



Workshop on - Innovating through Inclusive Design

31 August 2008

9:00 am – 4:00 pm

G/F InnoCentre, 72 Tat Chee Avenue, Kowloon Tong, Hong Kong

What is INCLUSIVE Design?

With an ageing population, disabled and older people are not special cases but will increasingly be part of the mainstream. So why do we continue to manufacture services and products aimed at young, able-bodied consumers? *Inclusive design by Roger Coleman, 26 April 2007, Design Council UK*

British Standard 7000-6:2005 defines inclusive design as “The design of mainstream products and/or services that are accessible to, and usable by, as many people as reasonably possible....without the need for special adaptation or specialised design.”

Inclusive design is not necessarily design aimed specifically at people with disabilities. Everyone can benefit from inclusive design. It is an approach to design in general and an element of business strategy that seeks to ensure that mainstream products, services and environments are assessable to the largest number of people.

It does not necessarily cost more. Involvement of an inclusive range of users in planning and development is essential in avoiding costly mistakes and maximizing the success of design and management.



Objective of the Workshop:

Participants will learn what the approach of inclusive design is about and how to design buildings, public spaces, products, services and communications which take account of the physical and sensory needs and aspirations of extreme users. Through brainstorming and interactive exercises, they can learn how to reconcile aesthetics with function and in the process innovate significantly.

Prior knowledge and skills of design are not necessary.

Target Participants:

The workshop may bring together

- | manufacturers,
- | occupational therapists and those from healthcare industry
- | professionals such as architects, engineers
- | designers of all disciplines
- | design researchers

Format:

Participants will be divided into different groups. Ideally each group will comprise participants from different segments and backgrounds

Language:

The workshop will be conducted mainly in English

Workshop Fee:

Normal Rate \$1800 per person

Special Rate \$1500 per person (By this e-mail invitation)

How to Register:

Please complete the registration form which is available at the website <http://www.hkdesigncentre.org>

Enquiries: Ms Corinna Chiu, Manager, Design Promotion Tel: 3586 3085 Email:

corinna.chiu@hkdesigncentre.org

Workshop leader and designers team:

The workshop will be led by **Julia Cassim**, Senior Research Fellow of the Royal College of Art Helen Hamlyn Centre. A team of professional designers from the UK will support her through to conduct the workshop. Some of them took part in the previous Inclusive Design Challenge.



Julia Cassim

Senior Research Fellow

The Royal College of Art Helen
Hamlyn Centre

Julia Cassim studied Fine Art and Art History, at Manchester College of Art and Design and then at Tokyo University of Fine Arts and Music as recipient of a Japanese Ministry of Education (Mombusho) postgraduate sculpture scholarship. She has an MPhil from the International Centre for Heritage Studies, University of Newcastle upon Tyne.

From 1971-1998, Julia was resident in Japan. She was arts columnist of The Japan Times, wrote widely for other publications and founded Access Vision, a non-profit organisation for visually impaired people engaged in research on alternative modes to access and interpret museum collections of art and artefacts. She also curated and designed award-winning exhibitions for audiences with visual impairments and learning disabilities. 'Into the Light - Museums and their Visually Impaired Visitors', her book published by Shogakkan in 1998, draws on this experience.

Her activity in this area has continued alongside her work in inclusive design with a further focus on the curation and design of exhibitions of work by visually impaired artists. 'The Insightful Eye' - a film she directed on this subject was commissioned for the [Singapore Fringe Festival 2007](#).

About Royal College of Art Helen Hamlyn Centre

The Royal College of Art Helen Hamlyn Centre provides a focus for people-centred design and innovation at the RCA in London, the world's only wholly postgraduate university institution of art and design.

The centre was set up by Roger Coleman and Jeremy Myerson in January 1999 to explore the design implications of social and demographic change.

Today, its multi-disciplinary team of designers, engineers, architects and anthropologists undertake practical research and projects with industry.

Its programmes look at how a people-centred and socially inclusive approach to design can support independent living and working for ageing and diverse populations, improved standards of healthcare and patient safety, and a flow of innovative ideas for business.

The centre works with four design communities – students, new graduates, professional designers and academics – in response to the commitment in the Royal College of Art's Charter to 'advance learning, knowledge and professional competence' in relation to 'social developments'.

Endowed by the [Helen Hamlyn Trust](#), a charity dedicated to supporting innovative projects that will effect lasting change and improve quality of life, the Royal College of Art Helen Hamlyn Centre engages a range of external commercial, academic, government and voluntary sector partners in its work.