

# DESIGN THAT MAKES A DIFFERENCE

PEOPLE-CENTRED PROJECTS  
FROM NORWAY AND THE UK



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## PEOPLE-CENTRED PROJECTS FROM NORWAY AND THE UK

### Exhibition

19-26 April 2013 – Admission Free

10am-5.30pm daily (closes 1pm on 26 April)

Henry Moore Gallery, Royal College of Art

This exhibition showcases 20 projects drawn from Norway and the UK that provide a snapshot of the developing practice of socially inclusive design – design that makes a difference.

Defined in 2000 by the UK Government as ‘a process whereby designers ensure that their products and services address the needs of the widest possible audience’, inclusive design also links to ideas around social equality enshrined in the Nordic model of democratic governance. In 2005, 16 Norwegian government ministries committed to an Action Plan implementing inclusive design in Norway by 2025.

As an approach, inclusive design works most effectively when activated at all levels – within local communities, business organisations and through public services. These projects represent a cross-section of work that puts people first, meets social need, influences business practice and effects positive change.

The work is divided into three themes as follows:

### **BUSINESS-DRIVEN:** demonstrating benefits to industry

- BT Big Button Phone (UK)
- Nestlé Inclusive Packaging (UK)
- Windows for All (Norway)
- Scandic Oslo Airport Hotel (Norway)
- Think Electric Car (Norway)
- Tuva Cutlery (Norway)

### **COMMUNITY-CENTRED:** addressing digital or physical communities

- Fixperts.org (UK)
- Margarinfabrikken Kindergarten (Norway)
- Lighting Urban Communities (UK)
- Ode (UK)
- The Amazings (UK)
- www.yr.no (Norway)

### **PUBLIC-FACING:** designing in the public realm

- Blanke Ark: Government Voting System (Norway)
- Emergency Ambulance (UK)
- FLIRT Public Train (Norway)
- Gov.uk (UK)
- South Bank Riverside Walk (UK)
- Queen Elizabeth Olympic Park (UK)
- Rogaland Passenger Ferry (Norway)
- Schandorffs Plass (Norway)

# PROJECTS FROM NORWAY



## BLANKE ARK: GOVERNMENT VOTING SYSTEM

An inclusively designed election system that makes it easier for everyone to participate in democracy by reconsidering the ways that votes are cast. Everything from booths to ballot papers have been designed to allow people with different needs and abilities to access polling stations.



## FLIRT PUBLIC TRAIN

Inclusive design was key to procurement and production of a new national train. Involving a wide range of people throughout the process resulted in attractive, accessible solutions for everyone, from flexible spaces to accommodate wheelchairs and luggage, to contrasting colours and tactile surfaces.



## MARGARINFABRIKKEN KINDERGARTEN

A historic factory building protected under Norwegian law presented unique challenges when it was converted to a kindergarten and outdoor space for a local community in Oslo. The result demonstrates how a restoration project can be enhanced by inclusive design when integrated into the process.



## ROGALAND PASSENGER FERRY

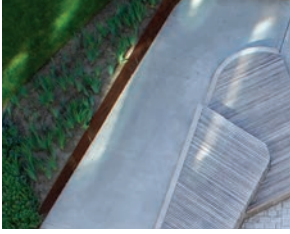
Applying inclusive design to the design of passenger ferries proved a challenge especially as specifications did not exist. These had to be worked out on the job and laid the groundwork for the design of the popular boat design that is in use today. Passengers of all abilities find it extremely easy to use.



## SCANDIC OSLO AIRPORT HOTEL

When building a new hotel at Oslo international airport, the Scandic hotel chain used inclusive design to distinguish itself in the competitive tourism and travel sector. Guests can enjoy a chic yet functional interior, allergy-friendly materials, easy wayfinding and a more comfortable, welcoming experience.

## PROJECTS FROM NORWAY



### SCHANDORFFS PLASS

This new winding walkway and modern park in central Oslo was transformed from a nondescript car park into a social space for the neighbourhood. The square has allergy-friendly planting and is convenient for all, including those using pushchairs, bicycles or wheelchairs. It is elegant and accessible.



### THINK ELECTRIC CAR

This project focused on how people-centred research can trigger new ideas and innovation by presenting user insights in a simple but communicative way. Working with 15 people to understand their mobility needs and aspirations gave a rich picture of their lives for Think designers to be inspired by.



### TUVA CUTLERY

Hardanger Bestikk made inclusive design a priority when developing a new cutlery design. Grip styles and dexterity emerged as a strong focus when cutlery users became involved. The designs are made of metal, retaining a luxury, mainstream feel. Sales greatly exceeded targets at launch in 2009.



### WINDOWS FOR ALL

In a project initiated by the Norwegian Design Council, designers worked closely with window manufacturer NorDan to innovate through people-centred research. The project helped open up a dialogue with end users and resulted in a number of outcomes from small improvements to entirely new products.



