

August

Design.



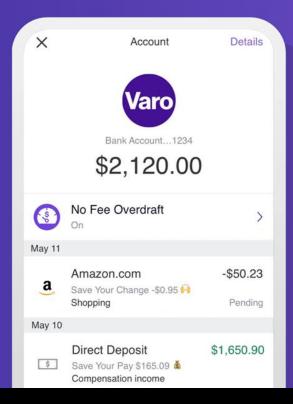
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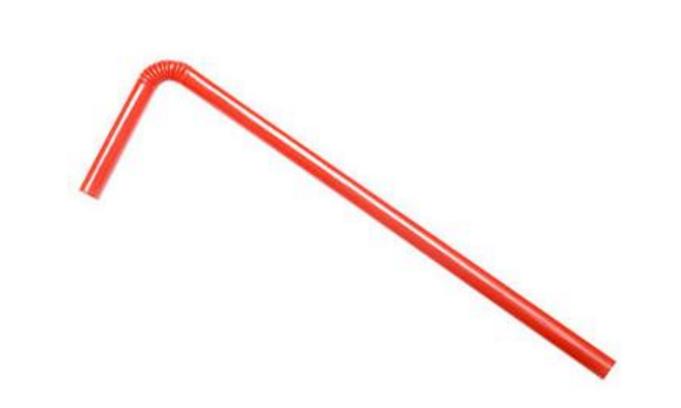






All good story-tellers nowadays start with the end, go to the beginning, and finish with the middle.

A Provocation and A Confession



Design.

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EVERGREEN STATE

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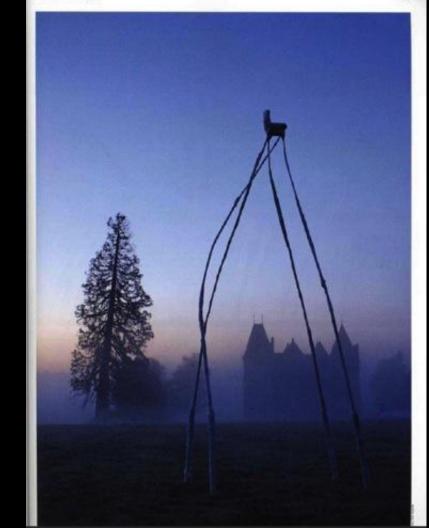




COMUS LA NUOVA UTOPIA Servición exquelex el sarbilecture, el sarbilectur

monthly suggester of archiveture, design, investors, are market 944 February 2011





Meet the cast:

ABCD **EFGHIJK** QRSTUV **WXYZ**

Now see the movie:

Helvetica

A documentary film by Gary Hustwit



Featuring:
Mehad Service
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Producers
Andrew Date









A Tale of Three Cities

























NB: This concept was designed in 2001.

vreemdelingenpolitie

Johanhuizingalaan

Johanhuizingalaan

Johan Huizinga



HOMO LUDENS



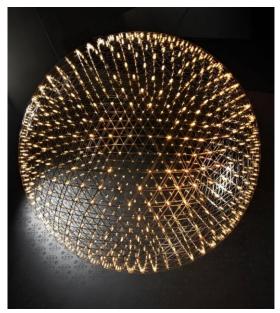
PROEVE EENER BEPALING VAN
HET SPEL-ELEMENT DER
CULTUUR
DOOR
J.HUIZINGA

Play is older than culture, for culture, however inadequately defined, always presupposes human society, and animals have not waited for man to teach them their playing.

