

include 2011

Wednesday 20 April 2011

Royal College of Art, London

Making social innovation happen



Inclusive design can play a vital role in driving forward emerging forms of social innovation and social enterprise. That was a key message to emerge from the sixth international Include conference, held at the Royal College of Art, London, on 18-20 April 2011.

The event attracted more than 200 delegates from 29 countries around the world. It featured 120 paper presentations by design researchers, professionals and policy makers as well as international projects and posters, designer-led workshops, a 24 Hour Inclusive Design Challenge, the Include Conference Awards, and a guest exhibition from Art Center College of Design in California, entitled Safe Agua.

Keynote speaker Bill Moggridge, director of the Cooper Hewitt Design Museum, New York, used his own stellar 40-year career to describe how design has progressed from the personal to the social to the global environment. Gala Dinner speaker Sarah Harper explained how the changing demographics of advanced ageing are creating important new contexts for inclusive design.

Include 2011 was sponsored by Audi UK, which showcased the winning Glasgow School of Art team in its Sustain the Nation competition, and BT, which hosted two business breakfasts to probe the commercial uptake of inclusive design in industry.



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Rewarding excellence

The Include 2011 conference review committee made six awards, sponsored by AgeUK.

BEST PAPER

The Role of Flow Experience in Co-Designing Open-Design Assistive Devices

By Lieven De Couvreur, Jan Detand (Belgium) and Richard Goossens (The Netherlands)

Citation: 'This paper reframes inclusive design focusing on user opportunities rather than limitations. It offers new ways of bringing co-creation into the design process. A delightful and fresh approach.'



BEST POSTER

ColorADD® Colour Identification System for Colour-Blind People

By Miguel Neiva (Portugal)

Citation: 'This poster highlights a hidden disability that affects large sections of society. An elegant, simple but very effective solution to colour blindness with user need right at the centre.'



BEST INCLUSIVE DESIGN INNOVATION

Co-Creating Tools for Touch

By Wendy Keay-Bright and Joel Gethin Lewis (UK)

Citation: 'A simple, beautifully crafted idea that can really go from the extreme to the mainstream. An idea for technology interfaces focusing on autistic spectrum conditions but with applications for everyone.'



CHAMPION OF INCLUSIVE DESIGN

Julia Cassim (UK)

'A champion in the truest sense of the word – a passionate advocate for change, whose Challenge Workshops have influenced design students and professionals all over the world.'

CHAMPION OF INCLUSIVE DESIGN

Patricia Moore (USA)

Citation: 'An inspiring pioneer of many of the methods of inclusive design throughout her career, she has channelled her unique experience disguised as an older woman into a subsequent series of ground-breaking human-centred design projects.'

LIFETIME ACHIEVEMENT IN INCLUSIVE DESIGN

Julienne Hanson (UK)

Citation: 'A leading light in inclusive design research for the built environment, her work has been hugely influential in improving homes for older people.'

People power prevails

People Power was the brief for a 24 Inclusive Design Hour Challenge, staged as part of the conference. Five exhausted yet exhilarated teams, including designers from Spain, Brazil, Slovenia, Germany, Iran and Singapore, worked around the clock before presenting their projects to an expectant audience on Tuesday evening.

There were two awards. The People's Choice went to 10 Collective with design partner Sally Booth, a visually impaired artist for whom the team designed Memo – a service and kitemark that allows a cash card to be loaded with a set of preferences that can be seen by chip and pin machines.

The Judges Award went to team Collective led by Ben Mortimer of Nestle for Street Wheels – a game that allows anyone on wheels (from skateboards to baby buggies) to 'get in touch with your terrain' and up your navigational skills and awareness of the importance of surfaces by playing the game at progressively difficult levels.



AROUND THE CONFERENCE



View from the Chairs



SEAN DONAHUE

'The big thing for me to see at Include 2011 was the renegotiation of the relationship between designer, user and community. The designer not just as observer or enquirer but as facilitator. That's very exciting but what are the responsibilities as designers prepare to go into a more co-creative space? I also came away with the message that inclusivity is not just about physical access but about the larger dimensions that design brings. There are real opportunities in that – but can we give people the tools to envisage alternative futures?'

GRAHAM PULLIN

'I was struck by the need for simplicity and particularly inspired by the Design Harvests presentation by Dr Lou Yongqui of Tongji University, China. This used the metaphor of acupuncture to express the view that a few well-placed design interventions can have a great effect on the whole. There was a lightness of touch that I think has wider resonance for the whole conference. The key messages of Include are that we should be thinking about what's next and how we adapt and adopt new models. I think we should appropriate rather than replicate...'

NINA WARBURTON

'As inclusive design and social innovation come together, Include has asked the big questions about the nature of the new design disciplines emerging from all this – and what the implications might be for the design profession, education and ultimately business. The Safe Agua project and others I saw have highlighted questions about who instigates these projects, who pays for them, and what success looks like. The definition of inclusive design has clearly moved beyond the pragmatic to address notions of experience, delight, cultural diversity, social engagement and community.'

Include 2011 international review committee

Mariana Amatullo, Art Center College of Design, USA

Dr JK Tina Basi, Mehfil Enterprises, UK

Jo-Anne Bichard, HHCD, RCA

Thomas Binder, Danish Center for Design Research, Denmark

Brian Boyer, Sitra, Finland

Julia Cassim, HHCD, RCA

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

Edward Elton, ESRI, Loughborough University, UK

Dr Antoinette Fennell, CFIT, National Council for the Blind, Ireland

Valerie Fletcher, IHCD, USA

Rama Gheerawo, HHCD, (Deputy Chair)

Katherine Gough, Nokia, UK

Catherine Greene, HHCD, 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, HHCD, RCA, UK

Peter Kercher, EIDD, Design for All Europe, Italy

Gail Knight, HHCD, RCA, UK

Prof Satoshi Kose, Shizuoka University of Art and Culture, Japan

Dr Patrick Langdon, EDC, University of Cambridge, UK

Dr Yanki Lee, HHCD, 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, HHCD, 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

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Elaine Ostroff, IHCD, USA

Susan M Patrick, SMP Consultancy, UK

Cian Plumbe, Studiohead, UK

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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 Vitolina, Design Information Centre, Latvia

Jonathan West, HHCD, RCA, UK

Stephen Wilcox, Design Science, USA

Elaine Yolande Williams, ESRI, Loughborough University, UK

Keep in touch for Include 2013 at the Royal College of Art, London, UK www.hhc.rca.ac.uk