include 2011

PROGRAMME

BT

Audi
Vorsprung durch Technik

Contents

Welcome	1
Conference Chairs	2
Conference Sponsors	3
Challenge Sponsor	4
Conference Partners and Organiser	5
Keynote and Gala Dinner Speakers	6
BT Business Breakfasts	7
Designer-led Workshops	8
International Review	10
Conference Events	12
Conference Exhibition: Safe Agua	14
Conference Displays	15
Conference at a Glance	16
Conference Paper Strands	18
Paper Presentations	19
Poster Presentations	25
Session Chairs	26
Venue Plans	30
Acknowledgements	32

All conference papers, posters and events are correct at time of print

WELCOME

Sean Donahue

Graham Pullin

Nina Warburton

Dear Delegate

Welcome to Include 2011, the sixth international conference on inclusive design at the Royal College of Art, London.

This year's conference theme explores the role of inclusive design in making social innovation happen. Social innovation has been described by Geoff Mulgan of the Young Foundation as the process of 'making new ideas work to meet pressing unmet needs'.

For Include 2011, we asked the global Include network to think about how inclusive design can become a catalyst for wider social participation and engagement. In response to this call, we received nearly 200 abstracts, which were reviewed by the Include International Review Committee. The 120 papers that will be presented at Include 2011 are organised into four key strands: Public Life, Home & Health, Design Theory and Design Practice.

To complement the research presentations we have programmed four workshops led by designers to give delegates a practical, interactive experience in inclusive design. As your Chairs for the conference representing the triangle of design, academia and industry – as is the tradition at Include – we hope you are informed, intrigued and inspired by what you see and hear.

Sean Donahue
ResearchCenteredDesign

Graham Pullin
University of Dundee

Nina Warburton
Philips

Dear Delegate

We very much hope you enjoy your time at the Royal College of Art during Include 2011. To expand and enrich the key themes of the conference we have interwoven a series of invited speakers and special events into the main conference programme.

It is a special privilege to welcome Bill Moggridge, co-founder of IDEO, Professor Sarah Harper from Oxford University and Professor Ezio Manzini, the leading thinker on design for social innovation, as our keynote speakers. Ezio's contribution will form part of an International Review session that spans emerging ideas and projects in Europe, North and Latin America and China.

It is with great pleasure that we host a guest exhibition at Include 2011 – Safe Agua, presented by Designmatters, Art Center College of Design, Pasadena, USA. We have also added to the mix a 24 Hour Inclusive Design Challenge, two BT Business Breakfasts and an evening seminar to showcase work by the Helen Hamlyn Research Associates.

We would like to thank our headline sponsors Audi UK and BT for their generous support, as well as Sanctuary Care for sponsoring the 24 Hour Challenge, Age UK for supporting the Include 2011 Awards, and all our other supporters and partners. The Include conference is always a collective endeavour so a big thank-you to everyone for taking the time and effort to be part of this event.

Jo-Anne Bichard
Conference Director
Include 2011, RCA

Jeremy Myerson
Helen Hamlyn Professor
of Design, RCA

Jo-Anne Bichard

Jeremy Myerson

CONFERENCE CHAIRS

Sean Donahue

Sean Donahue is principal of ResearchCenteredDesign, a Los Angeles based design practice and the Director of Research for the Humanities & Design Sciences at Art Center College of Design, where he is also a Faculty member of the Graduate Media Design Programme. Sean's practice consists of professional commissions, self-initiated research, design advocacy, education and publishing. Sean has accumulated a portfolio of projects that by their very execution question how and where design is able to make a significant contribution. His persistence in moving from theory to practice has resulted in research ranging from media impact studies for city development to hybrid languages for low and no-vision communities. Collaborating with diverse partners ranging from The Robert Wood Johnson Foundation to Quiksilver, Sean's work leads an international dialogue challenging the expectations surrounding contemporary design practice and social engagement.

Graham Pullin

Graham Pullin is an interaction designer and author of *Design Meets Disability* (The MIT Press, 2009). He is Course Director of Digital Interaction Design at the University of Dundee, where his research is exploring more expressive communication aids for people who cannot speak – an obsession which might stem from having seen *My Fair Lady* at too formative an age. Previously, Graham was a Studio Head at the design consultancy IDEO, leading multidisciplinary teams on projects from Vodafone Simply – mobile phones for people in their 40s and 50s – to hearing-enabling concept furniture for the V&A. Twenty years ago, he was exploring bespoke prosthetic hands at the Royal College of Art, at the time when DesignAge was set up. Prior to that, he worked at the Bath Institute of Medical Engineering. Experiencing different cultures within different design fields led to *Design Meets Disability*, a book which argues for more art school-trained designers to be invited into disability-related design, in order to contribute not only their skills but also their sensibilities.

Nina Warburton

Nina Warburton trained as a product designer at Northumbria University and has a PhD in Design Research from the same. She has worked in design and innovation for over 17 years across both consultancy and corporate cultures. Nina is currently Director of Consumer Centric Innovation at Philips Consumer Lifestyle in Amsterdam. In this global role she works across all functions and departments to provide a structural approach to enable the company to keep the end user at the heart of everything that it does, from insight right through to execution. For 12 years before this she was Director of TheAlloy, an experience-led design consultancy. At TheAlloy she developed a strong understanding of the importance of inclusive design. Nina has contributed to the development of inclusive design in practice and academically, bringing its principles to life as well as reporting the results in many papers and publications.

CONFERENCE SPONSORS

AUDI UK

Audi UK is very proud to sponsor the sixth Include conference. The Audi Design Foundation, which closed in March 2010, donated more than £1 million towards innovative design over its 13-year duration. Its mission was to encourage and empower designers to develop ideas that would create a positive change in people's lives.

Projects funded by the Audi Design Foundation included: Designs for Life, a grant programme encouraging designers to come up with new sustainable and inclusive products and services; Designs of Substance, a highly acclaimed initiative giving university design students the chance to work with the townships in Brazil and South Africa; and Sustain our Nation, a major national competition, challenging young designers to create sustainable, design-led social enterprises. The winning design team from Sustain our Nation 2010, Green Guerillas from Glasgow School of Art, will present their community regeneration project at the opening plenary session of Include 2011.

Since March 2010, Audi UK has committed its funding and resources to an internal Corporate Responsibility programme. This work now rests on four pillars; energy and carbon, natural resources, quality of life and being a good neighbour.

www.audi.co.uk

Audi
Vorsprung durch Technik

BT

BT is one of the world's leading providers of communications solutions and services operating in 170 countries. It has a long history of helping everyone to get the most from the latest communications and in developing inclusive products, from switchboards that could be used by servicemen blinded in World War I and phones with flashing lights in the 1930s, to the iconic Big Button phone and bills in audio CD.

BT commissioned the development of the online inclusive design toolkit and has been working closely with Cambridge University's Engineering Design Centre and the i~design project since 2005 to help companies understand the benefits of inclusive design. This work will be explored in two BT Business Breakfasts during the Include conference.

www.bt.com/includingyou

Sponsored by BT

CHALLENGE SPONSOR

SANCTUARY CARE

A member of Sanctuary Group, Sanctuary Care is a professional, financially sound organisation with a good reputation and is passionate about the quality of services it provides.

Sanctuary Care was established in 1995 to provide older people with high quality nursing and residential care. Today it cares for thousands of people nationwide and has 42 state-of-the-art care homes for older people, homes and schemes for adults with physical and learning disabilities, independent living schemes and home care branches. It provides specialist supported housing accommodation and services for over 6,000 disadvantaged and vulnerable people.

All of Sanctuary Care's income is re-invested into the business, which allows it to provide its residents and the people it cares for with excellent standards of care from well-managed and maintained homes and schemes.

Sanctuary Care is proud to sponsor the 24 Hour Inclusive Design Challenge at Include 2011.

www.sanctuary-group.co.uk

DESIGN WEEK

Design Week is the only weekly magazine that focuses on the business of design. Established in 1986, it now encompasses a print magazine, an online resource and a blog. Design Week is the media partner for the 24 Hour Inclusive Design Challenge.

www.designweek.co.uk

CONFERENCE SUPPORTERS

AGE UK

Age UK works to improve later life for everyone by providing life-enhancing services and vital support. It was established in April 2009 through the merger of Age Concern England and Help the Aged. Age UK is proud to sponsor the Include 2011 Conference Awards. There will be awards for Best Paper, Best Poster, Best Inclusive Design Innovation, Inclusive Design Champion and Lifetime Achievement in Inclusive Design.

www.ageuk.org.uk

DESIGN SCIENCE

Design Science is a Philadelphia-based consultancy that specialises in conducting research and providing design support to optimise the human interface of products. A particular area of focus is inclusive design, especially for home-healthcare products. Design Science's staff include designers, systems engineers, psychologists, anthropologists and other social scientists who work in teams. This multidisciplinary approach is designed to optimise the validity of research and the accessibility of research findings, as well as the visual elegance and usability of product interfaces.

www.dscience.com

TAYLOR & FRANCIS

Taylor and Francis, part of the Taylor & Francis Group (an Informa business), publishes in the science and technology subject areas. It has developed a journal publishing imprint that has particular emphasis on the Engineering, Life Science, Physical Sciences and Applied Science subject areas. It has grown rapidly over the last two decades to become a leading international academic publisher. With offices in London, Brighton, Basingstoke and Abingdon in the UK, New York and Philadelphia in the USA and Singapore and Melbourne in the Pacific Rim, the Taylor & Francis Group publishes more than 1,500 journals and around 2,000 new books each year.

ww.taylorandfrancisgroup.com

CONFERENCE PARTNERS

CAMBRIDGE ENGINEERING DESIGN CENTRE

The Cambridge Engineering Design Centre (EDC) was established within the Cambridge University Engineering Department in 1991. Its aim is to undertake fundamental research into the engineering design process and to couple this research with industrial practice. The EDC's particular skills are research through observational studies, theory integration and rapid prototype software development.

www-edc.eng.cam.ac.uk

I~DESIGN

Funded since 2000 by the Engineering and Physical Sciences Research Council (EPSRC), i~design is a research collaboration between the Engineering Design Centre (EDC) at University of Cambridge, the Helen Hamlyn Centre for Design at the RCA and other partners. The i~design programme of research aims to establish a knowledge base for inclusive design and provide tools, guidance, information and user-centred methodologies to deliver inclusive products and services.

KT EQUAL

KT EQUAL is designed specifically to exploit a decade of investment by EPSRC in ageing and disablility research by working with stakeholders and facilitating knowledge exchange through a series of workshops. In particular it is exploiting research work carried out in inclusive design through the i~design project.

NORWEGIAN DESIGN COUNCIL

The Norwegian Design Council promotes the use of design as a strategic innovation tool to achieve greater competitiveness and profitability in Norwegian business and industry. It is a national strategic body for design in Norway and is mainly funded by the Ministry of Trade and Industry. It initiated the Innovation for All Programme in 2005, which aims to demonstrate the potential of an inclusive design approach and transfer knowledge by providing designers and businesses with tools and information for everyday practice.

www.norskdesign.no/?lang=en_US

CONFERENCE ORGANISER

HELEN HAMLYN CENTRE FOR DESIGN

The Helen Hamlyn Centre for Design at the Royal College of Art undertakes design research and projects with industry that will contribute to improving people's lives. Its approach is inclusive and interdisciplinary and its work is organised in three research labs: Age & Ability – design for a more inclusive society; Health & Patient Safety – creating safer and better health services; and Work & City – research into changing patterns of work and urban life.

