

PRESS KIT



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An association for innovation and creativity in business with the principles of UD? "Universal Design"

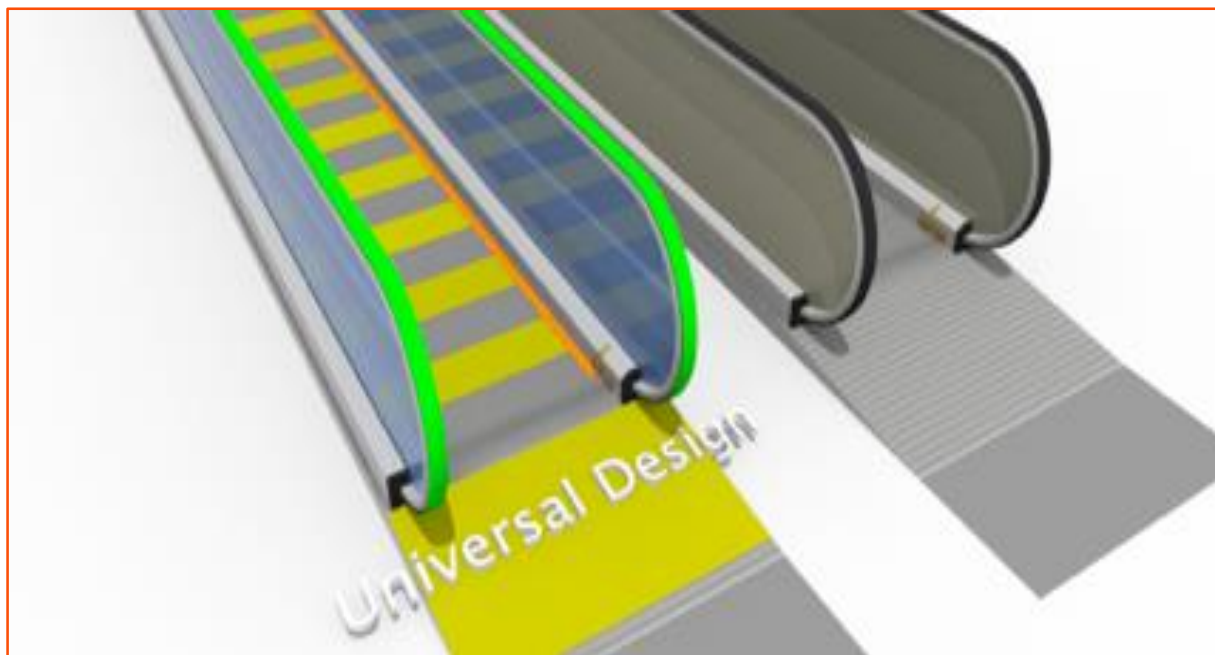
Do you know that?

70% of the largest companies in the top 100 Global use **Universal Design** at conception, all economic sectors.

The **Universal Design** according to **afUD** (French Association for Universal Design), is more than a concept, it is a reality already present in several countries (Northern Europe, Southern Europe, USA, Asia, ...), based on the design and implementation of facilities and spaces for use by the greatest number regardless of age, sex, or physical abilities distinction.

Example!

Sketch treadmill made according to **7 principlesUD** (left drawing) and not UD product (right drawing).



Ten Keys to UD "To innovate, create a project, a concept, a process, a Service"

I. More than inclusiveness!

The Universal Design promotes as much as possible features that improve access or use to any person, and shall not prevent or reduce the use for all users. Yes, it is a misconception to believe that the results of Universal Design in the creation of a product, service etc.. fit only a limited number of people.

II. More than pretty!

The aesthetic effect suggests usability, users tend to find the easy to use templates they look fun. The Universal Design strives to maximize accessibility, the use of a product so that it is functional while giving it an aesthetic value. The Universal Design understands that the usability of a product is also influenced by its appearance.

III. More than a trend!

The approach of Universal Design can be applied to any style or trend. The design process begins by examining the needs of the user. Fashion, style, personal taste significantly influence accessibility.

IV. More to the markets!

The Universal Design is not intended to replace the products currently available on the market. Designers targeting a specific population are not affected by an approach to universal design. By applying UD, they open the market to a larger number.

