

CITY
a joint **UAM/IIID** Conference Oct 29-31, 2018

Topics and Presenters



ENRICO BRAVI

New Design University, Austria

Enrico Bravi is a designer and lecturer based in Vienna (Austria). He studied at the ISIA in Urbino (Italy), and earned a Master's Degree at the Werkplaats Typografie in Arnhem (the Netherlands). He has worked in Italy, Austria and the Netherlands and developed skills in various fields of visual communication; working especially for cultural institutions, as well as various organisations and companies. Since 2008 he is lecturer at several Austrian institutions. Between 2008 and 2015 he has been teaching at the FH Joanneum in Graz (BA Informationsdesign); since 2013 he is lecturer at the Vienna University of Technology (Faculty for Architecture and Planning, Institute of Art and Design) in both bachelor and master programme. Since 2015 he is professor for Graphic and Information Design at the NDU (New Design University) in St. Pölten (Lower Austria) where he is also course leader of the Information Design programme. His works have been published and exhibited internationally and have won several awards.

CITIES BY NUMBERS



Discreet, useful and indeed indispensable, in small as well as in large cities: house numbers and street signs help us orientate and access the place we live in or just pass through. Without them, not even digital technologies would be able to guide us. It has not always been like this. It is in fact peculiar that the numerical system, that we take for granted, has only been en vogue a little over 200 years and was introduced for different reasons we would think of today. Cities like Vienna, Prague, Venice or Milan, which were all part of the Austro-Hungarian Empire when the house numbering system was introduced, show their common heritage, while maintaining clear differences. The colour scheme, the form and typeface that guide us silently through the meanders of daily life are an integral part of a city's identity and perhaps even of its inhabitants. As cities keep changing, the systems we use to structure and order them need to be constantly updated, sometimes even drastically modified. Which of these signs are still visible and relevant to understand the places we inhabit and their history? With my presentation I intend to offer an overview of the diversity in civic addressing systems and their development throughout recent history, with a focus on the city I live in, Vienna.



RAÚL TORRES MAYA

UAM Cuajimalpa Professor/ UAM Azcapotzalco
Mexico

Born in 1953, Industrial Designer by the Universidad Iberoamericana in 1975 with master degree in Design Theory in the UNAM in 2005, Doctorate student in Information Visualization Design at UAM Azcapotzalco. With more than 30 years of professional practice. Former director of the Iberoamericana design department in charge of industrial, graphic and textile design undergraduate programs. Professor and Researcher at UAM Cuajimalpa since 2006

QUALITATIVE INFORMATION THROUGH ARCHITECTURAL DESIGN

Social codes are an expression of the values that sustain a culture's structure. The facades of our dwellings can be read as public proclamation of the values, beliefs and fears that constitute the foundation of a culture's ethics, thus, making of aesthetics the perceivable manifestation of ethics. Downtown México City has a particular example of such information visualization design, The discrete, constant and intriguing presence of the figure of a scallop shell in facades, doors, apse, religious furniture, etc. The buildings where these scallops reside were designed and built somewhere between the late XVII and late XVIII centuries, a lapse of about 100 years in which the buildings that made Von Humboldt name this a Palaces City, were built. The conspicuous presence of these scallop figures in the most diverse instances make the observer wonder for a reason to explain why is it that this particular bivalve figure is so important for the resident culture that expresses itself with it. Since the species is not present, anywhere in the region, it is not possible to think of this figure as a mere decorative icon. It can be analyzed as a sign, provided we find a phenomenon of which this figure comes to be an evidence or perhaps a symbol if the phenomenon it entails is of greater complexity and myth related. This work seeks the postulation of the following questions:

- Are qualitative information projects impertinent to the practice of IIID?
- What makes a collection of data and narratives a piece of information?
- Where is design most needed, in quantitative or qualitative data visualization?
- Why is it that contemporary Architecture is so meaningless when compared to the Architecture of the XVII-lth century?