The Helen Hamlyn Centre for Design is the largest centre for design research at the RCA. It collaborates with business, academic, government and voluntary sector partners, developing innovative and empathic research methods and transferring knowledge via education, events, publications and industrial collaboration.

The centre is endowed by the Helen Hamlyn Trust, a charity dedicated to supporting innovative projects that will effect lasting change and improve quality of life. Its Director is Jeremy Myerson, who holds the Helen Hamlyn Chair of Design. The Centre is proud to organise and host the Include conference at the Royal College of Art, which is one of the world's leading postgraduate art and design schools.

www.hhc.rca.ac.uk

KEYNOTE SPEAKER

Bill Moggridge

Bill Moggridge is the Director of the Smithsonian's Cooper-Hewitt National Design Museum, the only museum in the United States devoted exclusively to historic and contemporary design. Bill designed the first laptop computer, the Grid Compass, launched in 1982. He describes his career as having three phases; first as a designer with projects for clients in ten countries, second as a co-founder of IDEO where he developed design methods for interdisciplinary design teams, and third as a spokesperson for the value of design in everyday life, writing, presenting and teaching, supported by the historical depth and contemporary reach of the museum.

A Royal Designer for Industry, Bill pioneered interaction design and is one of the first people to integrate human factors into the design of software and hardware. He has taught at the Royal College of Art and at Stanford University. His books, *Designing Interactions* (www.designinginteractions.com) and *Designing Media* (www.designing-media.com) reveal developments in the design of technology through interviews and commentary.

Bill Moggridge will give the keynote opening address at the Include 2011 conference on Monday 18 April at 12.00

GALA DINNER SPEAKER

Sarah Harper

Sarah Harper – MA (Cantab) Cambridge and DPhil (Oxon) Oxford – is Professor of Gerontology at Oxford University, Director of the Oxford Institute of Ageing, a multi-disciplinary research unit concerned with the implications of population ageing, and Director of the Clore Programme on Population-Environment Change.

Her research concerns globalization and global ageing, and the impact of the shift from predominantly young to predominantly older societies.

Prior to returning to Oxford, Sarah trained with the BBC as a news and current affairs producer and reporter, and was a professor in public policy at the University of Chicago. She is the author and editor of several books including *Ageing Societies: Myths, Challenges and Opportunities* and the *International Handbook of Ageing and Public Policy*, *Edward Elgar* (forthcoming) and co-editor of the *Journal of Population Ageing* (Springer).

Professor Sarah Harper will be the guest speaker at the Include 2011 conference Gala Dinner on the evening of 18 April. The Gala Dinner is ticket only and takes place in the RCA's Henry Moore Gallery, hosted by the Rector of the Royal College of Art, Dr Paul Thompson

BT BUSINESS BREAKFASTS

9.00-10.00 Senior Common Room

On two successive mornings, the Include conference begins with a BT Business Breakfast in the Senior Common Room of the RCA. These events are a great way to start the day – breakfast at 8.30 am is followed by a lively one-hour session from 9.00. The first, on Tuesday 19 April, explores a new toolkit to advance inclusive design in practice; the second, on Wednesday 20 April, investigates how major companies are integrating inclusive design into business strategy. The BT Business Breakfasts are organised and supported by BT, headline sponsor of the Include 2011 conference.

Sponsored by BT

Tuesday 19 April 9.00 Senior Common Room

THE INCLUSIVE DESIGN TOOLKIT: ON THE PRACTICE FRONTLINE

Chair: Professor John Clarkson
Director, Engineering Design Centre
University of Cambridge

In this session, the new-look Inclusive Design Toolkit, supported by BT, will be demonstrated by the Cambridge Engineering Design Centre research team that developed it. A panel of Include delegates will discuss the new resource and give feedback on its impact for designers.

Wednesday 20 April 9.00 Senior Common Room

THE INCLUSIVE DESIGN ROUNDTABLE: ON THE BUSINESS FRONTLINE

Chair: Rory Cellan-Jones
Technology Correspondent
BBC News

In this session, senior managers from BT, Philips and Nestlé will discuss the impact inclusive design is having on their business. Sharing practical examples of how their business has grown and how their customers benefit along with their future plans, this roundtable will challenge more businesses to follow their lead.

DESIGNER-LED WORKSHOPS

Monday 18 April 14.00-15.30

Workshop 1: HENRY MOORE GALLERY

Ted Matthews

DESIGNING SOCIAL INNOVATION: THE URBAN IDEAS BAKERY

This workshop will utilise tools from the Urban Ideas Bakery to go through the process of co-design for social innovation with participants. With scenarios created to mirror the complex anatomy of real problems, workshop participants will have the chance to work through resolutions to these challenges. You will be asked to consider multi-stakeholder involvement, how to use micro-resources, how to negate possible negative effects of resolutions, barriers to success and impact. Designing for social innovation in this context implies not only the development of resolutions but also the planning of delivery through alternative models.

Ted Matthews

Ted Matthews is a process designer and developer working for the British Council Russia and Northern Europe. Resident in Oslo he was part of the design team that developed the international award-winning co-design process Future City Game. Ted instigated and co-designed the Urban Ideas Bakery process that brings together social innovators from across Europe to address challenges as defined and owned by local urban communities.

Workshop 2: SEMINAR ROOM 1

Dr Sam Waller and Ian Hosking

ALL TOGETHER NOW: TOOLS FOR ASSESSING PRODUCT INCLUSIVITY

This workshop, led by two senior researchers from the Engineering Design Centre at the University of Cambridge, will offer you the opportunity to use product assessment tools developed as part of the i~design research programme. The tools will include a Demand Assessment Grid, which assesses the vision, hearing, thinking, mobility and dexterity demands associated with each of the steps required when interacting with a product; an Exclusion Calculator that quantifies the proportion of the UK population that would be unable to use the product; and Impairment Simulation Glasses which objectively assess the difficulty of vision-related tasks. These tools will be available for you to use on some sample cameras, or any product that you wish to bring along.

Dr Sam Waller

Sam Waller is a researcher within the inclusive design research group at the University of Cambridge, Engineering Design Centre. Sam produced the inclusive design toolkit website and book. Subsequently, Sam championed the development, testing and launch of two additional software tools for the toolkit website: the Exclusion Calculator and Vision and Hearing Impairment Simulator. He also championed the launch of the Cambridge Simulation Glasses, which are available for sale through the toolkit website.

Ian Hosking

Ian has over 20 years of experience of working in industry with a focus on the effective application of technology through understanding people's needs. Ian joined the Engineering Design Centre at the University of Cambridge in 2009 and is responsible for promoting inclusive design in the UK as part of the KT EQUAL programme. His interests include the convergence of inclusive and sustainable design. Ian is a Fellow of the RSA.

Workshop 3: SEMINAR ROOM 2

Jonathan West and Grace Davey

DESIGNING OUT MEDICAL ERROR

This workshop will enable participants to explore the interdisciplinary world of design for patient safety. Using co-design techniques developed as part of DOME (Designing Out Medical Error) research project, the workshop will focus on specific processes that occur on hospital wards, exploring why errors occur and how they can be designed out. This interactive session will involve participants working in small groups as patients, designers and clinicians to examine error points and potential solutions from all angles – and thus make the modern hospital environment a safer place.

Jonathan West

After completing his Masters in Industrial Design Engineering at the Royal College of Art in 2003, Jonathan designed a powered paediatric wheelchair for Sunrise Medical, before joining the Helen Hamlyn Centre for Design. His work focuses on design for health and patient safety. He has researched and designed a new resuscitation trolley, which has won two Medical Futures Innovation Awards and is currently being finalised for manufacture.

Grace Davey

Grace Davey studied Engineering at Bristol University, followed by Industrial Design Engineering at the RCA. She is interested in how design can make a difference and she has developed people-centred techniques to enable this. Awards include Imperial Young Innovator of the Year, Dyson Award finalist and two MADE awards. A central focus of her work is design within the healthcare sector. She is a researcher with Jonathan West on the DOME project.

Workshop 4: SENIOR COMMON ROOM

Jeff Willis and Sue Perks

INCLUSIVE WAYFINDING

This workshop, led by graphic designers and educators Jeff Willis and Sue Perks, will present existing research in the field of international signing systems designed to guide, inform and facilitate without the need for assistive technology. Include delegates will examine understanding, clarity, functionality and visual economy – generally considered core issues of effective inclusive communication design. A practical assignment will then engage participants in the design and analysis of a series of tasks related to inclusive wayfinding within the RCA building.

Jeff Willis

Jeff Willis is Deputy Head of Visual Communication at the Royal College of Art and a Partner in Perks Willis Design. He holds a Masters degree in graphic design from the RCA. He is a member of Design and Art Direction, the International Society of Typographic Designers and the Higher Education Academy. He remains active as a graphic designer having worked for Minale Tattersfield and Partners before forming a design partnership with Sue Perks, who graduated with him in 1984.

Sue Perks

Sue Perks is Adjunct Associate Professor at The University of Richmond, the American international university in London, a Partner in Perks Willis Design, and external examiner for Edexcel. She is currently completing a PhD degree in the Department of Typography and Graphic Communication at the University of Reading. Her PhD research investigates the legacy of the principles of ISOTYPE (International System of Typographic Picture Education). She holds a Masters degree in graphic information from the Royal College of Art.

LECTURE THEATRE 1

EUROPE

Ezio Manzini

DESIGN FOR SUSTAINABILITY AND SOCIAL INNOVATION IN EUROPE

In this session, Professor Ezio Manzini, one of our leading global thinkers in design, will present recent European initiatives in the field of design for sustainability and social innovation.

Chair: Prof Jeremy Myerson (Helen Hamlyn Centre for Design, Royal College of Art)

Ezio Manzini

For more than two decades Ezio Manizini has been working in the field of design for sustainability. Most recently, his interests have focused on social innovation, considered a major driver of sustainable changes, and on what design can do to support it. In this context he started and currently coordinates DESIS, an international network of schools of design and other design-related organisations specifically active in the field of design for social innovation and sustainability. Throughout his professional life Ezio has taught and carried out research in several design schools and, in particular, at the Politecnico di Milano where he directed several research projects and where he coordinated the Unit of Research DIS, the Doctorate in Design and, recently, DES,the Centre for Service Design in the Indaco Department. Over his career he has explored different fields such as Design of Materials in the 1980s, Strategic Design in the 1990s and Service Design in the last ten years.

SEMINAR ROOM 1

LATIN AMERICA

Mariana Amatullo and colleagues

SAFE AGUA: DESIGN INNOVATION TO OVERCOME WATER POVERTY

In this session, Mariana Amatullo, Vice President of the Designmatters Department at Art Center College of Design, California, will present the Safe Agua project in Chile with Art Center colleagues David Mocarski, Penny Hercovitch and Daniel Gottlieb.

