

【Call for Workshop Participants】

The International Association for Universal Design (IAUD) will hold a workshop, The 48 Hour Marathon for Universal Design in Fukuoka, from October 10 to October 13 in collaboration with Kyushu University and under the auspices of Fukuoka Prefecture and Fukuoka City. The workshop will bring together designers and users of designs to think together about universal design (UD) approaches, develop specific designs, and formulate proposals. The IAUD is seeking persons to participate in the workshop. Information on the workshop is given below.

The workshop is centered on the International Universal Design Declaration adopted in 2002, “Design should create the social environments that respect and support the dignity of humans, which we propose to call Universal Design. To realize this, it is urgent to establish a user-centered system to be applicable to all aspects of society including infrastructures and legal systems.” The objectives of the workshop are to explore UD issues, make UD widely known and promote its widespread practice, and contribute to the training of persons who will play a part in creating universal designs for the future.

Guest users of UD objects in their daily lives will be central to the workshop. Six teams, each consisting of five or six members of the IAUD who are commercial and industrial designers and two university students, will work on developing universal designs. Each team will be given a 48-hour time limit in which to conduct site investigation, identify issues, develop universal designs, and prepare proposals.

● Workshop theme: Universal Design to Enhance the Attractions of Fukuoka for Tourists

The theme expresses the goal of proposing valid and effective designs for services, information, products, transit, public spaces, advertisement billboards, and other physical and non-physical elements that contribute to enhancing the attractions of Fukuoka for tourists. Fukuoka is a city with a strong international flavor and is rich in traditional arts and modern culture. The aim of the workshop is to explore the possibilities of universal design as a medium for showing the attractions of Fukuoka to greater advantage. It is hoped that this will result in added convenience and pleasure for people who live in Fukuoka as well as tourists who visit the city. The universal design proposals formulated by the workshop teams will be made widely available to Fukuoka residents and people connected with local industries and organizations, the municipal government, and the reporting media in the hope that they will serve as helpful references for local development. The IAUD expects that the universal design proposals made by the workshop participants will contribute to an attractive Fukuoka of the future where people can live comfortably and tourists can thoroughly enjoy their visit and want to come back many times.

● Outline of the Workshop

- **Date:** October 10–13, 2012 (Wednesday–Saturday)
※Meeting to reflect on the workshop experience is held on the 13th.
- **Venue:** Kyushu University School of Design
Multi-purpose Building (Ohashi Campus)
4–9-1, Shiobaru, Minami-ku, Fukuoka 815–8540 JAPAN
TEL.+81-92-553-4400 (main telephone number)
- **Organizer:** The International Association for Universal Design (IAUD)
- **Supervision:** Professor Toshiharu Arai, Kanazawa College of Art
- **Management assistance:** Associate Professor Yasuyuki Hirai, Kyushu University School of Design
- **Collaboration:** Kyushu University, Nonprofit Organization MARU
- **Cosponsored by:** Fukuoka Prefecture, Fukuoka City
- **Summary of activities:**

IAUD members and participants invited from Japan and other countries 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 teams, accompanied by persons who are disabled, will use the first 24 hours to visit places in Fukuoka where people live, work, shop, and enjoy recreational facilities, etc., in order to identify a variety of problems. The last 24 hours will be used primarily to create universal designs and prepare presentations.

On the last day, the teams will give public presentations to visitors to the workshop who support the aims of UD and also to the mass media. The universal design proposals will be publicly judged by the persons attending the presentation meeting to determine the winning proposal, which will be awarded. Anyone may participate in the judging process. We hope as many people as possible will attend the presentation meeting and participate in judging the proposals.

- **Information on IAUD initiatives and achievements is available on our Web site at the following URL.**

<http://www.iaud.net/event/index.php>

● Kyushu University School of Design Access to the Multi-purpose Building



● Access



● Outline of Call for Participants

■ Qualifications:

IAUD members, professional designers active in Japan and other countries, engineers, marketers, planners, researchers, etc. (all nationalities welcome)

■ Application period: August 7 – September 28, 2012

■ Number of participants: 36 designers (divided into six groups)

12 student volunteers (divided into six groups)

※The application period will be closed when the fixed number of participants is reached.

※The IAUD will request persons to serve as leaders after the application period is closed.

■ How to apply:

Download the application form from <http://www.iaud.net/>, fill in all information requested on the form and e-mail or fax it to the IAUD secretariat office.

Contact the IAUD secretariat office if you need additional information.

Tel : +81-45-901-8420 / Fax: +81-45-901-8417 / Mail: info@iaud.net

■ Fee for participation: ¥50,000/person

Note: The fee for participation does not include the cost of transportation and accommodation. These additional costs must be paid by the participant (incl. student volunteers).

■ Accommodation facilities:

Participants requiring overnight accommodations are requested to stay in the hotel arranged for by the IAUD. Information on hotel accommodations will be provided separately to workshop applicants.

■ Equipment:

The IAUD will provide color printers, copy machines, and part of the drawing materials and tools required for the design work (simili paper, Post-it notes, marker pens, masking tape, cutting boards, cutters, rulers, etc.). Participants will be responsible for providing the following items: laptop computer, digital camera, drawing instruments, sketch books, etc.

Note: You are requested not to use PowerPoint 2007 or PowerPoint for Mac due to incompatibility with the university's equipment.

■ Handling of Industrial Property Rights:

All copyrights pertaining to works produced in the course of the workshop belong to the IAUD. All rights to obtain patents, utility model registrations, and design registrations, and the patent rights, utility model rights, and design rights that are obtained based on those rights must be transferred or licensed to the IAUD. Pictures of participants may be provided at the time results of the design marathon are disclosed to the media, etc.

● Program

October 10 (Wednesday)

9:30 – 9:45 Users and leaders assemble in the Multi-Purpose Building “Tajigen” (School of Design, Kyushu University)

9:45 – 10:30 Users and leaders meet in the meeting rooms in the Multi-Purpose Building

10:30 – 11:00 Participants (excl. users and leaders) assemble in the Multi-Purpose Building (School of Design, Kyushu University)

11:00 – 12:00 Opening ceremony (Multi-Purpose Building)

12:00 – 13:00 Team meetings, lunch (determine area to be investigated, time schedule, etc.)

13:00 – 18:00 Field investigation (in and outside Fukuoka)

18:00 – 20:00 Team work (Multi-Purpose Building)

20:00 – Social gathering for workshop members

October 11 (Thursday)

8:30 – 9:30 Team presentations (each team presents a summary of their investigation results)

9:30 – 21:00 Team work

October 12 (Friday)

8:00 – 12:00 Team work (preparation of presentations)

12:00 – 12:30 Submission of presentation data

12:30 – 14:00 Clean classrooms, lunch

14:00 – 15:30 Move to presentation venue (Fukuoka International Congress Center, Main Hall)

16:20 – 16:30 Team announcement, public judging, opening ceremony

16:30 – 17:30 Team presentations (Fukuoka International Congress Center, Main Hall)

17:30 – 17:50 Voting, announcement of results, award ceremony, critique of proposals (Professor Arai, IAUD representatives, etc.)

17:50 – 18:00 Team announcement, public judging, closing ceremony

19:30 – 21:00 Welcome reception

October 13 (Saturday)

9:00 – 10:30 Meeting to reflect on the workshop experience in the Multi-Purpose Building (School of Design, Kyushu University)

10:30 – 11:30 Clean up, return borrowed materials

※There is possibility of schedule change by convenience.