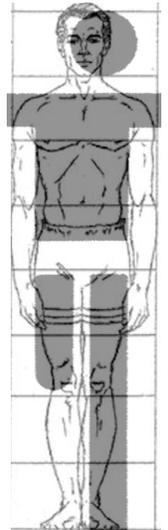


WIBO BAKKER

China
Xi'an Jiaotong-Liverpool University,
Suzhou

Wibo Bakker is a researcher and educator specialized in design history, information design, and creativity. Earlier he worked as a graphic designer at several design agencies. In 2009 he obtained a PhD in art history researching the development of visual identity, and modernism in the Netherlands. Currently he works as an associate-professor Industrial Design at the Xi'an Jiaotong–Liverpool University (XJTLU) in Suzhou, China.

LAYING BARE THE BONES: OTL AICHERS SPORT SIGNS AND INFORMATION PICTOGRAMS FOR THE MUNICH OLYMPICS.



The pictograms that Otl Aicher and his team developed for the Munich Olympics of 1972 are regarded as a milestone in the history of information design. This makes it remarkable that so little is known about their development and their intended purpose. This paper investigates Aichers pictograms in general and those for the Munich Olympics in particular, using new information found in the Otl Aicher and HfG Ulm Archive, showing for the first time how his ideas about pictograms developed over time. Two different approaches were used to develop a pictogram grammar, typified by the Munich Olympics sport signs and the Munich Olympic public information pictograms. These approaches were similar to those used in traffic sign and interface symbol projects carried out by Aicher and his colleagues at the HfG Ulm in the early 1960s. The public information pictograms are the more interesting and complicated legacy, signifying the transition from a pioneer period of pictogram development to a mature approach. Nevertheless an analysis of these pictograms also demonstrates that despite Aichers rhetoric he eventually failed in developing a true pictogram grammar as was his ambition. The sport symbols—that preceded the design of his public information pictograms—were as far as he got in that respect, and then only through the use of suggestive visual and textual metaphors. Finally it is discussed how Aichers design approaches influenced the geometric man designs of his pictogram sets.



SUSAN VERBA & ZOE MARTINS

United States
University of California, Davis



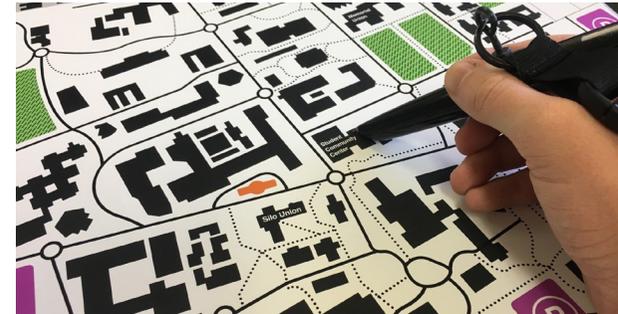
Susan Verba directs the Center for Design in the Public Interest (DiPi) at the University of California, Davis, where she is a professor in the Department of Design. DiPi engages communities of all kinds in the collective redesign of everyday things—for example, public documents, forms, graphics, and systems that are confusing or frustrating to use. Susan earned an MFA in Graphic Design and a BS in Mechanical Engineering. As principal and cofounder of design consultancy Studio/lab, she leads research-driven projects and advocates for the value of design in corporate, non-profit, and government communications.

[Co-presenter] Zoe Martin is an undergraduate researcher and design assistant at the UC Davis Center for Design in the Public Interest (DiPi), which brings together teams of creative people from different fields to explore the question: What does democratic design look like?

At DiPi, Zoe provides design and research support, helps develop partnerships and community outreach efforts, and mentors new interns. Zoe is interested in all aspects of design with a particular focus on inclusive design. She strives to use her design skills to help others, and will complete her BA in Design at the University of California, Davis next year.

