

# **Special Workshop**

# **The 48 Hour Marathon for Universal Design**

## **Implementation Plan**

**The 48 Hour Marathon for Universal Design in Fukuoka**  
**2012. Oct. 10th ~ Oct. 13th**



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

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# ● 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 also December and 2011.

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 in Fukuoka
- Date : October 10<sup>th</sup> (Wed) – October 13<sup>th</sup> (Sat) , 2012  
※Meeting to reflect on the workshop experience is held on the 13th.
- Location : Kyushu University School of Design (Ohashi Campus)  
Multi-Purpose Building “Tajigen”  
4-9-1 Shiobaru Minami-ku Fukuoka , 815-8540,Japan  
Phone: +81-92-553-4400 Fax: +81-92-553-4593  
<http://www.kyushu-u.ac.jp/>
- Management : International Association for Universal Design (IAUD)
- Collaboration : Kyushu University、 Nonprofit Organization MARU
- Cosponsored by : Fukuoka Prefecture、 Fukuoka City
- Outline 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 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 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.

# ● WORKSHOP MANAGEMENT

- Secretariat:  
International Association for Universal Design
- Supervisor:  
Toshiharu Arai Professor of Product Design Barrier Free / Universal Design, Kanazawa College of Art
- Administrative Partner:  
Yasuyuki Hirai Associate Professor of Interior Design, Product Design, Inclusive Design, Kyushu University
- Director:  
Katsumi Makino Chairperson of IAUD Workshop Committee
- Deputy-Director:  
Takeshi Fujiki Deputy Chairpersons of IAUD Workshop Committee
- WS Operation supporter: IAUD Workshop Committee members  
Ikuo Inoue  
Miki Imai  
Nahoki Uegaki  
Takuya Kitamura  
Hidekazu Shinki  
Yasuaki Takamoto  
Yasuhiro Tani  
Yuko Nakagishi  
Kenji Yabe  
Satoshi Yoshida
- User Supporter  
Ryuji Higuchi Nonprofit Organization MARU

# ● TEAM ORGANIZATION

■ Organize 6 teams in total.

■ Details of team composition

- Team leader ..... 1
- User ..... 1
- Designers/engineers/marketers ..... 5
- Student volunteers ..... 2

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9 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 designers, engineers, and marketers invited from amongst the IAUD member companies and designers resident in Fukuoka Prefecture (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 ORGANIZATION

## ■ User:

One of 3 wheelchair users, 2 visually impaired users, and 1 user 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 Fukuoka Prefecture and Fukuoka 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 second day of the workshop (October 11<sup>th</sup>) and is for sharing information. The student volunteers are requested to report a mainly visual summary of the field survey results.



# ● SCHEDULE

## 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 “Tajigen”  
(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
- 18:00—19:30 Break
- 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

# ● 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](mailto: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.

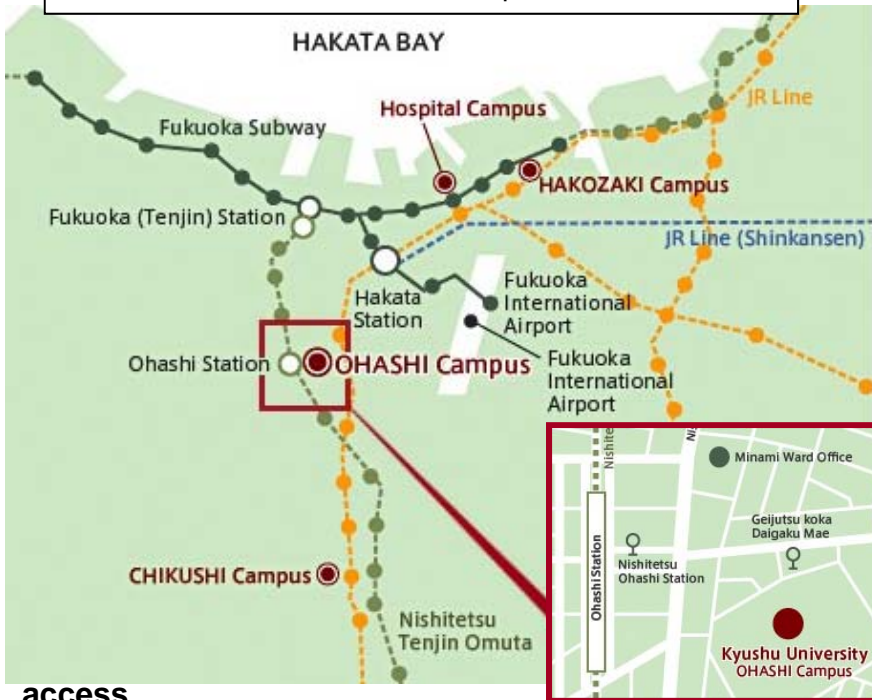
**Note: You are requested not to use PowerPoint 2007 or PowerPoint for Mac due to incompatibility with the university's equipment.**

## ■ 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.

# ● MAP AND ACCESS

Kyushu University School of Design (Ohashi Campus)  
 Multi-purpose Building “Tajigen”  
 4-9-1, Shiobaru, Minami-ku, Fukuoka 815-8540  
 Tel. +81-92-553-4400 (main telephone number)



## access

**From JR Hakata Station** by bus takes about 25 minutes

HAKATA-EKI YUBINKYOKU MAE B **20 minutes** by Nishitetsu bus **SHIOBARU 4CHOME** **5 minutes** on foot **Ohashi campus**  
 Nishitetsu Bus take No.47 or 48

**From JR Hakata Station** by JR Kagoshima-Line takes about 13 minutes

JR HAKATA EKI **3 minutes** by JR Kagoshima-Line **JR TAKESHITA EKI** **10 minutes** On foot **Ohashi Campus**

**From Tenjin** by Nishitetsu Omuta-Line takes about 15 minutes

NISHITETSU FUKUOKA(TENJIN) EKI **8 minutes** by Nishitetsu Omuta-Line **OHASHI EKI** **5 minutes** on foot **Ohashi campus**

**From Fukuoka Airport** by subway takes about 30 ~ 40 minutes : Transfer at Tenjin

FUKUOKA KUKO EKI **11 minutes** by subway **TENJIN EKI**  
 Transfer  
 NISHITETSU FUKUOKA(TENJIN) EKI **8 minutes** by Nishitetsu Omuta-Line **OHASHI EKI** **5 minutes** on foot **Ohashi campus**

## 【Multi-Purpose Building】

The Multi-Purpose Building is a multi-purpose facility that is commonly known among the students as “Tajigen” (multi-purpose). It consists of a central experiment hall, which is the main facility, and four annexed basic experiment laboratories that are encircled by exhibition halls and other rooms. Several types of acoustic and video systems are installed in the central experiment hall, which makes it possible to create experimental spaces (external worlds) completely different in nature from the actual external environment.

