

Special Workshop

The 48 Hour Marathon for Universal Design

Implementation Plan

Jun-1st, 2010



国際ユニヴァーサルデザイン協議会
International Association for Universal Design

● CONTENTS

- PURPOSE OF WORKSHOP
- EVENT OUTLINE
- WORKSHOP MANAGEMENT
- TEAM COMPOSITION
- SCHEDULE
- PROGRAM
- PARTICIPATION APPLICATION GUIDE
- CHALLENGE THEME
- MAP AND ACCESS

● PURPOSE OF WORKSHOP

This event is based on workshop activities that IAUD started in 2004 and the user participation workshop “The 48 Hour Design Marathon” held in 2006, 2007, 2009 February and December.

This event, as part of The 3rd International Conference for Universal Design 2010 in Hamamatsu to be held at the Act City Hamamatsu convention center, is intended to propose diversified designs that produce universal and attractive scenes in everyday life while considering a specific local environment in Hamamatsu with its rich international flavors.

In addition, the 48 hour design workshop is held inviting not only IAUD members and member companies’ designers as main participants but people with marketing experiences and engineers, and also participants from overseas. Through the workshop, it is our intention to promote social cognition for universal design activities and to find future leaders and develop human resources.

We aim to achieve a creative workshop based on the 5 main points listed below.

1. To allow designers, engineers, marketers, and scholars obtain ideas for creative universal design through experiencing various phenomena in users’ everyday life and discovery based on undergoing the actual experience.
2. To discover concrete design themes that can return profits to local communities and create designs following the said themes by pursuing creation of a universally-friendly living environment where anyone can feel at ease in terms of the living space, movement area, working environment, entertainment, town management, products, clothing, food, and media.
3. To give presentations for public review so that as many people as possible can get a taste of social understanding and the roles of universal design activities.
4. To develop a concentration power to accomplish research, planning, ideas, and presentation in a short period of time, and to improve design development techniques making use of IT.
5. To develop human resources that will carry on future universal designs, by involving student assistants who participate in the workshop to record workshop activities and/or promote the sharing of information among team members and by creating a place for industry-academia collaboration.

● EVENT OUTLINE

- Name : Special Workshop: The 48 Hour Marathon for Universal Design
- Date : October 31st (Sun) – November 3rd (Wed) , 2010
*A “Review Meeting” held by participants is planned for the 3rd (Wed). Please participate in this meeting if at all possible.
- Location : Shizuoka University of Art and Culture
2-1-1 Chuo, Naka-ku, Hamamatsu, 430-8533
Tel: 053-457-6111 Fax: 053-457-6123
<http://www.suac.ac.jp/>
: Act City Hamamatsu (for presentation, judge)
- Management : International Association for Universal Design (IAUD)
- Collaborators : Not yet determined
- Outline of activities:
 - IAUD members and participants invited from both Japan and overseas are divided into 6 teams under 6 predetermined team leaders. Each team creates a competitive design within the time limit (48 hours) based on the theme provided on the first day of the workshop.
 - The first half of the 48 hours are mainly used to visit the actual living environment with users and identify various problems.
 - The latter half is mainly used to generalize the design and to create materials for a presentation.
 - The public presentation is given live for all visitors and mass media who agree with the purpose of this workshop, and the excellent creations are rewarded through a public review by participants in the workshop.

● WORKSHOP MANAGEMENT

- Secretariat:
International Association for Universal Design
- Supervisor:
Toshiharu ARAI Professor of Product Design Barrier Free / Universal Design, Kanazawa College of Art
- Advisory Observer
Julia CASSIM Senior Research Fellow Royal College of Art
Helen Hamlyn Centre
- Director:
Katsumi MAKINO Chairperson of IAUD Promotion Committee
- Deputy-Directors:
Makoto OSHIMA / Hiromi FUJII
Deputy Chairpersons of IAUD Promotion Committee
- On the spot Responsible Officials:
Hideki AKIYA / Hideshi SAIKI
IAUD Promotion Committee members
- Accountant:
Yuko NAKAGISHI
IAUD Promotion Committee member
- Machinery & Materials / Site management:
Hidekazu SHINKI / Akiyuki KIMIZUKA
IAUD Promotion Committee members
- Workshop supporters for the day:
To support various operations/management, record activities with photographs and movies, and to edit the movies.
Plan to select supporters (6 in total) for each team through “public offering”

● TEAM ORGANIZATION

■ Organize 6 teams in total.