— JOHAN HUIZINGA

01 Designers Paradise







Bike Work Beer Bed





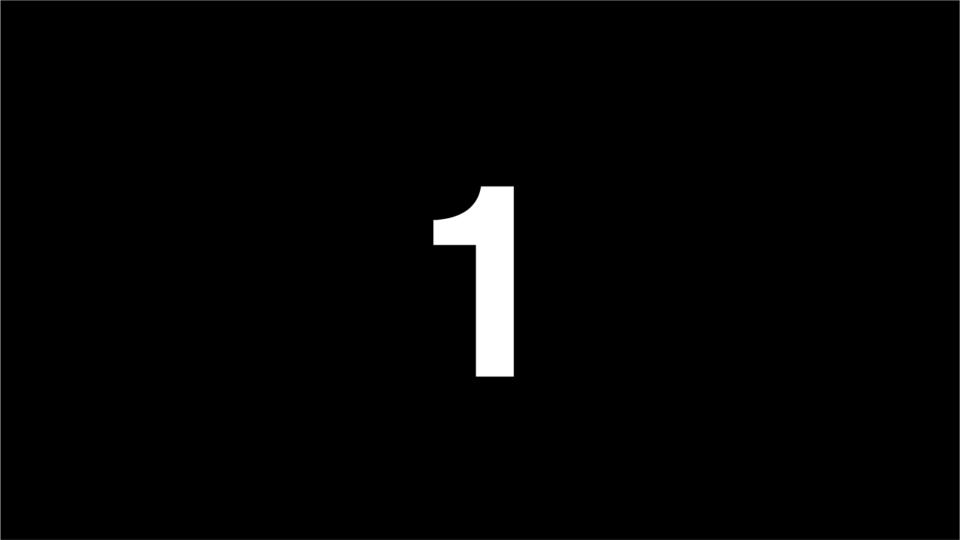




No Place Like Home



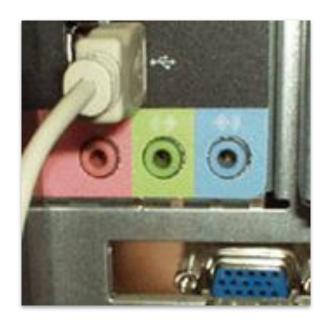
Microsoft?!































Reorganization

Design Agenda

Universal Design

Universal Design Inclusive Design



Universal Design Inclusive Design

Accessibility **Universal Design Inclusive Design**

Inclusive Design

Disability redefined.

Medical -> Societal

Mismatch

Disability is designed.

Inclusion -> Innovation



Electric Email Toothbrush Keyboard Closed Cruise Captioning **Control** Telephone **Audio Book**

Email Electric Keyboard **Toothbrush** Closed Cruise Captioning Control Telephone **Audio Book**

Email Electric Toothbrush Keyboard Closed Cruise Captioning **Control** Telephone **Audio Book**

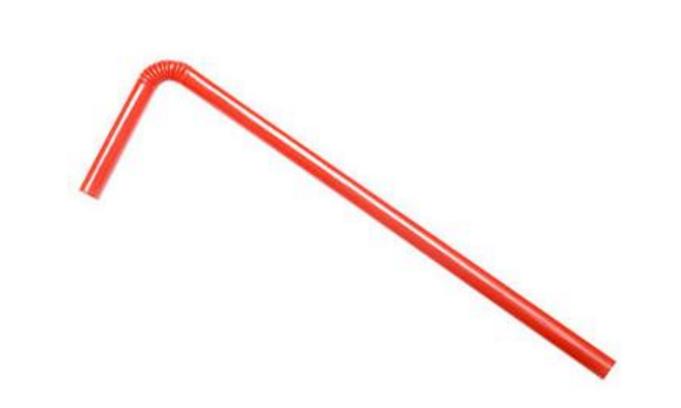
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Email Electric Keyboard **Toothbrush** Closed Cruise Captioning Control Telephone **Audio Book**

Electric Email Toothbrush Keyboard Closed Cruise Captioning **Control Audio Book** Telephone



Love Stories

Seek out exclusion. Solve for the personal. Scale to the universal.

Seek out exclusion. Solve for the personal. Scale to the universal.

Seek out exclusion. Solve for the personal. Scale to the universal.

Design for someone you love.

CHARLES EAMES

Design for someone you love. That someone might be you.

CHARLES EAMES

Love Stories



LONG READ | THE BIG IDEA

Microsoft's Radical Bet On A New **Type Of Design Thinking**

By studying underserved communities, the tech giant hopes to improve the user experience for everyone.





Design, unbound: Xbox's August de los Reyes came to a new understanding of design after thinking about disability. [Photos: Chloe Aftel]













05.05.16 | DESIGN MOVES

CO.DESIGN

CITIES GRAPHICS INNOVATION BY DESIGN INTERACTIVE PRODUCT SPACES



Xbox head of design August de los Reyes joins Pinterest

De los Reyes has been a wheelchair user since an accident in 2013 and is a keen proponent of inclusive design.

By Angus Montgomery May 6, 2016 12:55 pm



The Lead Designer Of Xbox Heads To Pinterest

August de los Reyes, pioneer of inclusive design at Microsoft, wants to pin his legacy at



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INNOVATION BY DESIGN

This New Initiative Wants To Make Working In Architecture Suck Less



BY MARK WILSON 2 MINUTE READ

Xbox head of design August de los Reyes is headed to Pinterest.

De los Reves helped Microsoft radically rethink its approach to design. After an accident left him wheelchair-bound, he started considering how inclusive design-building products for people with disabilities, and in doing so, building products better for everyone-could make Microsoft's

Pinterest Just Redesigned Its App For Blind People

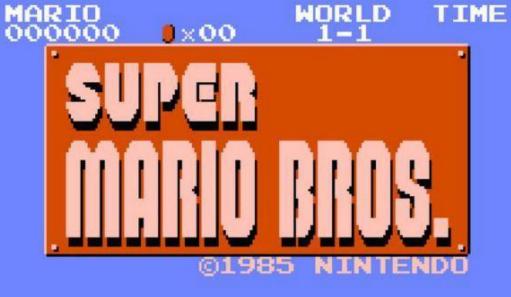
Here's how the company confronted its own shortcomings on inclusive design—and systemically redesigned its app for everyone.