PLEASE TOUCH

Designing a tactile interactive map for all



How can tactile maps aid in navigating cities (even when the “city” is a large university campus)? In this presentation, an information design professor and a senior design student share their experiences leading a multidisciplinary project team working to design an interactive campus map. With 38,000 students, 6,000 faculty, 24,000 staff, an airport, and a fire department, the University of California, Davis is a city within a city. The campus comprises 21.5 square kilometers connected by a maze of roads, bike paths, and pedestrian walkways, making it challenging to find one’s way around. The challenge is even greater for individuals who are blind or have low vision. Together with our campus partners, we were awarded a Student Success Grant to design a clear and easy-to-use tactile/audio map for testing at strategic locations. Students from any discipline and with an interest in universal design were invited to participate in a group study course, which was conducted over two quarters and included blind and low-vision participants. The team identified the needs of community members and stakeholders, researched technologies and best practices, analyzed examples of tactile maps, developed a visual/tactile vocabulary, gathered facilities data for programming a SmartPen, and created a prototype for testing. As we explore how to transform our campus “city” into a more understandable and accessible place, we hope to encourage others to develop their own interactive mapping projects and to learn from our collective experiences.



MERCEDES LOZANO CASTILLO

Mexico

I like to think about my work like information design for advocacy. I have collaborated with civil associations, supporting them in their objectives of influencing public policies and programs through information. Currently, I work in a social research institution, disseminating the research findings and display quantitative information reports. I'm Graphic Designer with a master degree in Design, Information and Communication.

DIGITAL DEFENDERS

online game to promote the protection of children's personal data from Mexico City.



The digital world and social networks have become main channels of communication and expression for children and young people. According to a survey conducted by the Asociación Mexicana de Internet about the users habits, 92% of Mexican children and teens consider that the internet is the indispensable media for them. On average, this population group spends three hours a day in front of a computer or any other electronic device to connect to the internet. This represents great opportunities in terms of access to information, but also involves different challenges in terms of personal data protection and privacy protection. The online game „Digital Defenders“ is a proposal developed by Artículo 12, A.C. with the support of the Instituto de Acceso a la Información Pública y Protección de Datos Personales del Distrito Federal (INFODF) to raise awareness among children between 10 and 14 years old about how to protect their personal data on the internet, in an interactive way and providing practical information. In a first stage, the game focuses on two specific didactic objectives: a) Learn to differentiate between a secure and insecure password b) Become aware of the importance of detecting safe web sites An important aspect in the development of the project was the collaboration with the European organization for the protection of digital rights EDRi, who created the original idea and art of digital defenders. In the same spirit of sharing, collaborating, remixing and reusing of creative commons licenses, we used open source softwares to program the game. The evaluations with children and teens were essential to iterate in the proposal and identify potentialities. We confirm that online games are of interest to our users and are a viable option to develop citizen skills in this vulnerable sector of the population.



RODRIGO RAMIREZ
PUC School of Design, Chile

Speech
+
Workshop

Rodrigo Ramirez, MA, is an information designer, faculty member at School of Design, FADEU, Pontificia Universidad Católica de Chile, and researcher at the National Research Center for Integrated Natural Disaster Management, CIGIDEN (CONICYT/FONDAP/15110017). MA Information Design from Reading University UK and Graphic Designer from UCV Chile. His interests are Typography and Information Design, crossing both practice & research. Founder of the Department of Typographic Studies, UC Information Design lab. Board Member at the Design Network for Emergency Management (dnem.org). In 2017, he was Visiting Professor at The Hong Kong Polytechnic University School of Design.

A LANGUAGE FOR EMERGENCY

Insights from Guemil Project



In a disruptive experience such as emergency, dealing with clear and opportune information is a key for safety. A well-designed information may enhance preparedness and transform such experience. Icons or pictograms are commonly used elements constituting a lingua franca for everyday communication (Boersema & Adams, 2017), and specific solutions are in development. Definitions (UNISDR, 2017) and information design examples, introduces to Guemil icons for emergency project. Guemil is a design + research initiative, integrating a set of icons that conceptually covers the risk cycle (before > during > after an event) with an open source strategy to make the set of icons accessible. In the other hand, a research based on measurement of meanings and differences from icon interpretations, raise evidence about this language for emergency. Submission considers two parts: (1) Design process, introducing to the project covering the whole risk cycle (before - during - after) (2) Testing, oriented to present performance, insights and reflections from icons. Following international practice (Brugger, 1999; Frascara, 2011), tests allow to generate a performance index from users' interpretation. +200 responses per icon from 27 countries, constitute a massive dataset to visualize performance. Testing shows how performance measurement is a necessary task to validate attributes pre-assigned to 'universal' language. Analysis of results promote discussion based on evidence. Experience is complemented with an international hands-on workshop, sparking conversation about this language for emergency. Collaboration opportunities and reflections will be presented as conclusions.



