Design for All Exhibition 2015-2017

EIDD – Design for All Europe GA
Milan, 22.5.2015

Terhi Tamminen, Avaava

Cities for All exhibition 2012-2014

EIDD - Design for All Europe
Produced together with Finnish production team a successful Cities for all Exhibition which traveled around Europe 2012-2014

Last stop: Design for All Day 29.5.2015 Aalto-yliopisto, Design Factory

DESIGN FOR ALL DAY - PROGRAMME - 29.05.2015

9.00 - 9.05	Welcome: Kalevi Ekman, Professor of product development, the chief of Design Factory, Aalto University
9.05 - 9.20	Opening of the seminar : Terhi Tamminen, the Board member of EIDD Design for All Europe, Avaava
9.20 - 10.00	Keynote speech, Design for All: who counts as ALL? Future visions for radical design for ALL inclusions and alliances Andrea Botero, School of Arts, Design and Architecture, Media Lab Aalto University

DESIGN FOR ALL AND SPACES

10.00 - 10.20	The innovation momentum in a third of the Finnish housing stock Katja Soini, DA, Development Manager, Vahanen Group
10.20 - 10.40	My Home Project: Design concepts for supporting the everyday living of young persons with intellectual disabilities Antti Pirinen, postdoctoral Researcher, Department of Design, Aalto University

DESIGN FOR ALL AND SERVICE & USABILITY

10.45 - 11.05	Design for All and service design Petteri Alinikula, Ph.D., Principal Program Manager, Microsoft Ltd.
11.05 - 11.35	Usable Accessibility Tapio Haanperä, Doctoral Candidate, Aalto University, School of Science, Department of Computer Science, Strategic Usability Research Group
11.50 - 12.50	Lunch

DESIGN FOR ALL AND LEARNING

12.50 - 13.20	Freeler: Design for Supporting Wellbeing in Learning Eva Durall, PhD candidate at LeGroup and holds a MA in ePedagogy and Visual Knowledge Building, Aalto University

DESIGN FOR ALL IN PRACTICE : innovations, companies, competitions and student programs

13.30 - 14.00	Providing accessible location information through iBeacons and the BlindSquare app Ilkka Pirttimaa, CEO, MIPsoft
14.00 - 14.20	Studies and thesis on Universal Design theme in Aalto University Ira Verma, Sotera Institute, Aalto University
14.30 - 15.00	Coffee Break
15.00 - 15.20	Inclusive business and company strategies Aulikki Sippola, Ph.D. (Econ), Diversity Management Specialist FIBS CR Network
15.20 - 15.50	Competitions in the field of Design for All Sampo Vallius, architect, the Housing Finance and Development Centre of Finland, ARA Case: ARA-home 2049 Housing Design competition, second prize winner: OurNeighborhood, Joakim Breitenstein, architect and founder of Joksu
15.50 - 16.00	Closing the seminar

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DESIGN FOR ALL – FOREVER

Design for All exhibition 2015-2017

EIDD has created a new version of Cities for All which is **Design for All exhibition** in electric form.

The target of the exhibition is to gather Design for All examples from Europe in the areas of:

- Products and services
- Spaces and environments
- Communication and information

Design for All exhibition concept

Each member organization will have one free place / Design for All example in the exhibition.

Examples are evaluated and juried by EIDD board.

Examples has to be send to Avaava by **15th of September, 2015** by filling the application form which has to include the following information:

Area of the example
A.   Spaces and environments
B.   Products and services
C.   Communication and information.

Application form

Name of the organization/company/project

Topic of the project in the exhibition (your wish)

The field of activity

Contact person: name, gsm, email, www-site, country

Design for All –solution:

- Who where involved in the designing and the participation process: decisionmakers, professionals, what kind of designers, what kind of users, others
- Definition of the design and participation process.
- Definition of the result: product, service, techology, architecture etc

Added value: profitable value, awareness, usability, goodwill, better brand / organization image, new market area or other?

Possible awards and quality labels: IF Design, red dot design award, universal design award.

Attachement: logo, 2-5 pictures in high and low resolution form

Design for All exhibition use

Exhibition can be used:

- as a presentation and as a marketing tool to communicat EIDD network and DfA examples
- as an electric exhibition
- as an handout / printed material
- as an EIDD communication material in www-site and in facebook

The right to use the exhibition and the material is given to the EIDD members with the following conditions:

- The exhibition is part of the event, seminar or exhibition related to the area of Design for All
- There is a possibility to have a EIDD speech and presentation in the event

Design for All exhibitors

Each member can seek new exhibitors to the exhibition and as a member.

Prices:

- Students and individuals – 0€
- Universities, 500€
- Companies, organizations etc. 1000€

Production costs: 300€/example
EIDD profit: 200-700€/example
If a member gets two exhibitors or two members, they will have a free member fee for one year.

Cities for All

> "Design for All is design for human diversity, social inclusion and equality."

Design for All is design for human diversity, social inclusion and equality.

This holistic and innovative approach constitutes a creative and ethical challenge for all planners, designers, entrepreneurs, administrators and political leaders.

Design for All aims to enable all people to have equal opportunities to participate in every aspect of society. To achieve this, the built environment, everyday objects, services, culture and information – in short, everything that is designed and made by people to be used by people – must be accessible, convenient for everyone in society to use and responsive to evolving human diversity. The practice of Design for All makes conscious use of the analysis of human needs and aspirations and requires the involvement of end users at every stage in the design process.

The EIDD Stockholm Declaration, 2004

DESIGN FOR ALL
EXHIBITION

Exhibitors

**PRODUCTS
& SERVICES**

**SPACES
& ENVIRONMENTS**

**COMMUNICATION
& INFORMATION**

Aino Kiviranta

Cité du Design Saint-Etienne

Qly Oy
MIPsoft Oy