Chair: Dr Nina Warburton (Philips)

Mariana Amatullo

Mariana Amatullo founded the college-wide initiative Designmatters at Art Center College of Design, based in Pasadena, California in 2001 with a task force of faculty, chairs, staff and students. In her capacity as the lead of the programme, and at the helm of the Designmatters Concentration in art and design for social impact, she develops strategic educational partnerships and oversees a portfolio of research collaborations, communication campaigns, exhibitions and publications that enhance Art Center's commitment to be at the forefront of international design education and contribute solutions to humanitarian issues of critical urgency. Through her leadership, Art Center is the first design institution to be formally affiliated with the Department of Public Information at the United Nations as a non-governmental organisation (NGO). Prior to joining Art Center in 2000, Mariana pursued a variety of research and curatorial projects. She holds holds an MA in Art History and Museum Studies from the University of Southern California (1994) and a Licence en Lettres Degree from the Sorbonne University, Paris (1989).

SEMINAR ROOM 2

CHINA

Roger Ball

SIZECHINA

In this session, Roger Ball of the Hong Kong Polytechnic University Hong Kong Polytechnic University will present SizeChina – a major design research initiative to gather anthropometric data on the Chinese population.

Chair: Sean Donahue (Research Centered Design)

Roger Ball

Roger Ball has been crafting iconic sports products since 1983 for such clients as Burton Snowboards, Fisher Price, Cooper Canada, Itech Sports, Brine Lacrosse, Bell Helmets and Nike. During his 20-year teaching career, he has led studio design classes in North America, Asia and Europe. Roger's research interests include Strategic Design, Cross Cultural Design and Design for High Performance. His groundbreaking SizeChina anthropometric research project won the 2008 IDEA/BusinessWeek Best in Show Award (co-winner with Apple's iPhone), Gold Medal for Design Research and DFAA (Design for Asia Award) Grand Prize; it was also a finalist in the 2009 Index Awards (Design to Improve Life). This anthropometric study has created the first-ever digital database of Chinese head and face shapes, permitting revolutionary developments in wide range of products for the Asian market. Roger is an Associate Professor in the School of Design at The Hong Kong Polytechnic University where he is the Programme Leader for the Masters of Design in Advanced Practices.

SENIOR COMMON ROOM

NORTH AMERICA

Patricia Moore

POINT / COUNTERPOINT: DIGITAL COMMUNICATION AND SOCIAL INNOVATION IN THE USA

In this session, Patricia Moore, the leading gerontologist, designer and Adjunct Professor of Industrial Design at Arizona State University, will discuss ways for *all* people to utilise digital communication and services, in conversation with Brian McMahon.

Chair: Graham Pullin (University of Dundee)

Patricia Moore

Patricia Moore is an internationally renowned gerontologist and designer, serving as a leading authority on consumer lifespan behaviours and requirements. For a period of three years, Patricia travelled throughout the USA and Canada disguised as women more than 80 years of age. She was named by ID Magazine as one of The 40 Most Socially Conscious Designers in the world and was selected, by a consortium of news editors and organisations, as one of The 100 Most Important Women in America. ABC World News featured Patricia as one of 50 Americans Defining the New Millennium.

24 HOUR INCLUSIVE DESIGN CHALLENGE

Tuesday 19 April 19.00-21.00: LECTURE THEATRE 1

Include is proud to present a 24 Hour Inclusive Design Challenge as an integral part of the conference.

Shortlisted teams of designers will receive a design brief at 11.00 on Monday 18 April at the opening plenary session of the conference in Lecture Theatre 1, in front of delegates.

The design teams will then rush immediately to a series of studio spaces to work around the clock for just over 24 hours to develop a design proposal in response to the brief. Each team will work on the brief with an individual partner from the ageing / disability community.

The teams will be given six minutes each to present their inclusive design proposals to Include 2011 delegates and the wider design community at a public event at 19.00 on 19 April in Lecture Theatre 1 at the RCA.

This event will be chaired by Julia Cassim of the Helen Hamlyn Centre for Design at the RCA, who has pioneered the Challenge model. Keynote speakers will be Steve Wood of Sanctuary Care, the Challenge sponsor, and Lynda Relph-Knight, editor of Design Week, the Challenge patron.

Two prizes will be awarded – the Judges' Prize and the People's Choice Award. The first will be selected by a panel of design industry luminaries; the second by the audience at the event.

The first 24 Hour Inclusive Design Challenge was organised by Julia Cassim at Include 2005. Since then, the formula has grown wings and flown with 24 or 48 Hour Challenges being held in places as far afield as Dublin, Boston, Tokyo, Singapore, Seoul and Hong Kong. In all, ten cities across the world have played host to the Challenge experience and more than 700 designers from different countries have participated.

Include 2011 brings the 24 Hour Inclusive Design Challenge home to where it all began.

Sanctuary Care has generously sponsored the event and Design Week is the media partner

Images from 24 and 48 Hour Inclusive Design Challenges held in (from top to bottom) Oslo, Seoul and Dublin

HELEN HAMLYN RESEARCH ASSOCIATES 2011 ~ Work in Progress Seminar

Monday 18 April 18.00-19.30: SENIOR COMMON ROOM

As part of Include 2011, the Helen Hamlyn Centre for Design will present work in progress by its Research Associates in a special early-evening seminar on Monday 18 April.

The Helen Hamlyn Research Associates 2011 are new RCA design graduates who spend a year working with industry partners on people-centred design research projects in the centre. They are drawn from the RCA Departments of Architecture, Textiles, Design Products and Innovation Design Engineering.

This event will give Include delegates an opportunity to see eight projects related to inclusive design and social innovation at various stages of development. The projects are divided across the centre's three research labs: Age & Ability, Work & City and Health & Patient Safety.

Professor Jeremy Myerson, Director of the Helen Hamlyn Centre for Design, will welcome Include delegates. The event is chaired by Deputy Director Rama Gheerawo, who leads the Helen Hamlyn Research Associates programme.

Projects:

Age & Ability

- **Tom Stables: Modern hearing care**
  Research partner: Oticon
- **Jamie Tunnard: Video conferencing for older people**
  Partner: Cisco
- **Katie Gaudion and Andrew Brand: Sensory spaces for adults with autism**
  Partner: Kingwood Trust

Work & City

- **Megan Charnley: Lighting local communities**
  Partner: Megaman Charity Trust Fund
- **Lisa Johansson: Community and communication**
  Partner: Research In Motion, makers of the BlackBerry®

Health & Patient Safety

- **Gianpaolo Fusari: Redesigning the ambulance**
  Partner: NHS London
- **Ying Jiang: Shared space**
  Partner: Bupa
- **Florie Salnot: Healthy pregnancy**
  Partner: Clearblue

Images from current projects of the Helen Hamlyn Research Associates 2011

SAFE AGUA: AN EDUCATIONAL PARTNERSHIP FOR SOCIAL CHANGE

Private View: Tuesday 19 April 18.00 ENTRANCE GALLERY

Include 2011 is proud to host an exhibition of Safe Agua, a social innovation collaboration between Designmatters at Art Center College of Design, California, and Chilean NGO Un Techo Para Mi Pais (Un Techo).

This unique combination of design education, design research, and social entrepreneurship aims to help families in Chile's *campamentos* (slums) overcome water poverty. The Safe Agua project began with a field research trip from Los Angeles to Santiago, Chile. Students connected with impoverished families living in transitional housing with no running water. Driven by field research, the team designed innovative water solutions, tested by the community, and realised by Un Techo's Social Innovation Center.

Two months after the Safe Agua class ended, a catastrophic earthquake affected millions of Chileans. Un Techo para Mi Pais has implemented Safe Agua solutions – including 10 Mila community laundries, Relava kitchen workstation prototypes, and thousands of Ducha Halo portable shower kits – to bring relief to disaster-affected communities.

Projects such as Safe Agua are changing design education by integrating dynamic social entrepreneurship and community activism to realise a more sustainable future.

This exhibition is also a compelling showcase of how organisations such as Un Techo are leading the way throughout Latin America by partnering with government, academia, and industry, to address systemic issues of poverty with social innovation tools that can add value to bottom-of-the pyramid markets and be widely scalable for communities in the region.

We thank Designmatters at Art Center College of Design for their generous cooperation in bringing Safe Agua to Include 2011.

Please visit the Safe Agua exhibition throughout the conference and join us for the Private View on Tuesday 19 April at 18.00 in the Entrance Gallery

CONFERENCE DISPLAYS

HENRY MOORE and COURTYARD GALLERY

Two conference displays will give Include delegates the opportunity to engage directly with inclusive art and design between paper sessions.

LOOK AT ME!

The Look at Me! project presents images that aim to challenge the way society views older women. The UN's Second World Assembly on Ageing in 2002 recognised a need to 'facilitate contributions of older women... to the presentation by the media of their activities and concerns', and this unique research project aimed to do precisely that. Using visual methods, the project enlisted the creative talents of older women in Sheffield to tell their varied experiences of ageing. The images that the women produced were then exhibited at venues in Sheffield in March / April 2011. The project is being led by a team of researchers from the University of Sheffield and Derby, by Eventus, a Sheffield-based cultural development agency, and by Rosy Martin, an artist and photo-therapist. This is a two year collaborative project funded by the Economic and Social Research Council as part of the New Dynamics of Ageing Programme.
www.representing-ageing.com

Venue: Henry Moore Gallery

I~DESIGN 3 TOOLS FOR DESIGNERS

The i~design 3 project, funded by the EPSRC, is a collaboration between Cambridge Engineering Design Centre, Loughborough Design School and the Helen Hamlyn Centre for Design at the Royal College of Art. The study – the third and final phase of the ten-year i~design programme of research – has generated a number of new tools to help designers work more effectively with users. These include Cambridge's Inclusive Design Toolkit and Wearable Impairment Simulators; Loughborough University's Context Calculator that prioritises both physical and psychological contexts of use; and a web-based resource from the RCA (designingwithpeople.org) that proposes appropriate methods and ethical principles for including people within the design process. These will be shown at Include and delegates are encouraged to try these tools and feed back to the research teams.

Venue: Courtyard Gallery

Monday 18 April

9:00 **RCA JAY MEWS ENTRANCE**
Registration Open

10:30 **HENRY MOORE GALLERY:** Tea and Coffee

11.00 LT1 **OPENING PLENARY**
Welcome by Prof Jeremy Myerson (Helen Hamlyn Centre for Design, Royal College of Art)
- Include 2011 Sponsors: BT and Audi UK
- Audi Sustain our Nation winners Green Gorillaz
- Jo-Anne Bichard, Conference director, Include 2011
- Julia Cassim: 24 Hour Inclusive Design Challenge launch
- Introducing the Include 2011 Chairs:
  Sean Donahue (ResearchCenteredDesign)
  Dr Nina Warburton (Philips)
  Graham Pullin (University of Dundee)

Keynote lecture by Bill Moggridge (Director of the Cooper Hewitt National Design Museum, USA)

13:00 **HENRY MOORE GALLERY:** Lunch

14:00 **Designer-led Workshops (4 in parallel)**
HENRY MOORE GALLERY: Workshop 1:D esigningSoc ial Innovation Ted Matthews (Urban Bakery)
SR1 **Workshop 2: Inclusive Design Toolkit**
Dr Sam Waller & Ian Hosking (EDC, University of Cambridge)
SR2 **Workshop 3: Designing Out Medical Error** Jonathan West & Grace Davey (Helen Hamlyn Centre for Design)
SCR **Workshop 4: Inclusive Wayfinding**
Jeff Willis & Sue Perks (Perks Willis Design)