ARUN KRISHNA RAJENDRAN

India

Rodrigo Ramírez, MA, is an information designer, faculty member at School of Design, FADEU, Pontificia Universidad Católica de Chile, and researcher at the National Research Center for Integrated Natural Disaster Management, CIGIDEN (CONICYT/FONDAP/15110017). MA Information Design from Reading University UK and Graphic Designer from UCV Chile. His interests are Typography and Information Design, crossing both practice & research. Founder of the Department of Typographic Studies, UC Information Design lab. Board Member at the Design Network for Emergency Management (dnem.org). In 2017, he was Visiting Professor at The Hong Kong Polytechnic University School of Design.

WAYFINDING IN THE TOWER OF BABEL CALLED INDIA



India is a diverse country with 22 scheduled languages. The Indian cities are seeing an influx of migrant workers, both literate and illiterate, from different parts of the country. The Government has come up with the Smart Cities Mission where one of the core aims is efficient urban mobility and multi-modal transportation. These concepts call for efficient wayfinding solutions in order for them to be effective as it should cater to the needs of people speaking different languages. The main purpose of the study is to understand the underlying challenges and to find out possible directions to start with. The study was sparked by a Facebook post on the unfair treatment of regional languages in the highway signs. Similar posts, news and articles were collected from social media and the internet and analysed. A pattern was observed. They all pointed out the issue to be the usage of the Hindi language and its imposition where it is irrelevant. The collected materials also throw light on other areas of information design such as document design and interface design where the Hindi imposition forms a barrier of information. Personas were made to understand the difficulties faced by different user groups and an illustrative table was designed to measure the importance of regional languages. The study concludes by outlining a few possible solutions that also initiates discussions on nomenclature and the design of Indian language fonts for wayfinding.



YOSUNE CHAMIZO ALBERRO

Animal Político - Mexico

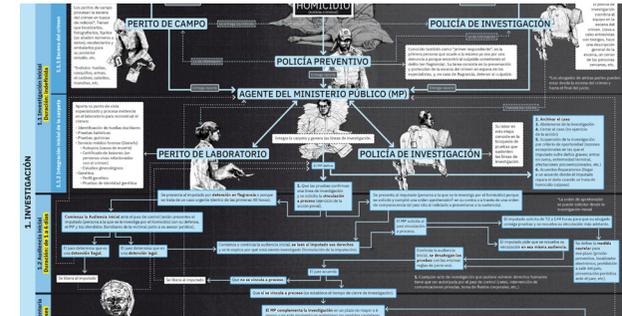
Yosune Chamizo Alberro is the IIID representative in Mexico. She is the Information Designer at Animal Político (independent digital newspaper) where she has been part of projects such as Killing in Mexico, The Master Scam, The Ghost Companies of Veracruz, NarcoData, Indigenous and Health, SBP: A Hunt for Migrants, among others.

She holds a Master's Degree in Design, Information and Communication in Mexico and other in Graphic Design in Spain.

She has given conferences and workshops to more than 30 civil society organizations and her work has been recognized in other countries such as Latvia, England, Italy, Spain and Brazil.

"Killing in Mexico: impunity guaranteed" is the name of the journalistic research. We are in the process of translating the entire project into English, I hope that when you are in time to evaluate it, the English version is already available!

IT IS EASY TO KILL IN MEXICO without ever setting a foot in prison.



For every 100 cases of murder, only in five of them the killer is sentenced. If we focused only on finding out the perpetrators of homicides between 2010 and 2016, it would take us 124 years to do so, because that's the rhythm at which the Mexican justice system works.

At the end, the victim's family has to accept that justice will never be served, that the crime of their daughter, father, wife, brother... will remain unpunished. Unless they perform their own investigation or pay.

