleverness, relevance of content and execution.

Submission Guidelines:

Entries : up to 5 cartoons per person

Size (hard-copy): A4 (210 X 297 mm) or A3 (297 X 410)

Size (digital): 300dpi and in dimensions of A4 or roughly 2500 x 3500pixels

Please make sure the resolution is 300 dpi so that it is suitable for printing

Technique: free - can be either hand drawn or digital using any medium

and email these with the subject line 'Cartoons' to:

contact@inaplanetofourown.net

or snail mail to:

Cartoons - in a planet of our own

IDC, IIT Bombay

Powai, Mumbai

400076

India

www.innonatives.com

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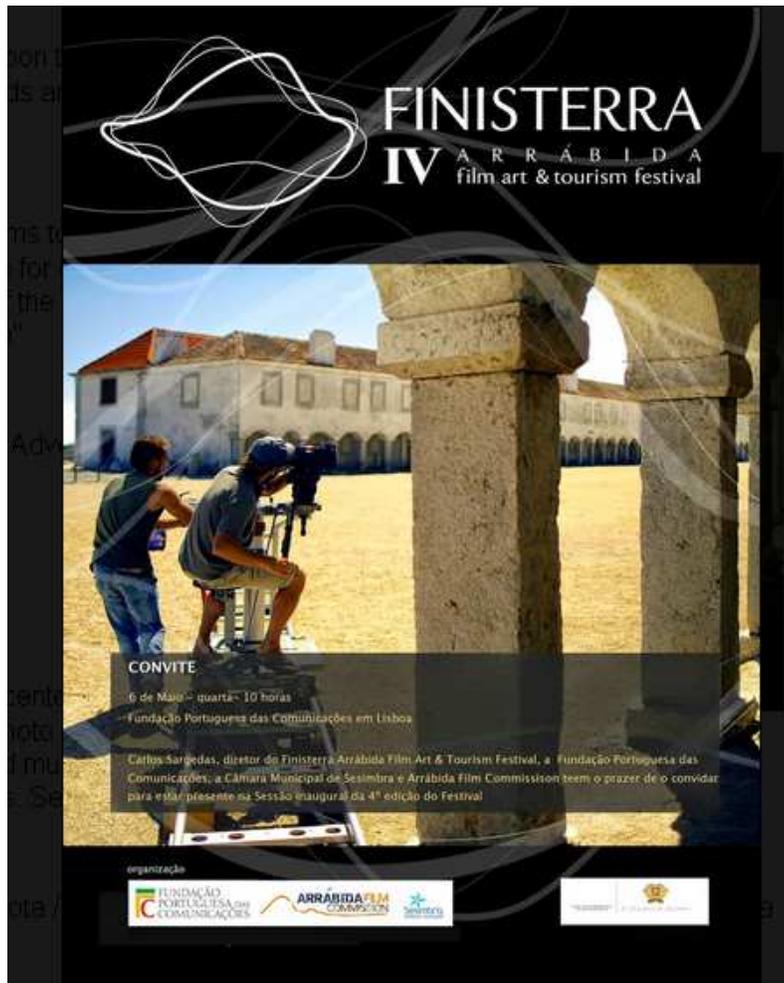


Innovation with a Smile AVRILDESIGN



14.04.2015





19th Triennial Congress of the
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MELBOURNE • 9-14 August 2015
www.iea2015.org
Reaching Out



OPENING UP NEW HORIZONS ENABLING **ACCESS FOR ALL**

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in Universal Design, this is your moment.

Inviting nominations for

6th  **MPHASIS
UNIVERSAL DESIGN
AWARDS**

ACCESS FOR ALL

Access cuts across people, forming the very basis of empowerment of those with disabilities. This is the underpinning of Universal Design, a design that is usable to the greatest extent possible by everyone.