15:30 **HENRY MOORE GALLERY:** Posters, Tea and Coffee

16:30 **SESSION 1: Paper Presentations (4 s essions in par allel)**
LT1 **PUBLIC LIFE ~ Session 1A: Civic & Social**
Chair: Prof Ricardo Gomes (San Francisco State University) *1A.1-4*
SCR **HOME & HEALTH ~ Session 1B: Services & Systems**
Chair: Dr Stephen Wilcox (Design Science) *1B.1-4*
SR1 **DESIGN THEORY ~ Session 1C: Tools & Techniques**
Chair: Edward Elton (Loughborough University) *1C.1-4*
SR2 **DESIGN PRACTICE ~ Session 1D: Design Collaborations**
Chair: Onny Eikhaug (Norwegian Design Council) *1D.1-4*

17:30 Break

18:00 SCR **Work In Progress Seminar**
Helen Hamlyn Research Associates 2011

19.30 **HENRY MOORE GALLERY:** Gala Dinner ~ Guest speaker: **Prof Sarah Harper (Oxford Institute of Ageing)**

KEY
LT1 Lecture Theatre 1 ~ Public Life
SCR Senior Common Room ~ Home & Health
SR1 Seminar Room 1 ~ Design Theory
SR2 Seminar Room 2 ~ Design Practice

Tuesday 19 April

8:30 SCR Breakfast

9:00 **BT BUSINESS BREAKFAST 1**
Inclusive Design Toolkit launch and demonstration
Chair: Prof John Clarkson (EDC, University of Cambridge)

10:00 Break

10:30 LT1 **CHAIR'S DISCOURSE**
Sean Donahue (ResearchCenteredDesign),
Dr Nina Warburton (Philips) and Graham Pullin
(University of Dundee)

11.00 **SESSION 2: Paper Presentations (4 sessions in parallel)**
LT1 **PUBLIC LIFE ~ Session 2A: Community & Collectives**
Chair: Prof Alastair Macdonald (Glasgow School of Art) *2A.1-4*
SCR **HOME & HEALTH ~ Session 2B: Ageing Well**
Chair: Laurence Clift (Loughborough University) *2B.1-4*
SR1 **DESIGN THEORY ~ Session 2C: Models**
Chair: Prof John Clarkson (EDC University of Cambridge) *2C.1-4*
SR2 **DESIGN PRACTICE ~ Session 2D: Working with People**
Chair: Chris McGinley (Brunel University) *2D.1-4*

12.00 **SESSION 3: Paper Presentations (4 sessions in parallel)**
LT1 **PUBLIC LIFE~ SPECIAL SESSION ~ Session 3A:**
Shaping Policy in Socially Innovative Design
Chair: Prof Gordon Kennedy (Nottingham Trent University)
Mat Hunter (Design Council UK) Onny Eikhaug (Norwegian
Design Council) and Dr Lou Yongqi (Tongji University, China)
SCR **HOME & HEALTH ~ Session 3B: Health Technologies**
Chair: Ed Matthews (Helen Hamlyn Centre for Design) *3B.1-4*
SR1 **DESIGN THEORY ~ Session 3C: Theorising Practice**
Chair: Dr Hua Dong (Brunel and Tongji University) *3C.1-4*
SR2 **DESIGN PRACTICE ~ Session 3D: Cultural Contexts**
Chair: Prof Patricia Moore (MooreDesign Associates) *3D.1-4*

13:00 **HENRY MOORE GALLERY:** Lunch

14:00 **SESSION 4: Paper Presentations (4 sessions in parallel)**
LT1 **PUBLIC LIFE ~ Session 4A: Wayfinding & The City**
Chair: Prof Alastair Macdonald (Glasgow School of Art) *4A.1-6*
SCR **HOME & HEALTH ~ Session 4B: Healthcare**
Chair: Maja Kecman (Helen Hamlyn Centre for Design) *4B.1-6*
SR1 **DESIGN THEORY ~ Session 4C: Evaluation**
Chair: Rama Gheerawo (Helen Hamlyn Centre for Design) *4C.1-6*
SR2 **DESIGN PRACTICE ~ Session 4D: Products & Processes**
Chair: Dr Yanki Lee (Helen Hamlyn Centre for Design) *4D.1-6*

15:30 **HENRY MOORE GALLERY: Posters, Tea and Coffee**

16.30 **International Review (4 in parallel)**
LT1 **EUROPE** ~ Prof Ezio Manzini **Design for Sustainability & Social Innovation:** Chair: Prof Jeremy Myerson (Helen Hamlyn Centre for Design)
SCR **NORTH AMERICA** ~ Prof Patricia Moore (MooreDesign Associates) **Point / Counterpoint:** Chair: Graham Pullin (University of Dundee)
SR1 **LATIN AMERICA** ~ Mariana Amatullo; David Mocarski; Penny Hercovitch; Daniel Gottlieb (Art Center College of Design) **Safe Agua**: Chair: Nina Warburton (Philips)
SR2 **CHINA**~ Roger Ball (Hong Kong Polytechnic University) **Size China:** Chair: Sean Donahue (Research Centered Design)

17:30 Break

18:00 **HENRY MOORE GALLERY**
Exhibition Private Views: Safe Agua

19:00 LT1 **24 Hour Inclusive Design Challenge**
(video link from Lecture Theatre 1 to HENRY MOORE GALLERY)
Project presentations and awards
Followed by Drinks

Wednesday 20 April

8:30 SCR Breakfast

9:00 **BT BUSINESS BREAKFAST 2**
Inclusive Design in Business Roundtable
Chair: Rory Cellan-Jones (BBC News)

10:00 Break

10:30 LT1 **CHAIR'S DISCOURSE**
Sean Donahue (ResearchCenteredDesign),
Dr Nina Warburton (Philips) and Graham Pullin
(University of Dundee)

11.00 **SESSION 5: Paper Presentations (4 sessions in parallel)**
LT1 **PUBLIC LIFE ~ Session 5A: Buildings & Environments**
Chair: Prof Gordon Kennedy (Nottingham Trent University) *5A.1-4*
SCR **HOME & HEALTH ~ Session 5B: On the Body**
Chair: Dr Antoinette Fennell (NCIB) *5B.1-4*
SR1 **DESIGN THEORY ~ Session 5C: Gathering Insights**
Chair: Dr Stephen Wilcox (Design Science) *5C.1-4*
SR2 **DESIGN PRACTICE ~ Session 5D:**
Educating Designers
Chair: Prof Yasuyuki Hirai (Kyushu University) *5D.1-4*

12.00 **SESSION 6: Paper Presentations (4 sessions in parallel)**
LT1 **PUBLIC LIFE~Session 6A: Inclusion & Engagement**
Chair: Dr Joy Goodman-Deane (EDC, University of Cambridge)
6A.1-4
SCR **HOME & HEALTH~Session 6B: Domestic Environments**
Chair: Alison Wright (Easy Living Homes) *6B.1-4*
SR1 **DESIGN THEORY ~ Session 6C: Concepts & Ideas**
Chair: Colette Nicolle (Loughborough University) *6C.1-4*
SR2 **DESIGN PRACTICE ~ Session 6D:**
Inclusive Technology
Chair: Gregor Timlin (Helen Hamlyn Centre for Design) *6D.1-4*

13:00 **HENRY MOORE GALLERY:** Lunch

14:00 LT1 **CLOSING PLENARY**
Chair: Prof Alastair Macdonald (Glasgow School of Art)
- Chairs Summary
- Include 2011 Awards sponsored by Age UK

Closing remarks by Dr Stephen Wilcox (Design Science)

15:30 **Conference Ends**

CONFERENCE PAPER STRANDS

Papers chosen for Include 2011 by the Include International Review Committee have been grouped into four key strands. Each strand has its own physical location within the conference.

PUBLIC LIFE

This strand contains papers on building communities, transport and public spaces. The built environment, an important part of inclusive design history, is well represented with ideas describing the inclusive retail environment and wayfinding solutions for older office workers. More experimental projects include a bus designed by older passengers. There is a global flavour: researchers from the Far East present alongside work from South Africa's Constitutional Court. Civic engagement, social entrepreneurship and security threats in public space also feature, representing some of the political concerns of today.

All Public Life papers will be presented in
LECTURE THEATRE 1

HOME & HEALTH

This strand directly relates to the domestic environment and the human body. The medical field is well represented with projects ranging from assistive technologies for people with specific disabilities to mobile clinics for rural areas that could benefit vast, isolated communities. Footwear and clothing also feature, as does the design of services and systems, breaking away from the more traditional product design focus. Work also deals with sensitive areas such as cognitive impairment and psychological needs.

All Home & Health papers will be presented in the
SENIOR COMMON ROOM

DESIGN THEORY

The Design Theory strand is about capturing methods and describing the tools and techniques used in inclusive design, outlining areas where they can add value to social innovation. A new session on evaluating existing methods and processes bears testament to the rise in interest in people-centred approaches, as organisations create books and websites to share knowldedge internationally. Another strong theme is the need to better describe the process of translating data from users into inspiration for designers, and turn raw insights gathered from research into design briefs.

All Design Theory papers will be presented in
SEMINAR ROOM 1

DESIGN PRACTICE

This strand takes an on-the-ground look at how designers and organisations are involving users. From social innovators working with communities in India and China, to designers in technology companies, case studies are drawn from industry as well as academia. Papers also discuss how design can support children with autism, let grandparents and grandchildren engage more meaningfully, and assess whether people with disabilities are being excluded by advances in touch screen technology.

All Design Practice papers will be presented in
SEMINAR ROOM 2

Session 1A: LECTURE THEATRE 1: PUBLIC LIFE

Civic & Social

Chair: Prof Ricardo Gomes (San Francisco State University)

1A.1 Voice your View: an inclusive approach to civic engagement
Busayawan Lam, YK Chan, J Whittle, J Binner, L Garton and K Frankova, UK

1A.2 A Sustainable Social Innovation Model: challenges and opportunities for collaboration in an academic setting
Peter Rogers, Carolina Gill and Krista Alley, USA

1A.3 Study on Inclusive Museum Design – Case Study: the National Museum of Ethnology in Japan
Yasuyuki Hirai, Atsushi Nobayashi, Tetsuya Okamoto and Nermin Elokla, Japan

1A.4 Complexity and Consultation: inclusive design in public transport projects
Richard Herriott, Denmark

Session 1B: SENIOR COMMON ROOM: HOME & HEALTH

Services & Systems

Chair: Dr Stephen Wilcox (Design Science)

1B.1 Including People's Psychological Needs in Social Innovation
Tsai Lu Liu, USA

1B.2 When Worlds Collide: reconciling methodological differences in healthcare service innovation
Alastair Macdonald, UK

1B.3 A Model for an Inclusive Healthcare Information System
Håkan Eftring, Sweden

1B.4 A Means to an End: real solutions for real challenges
Susan Hewer, Marianne Guldbrandsen and Ann Crawley, UK

Session 1C: SEMINAR ROOM 1: DESIGN THEORY

Tools & Techniques

Chair: Edward Elton (Loughborough University)

1C.1 Open Innovation and Locally Responsible Design
Jeff J Kim, Sung Kyun Heesook Jung, Korea and Alison Rieple, UK

1C.2 Supporting Memory and Identity in Older People: findings from a 'sandpit' process
Christopher Lim, David Frohlich and Amr Ahmed, UK

1C.3 Co-Creating Tools for Touch: applying an inspire-create-play-appropriate methodology for the ideation of therapeutic technologies
Wendy Keay-Bright and Joel Gethin Lewis, UK