What tools do families have to conduct their own investigations? There is no official document that explains step by step how to proceed from the moment a body is found until a sentence is issued. Few people know which governmental actors participate in each part of the process. A new criminal justice system has been recently approved, and many lawyers and judges still do not know how to use it. What can InfoDesign do about it? from Animal Político we designed a poster which shows both phases and actors involved in the whole process. Our purpose has been to give a clear overview of the entire process to the families, students and investigators.

In the words of one of the lawyers with whom we collaborated: „I'm going to hang this poster in my office so that I can finally explain to the families in which part of the process they are."



PALOMA OLEA COHEN

Maestría en Diseño, Información y
Comunicación UAM Cuajimalpa

My name is Paloma Olea Cohen I am a graduate student of Design, Information and Communication at the Universidad Autónoma Metropolitana in Mexico City.

WATER SANITATION MANAGEMENT



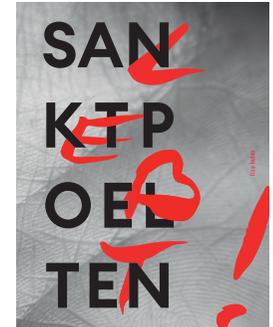
Climate change and global water scarcity are becoming the largest global risk in terms of environmental and social impact around the world. Mexico city is not the exception it suffers from large problems with water sanitation management. There have been proposed many sustainable solutions like roof rainwater harvesting that are very helpful for those isolated regions in which centralized urban water system has not reached. Nevertheless the adoption of that kind of technology is complex in many levels. People experience technology as overwhelming and complicated at first. In this conference we will try to expose the tools that information design can offer to make citizens adopt sustainable technologies easier using as case study the use of roof rainwater harvesting systems in Mexico City.



LISA HUBER
Austria

I'm an austrian designer working in the fields of interior, retail, exhibition, interaction, conceptual and graphic design. My background is in interior architecture, but after working in these field I've shifted more into the conceptual side of things and started to study exhibition design. In my work I'm especially interested in discovering the the tension between the way we are showing and the way we see ourselves.

**EUROPEAN CAPITAL
OF CULTURE (ECOC)**
St.Pölten Application



The austrian city St. Pölten is going to apply for the title of European Capital of Culture (ECOC) 2024 and wants to present itself internationally. The idea was to create a concept for the ECOC, which creates a new spirit in the whole city. It is based on the structures, the rough edges of its history and the future of the city. What makes this city special and what does it want to be? The concept is an effort of trying to answer the question if you can bring a city to life by making the city itself a living and acting organism. The idea developed from the philosophical construct of the rhizome, which was coined by Gilles Deleuze and Felix Guattari. The rhizome is originally a botanical term and describes a root network that is dynamic, processual and anti-hierarchical. There is no beginning and no end. The theory assumes that you can adopt the principles of this organism in many different ways. The result is a cultural signage system throughout the region, with roots linking the locations of performance, art and culture. This can be a theatre, a museum, a roundabout or a parking lot. Places gain attention that never meant to attract anyone and thus also reach people who never attend cultural activities. Art does not have to move within four walls. It can break out, grow and move freely. Art does not have to move within four walls. It can break out, grow and move around freely.



NORA A. MORALES ZARAGOZA

Research Professor
UAM Cuajimalpa
México

Nora is an Information Design Professor and Researcher at UAM Cuajimalpa in Mexico City since 2009. She holds a master's degree on Information Design and is currently a PhD candidate in Social Sciences and Humanities. Her re-search focuses on the map as an artifact to embodying a relational view of agency in the design process and practice, to encourage more responsible and ethical participation and integration between human and non-human actors in the sphere of spatial knowledge.

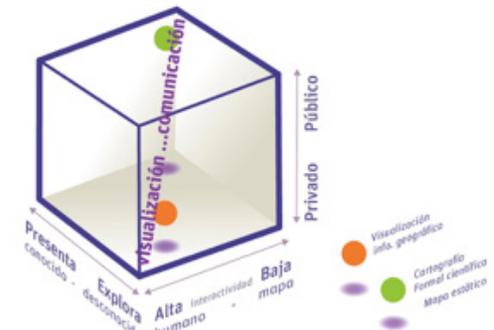
Her research work has focused on information visualization, visual narratives and participatory methods, intersecting with New Media, Technology and Creativity. She is an active member of the National Network of Research in Design (RNID), The Socio-territorial Analysis Lab [LAST], and Techno-Anthropology Group.