[Photo: courtesv Pinterest]

Disability is designed.

Well-being is designed.



- 1 PLAYER GAME
 2 PLAYER GAME
 - TOP- 000000

Design intent?

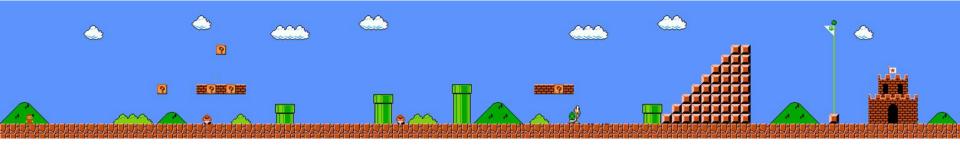


Mechanics









Dynamics





Aesthetics





































































































a single water bottle.





















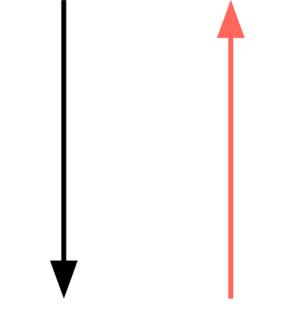


Player

Aesthetics Dynamics Mechanics

Player Aesthetics

Dynamics
Mechanics



Designer

Aesthetics Dynamics

Mechanics

What can be designed



Aesthetics Dynamics Mechanics

Aesthetics Dynamics Mechanics Components

States of Being

Aesthetics Dynamics Mechanics Components

Human Well-being

The resolution of the solution should match the resolution of the problem space.

Inclusive **Endures** Dignified **Playful** Calm

Inclusive

Endures Dignified **Playful**

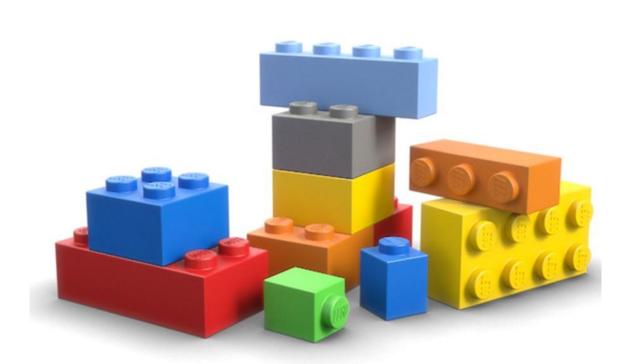
Calm



Inclusive

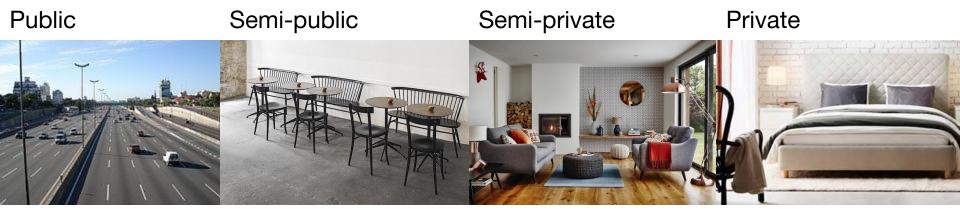
Endures

Dignified **Playful** Calm



Inclusive **Endures** Dignified **Playful**

Calm





Inclusive **Endures** Dignified Playful Calm



Inclusive **Endures** Dignified **Playful** Calm



Human Well-being

Humane Well-being

Humane Well-being

PROVOCATION ONE Seek out exclusion

Seek out exclusion and use it as a starting point.

Seek out exclusion and use it as a starting point. You'll be surprised

Seek out exclusion and use it as a starting point. You'll be surprised—in a good way

Seek out exclusion and use it as a starting point. You'll be surprised—in a good way—where you might end up.

PROVOCATION TWO Think universally

Think universally in a brash, audacious way

Think universally in a brash, audacious way—then enrobe yourself in humility

Think universally in a brash, audacious way—then enrobe yourself in humility, and act on a personal level

Think universally in a brash, audacious way—then enrobe yourself in humility, and act on a personal level with those for whom you serve.

Realize

Realize that there is a direct path between your everday tasks and actions

Realize that there is a direct path between your everday tasks and actions—the mechanics of your work—

Realize that there is a direct path between your everday tasks and actions—the mechanics of your work and your well-being.

Realize that there is a direct path between your everday tasks and actions—the mechanics of your work and your well-being. Play!

Humane Well-being

Thank You