■ Details of team composition

• Team leader	1
• User	1
• Designers/engineers/marketers	5
• Student volunteers	2
• Steering supporter	1

10 members / team

■ Team leader:

Invite 6 designers with experience in creative universal design activities from amongst IAUD members and member companies, and assign them one by one to head the teams as team leaders. The team leaders are to consult with other team members and lead the teams to a solution for the given theme.

■ Designers/engineers/marketers:

Divide young designers, engineers, and marketers invited from amongst the IAUD member companies and both Japan and overseas (30 in total) to make up 6 mixed teams.

No more than 2 members from the same company can belong to a team. The secretariat sends out the invites and organizes the teams.

● TEAM COMPOSITION

■ User:

One of 2 wheelchair users, 3 visually impaired users, and 1 users with a hearing impairment are assigned to each team.

Those who are strongly aware of social participation and capable of giving their own ideas via various means of communication are invited to be users in collaboration with Shizuoka Prefecture and Hamamatsu City.

More specifically, users are requested to explain the relationship between their own physical characteristics and tools/equipment to the team members, specifically check what problems or phenomena would happen in actual life along with the members, and/or give advice as to the design.

■ Student volunteers:

2 student volunteers are assigned to each team to support them in their activities. The student volunteers shall have the following duties.

- (1) To help users.
- (2) To support the design work.
- (3) To explain the scene to users with visual impairment (orally explain what is going on).
- (4) To record the details of the workshop activities.

An exchange meeting among teams is held on the first day of the workshop (October 31st) and is for sharing information. The student volunteers are requested to report a mainly visual summary of the field survey results.

■ Steering supporters:

A steering supporter is assigned to each team.

The main roles of the steering supporter are to take photographs and/or movie to record the workshop, edit the resulting movie, and implement various support activities in cooperation with the secretariat.

● SCHEDULE

<October 31st (Sun)> * The schedule may be changed for unavoidable reasons

Time	Schedule	Location
10:00 – 11:00	Preparatory meeting with the leader, users, supervisors, and staff	Room 377
11:00 - 12:00	Joint meeting for all participants/ Announcement of themes	Room 377
12:00 - 13:00	Team Luncheon Meeting	6 school rooms
13:00 - 17:30	Field survey	Outdoor (living sites/team)
18:30 - 20:00	* Team exchange meeting * <u>Exchange information based on the field survey while having dinner</u>	Canteen room
20:00 - 21:00	Team Activities	6 school rooms

<November 1st (Mon)>

8:30 - 21:00	Team Activities	6 school rooms
--------------	-----------------	----------------

<November 2nd (Tue)>

8:30 - 12:00	Team Activities	6 school rooms
[Clean the room (to its original condition) / Prepare for the presentation / Lunch]		
16:30 - 18:30	Presentation & Public review and commendation ceremony	Act City Hamamatsu
18:30 - 20:00	Social gathering	To be determined

<November 3rd (Wed)>

9:00 - 10:20	Attendance at Special session	Act City Hamamatsu
10:40 - 12:00	Review Meeting	Act City Hamamatsu

●PROGRAM

October 31st (Sun)

<Announcement of themes> 11:00 - 12:00

- Welcome speech
- Introduction of participating teams
(each team leader introduces their team members)
- Speech by the representative of participants
- Explanation of the workshop outline and themes

<Team activities> 12:00 - 21:00

- Field survey> 13:00 - 17:30
- Team exchange meeting> 18:30 - 20:00 (Presentations by student volunteers of each team)

November 1st (Mon)

<Team Activities> 8:30 - 21:00

November 2nd (Tue)

<Team Activities> 8:30 - 12:00

<Presentation> 16:30 - 17:46

- Explanation of voting
- Presentation ... Presentation: 8 minutes/team + Preparation 3 minutes /team

