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# Dzigning the Timeline: Inclusive Design for the Elderly – Project Report

## July 2016

### 1. Overall Rationale of the Project

The project aimed at taking an “inclusive design” approach to solve societal problems linked to the ageing of the population.

From an inclusive design perspective “disability” is not a personal characteristic or a binary state (disabled vs. non-disabled). Disability is framed as: a mismatch between the needs of the individual and the design of the product, system or service. Accessibility is therefore the ability of the design or system to match the requirements of the individual by knowing the user, the context and the goal.

INclusive by DZIGN asbl believes that this approach will become instrumental in securing a good quality of life for ageing persons, and especially those who are losing their mental faculties.

### 2. Specific Scope of the Project

- Proposing more inclusive spaces in elderly homes through ideas and concepts that can positively influence the living experience of an ageing population;
- Stimulating new multi-sensory experiences that can foster positive memories;
- Decreasing the “isolation” seniors may feel due to their health conditions by facilitating intergenerational exchanges;
- Helping them rediscover their “autonomy” by encouraging the use of innovative and appropriate technology.

Beyond, the project aimed at building cultural bridges between Luxembourg and Israel by having young designers and faculty members of both countries working together. Indeed, we believe that personal interactions on specific projects are a very effective and sustainable way to convey cultural diversity and promote its understanding.

### 3. Project Timeline

- October 2015: Meeting between Servior Management and COMAS in Luxembourg to define details of the project;
- November 2015: COMAS students + professor attended workshop in LUXEMBOURG (Servior + Expert lectures) to understand the challenges, the environment and generate ideas;
- November 2015 – March 2016: four skype meetings from project generation to mock-ups where students received feedback from Servior and from their coaches;
- March-April 2016: design and preparation of the exhibition taking place in the context of the Luxembourg Design Biennale;
- April 27 – May 22<sup>nd</sup> 2016 – exhibition at LUCA, Luxembourg Center for Architecture.

More detailed information about the different steps of both the process and the concepts can be found: on the blog set up by COMAS for this project <https://comassite.wordpress.com/> ;

### 4. Project Outcome

Five original and innovative concepts were developed by the students based on the case studies they undertook both in Luxembourg and Israel. The concepts are described more in detail in the expo catalogue - <http://www.yumpu.com/en/document/view/55489986/2016-dzg-catalogue> (hard copy attached hereto) and will therefore only be briefly summarized below:

- (1) Music Spots – an indoors and outdoors sound system activated by a “music data” function which is integrated in the residents’ emergency bracelet. Visitors will be able to download the app “sharing favorite music” to their phones and actually share their music with their loved ones through the music spots (a form of communication through music)
- (2) Sensorial Library – memory is being stimulated through scents to help revitalize individual identity, self-expression and social interaction. The library can be used for sing and group therapies guided by caregivers, or for entertaining the elderly and their visitors.
- (3) The Sutkit – is a multipurpose space made up of a storage system, a space organizer and an orientation facilitator. It aims at helping people achieve themselves daily task by turning tasks into a game (too much external help accelerates the process of dependency) and to provide a neat, clutter free environment (overload affects negatively stimulation therapies).
- (4) Story Teller – this project aims at collecting, documenting and editing elderly’s memories and life stories in order to share them with both family and the public. Individual memories will become part of collective memory and documented in an interactive archive. By placing the elderly at the center, the project attempts to increase public awareness about ageing and memory fading.
- (5) Up to Us – an interactive space installation designed to arouse and stimulate the communication between residents and their interactions with the environment. The first part of the system is dedicated to daily cognitive simulation (touch screens with questions); the second part is a two-sided wall which acts as a storage space for props and a space for people to do activities.

The design of the exhibition in 5 distinct color coded houses has been instrumental in conveying the content and the aim of these concepts. In terms of overall visibility, being part of “Design City 2016” has greatly helped us to communicate the outcome of the project to both the public and the media.