The NCPEDP-Mphasis Universal Design Awards are given away every year to acknowledge those constantly working to **expand accessibility to include people with disabilities.**

We are inviting Nominations for 2015 from those remarkable individuals and organizations who have brought 'excellence to work' in the cause of accessibility

The Awards are given in 3 categories:

-  **Persons with Disabilities**
-  **Working Professionals**
-  **Companies/Organisations**

The last date for sending nominations:

Monday, 15th June 2015

Forms can be downloaded from:

www.dnis.org

Or obtained by writing in to:

secretariat@ncpedp.org



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Job Openings:

1:

TPVISION INDIA Open position: Senior Interaction Designer (ANDROID TV UI / MOBILITY)

Best-in-class Sr. Interaction Designer to create interaction wireframes and support creation of User interaction design specification for implementation of products in the television ecosystem. Designer will interact with design lead and development team and will participate in the design implementation process with emphasis on global strategic design direction.

Works, with a high level of independence - according to the briefing, creative vision and art direction, in close co-operation with the other members of the design team and design leads. Follows the development of the design through to production. Must have the ability to work within tight deadlines and demonstrate a high degree of flexibility. Be able to translate overall (strategic) design directions into appropriate interaction solutions and provide guidance for visual interface creation.

Prepares and maintains the relevant documentation according to the defined way of working, e.g . UIS, design briefs, reviews, etc.

Excellent Interaction design skills

Attention to detail and a craving for perfection

Experience working for Mobile and Tablet UI

Knowledgeable about android UI behaviors and patterns

Able to design and test wireframes in motion with screen animations and transitions

Minimum of 4 years of proven experience in the industry or relevant line of work

Masters / Bachelor degree in Interaction Design, Visual or Graphics design or relevant design area

Experience with multi-layer navigational systems

Knowledge of display technologies, the limitations and applications

Good understanding of design principles and concepts.

Excellent command over UI design software (Adobe CS6).

Self motivated and able to work in a team environment

Proactive thinker and problem solver and a team player

Strong interpersonal and communication skills

Experience working on multi version files and maintaining them

Location: Manyata Tech Park, Nagavara,, Bangalore.

Website: [Homepage - TP Vision Global](#)

2.

Opportunity with Timesgroup

Location: Noida

Specific Responsibilities:

- Work with end-users and product development team members to gain an understanding and help define the user and functional system requirements. Translate design problems with many stakeholders into scalable design solutions, and communicate design rationales to various audiences
- Act as a catalyst to bring focus to usability and good interaction design on multiple project teams composed of business process owners, product management, and development.
- Develop and apply design strategies and guidelines to new and derivative designs solutions.
- Conduct task / workflow analyses of existing and emerging user work practices.
- Conduct heuristic evaluations of systems and designs.
- Create conceptual/logical design architectures that improves user productivity and satisfaction.
- Plan, conduct, and report usability tests to validate suitability of proposed designs.
- Translate design problems with many stakeholders into scalable design solutions, and communicate design rationales to various audiences
- Provide visual design guidance for developers and for other UED teams through implementing and designing for cross-network interfaces and Platform best practices
- Deliver wireframes, photoshop document, visual specifications and visual assets for the design wherever necessary.
- Should have good knowledge of wireframing tools like VIsio, Balsamiq, Invisio etc.
- Create visual designs that address business, brand, market, and user requirements, including the visual design of screen layouts, color palettes, typography, and user interface elements
- Participate in concept development and design ideation within a user-centered design process
- Develop new approaches to complex design problems and convey ideas into tangible form
- Effectively and efficiently produce and communicate necessary design deliverables, including visual design specifications, templates, storyboards, prototypes and comps, across multidisciplinary team throughout all phases of the project

Desired Skills and Expertise

- 3 - 5 years of experience designing user interfaces for software products.
- Looking for candidates from NID Ahmedabad or M.Des from IIT Mumbai, Guwahati, Kanpur, Delhi etc.
- Excellent verbal and written communication skills and must have a updated portfolio of work.