<Voting / Commendations> 17:46 - 18:30

- Presentation of voting results / Awarding of certificates of merit (Everyone on the stage)
- Creations and comprehensive review(Julia CASSIM & Toshiharu ARAI)

<Social gathering> 18:30 - 20:00

November 3rd (Wed)

< Attendance at Special session > 9:00 - 10:20

<Review meeting> 10:40 - 12:00

● PARTICIPATION APPLICATION GUIDE

■ Qualification for application:

IAUD members and Team designers, engineers, and planners active in Japan and other countries (any nationality)

■ Application period: July 5th (Mon), 2010 – October 1st (Fri), 2010

■ <u>Admission capacity:</u>	Team designers	36 in total (6 groups)
	Student volunteers	12 in total (6 groups)
	Steering supporters	6 in total (6 groups)

* Please note that applications will close as soon as the maximum number of applicants is reached.

* The six leaders will be invited separately by the organizer.

- Application method: Download and fill in the application form from <http://www.iaud.net/>, and **send** it to the **IAUD Secretariat** via e-mail or facsimile. Feel free to forward any questions to the IAUD Secretariat (Tel: 045-901-8420 / Fax: 045-901-8417 / Mail: info@iaud.net).

- Participation fee: **50,000 yen/person** (No fee is required from users and student assistants.)
※You can enjoy a benefit to participate in the international conference(admission fee required) as long as such participation does not affect the workshop group activities.
(Note: Individual participants shall bear their own transportation and accommodation expenses.)

- Accommodation: Team designers are requested to stay the same hotel that booked by **IAUD Secretariat**.

* Accommodations for student volunteers and operation supporters will be arranged on request. The same hotel as the team designer will be arranged for them.

■ Equipment:

IAUD provides a color printer, copy machine, some artistic materials required for the activities, and tools (imitation Japanese vellum, slip paper, markers, masking tape, cutting boards, cutters, rulers, etc.), but participants are required to prepare the following equipment themselves.

[Laptop PC, video camera, drawing tools, sketch book, digital camera, etc.]

(Note) PowerPoint 2007 and PowerPoint for Mac are not acceptable.

■ On the handling of industrial property rights, etc.

With respect to the handling of intellectual property rights (including copyrights and know-how) arising from the activities of this workshop, you will be required, prior to your application, to understand and agree that the works generated in the course of the Design Marathon and the copyrights to the said works will vest in IAUD and that the rights to obtain patents and to carry out utility model and design registration in relation to the creation of inventions, devices, and designs in the course of the Design Marathon and the patents, utility model rights, and design rights obtained as a result of the exercise of the said rights will be transferred or licensed to IAUD.

The publication of the results of this project through the media, etc. may include the use of the portraits of the participants. Please note that your application will be construed as acceptance of the use of your portrait.

● CHALLENGE THEME

This workshop is designed to be “interactively practical” where users and producers share the mission and create new ideas.

Participants in this workshop are required to directly experience the everyday life of users, develop ideas for highly creative universal designs based on undergoing the actual experience, and establish those ideas as the design to be presented.

[Range of theme]

Propose various products and signs for optimizing the whole living environment so that anyone can easily participate in society. The contents of the proposal need to be designed based on the acute problem confirmed with the user, and to make the living scene in the related area more attractive and universal. More details will be provided at the workshop.

[Criteria]

The submitted creations shall be evaluated as follows.

The users' thoughts and needs are carefully considered.

- (1) The proposal is designed to promote social participation and contribute to public goods and publicity.
- (2) Creative approaches are made.
- (3) Ideas and message are well connected to make an attractive proposal.
- (4) Functions, materials, and production characteristics are included in a prosperous design.