1C.4 Estimating Exclusion: a tool to help designers
Joy Goodman-Deane, Sam Waller, Elaine Williams, Pat Langdon and John Clarkson, UK

Session 1D: SEMINAR ROOM 2: DESIGN PRACTICE

Design Collaborations

Chair: Onny Eikhaug (Norwegian Design Council)

1D.1 MERU Design Club: A new approach to engaging design led volunteers to resolve the practical problems that disabled young people face
Vicky Cable and Graham Race, UK

1D.2 Sitting Properly is a Pleasure: furniture that favours the sitting position in children with reduced mobility
Mónica P González, Liliana Álvarez, Cristina Vargas and Adriana Rios, Colombia

1D.3 Telling your Story: people and the Aylesbury estate
Teal Triggs, Claire McAndrew, Joanna Choukeir, UK and Yoko Akama, Australia

1D.4 Design for Ageing Well: product that is fit for purpose driven by user-engagement
Jane McCann, Jennifer Bougourd and Katy Stevens, UK

Please note: author affiliations are listed in the Abstracts publication

Session 2A: LECTURE THEATRE 1: PUBLIC LIFE

Community & Collectives

Chair: Prof Alastair Macdonald (Glasgow School of Art)

2A.1 Harnessing Inclusivity and Co-Design Methods for Rebuilding Cultural Networks and Economic Transformation in Sarajevo, Bosnia and Herzegovina
Julia Cassim, UK and Natasa Percovic, Bosnia and Herzegovina

2A.2 Neighbourhood, Age and Cultural Space
Susan Barnwell and Maurice Barnwell, Canada

2A.3 Crossing the Digital Divide in the Other Direction: community-centred design on the bespoke project
David Frohlich, Katie Smith, Alicia Blum-Ross, Paul Egglestone, John Mills, Sean Smith, Jon Rogers, Mike Shorter, Justin Marshall, Patrick Olivier, James Woods, Jayne Wallace, Gavin Wood and Mark Blythe, UK

1A.4 Is Social Entrepreneurship the Way Forward? The Case of the Living in Collective
Jill Franz and Grace Bitner, Australia

Session 2B: SENIOR COMMON ROOM: HOME & HEALTH

Ageing Well

Chair: Laurence Clift (Loughborough University)

2B.1 A Study of the Age-Friendliness of Kitchens
M Maguire, C Nicolle, R Marshall, R Sims, C Lawton, S Peace and J Percival, UK

2B.2 Inclusive Design as a Social Innovation Driver in Housing
Alison Wright, UK

2B.3 Capturing Family Recipes for Digital Sharing Across The Generations
Lucy Buykx, Helen Petrie and Paul Cairns, UK

2B.4 Inclusive Design: meeting the challenges of the 21st century
Sean Donahue, USA and Rama Gheerawo, UK

Session 2C: SEMINAR ROOM 1: DESIGN THEORY

Models

Chair: Prof John Clarkson (EDC, University of Cambridge)

2C.1 Oom Bop Bop Good Vibrations: the use of sensory feedback to create motion inhibition
Alaster Yoxall, Paul Chamberlain and Ben Heller, UK

2C.2 Simulation Software: providing insight into the effects of vision and hearing impairments
Joy Goodman-Deane, Sam Waller, Ahmed Sarhan, Nick Caldwell and John Clarkson, UK

2C.3 Making Virtual Users a Reality: the inclusive design project VICON
Antoinette Fennell, Joshue O'Connor, Mark Magennis, Ireland; Thomas Fiddian, Christopher Bowden, UK; Barbara Schmidt-Belz, Andrea Esser, Yehya Mohamad, Pierre T Kirisci, Michael Lawo, H Haluk Gokmen and Arçelik AS Elektronik Isletmesi, Germany

2C.4 Simulations as a Spatial Learning Tool
Andrew Phillip Payne, USA

Session 2D: SEMINAR ROOM 2: DESIGN PRACTICE

Working with People

Chair: Chris McGinley (Brunel University)

2D.1 Designing Objects or Systems? The role of design in assistive products' delivery
A Correia de Barros, JB Cruz, and C Duarte, Portugal

2D.2 From Inclusivity to Social Innovation for All: the case of Methods Labs
Denny KL Ho, China and Yanki Lee, UK

2D.3 Developing Co-Design Processes to Create Enabling Spaces for Social Innovation
Oliver Marlow and Dermot Egan, UK

2D.4 Exclusion and Enhancing the Urban Experience through Co-Creation
Maria Gabriela Sanches and Lois Frankel, Canada

Please note: author affiliations are listed in the Abstracts publication

Session 3A: LECTURE THEATRE 1: PUBLIC LIFE

SPECIAL SESSION: Shaping Policy in Socially Innovative Design

Chair: Prof Gordon Kennedy (Nottingham Trent University)

Inclusive Design in Norway: changing the mindset of a nation
Onny Eikhaug, Norwegian Design Council

Demonstrating Design for Social Inclusion
Mat Hunter, Design Council UK

Design Harvests: design driven social innovation in rural China
Lou Yongqi, Tongji University, China

Session 3B: SENIOR COMMON ROOM: HOME & HEALTH

Health Technologies

Chair: Ed Matthews (Helen Hamlyn Centre for Design, RCA)

3B.1 First Sketches for a History of Daily Living Aids
A Correia de Barros, JB Cruz and C Duarte, Portugal

3B.2 Bridging the Contextual Reality Gap in Blended Reality Space: the case of AGNES
Kei Hoshi, Annakarin Nyberg and Fredrik Öhberg, Sweden

3B.3 Technology Supporting the Everyday Life of People with Dementia
Anja Naumann, Stefan Göllner, Germany; Jörn Hurtienne, Patrick Langdon and John Clarkson, UK

3B.4 Influencing the Assistive Technology Marketplace
Andrew Lintott, UK

Session 3C: SEMINAR ROOM 1: DESIGN THEORY

Theorising Practice

Chair: Dr Hua Dong (Brunel University and Tongji University)

3C.1 The Role of Flow Experience in Co-designing Open-Design Assistive Devices
Lieven De Couvreur, Jan Detand, Belgium and Richard Goossens, The Netherlands

3C.2 Bridging Methodological Gaps through Cross-Disciplinary Dialogue for Design of Smart Clothes and Wearable Technology for the Active Ageing
David Taylor, UK

3C.3 Design Education for Social Innovation: preliminary explorations
Susan Melsop, Carolina Gill and Elizabeth Sanders, USA

3C.4 Inclusive Designing with Gender Fluidity
K H Hilton, UK

Session 3D: SEMINAR ROOM 2: DESIGN PRACTICE

Cultural Contexts

Chair: Prof Patricia Moore (MooreDesign Associates)

3D.1 The Importance of Researching Requirements of Older Users for Clothing Design Education in China
Wang Lu, UK

3D.2 Human Nodes: relevance for inclusive design and social innovation for urban slums in India
Abhigyan Singh, Salil Sayed and Antti Raike, Finland

3D.3 Oficina da Ciranda: a social and sustainable technology case
Tulio Maximo, Erika Foureaux and Instituto Noisinho da Silva Team, Brazil

3D.4 Towards Inclusive Design: the picture in China
Hua Dong, China and UK

Please note: author affiliations are listed in the Abstracts publication

Session 4A: LECTURE THEATRE 1: PUBLIC LIFE

Wayfinding & the City

Chair: Prof Alastair Macdonald (Glasgow School of Art)

4A.1 The Journey to Work: a barrier to older workers
Rachel Talbot, Colette Nicolle, Martin Maguire and Lucy Rackliff, UK

4A.2 Ordinance on Universal Design of the Built Environment: how can Hamamatsu City exercise its full potential?
Satoshi Kose and Michiyuki Motokado, Japan

4A.3 Social Change and Multi-Sensory Wayfinding Strategies in a University Public Space
Beth Tauke and MJ Carroll, USA

4A.4 A Participatory Approach to Inclusive Design: public bus access for older people
Kin Wai Michael Siu, Hong Kong

4A.5 'Looking Good, Feeling Good' – TacMap: a navigation system for the blind
Paul Chamberlain and Patricia Dieng, UK

4A.6 Accessible Maps: what should we leave out?
Colette Jeffrey and Tim Fendley, UK

Session 4B: SENIOR COMMON ROOM: HOME & HEALTH

Healthcare

Chair: Maja Kecman (Helen Hamlyn Centre for Design, RCA)

4B.1 Hospital Wayfinding: whose job is it?
Colette Jeffrey, UK

4B.2 Inspiring Service Innovation Through Co-Design in Public Sector Healthcare
Alastair Macdonald and Gemma Teal, UK

4B.3 The Smart Condo: innovation and interaction in the pedagogy and practice of inclusive design
Arlene Oak, Canada

4B.4 Development of Scenarios to Design a Mobile Clinic for Rural Areas
Jose Rivera-Chang, USA

4B.5 Unpacking: design for dementia – 'recall'
Pamela Topping, USA

4B.6 Ambulance Redesign
Ed Matthews, UK

Session 4C: SEMINAR ROOM 1: DESIGN THEORY

Evaluation

Chair: Rama Gheerawo (Helen Hamlyn Centre for Design, RCA)

4C.1 Societal Inclusion: evaluating the accessibility of job placement and travel web sites
Jonathan Lazar, Brian Wentz, Dana Biggers et al, USA

4C.2 Strategic Design: innovation in the silver market through inclusivity
Gabriella Spinelli, UK

4C.3 Evaluation of UCD Methods from Japanese People's Perspectives
Nermin Elokla, Yasuyuki Hirai, and Yoshitsugu Morita, Japan

4C.4 Learning from Practice: post-occupancy evaluation (POE) as a universal design (UD) teaching tool at Sint-Lucas Architecture, Belgium
Marc Dujardin, Belgium

4C.5 Probing for Insight: developing human information resources
Chris McGinley, Rob Macredie and Hua Dong, UK

4C.6 Evaluating Inclusive Design Tools: an insight
Hua Dong, Chris McGinley, Farnaz Nickpour, Hongyan Chen and Eujin Pei, UK and China

Session 4D: SEMINAR ROOM 2: DESIGN PRACTICE

Products & Processes

Chair: Dr Yanki Lee (Helen Hamlyn Centre for Design, RCA)

4D.1 Packaging Design and Communication Accessibility: a study of access design
Valeria Bucchetti and Erik Ciravegna, Italy

4D.2 Define Customer Needs with Design Tools!
Birgitte Geert Jensen and Helle Antvorskov, Denmark

4D.3 Assessing Student Attitudes Within the North Carolina State University Textile Products for People with Disabilities Programme
Kate Carroll, Sharon Joines and Russell Gorg, USA

4D.4 Service Designers on Including Stakeholders in Service Prototyping
Johan Blomkvist and Stefan Holmlid, Sweden

4D.5 New Medicine Diary Design for Children in Japan
Yasuyuki Hirai, Kensuke Yamada, Morio Nakamura and Nermin Elokla, Japan

4D.6 Inclusive Table / Bench Design Workshop for the NTUST Campus Landscape
Ricardo Gomes and Machi Sakata, USA

Please note: author affiliations are listed in the Abstracts publication

Session 5A: LECTURE THEATRE 1: PUBLIC LIFE

Buildings & Environments

Chair: Prof Gordon Kennedy (Nottingham Trent University)