Media coverage:

Femmes Magazine <http://www.femmesmagazine.lu/societe/les-etudiants-de-la-comas-design-school-luttent-contre-la-demence/>

RTL Trendmag <http://tele.rtl.lu/emissionen/de-magazin-trendmag/3062551.html>

Archiduc <http://archiduc.lu/a/detail/news/la-scenographie-de-dzigning-timeline-expliquee/114116>

Abitare - <http://www.abitare.it/it/eventi/2016/05/18/biennale-diffusa-in-lussemburgo/>

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## 5. Cost of the Project

Cost Category	Amount in €
Total Travel (Israel to Luxembourg) 2015 (10 persons) & 2016 (12 persons)	11 121.-
Total Lodging 2015 & 2016	3 360.-
Coaching (project)	4 680.-
Pedagogical coordination (project)	2 500.-
Curation, Scenography, Visual Identity expo & Conception expo catalogue (design biennale)	10 753.-
Expo material (wall decorations, houses, different supports)	20 663.-
Printing costs	1 579.-
Miscellaneous	317.-
<b>TOTAL Costs</b>	<b>54 937.-</b>
<b>(Total donations raised)</b>	<b>(36,929.-)</b>

## 6. Next Steps

Three projects have been particularly well received by SERVIOR respectively by the larger public, namely:

- Story tellers
- Music spots
- Up to us

In a first debriefing, SERVIOR has already signaled that they do not have the budgetary means to implement one or more of these projects on their own. The next step for our asbl will be to brainstorm about potential stakeholders that could have a vested interest in implementing these projects and reach out to them to explore the feasibility of an implementation.

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### ***Actors / Stakeholders of the Project***

The initiators: INclusive by DZIGN asbl, Luxembourg and COMAS Design School (College of Management academic studies), Israel

Luxembourg Partner: SERVIOR

Designers (students): Shir Hen, Gaia Kadmon, Tamar Lev, Daniella Levin, Shira Navon, Ofri Raif, Nogga Segev, Aviran Sharabi, Esti Tzur;

COMAS faculty members: Carmella Jacoby-Volks, VP Innovation and Development; Tali Cohen-Anderson, Architect and accessibility consultant; Shimrit Cohen, Interactive Design; Roei Greenberg, Photographer; Gal Avidov, Video Producer.

Luxembourg experts: Lucie Cahu (Hello World), coach & graphic design expo; Giacomo Piovan & Lynn Schammel (Social Matter), coaches; Anne Bugugnani (Design professor / Consultant), pedagogical design of workshops & curator expo; Jan Glas (Design Professor / Consultant), co-organizer; David Richiuso (deFactStudio), exhibition design;

Lecturers: Laurent Braun, Bernard Braun, Patricia Jackson (Servior), on Philosophy of Servior's gerontological services; Anja Leist, post-doc researcher (UNI Lux), on Cognitive function and dementia in old age; Connie Therwer (Fondation Autisme), on Being authentic – feelings and perception of the world; Gisèle Medinger, nurse and psychotherapist on Traumatism. The lectures have been complemented by creative workshops (Luxembourg coaches); as well as hands-on experiences at Servior and interviews of Servior residents.

Coordination, fundraising and overall support: INclusive by DZIGN asbl (Patrizia Luchetta, Myriam Schmit, Corinne Miguères, Ingrid Zantis, Gundula Piersanti, Sabina Craciunescu, Béatrice Martin, Karen Wauters).

***Donors / Supporters of the Project***

Oeuvre Nationale de Secours Grande-Duchesse Charlotte – Fondation Matanel – LUCA Luxembourg Center for Architecture – the Luxembourg Ministry of Family and Integration – BGL BNP Paribas – Deloitte – Servior – JDC Israel Eshel – The Academic CSR Center ; and a number of private donors

Under the Patronage of the Israel Embassy in Belgium and Luxembourg