V. More than standards! "Accessibility for all"

Universal Design is the term used incorrectly as a synonym for compliance with accessibility standards. Equal rights and the disability legislation prohibits discrimination. Standards of Universal Design to encourage compliance with this legislation, providing designers with the specificities and the minimum requirements that must be met.

1. The Universal Design applies to all regardless of age, size, ability or disability, and not just the needs of people with disabilities
2. The Universal Design infuses a conceptual approach that highlights the diverse capabilities of users and it is not a specification.

VI. More for everyone! "A bigger world"

The Universal Design aims at benefiting the entire population by promoting products and accessible and usable by all services in all environments. No one can presume to live in full capacity of its resources for the duration of his life. Accessibility and ease of use may be impaired by injury, (temporary or long term) medical reasons, a lack of familiarity with a product or environment, a lack of understanding (in a foreign country ...) a physical attribute (height, size ...), etc ... The Universal Design aims to provide a methodology taking into account the physical, behavioral, etc.. It designs the fact that at some time during an event, a person experiences some form of limitation of these capabilities. However, it should be added that a person who does not meet with disabilities during his lifetime also benefit from the attributes of universal design.

VII. More teaching! "The 7 Principles"

Specialists Universal Design is not enough, however it can be applied by any designer. The first step is to adopt a person-centered approach. The second step is an awareness and appreciation of the various skills.

VIII. Most essential! "From the beginning"

The Universal Design is a design approach. It is essential in the creative process. It is ineffective if applied at the end.

IX. More than Standard!

Universal design "UD" was falsely described as looking for a standardization of compliance. Universal design 'UD' encourages designers to consider the capacity of all of their users. A more universal solution may also include, customizable features that can be automatically configured according to the intrinsic characteristics of each user. The objective is to provide the same experiences, activities and services to everyone. It is recognized that these can be provided by slightly different paths, but designers should strive to create a design that excludes segregation.

X. More UD!

The benefit of universal design "UD" is designing products, equipment, programs or services that can be used by all without the need for adaptation or special design, and regardless of gender, age, location, and disability.

UD is not an evolution! This is a revolution!

UNIVERSAL DESIGN WITH afUD "the art of designing your projects"

According to WHO (World Health Organization) today **more than 10% of the global population has a disability or a partial or total disability.**

Following a study by [INSEE \(No. 742\)](#) corresponding to the census of the French population in 1999, more than 41% of the French population was declared suffering a slight or major disability (nearly 25 million people).

On the other hand, the age of the population is steadily increasing, as well as physical disabilities are seen in the elderly (studies show that this peak will be effective between 2025 & 2030) constraints.

afUD, with its experience and its sensitivity on the matter, taking into account these situations accompanied by training "UD" services R & D companies, government agencies, specifiers, consultants, Architects, Designers ... for "Think different, Think UD! ".

afUD supports designers with UD "Universal Design" approach. It is to identify the needs and markets to make them usable by all.

To correct or avoid errors often committed afUD relies on seven principles of "Universal Design" theorized in the 90s by architect [Ron MACE](#) and updated by [the statement of Weimar \(Germany\)](#) to the expert Conference on Universal Design in 2009.

Fair use - Job Flexibility - Easy and intuitive use - Fault tolerance and security - Intercultural Context - economic feasibility criteria - associated consumer and innovation -

TARGET:

Architecture - Building - Planning - Engineering - Communities - Schools - Environment - Health - Hospitality - Manufactured Products (Toys, Automobiles, Electronics ...) - Retail - Distribution - Goods - Home Automation - Electrical - Electronics - Agro-Food Industry - packaging - packaging - Supply Chain - Transport - Logistics - ...

AREAS OF EXPERTISE:

Training principles UD 7 - Tips in product design and industrial equipment - Consultancy development of architectural volumes and environmental areas - Inspection and test products - Audits - Project...

ADVANTAGES:

afUD is available to guide and appraise these principles in order to revolutionize your innovations and creativity.

- afUD awarded the Label "UD".
- afUD offers followed throughout the design.
- afUD gives you the pleasure of using colors & logo.
- afUD you Referenced on its website www.afud.fr.
- afUD allows you to participate in the trophy.