5A.1 Skypad Cardiff: sustainability and the 'ability to sustain'
John McRae, UK

5A.2 Listening in the Absence of Sight: the sound of inclusive environments
J Herssens, L Roelants, M Rychtáriková, A Heylighen, L Roelants, Belgium and M Rychtáriková, Slovakia

5A.3 Including Cognitive Needs in the Built Environment
Clíona Rooney, Verity Faith, Karim Hadjri and Cathy Craig, UK

5A.4 Exclusion by the Built Environment: the role of inclusive design policy and procedures
Tangi Rebekka Amakali, UK

Session 5B: SENIOR COMMON ROOM: HOME & HEALTH

On the Body

Chair: Dr Antoinette Fennell (National Council for the Blind of Ireland)

5B.1 Sweet Dreams: needs assessment and prototype design of post-mastectomy sleepwear
Sandra Tullio-Pow, Kirsten Schaefer, Oxana Kolenchenko Rebecca Zhu and Joyce Nyhof-Young, Canada

5B.2 Fashioning Identity: inclusive clothing design and spinal cord injury
Imogen Howe, Australia

5B.3 Cinderella, You can go to the Ball: inclusive footwear design at the intersection of medicine and fashion
Fiona Candy and Anita Williams, UK

5B.4 Compression Garments: informed by sensory integration dysfunction
Tania Allan Ross, New Zealand

Session 5C: SEMINAR ROOM 1: DESIGN THEORY

Gathering Insights

Chair: Dr Stephen Wilcox (Design Science)

5C.1 Crossing Data: where do users' preferences come from?
A Correia de Barros, JB Cruz and C Duarte, Portugal

5C.2 Is Green a Grey Area? Sustainability and Inclusivity: the ageing population and recycling
J Langley, A Yoxall, H Reed and S Kulhmann, UK

5C.3 Creating a Process to Design a Logo: consultation methods to discover a collective language and new ways to communicate choices
Fran O'Hara, UK

5C.4 Translating Inclusive Capability Data for Designers
Edward Elton and Coletter Nicolle, UK

Session 5D: SEMINAR ROOM 2: DESIGN PRACTICE

Educating Designers

Chair: Prof Yasuyuki Hirai (Kyushu University)

5D.1 A Decade of Educating Designers in Socially Responsible Design Provides Profiles of Successful Innovation
Phyllis Borcherding and Dale Murray, USA

5D.2 Talking About it is a Beginning: the first students' inclusive design projects
Sanja Bencetic, Croatia

5D.3 Social Digital Objects for Grandparents
Graham Pullin, Jon Rogers, Ali Napier, Polly Duplock, Richard Banks and Tim Regan, UK

5D.4 Introducing Fashion Design Students to the User Needs of a Group of 55+ Active Women
Phyllis A Borcherding and Jane McCann, UK

Please note: author affiliations are listed in the Abstracts publication

Session 6A: LECTURE THEATRE 1: PUBLIC LIFE

Inclusion & Engagement

Chair: Dr Joy Goodman-Deane (EDC, University of Cambridge)

6A.1 Inclusive Retailers: visually impaired shoppers' perceptions and preferences
Hong Yu and Sandra Tullio-Pow, Canada

6A.2 Every Little Counts: sense of security as a basic need for all
Ingo Aurin, Germany

6A.3 Questioning Communication in Tactile Representation
Megan Strickfaden, Canada and Aymeric Vildieu, France

6A.4 Interact and Include: countering accessible barrier-free learning environment (ABLE) universities
Goksenin Inalhan and Asli Sungur Ergeneoglu, Turkey

Session 6B: SENIOR COMMON ROOM: HOME & HEALTH

Domestic Environments

Chair: Alison Wright (Easy Living Homes)

6B.1 NHS at Home: using Lego Serious Play to capture service narratives and to envision future healthcare products
David Swann, UK

6B.2 Designing Reminders for the Home: the role of home tours
Marilyn McGee-Lennon, Maria Wolters and Stephen Brewster, UK

6B.3 Cooking with a Visual Impairment
Fien Thoolen and Hendrik NJ Schifferstein, The Netherlands

6B.4 Ageing and the Kitchen: a study of everyday object interactions
Samuel Hyde, Matt Carré, Roger Lewis, Alexis Lefevre, Raymond Holt, Catherine Barnes, Lucy Buykx, Helen Petrie and Paul Cairns, UK

Session 6C: SEMINAR ROOM 1: DESIGN THEORY

Concepts & Ideas

Chair: Colette Nicolle (Loughborough University)

6C.1 Hidden Meanings: challenging normality through design
Tom Bieling, Germany

6C.2 Inclusive Practice: researching the relationship between mathematical ability and drawing ability in art students
Howard Riley, Nicola Brunswick, Rebecca Chamberlain Chris McManus and Qona Rankin, UK

6C.3 Designing for People that are WELL Old
Laurence Clift and Edward Elton, UK

6C.4 Integrating Style with Function Through Emotion Driven Design: creating breakthrough products to enhance independence for individuals with disabilities
Stephen Sundarrao, Don Dekker and Rajiv Dubey, USA

Session 6D: SEMINAR ROOM 2: DESIGN PRACTICE

Inclusive Technology

Chair: Gregor Timlin (Helen Hamlyn Centre for Design, RCA)

6D.1 Keeping in Touch: smartphone touchscreens and customers with disabilities
Ben Lippincott, John Morris and James Mueller, USA

6D.2 Designing in Social Benefits
Alison Burrows, Val Mitchell and Colette Nicolle, UK

6D.3 An Inclusive Universal Interface for Electronic Devices: a proposal
Stephen Wilcox, USA

6D.4 Sustainable Social Innovation by Design: breaking down the boundaries
BRM Manning, S Benton and BA Altemeyer, UK

Please note: author affiliations are listed in the Abstracts publication

HENRY MOORE GALLERY

Posters

1. **Design and Rehabilitation**
   Emily Campbell, Royal Society of the Arts, London, UK
2. **Fear as a Design Brief**
   A Correia de Barros, UTAD – UNIDCOM/IADE; C Duarte, UNIDCOM/IADE and JB Cruz, UTAD, Portugal
3. **SFSU/Hitachi Universal Design Elementary School Workshop: localising a Universal Design educational workshop for US schoolchildren**
   Ricardo Gomes, Hsiao-Yun Chu, Ikue Enomoto and Hiroki Takeshita, San Francisco State University, USA
4. **A Study of Applying Traditional Pattern to the Innovative Culture on Packaging Design-Using the Fashionable Brand Packaging Design as an Example**
   Jhih-Wei Lee, Chung Yuan Christian University, Taiwan
5. **Finding Public Toilets through Applications and Open Data**
   Gail Knight and Jo-Anne Bichard, Helen Hamlyn Centre for Design, RCA, UK
6. **Design Our Tomorrow (DOT): inclusion and creativity**
   John Clarkson, Ian Hosking and William Nicholl, University of Cambridge, UK
   Colette Nicole and Edward Elton, Loughborough University, UK
   Yanki Lee, Helen Hamlyn Centre for Design, RCA, UK
7. **ColorADD® Colour Identification System for Colour-blind People**
   Miguel Neiva, Philosophy Institute University of Porto, Portugal
8. **People Centred Design for Social Engagement**
   Su Vernon, University College Falmouth, UK

SESSION CHAIRS

Jo-Anne Bichard

Jo-Anne Bichard is a Research Fellow in the Helen Hamlyn Centre for Design at the Royal College of Art and Director of the Include conference. She trained in social anthropology (BSc Hons), has an MSc in Science Communication, and is currently completing her PhD at University College London in Architectural Studies that incorporate an ethnographic approach in inclusive design. Jo-Anne has conducted a number of ethnographic studies of working environments and public spaces including medical research labs, corporate offices and public toilets. She is Principle Investigator of Robust Accessible Toilets (RATs) funded by the ESRC's Connected Communities programme and Co-Investigator of Tackling Aging Continence through Theory Tools and Technology (TACT3) funded by the New Dynamics of Ageing programme.

Julia Cassim

Julia Cassim is a Senior Research Fellow at the Helen Hamlyn Centre for Design. She joined in 2000 and has focused since then on the development of creative partnerships between disabled people and designers. Her work explores ways to involve such users in the design process to encourage innovation and to transfer knowledge on inclusive design to the design, business and academic communities. Julia organises the Challenge Workshops of different durations and in different contexts all over the world. From 1971 to 1998, she was resident in Japan, where as Arts Columnist for The Japan Times, she founded Access Vision, a non-profit organisation for visually impaired people engaged in research on alternative modes to access and interpret museum collections.

John Clarkson

Professor P John Clarkson is the Director of the Cambridge Engineering Design Centre (EDC). John returned to the Department of Engineering at the University of Cambridge in 1995 following a seven-year spell with PA Consulting Group's Technology Division. He was appointed Director of the Engineering Design Centre in 1997 and a University Professor in 2004. John is one of the Principal Investigators of the i~design research consortium. His research interests are in the general area of engineering design and specifically in the development of design methodologies to address specific design issues, for example, process management, change management, healthcare design and inclusive design. As well as publishing over 500 papers, he has written a number of books on healthcare design and inclusive design.

Laurence Clift

Laurence joined Loughborough Design School (then ICE Ergonomics) in 1986 as an Accident Investigator evaluating the performance of vehicles in real-world road accidents. In 1993 he moved into the Applied Ergonomics Centre and has since been involved in several long-term studies, including the performance of cycle lighting and the safety of ladders. Laurence has completed an extensive study into assessment of vehicle controls and displays as part of the New Car Assessment Programme (NCAP), and an evaluation of the crew workstations on the new RNLI offshore lifeboat. Most recently Laurence has been involved with the evaluation of medical devices, including hospital operating theatre tables and theatre lighting as part of the User Centred Design Research Group.

Hua Dong

After completing her PhD at the University of Cambridge, Hua Dong continued to work on the pioneering i~design programme with Professors John Clarkson and Roger Coleman. As a Senior Lecturer at Brunel University and a Professor by Special Appointment at Tongji University, Hua Dong set up the Inclusive Design Research Group (UK) in 2008 and the Inclusive Design Research China in 2010. She is an editor of the book *Design for Inclusivity* and has been a guest editor of a special issue on inclusive design for the *Design for All* Newsletter (India) and the *Alldesign* magazine (China).

Onny Eikhaug

Onny Eikhaug is a Programme Leader at the Norwegian Design Council and is pioneering the Council's activities in people-centred design. She directs the Council's government-funded Innovation for All programme promoting inclusive design as an effective business practice. Onny writes, publishes, and lectures internationally, and works closely with designers, education, industry and government. She has broad experience in international marketing, sales, product development and design management in the fields of personal products, lighting and contemporary furniture. Onny has worked for companies such as Unilever and Luxo across Europe and the US and holds an MBA from the Norwegian School of Economics and Business Administration.

SESSION CHAIRS

Edward Elton

Edward Elton has worked as a researcher at Loughborough University in the area of Ergonomics and Design for the past nine years. He has been involved in a number of commercial and applied research projects. Since 2006, Edward's research has specialised in the area of inclusive design. He was one of the key researchers on the i~design 3 research programme, where he developed an inclusive design resource (Context Calculator) for designers. Currently, Edward is continuing his research interest in inclusive design where he is one of the main researchers on the Partnership for Public Engagement project, Designing Our Tomorrow (DOT).