Expertise :

User Experience Design, Usability, User Centered Design, Human Computer Interaction, Interaction Design, Information Architecture, Wireframes, Prototype, User Research, Usability Testing, Heuristic Evaluation, UI Design, Mobile Design

Interested candidates please send your CV and portfolio to verma.shveta@gmail.com

3.

An excellent opportunity in Gurgaon, wherein we at Limeroad are looking for passionate people willing to work in high growth start-up environment with our design team(UI / UX).

If you want to explore this opportunity, you can connect with our HR Deepa (email: deepa@limeroad.com).

4.

We at Design Ventures, an Accel funded Product Development Company (www.designventures.com) are scaling up significantly. There are multiple openings available.

Hiring interns too.

If you are interested, please apply at www.designventures.com

5.

Openings for UI/UX Designer & HTML Developers @ Symphony Teleca, Pune

Symphony Teleca's design and innovation studio – Litehouse is seeking a Senior Designers and HTML Developers to work on a variety of interfaces for customer projects. This person will have extensive experience working with multiple OS's, devices and industries. The positions are located in the Symphony Teleca Pune (Hinjewadi Phase1), you will be personally responsible for creating highly usable and intuitive interfaces and engaging UI experiences.

Send Resume and portfolio - at [Nooruddin.nadaf \(at \) symphonyteleca.com](mailto:Nooruddin.nadaf@symphonyteleca.com)

Job Description for UI / UX Designer (5 – 10 years) 2 Positions

- Good natured, flexible, leave-your-ego-at-the-door attitude and a sense of humor a must.
- Ability to intelligently present and positively critique design concepts during team reviews and stakeholder meetings.
- Online portfolio with multiple examples of design for web ,desktop, iOS and Android platforms required.
- Conceptualise and create intuitive, engaging and brand-consistent experiences across web, desktop, iOS, Android and other platforms for phones, tablets, automotive and wearable views.
- Deliver platform-specific wireframes, flow maps and design functional specifications for development.
- Work in tandem with UI designers and software engineers in both waterfall and agile environments.
- Assess product, user research and design requirements.
- Communicate concepts through sketches, diagrams, wireframes, and interactive prototypes.
- Communicate and "sell" your design solutions to senior management and teammates, including engineers, product managers, partners, etc.
- Provide thought design leadership to the company and work with engineering to push the boundaries of what's possible on emerging technologies.
- Present and defend designs at key milestones.

- Work with cross-functional, globally located teams to manage and deliver designs on time, as well as champion the best possible user experience for our customers.
-

Job Description for HTML Developer (5+ years) 2 Positions

- Front End Development Experience / UI Development
- Strong knowledge in JavaScript, HTML5, CSS3 and Bootstrap and AngularJS frameworks.
- Excellent in Responsive designs across all platforms and devices.
- Good experience/Understanding (preferred experience) in JQuery, NodeJS, AngularJS, extJS, Bootstrap.
- Good analytic skills are a must.
- Ability to work in a self-directed, fast-moving, results-oriented environment.
- Should be able to convert PSD into Pixel perfect HTML

Job Description for Graphic Designer (3+ years) 1 Position

- Impeccable production skills (layout, typography, colour).
- Able to manage your own projects and deliver in deadlines while maintaining production schedules.
- Able to communicate in clear concise manner
- Flexible and can adapt to quickly changing priorities and tasks
- Highly innovative in conceptualising design solution with creative skills, strong visual sense, imaginative flair and good team-working skills
- Demonstrate illustrative skills with rough sketches (as needed), and able to work with original and fresh ideas.
- Create designs, concepts and understanding team's requirements & functional specifications and designing high quality
- A strong understanding of designing marketing/sales presentations, communication designs like, Flyers, Posters etc.
- Designing compelling designs for printed media, including advertisements, direct mail, brochures, posters and flyers
- Working closely with different technical teams to ensure continuity.
- Having experience in the same is must and should have the ability to work as per the company's and organisation's requirement

Send Resume and portfolio - at Nooruddin.nadaf (at) symphonyteleca.com /
(Nooruddin.nadaf@symphonyteleca.com)

6.