[Presentation format]

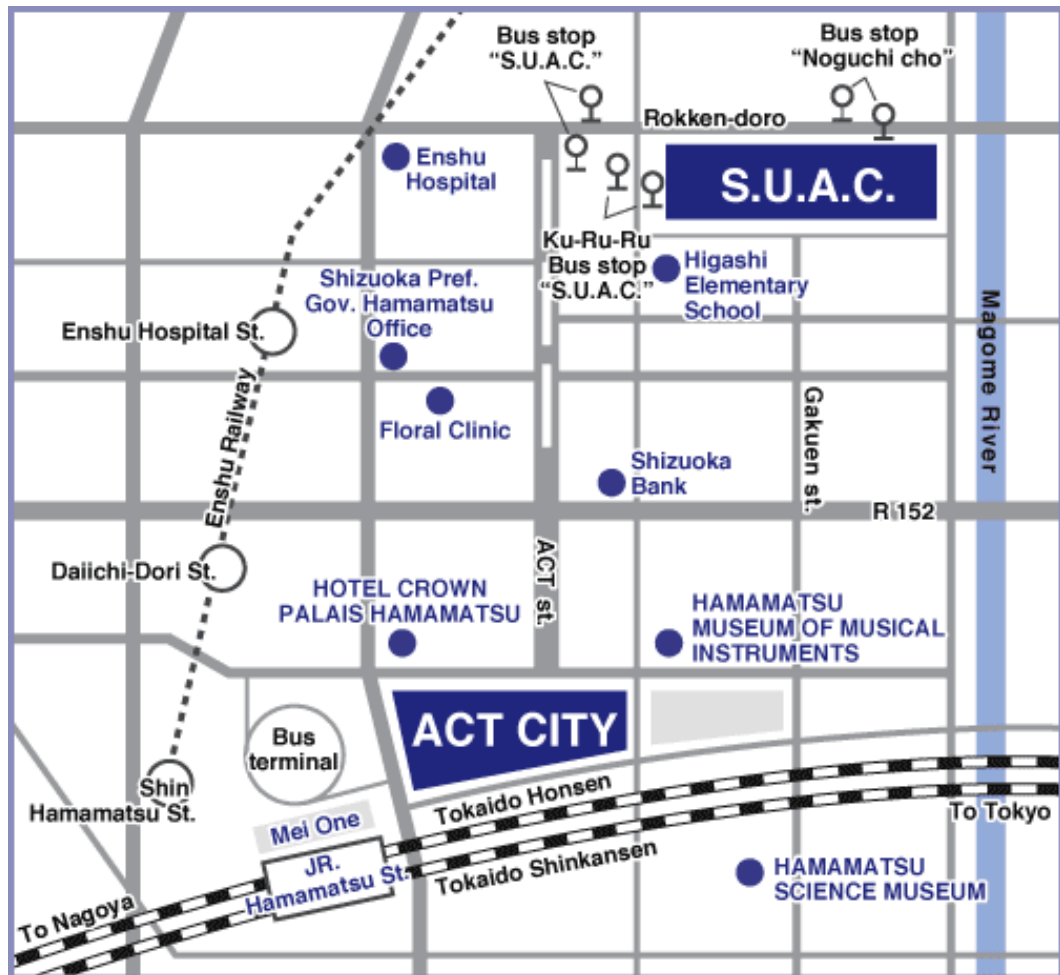
Use PowerPoint 2003 and complete the presentation within 8 minutes. The language shall be either Japanese or English or both.

The “**Best Design Award**” and “**Best Presentation Award**” out of five awards shall be selected by voting by the audience. The “**Challenge Award**,” “**Future Technology Award**,” and “**Team Synergy Award**” shall be determined by Mr. Toshiharu Arai (supervisor) and the Workshop Committee members.

It is recommended for participating members to bring laptop PCs that they are accustomed to using.

(Note) PowerPoint 2007 and PowerPoint for Mac are not acceptable.

● MAP AND ACCESS



■ Access to S.U.A.C.

- 15 minutes walk from Hamamatsu Station
- When using a bus: Entetsu Bus (every 10 minutes)
- Loop-line town bus “Ku-Ru-Ru” (every 15 minutes)

All buses from gate 10 of the North Exit bus terminal at Hamamatsu Station stop at the Shizuoka University of Art and Culture. Get off at the “University of Art and Culture” bus stop.

“Machi-Naka East Loop” from gate 12 of the North Exit bus terminal at Hamamatsu Station

Get off at the “University of Art and Culture” bus stop.

* Use “Machi-Naka West loop” from the university to travel the Hamamatsu loop.