Antoinette Fennell

Dr Antoinette Fennell is ICT Accessibility Researcher in the National Council for the Blind of Ireland's (NCBI) Centre for Inclusive Technology (CFIT). She holds a PhD in Zoology (Animal Behaviour) from UCD. Antoinette previously held research positions at the Royal National Institute of Blind People (RNIB) in London, the Centre for Excellence in Universal Design (CEUD) at the National Disability Authority (NDA) in Dublin, and at Trinity College Dublin's School of Engineering. Her work has covered accessible and inclusive design of information and communication technologies, products and built environment and she has worked on many projects to promote inclusive design in Ireland.

Rama Gheerawo

Rama Gheerawo is Deputy Director of the Helen Hamlyn Centre for Design and runs its Age & Ability research lab aiming to give people greater choice and independence in their daily lives. He leads a team of designers on the Helen Hamlyn Research Associate Programme and has managed more than 100 projects to date with companies such as BlackBerry®, GlaxoSmithKline and Toyota. Rama writes, curates exhibitions, lectures and runs workshops on people-centred design for a variety of audiences, from students to business executives. He sees people as central to the design process, as participants, commentators and instigators. He holds degrees from Imperial College London and the Royal College of Art.

Ricardo Gomes

Ricardo Gomes is a Professor and Chair of the Department of Design and Industry (DAI) at San Francisco State University. He is also the Director of the Design Center for Global Needs in the DAI Department. He is a Fulbright Scholar having received his MFA in Industrial Design for Low-Income Economies; an MA in Architectural Building Technology from the University of California, Los Angeles; and a BA in Industrial Design from Massachusetts College of Art. He is member of the Architectural Foundation of San Francisco, Board of Directors; President of the Organization of Black Designers (OBD) San Francisco Bay Area Chapter and former Educational Chair for the Industrial Designers Society of America (IDSA) Western Region. He has lectured extensively at universities in the US, Europe and Africa.

Joy Goodman-Deane

Dr Joy Goodman-Deane is a Research Associate in Inclusive Design at the Engineering Design Centre, University of Cambridge. Her research focuses on developing methods and tools to help designers produce more inclusive products and services. She has been involved in producing the Inclusive Design Toolkit *(www.inclusivedesigntoolkit.com)* along with impairment simulators, software to help estimate exclusion and materials to produce a business case for inclusive design. Joy has also helped to design and analyse a pilot survey for gathering capability data on the UK population that is well suited for use in design.

Yasuyuki Hirai

Yasuyuki Hirai has more than 20 years experience in the office industry as a designer and design consultant, working for Kokuyo in Japan and IDEO in USA. His expertise is in the areas of workplace design and inclusive design, with both areas focused on innovative approaches to realise human- and knowledge-centric solutions. He is currently teaching at the faculty of design at Kyushu University in Fukuoka, Japan. The focus of his work includes developing communication tools, for example a medicine diary design for children, in collaboration with chemists and parents, and a museum guide, working with visually impaired people.

SESSION CHAIRS

Maja Kecman

Maja Kecman is a Senior Associate in the Health & Patient Safety research lab at the RCA's Helen Hamlyn Centre for Design and since 2006 has worked on numerous healthcare related projects. She has worked closely with DePuy Johnson & Johnson on the complete redesign of its orthopaedic instrument kit and led on the Department of Health/Design Council project on Design for Patient Dignity. Maja holds a Masters degree in Industrial Design Engineering from the Royal College of Art and has an undergraduate degree in Manufacturing Engineering from Cambridge University.

Gordon Kennedy

Professor Gordon Kennedy has been associated with the Helen Hamlyn Centre for Design for many years as a member of its Advisory Board. He continues to work with the Research Associates programme, taking part in design research progress reviews. Gordon is a three- dimensional designer by education and until recently was Dean of the School of Architecture, Design and the Built Environment at Nottingham Trent University where he led the development of architecture at both undergraduate and postgraduate levels. He was in practice for almost ten years before becoming an academic – this included working within the NHS on a range of healthcare projects including large general hospitals.

Yanki Lee

Dr Yanki Lee has an MA in Architecture from the Royal College of Art and PhD from Hong Kong Polytechnic University. She joined the Helen Hamlyn Centre for Design in 2000 as a Research Associate. Since 2005, she has worked as Research Fellow and co-investigator on the i~design 3 project, developing an online platform (*www.designingwithpeople.org*) to encourage people-centred design practice. She is also one of the collaborators on Designing Our Tomorrow (DOT), which aims to introduce inclusive design to UK secondary schools. Recently, Yanki was awarded the BIS UK-China Fellowship of Excellence 2011 and is currently spending one year at carrying out design research at Tsinghua University, Beijing, working with Prof Liu Guan Zhong in his System Design Lab.

Alastair Macdonald

Alastair Macdonald is Senior Researcher in the School of Design, Glasgow School of Art (GSA). A product designer by training, he joined GSA's Product Design Engineering programme in 1989 and was its Head of Department from 1996-2006. He served as a steering committee member and convened the innovation working group for Glasgow's successful bid for UK City of Architecture and Design 1999. Alastair has published in the engineering, ergonomics and inclusive design communities, and collaborated in developing these fields with a number of institutions and organisations including the RSA and the RCA Helen Hamlyn Centre for Design, where he chairs the Include Review Committee. He currently holds a Sasakawa Foundation Butterfield grant to develop research into inclusive approaches to healthcare between Scotland and Japan.

Ed Matthews

Ed Matthews joined the Helen Hamlyn Centre for Design in 2007 to lead the centre's work in design for healthcare and patient safety as Senior Research Fellow. His first degree was a BSc in Mechanical Engineering from the University of Bath, followed by a Masters in Industrial Design from the Royal College of Art. He consulted in product design and development over a broad range of industries for 10 years prior to focusing on the design and engineering of medical devices for over 20 years, including running a successful design firm. Ed collaborates with academic institutions, the NHS and industry partners. He is a co-investigator on a project to redesign the neck brace, and manages a portfolio of projects in the Health & Patient Safety Lab.

Jeremy Myerson

Jeremy Myerson is Director and Chair of the Helen Hamlyn Centre for Design, with a remit to encourage 'design that improves quality of life'. An academic, author and activist in design for the past 30 years, he began his working life as a journalist and was founder-editor of Design Week in 1986. He co-founded the centre at the Royal College of Art with Roger Coleman in 1999 and is today a member of the College's Senior Management Team. Jeremy is the author of more than a dozen books on design, craft and architecture, an active researcher and a frequent speaker at international conferences. He is currently Principal Investigator on the Designing Out Medical Error research project funded by the EPSRC and is on the selection committee to choose the ICSID World Design Capital 2014.

SESSION CHAIRS

Chris McGinley

Chris McGinley is a founding member of the Inclusive Design Research Group at Brunel University, where he currently tutors and is writing up a PhD investigating the influence of information and empathy upon design. He is a graduate of the University of Strathclyde and the Royal College of Art, and worked as a Research Associate within the Helen Hamlyn Centre for Design for five years and as a researcher and writer for InnovationRCA. Chris recently took lead research roles in a Department of Health hospital furniture project and a Home Office beer glass project, the design outcomes of which were exhibited at the Design Museum and Design Council respectively.

Colette Nicolle

Starting her career in human factors at the Human Sciences and Advanced Technology (HUSAT) Research Institute, Colette Nicolle is a Research Fellow at the Loughborough Design School, Loughborough University. She is a Fellow of the Ergonomics Society, member of ANEC's Design for All Working Group and its representative on CEN TC 122 'Ergonomics'. Her research and teaching focuses on user-centred and inclusive design methods and tools in a range of application areas. Colette leads Loughborough's research on the EPSRC i~design3 project, and is co-investigator for the New Dynamics of Ageing projects Working Late and Transitions in Kitchen Living.

Gregor Timlin

Gregor Timlin joined the Helen Hamlyn Centre for Design in 2008 and is now a Senior Associate, working with Bupa to improve the quality of design for older people with dementia in residential care. Gregor studied Furniture Design (BA) at Dublin Institute of Technology, where he was awarded the Gold Medal for Student Excellence 2005, before joining the Design Products Department at the Royal College of Art, graduating with an MA in 2008. He has a background in industrial design and currently leads the centre's Design for Dementia project in partnership with Bupa.

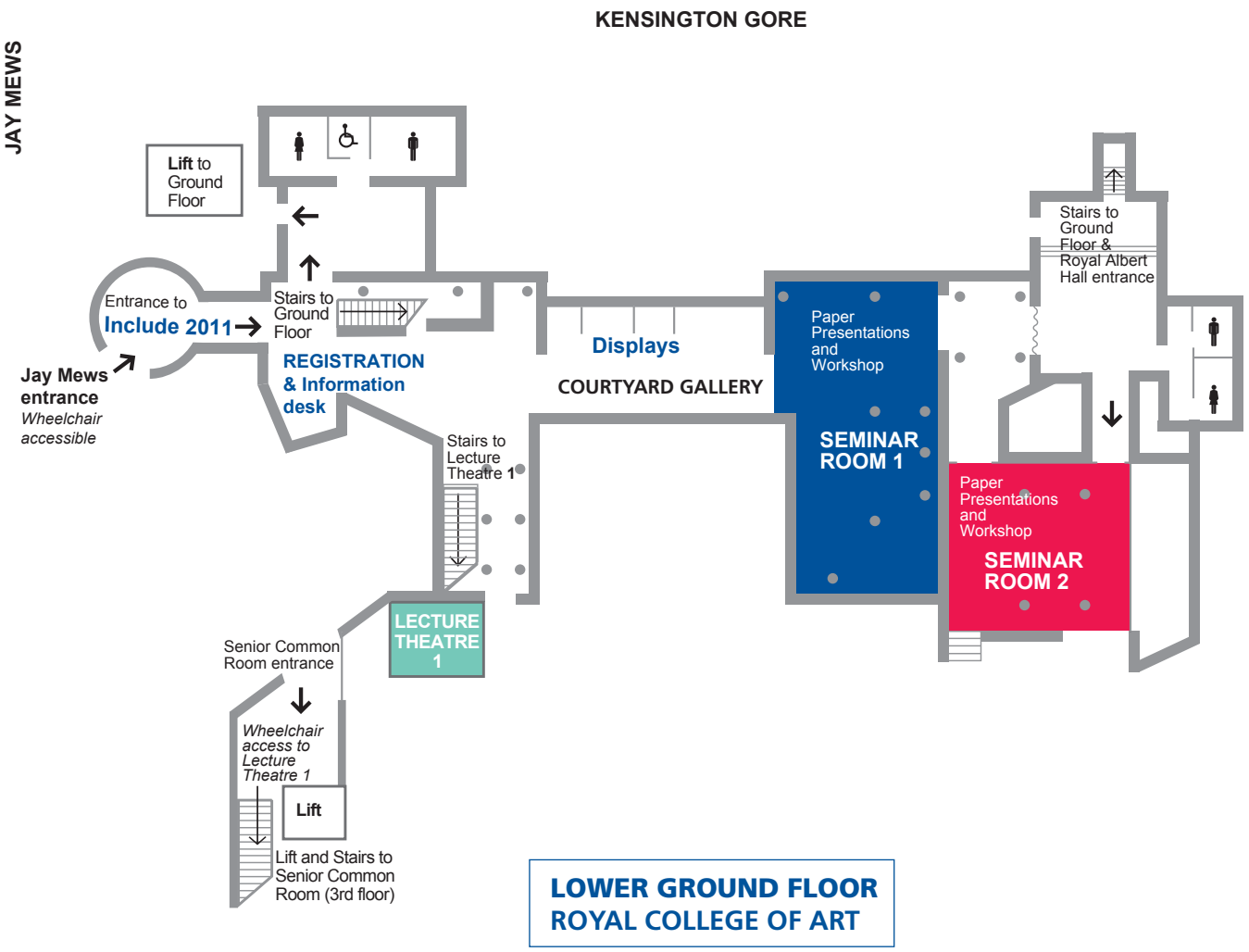
Stephen Wilcox

Stephen B Wilcox, PhD, FIDSA holds a BSc in Psychology and Anthropology from Tulane University, a PhD in Experimental Psychology from Penn State, and a Certificate in Business Administration from the Wharton School of the University of Pennsylvania. He is the Founder and a Principal of Design Science, a Philadelphia-based firm that specialises in helping companies make their products as user-friendly as possible. Stephen has presented papers at all of the previous Include conferences, and gave a keynote address to Include 2007. He has published more than 60 articles and given many invited addresses to various organisations. He is the author, with Michael Wiklund, of *Designing Usability into Medical Products* (Taylor & Francis/CRC Press, 2005).