### WWW.YR.NO

This weather website presents complicated data in a more understandable way. The content-rich pages were the first in the world to provide user-friendly, large-scale, detailed and hourly forecasts. The design has become a blueprint for presenting and communicating other web-based weather forecasts.

## PROJECTS FROM THE UK



### BT BIG BUTTON PHONE

The iconic Big Button range of inclusively designed phones for people of all ages and abilities highlights BT's longstanding engagement with inclusive design. Working since 1992 with design consultancy The Alloy, several generations of phone have been produced, all embodying a people-centred approach.



### FIXPERTS.ORG

Fixperts links designers who are good at problem-solving and fixing, with people who need a little help in their lives with something such as buttoning clothes or reaching into the back of a fridge. The process is filmed and uploaded to Fixperts.org, creating a community resource of simple, inexpensive fixes.



### GOV.UK

The recently launched, online public services portal for the UK government is designed with citizens in mind. It is based on 10 people-centred design principles and addresses around 950 user needs. It incorporates all government departments from the Foreign Office to the Ministry of Defence.



### LIGHTING URBAN COMMUNITIES

City lighting is unevenly distributed leaving many local neighbourhoods underlit. This creative approach to lighting allowed residents on the Boundary Estate in East London to reclaim the street after dark. At the heart of it is a tubular LED lighting system that can be retrofitted into existing street furniture.



### NESTLÉ INCLUSIVE PACKAGING

Small design changes can make a large difference to the consumer experience, and this philosophy is part of the Nestlé inclusive design process. Working with Cambridge University and Georgia Tech Institute, Nestlé designers are using these methods to improve customer satisfaction and drive business success.

## PROJECTS FROM THE UK



### ODE

Ode encourages care home residents experiencing dementia to eat by using scent to reconnect people with food. It releases high quality, appetising food aromas – from Bakewell tarts to oranges – into living spaces and dining rooms around meal times. The design stimulates appetite, targeting malnutrition.



### EMERGENCY AMBULANCE

A redesign of the interior of the emergency ambulances resulting in improved infection and stock control, more efficient treatment and better access to patients due to a repositioned stretcher. Co-designing with paramedics, patients, clinicians and engineers resulted in a full-size demonstrator prototype.



### QUEEN ELIZABETH OLYMPIC PARK

Maintaining the inclusive design legacy of the Queen Elizabeth Olympic Park is an important challenge for the London Legacy Development Corporation as it develops the site into new lifetime neighbourhoods and transforms existing venues following 'the most accessible Games ever'.



### SOUTH BANK RIVERSIDE WALK

This improvement of London's South Bank for the 2012 Olympic Games shows how a historic area can become more inclusive and accessible whilst still maintaining its character. Four areas along the Thames were redesigned to allow for greater numbers of pedestrians and include those with reduced mobility.



### THE AMAZINGS

The Amazings is a new service that enables elders with amazing life experience to share their skills with others in the community by holding classes and courses in informal settings such as pub back rooms or coffee shops. Anyone over 50 with knowledge to share can sign up, teach a class and be paid to do so.



# DESIGN THAT MAKES A DIFFERENCE

## PEOPLE-CENTRED PROJECTS FROM NORWAY AND THE UK

This exhibition is organised by the Norwegian Design Council and The Helen Hamlyn Centre for Design at the Royal College of Art, building on a seven-year partnership that includes design projects, conferences, publications and executive education. It is supported by the Royal Norwegian Embassy in the UK and reflects its interest in promoting cultural links between the UK and Norway.

### Norwegian Design Council

The Norwegian Design Council, funded by the Ministry of Trade and Industry, promotes design as a strategy for innovation and competitive edge, to achieve greater creation of value in Norwegian trade and industry. The Council's Innovation for All Programme presents inclusive design as a people-centred practice and an effective business tool.



**NORSK DESIGNRÅD**  
NORWEGIAN DESIGN COUNCIL

### The Royal Norwegian Embassy

The Norwegian Embassy in London is one of Norway's main missions abroad. The Embassy is divided into the following sections: Administration, Political, and Economic as well as Press, Culture and Information, the Consulate and the Office of the Defence Attaché.



**NORWEGIAN EMBASSY**  
*London*

### The Helen Hamlyn Centre for Design, Royal College of Art

The Centre undertakes socially inclusive design research that contributes to improving people's lives. It collaborates with business, academic, government and voluntary sector partners and develops empathic research methods. It exchanges knowledge via education, events, publications and industrial collaboration.



Royal College of Art  
**THE HELEN HAMLYN  
CENTRE FOR DESIGN**

**Exhibition curation**

Rama Gheerawo, The Helen Hamlyn Centre for Design, Royal College of Art and Onny Eikhaug, Norwegian Design Council

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**Co-ordination (Norway):**

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**Co-ordination (UK)**

Mark Byrne and Karolina Raczynska