CERTIFICATION:

The "UD" label of afUD, it is acceptable that the design is:

- Meets 7 UD principles.
- That innovation anticipates "accessibility standards" without segmenting the market.
- That innovation is standardized, usable by everyone, "regardless of the vulnerability of each"

Many companies are aware that high growth applications comfort emanate elderly and disabled people, but can not respond in accordance with the requirements of consumers: in terms of design, quality of product, space use and traffic budgetary approach, service, ...

More for everyone! "For more"

afUD impulse 7 principles of UD to benefit the entire population by promoting products and accessible and usable by all services in all environments. The "UD" tends to provide a method of creation taking into account the physical, behavioral capabilities No one can presume to live in full capacity of its resources for the duration of his life. It designs the fact that at one point, a person experiences some form of limitation of its capabilities. It should be added that a person who does not meet with disabilities during his lifetime also benefit from the attributes of universal design. Yes, it is a misconception that "UD" benefits only a few members of the population (elderly and disabled).

Most essential! "From the beginning"

"UD*" is not a design approach. It is essential in the creation. It is ineffective if applied at the end.

*UD = Universal Design

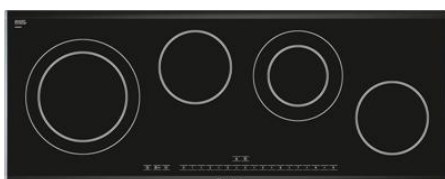
EXAMPLES OF PRODUCTS DESIGNED ACCORDING TO THE PRINCIPLES UD

COMPUTER



APPLE
iMac et iPhone
Universal Design award 2008

HOUSEHOLD APPLIANCES



BOSCH
ceramic hob 90 x 35 cm
Universal Design award 2009

ARCHITECTURE



JYP Conseils
Universal Design award 2009
Renovating a home

PACKAGING



MODEL GRUPPE

Universal Design Concept of packaging.

Universal Design award 2011

TRANSPORT



CROWN

The first pallet low with adjustable suspension.

Universal Design award 2012



SIEMENS TRANSPORT

High quality materials for Austrian Railways.

Universal Design 2009

HIGH TECH



PANASONIC

Voice technology system for interaction with TV.

Universal Design 2013

INNOVATION and CREATIVITY

Training of *Universal Design*

TRAINING or WORKSHOP!

afUD on the will of the President implements training and workshops introduction to **Universal Design**. These workshops will suit a wide range ranging from beginner to seasoned professional. Our topics range from the beginnings of the project to full production of the product or service. In accordance with our ethics, we work only under the seal of total privacy and the philosophy of the **7 principles** of **UD**.

afUD sharing its added value in several sectors:

- **Industry**
 - Manufacturing
 - Food
 - Automotive
 - Packing
- **Urbanism**
 - Prescriber
 - Architect
 - Civil Engineering
 - Designer

afUD offers its members various promotional tools :

- labeling of companies it
- Product Showcase on the website www.afud.fr
- Participation in the annual trophy

UNIVERSAL DESIGN IS A "*design art*", NOT A STANDARD!

afUD is an educational tool to promote the work of Universal Design to the general public but also among professionals. For a project to lead **UD** in a company, it is necessary that the top leaders are convinced of the philosophy then be relayed to the services. Steve Jobs is one example of the success of **UD**, a non-exhaustive list is presented below.

That companies "**UD**" say "**TOTO**" Kunio Harimoto President: Manufacturer Sanitary "dedicated center with 200 experts UD "**HITACHI** ", Mitsuo Kawaguchi CEO & Director: "The UD leads everyone to a more comfortable life "**SAMSUNG** ", O-Jae Kwon CEO:" The economic relevance of UD is that new values are created. "**OXO** ", Gretchen Holt-Dir. Strategy & Public Relations: "A OXO, we live according to the UD principles. "TOYOTA, Kenji Misugi-R & D Designer: "**TOYOTA**" UD continues to integrate the concept to bring new value to the vehicle, "**APPLE**" Luis Pérez-Distinguished Educator ADE:" The characteristics of UD iPad, iPhone and iPod touch demonstrate a wide range of people who can benefit " ...

www.afud.fr (Reporting by appointment)