Alison Wright

Alison Wright is an award-winning British interior designer working in the field of inclusive design. Her company Future Proof Home Ltd, developed under the Easy Living Home brand, was established in 2000 as the result of research Alison undertook during her seven years as a part-time Research Fellow with the Helen Hamlyn Centre for Design at the Royal College of Art. This research, together with her current Doctoral studies, has given her an in-depth understanding of the emerging marketplace of consumers aged 50 plus, which she draws upon in her work with social housing provider and UK manufacturers. Alison has presented her work nationally, internationally and on BBC television.

VENUE PLANS: Lower Ground Floor



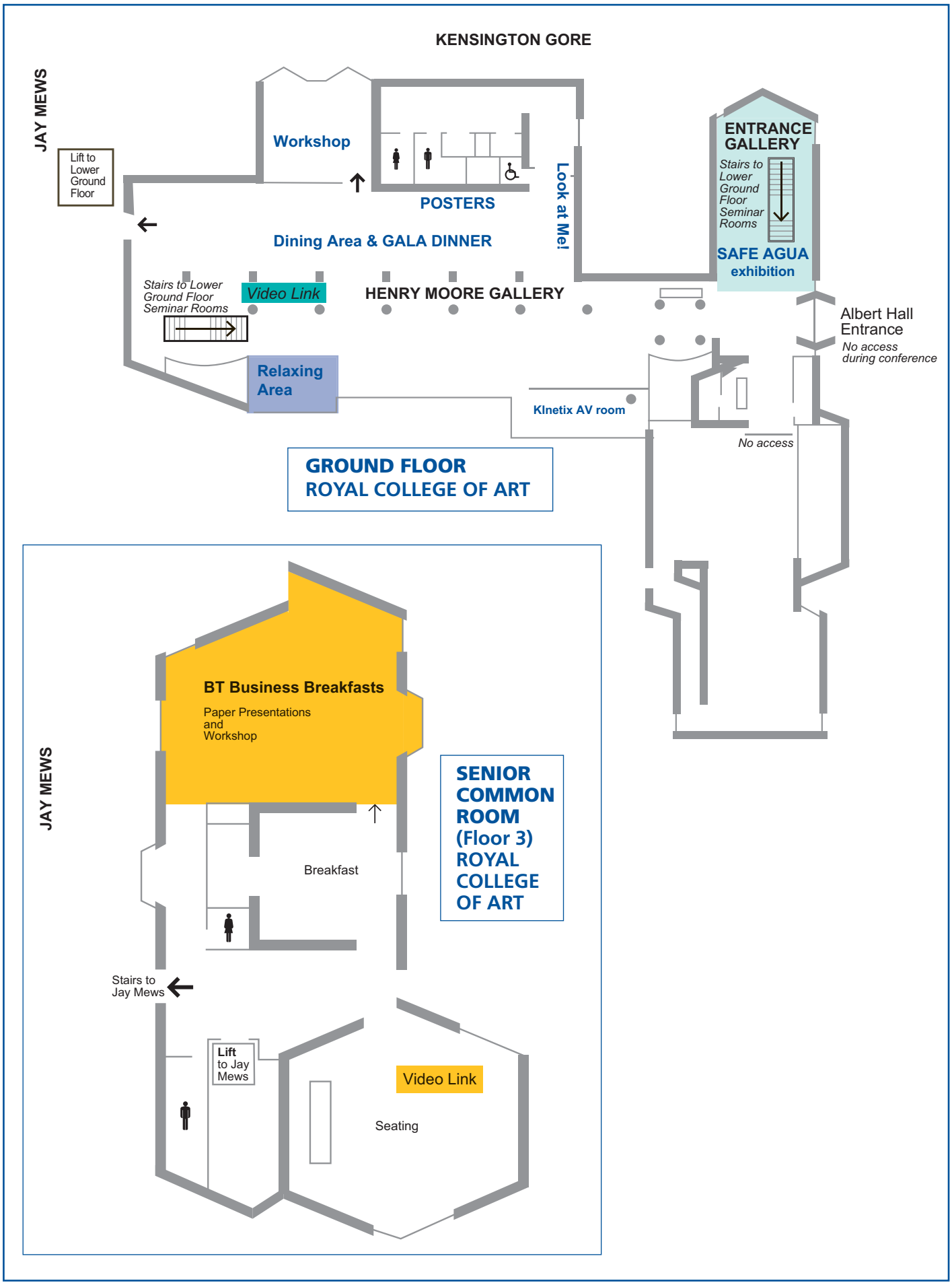
Paper Presentations (see pages 19-24)

- LT1 LECTURE THEATRE 1 ~ Public Life
- SCR SENIOR COMMON ROOM ~ Home & Health
- SR1 SEMINAR ROOM 1 ~ Design Theory
- SR2 SEMINAR ROOM 2 ~ Design Practice

Designer-led Workshops (see pages 8-9)

1. HENRY MOORE GALLERY ~ Designing Social Innovation
2. SEMINAR ROOM 1 ~ Assessing Product Inclusivity
3. SEMINAR ROOM 2 ~ Designing Out Medical Error
4. SENIOR COMMON ROOM ~ Inclusive Wayfinding

VENUE PLANS: Ground Floor & Senior Common Room (Floor 3)



ACKNOWLEDGEMENTS

Include 2011 is organised and hosted by the Helen Hamlyn Centre for Design at the Royal College of Art

Director: Prof Jeremy Myerson
Conference director: Jo-Anne Bichard
Publications, graphics and curation: Margaret Durkan
Programme co-ordination: Jo-Anne Bichard and Rama Gheerawo
Administration: Mark 'Bernie' Byrne
Conference co-ordination: Lisa Johansson

International Review Committee
Members of the Include International Review Committee are responsible for reviewing and selecting the papers and posters presented at the conference:
Mariana Amatullo, Art Center College of Design, USA
Dr JK Tina Basi, Mehfil Enterprises, UK
Jo-Anne Bichard, Helen Hamlyn Centre for Design, RCA, UK
Thomas Binder, Danish Center for Design Research, Denmark
Brian Boyer, Sitra, Finland
Julia Cassim, Helen Hamlyn Centre for Design, RCA, UK
Sooshin Choi, University of Cincinnati, USA
Prof Alison Clarke, University of Applied Arts, Austria
Dr Kathrina Dankl, Danklhempl, Austria
Sean Donahue, ResearchCenteredDesign, USA
Dr Hua Dong, Brunel University, UK and Tongji University, China
Onny Eikhaug, Norwegian Design Council, Norway
Edward Elton, ESRI, Loughborough University, UK
Dr Antoinette Fennell, CFIT, National Council for the Blind, Ireland
Valerie Fletcher, Institute of Human Centered Design, USA
Rama Gheerawo, Helen Hamlyn Centre for Design, RCA, UK (Deputy Chair)
Katherine Gough, Nokia, UK
Catherine Greene, Helen Hamlyn Centre for Design, RCA, UK
Eleanor van den Heuvel, Brunel University, UK
Derek Hooper, CABE, UK
Ian Hosking, EDC, University of Cambridge, UK
Birgitte Jensen, Aarhus School of Architecture, Denmark
Felicity Jowitt, Brunel University, UK
Maja Kecman, Helen Hamlyn Centre for Design, RCA, UK
Peter Kercher, EIDD, Design for All Europe, Italy
Gail Knight, Helen Hamlyn Centre for Design, RCA, UK
Prof Satoshi Kose, Shizuoka University of Art and Culture
Dr Patrick Langdon, EDC, University of Cambridge, UK
Dr Yanki Lee, Helen Hamlyn Centre for Design, RCA, UK
Andre Liem, Norwegian University of Science and Technology
Tsai Lu Liu, Auburn University, USA
Prof Alastair Macdonald, Glasgow School of Art, UK (Chair)
Ed Matthews, Helen Hamlyn Centre for Design, RCA, UK
Jane McCann, University of Newport, UK
Chris McGinley, Brunel University, UK
Peter Mills, The Team, UK
Prof Dr Johan Molenbroek, Delft University of Technology
Colette Nicolle, ESRI, Loughborough University, UK
Dr Bev Norris, Helen Hamlyn Centre for Design, RCA, UK
Elaine Ostroff, Institute of Human Centered Design, USA
Susan M Patrick, SMP Consultancy, UK
Cian Plumbe, Studiohead, UK
Dr Chris Ramsden, Chartered Society of Designers, UK
Dr Aruna Shekar, Massey University, New Zealand
Sally Stewart, Glasgow School of Art, UK
Dr Katy Stevens, University of Newport, UK
Adam Thorpe, DACRC, University of the Arts, UK
Dr Alex Thompson, University of Exeter, UK
Prof Julia Twigg, University of Kent, UK
Daina Vitolaina, Design Information Centre, Latvia
Jonathan West, Helen Hamlyn Centre for Design, RCA, UK
Stephen Wilcox, Design Science, USA
Elaine Yolande Williams, ESRI, Loughborough University, UK

24 Hour Inclusive Design Challenge
Julia Cassim, Helen Hamlyn Centre for Design, RCA, UK
Lynda Relph-Knight, Design Week, UK (Challenge Patron)
Ligia Lopes, Technical University of Lisbon, Portugal

Safe Agua exhibition
Special thanks to **Mariana Amatullo** and the team at Art Center College of Design, USA

Look at Me! display
Special thanks to **Dr Naomi Richards** at Sheffield University, UK

Photography: Matthew Harrison, Studiohead, UK

Conference System Management, AV & IT: Kinetix Events with thanks to Sally, Doug and Jessica for all their help and support *www.kinetixevents.co.uk*

Thanks also to:
Redlin Printing
RCA Audio Visual
RCA Catering
RCA Computing
RCA Finance
RCA Maintenance
RCA Rectorate
RCA Security
Servicegraphics for banner printing

include 2011

Helen Hamlyn Centre for Design
Royal College of Art, Kensington Gore London SW7 2EU
t +44 (0)20 7590 4242 f +44 (0)20 7590 4244
hhc@rca.ac.uk www.hhc.rca.ac.uk

CONFERENCE ORGANISER
Royal College of Art
helen hamlyn centre for design