Bajaj Electricals Ltd is looking forward to recruit Industrial Designers with 3-10 years experience in lighting and appliances domain.

Interested candidates can send their resume and portfolio to vinayakr@bajajelectricals.com

7.

This cutting edge e-gaming operator is a leading provider of B2B and B2C services to the online gaming and sports betting markets.

YOUR ROLE:

Excellent opportunity for an experienced Head of Design and UX

As the Head of Design and UX you will still be hands on and responsible for leading, managing and producing the design and UX for new and existing product range across all channels – desktop, mobile and tablet (including web, iOS and Android).

This role will give you the opportunity to fuse your creative streak with your sound UX methodologies to deliver a truly customer-centric engaging experience.

Your typical day as Head of Design and UX will include:

Develop brand identity and visual direction (for both existing and new brands)

Define UX KPIs to measure success and identify opportunities to improve conversion metrics

Evaluation of the existing products and channels to improve both the design and UX

Lead the production of detailed wireframes, user journey site maps and final designs for new and existing products that balance business goals with the user needs

Presenting concepts to the project owner and key stakeholders

Ensure design treatments are accessible across all markets / languages

Create detailed guidelines which can be followed by local Web Design Teams

Employ UX principles, advocate user-centred design and usability across the business by sharing knowledge and experience across the teams

Remain abreast of UX and design best practises through remote learning and Conference attendance

KEY SKILLS AND EXPERIENCES:

Strong creativity and innovation

Multi-platform and multi-device (mobile & tablet) UI/UX design experience

Experience working within a multilingual e-commerce business

Ability to understand the business requirements

Familiarity with technical considerations involved in web design

User focused/customer centric design

PLEASE INCLUDE A PORTFOLIO OF WORK TO BE CONSIDERED FOR THE ROLE

Please contact david.pratley@Welovesalt.com on 02079282525 for further information

8.

The client is a leader in their field providing advice global healthcare advice and products. They require an experienced digital lead that is used to delivering successful digital strategies across all connected platforms. You will understand the in depth process of creating a global image and delivering outer used platforms that link to social media and associated web and mobile platforms. You will have created similar strategies with proven success and know how to manage the process at more senior and junior levels. You are looking for your next challenge at delivering something new in an ever changing digital world.

About you, the role and the opportunity

- You will be the go to expert that understands and ensures a global approach to everything digital, from design through to granular social media detail
- You will set the global strategy and be confident in managing all parties from juniors through to board members
- Your vision will be embedded across all channels, which will be show through harmonised designs in all digital touch points
- You will create this vision so it can be grown upon over the coming years and developments
- You can show from your experience where you have delivered products that have changed the face of a product or company through either an award winning mobile/digital product
- You will be the central point being able to offer guidance to all teams involved from ux, design, development and marketing
- You will analyse performance and results post release and update and improve where necessary
- You want to be part of the next digital phase for a leading global organisation

Duration

12 month contract

Location London

Salary A competitive daily rate is available, most likely between £400-£1,000 per day, this company would like you to advise on your rate requirement

For further information and the opportunity to join a global digital business please contact david.pratley@welovesalt.com on 02036755053 for further information

9.

afdindia is looking for part-time & full time NID or IDC graduates to mentor design school aspirants in New Delhi, Bangalore, Chennai & Kochi centres.

The requirement

1. candidate to be available at our centres from 10am - 5.30pm
2. can work 1 - 6 days per week.
3. teaching hours would vary from 2 - 5hrs per day
4. the job will be purely academic & mentoring students
5. candidate needs to have excellent drawing skills and a very creative thinker

Interested candidates may sent in their profile to jobs@afdindia.com or call 08971296752

10.



Advertising:

To advertise in digital Newsletter

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Acceptance of advertisement does not mean our endorsement of the products or services by the Design for All Institute of India

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Editor@designforall.in

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