EMPHASIZING EXPLORATION OVER PRESENTATION

Moving beyond the Map Communication Model in visualization of spatial information.

“Cartografía al cubo”

MacEachren y Fraser Taylor (1994)



New technologies and thoughts are challenging traditional static maps as well as the rigorous scientific approach to cartography. This paper is a reflection on how the recent developments are advancing beyond the model of map communication that favors stable presentations of known data instead of expiration of the unknown. We will review concepts from J. B. Harley, Denis Wood, John Pickles which went ahead of their times and suggest approaches to dilute the cartographer-user dichotomy which is conflated when users are their own cartographers and propose to deconstruct the map by challenging its assumed autonomy as a mode of representation and think it as a social construct.

This focus on the map as practice instead of representations could be an opportunity for Information visualizations to renew the relationship with critical human geography and design better spatial information artifacts, that favor participation and inclusion for all kinds of knowledge.



GILLIAN HARVEY

University of Alberta Canada

Gillian Harvey, MA (University of Reading, United Kingdom) is a professor in Design Studies (VCD) and an information designer and in the Department of Art and Design, University of Alberta, Edmonton, Alberta, Canada. Gillian holds over a dozen regional, national, and international awards. She is a published writer in the *Journal of Information Design*. A project-based art director, Gillian's core capabilities include typography and information design. She is the Canadian World Region Representative for the International Institute for Information Design (IIID).

CITY OF EDMONTON, ALBERTA

Parks and Green Spaces



The city of Edmonton, Alberta has a vast network of urban parks and green spaces within the vast River Valley. Within these areas with limited signage, primary data suggests that anxiety over safety, security, and familiarity is a major barrier to use. Information design can help to address these concerns and enhance the experience of the space. An example of this is the system of maps designed for the Edmonton Nordic Ski Clubs in partnership with Fiera Biological Consulting and the University of Alberta. An ongoing project to be implemented, the system of maps has encouraged exploration and navigation and in doing so improved the sense of safety and security of the users of the park in Goldbar, Goldstick and Capilano Parks. Safety of the users of the park was of particular importance because of the limited light in the winter in Edmonton. Using a geographic information system (GIS), the team has collected spatial and geographic data such as distance and difficulty level of each trail, safety waypoints, other important landmarks and heritage/historical features, training areas, and other environmental features of the area. This information guided the development of the maps and the overall navigation and mapping system. Presentation of this paper will discuss the different ways in which information designers can work with GIS data which results in the design of a consistent visual system of maps that will help to maintain consistency, ensure safe use, promote exploration and navigation, and increase the safety and security of parks in Edmonton.



ROBERT EYSOLDT
ZEROOVERHEAD & CREATE GERMANY

Robert Eysoldt is an international expert for creative industries and experience economy. He develops interdisciplinary communication formats for companies and agencies as well as for cultural institutions and creative networks. Robert also initiates workshops and stimulating talks that help accelerate creative processes or structure ideas. He also is a bridge-builder, connecting international delegations with important figures in Berlin's design and creative industries. For several years Robert was a board member of CREATE BERLIN, an interdisciplinary network of the Berlin creative industry. In 2018 he initiated CREATE GERMANY, a network of freelancers that develops brand experiences for cities, regions and companies.

BERLIN CITY OF DESIGN



Session proposal 1: A lecture about Berlin and its successful international projects. Basis of the presentation: Berlin Design Digest To celebrate the ten-year anniversary of UNESCO naming Berlin a "City of Design," the editors Robert Eysoldt, a strategic and creative consultant, and Raban Ruddigkeit, a designer and editor, have assembled 100 successful projects, products, and processes by 75 Berlin agencies, design labs, public initiatives, networks, and universities, which currently connect Berlin with the world. <https://www.slanted.de/shop/berlin-design-digest> What was started as a book is now an online magazine bringing together designers, architects, and communication experts. The result are stimulating impulses about education, new work, digital life, architecture and city making, as well as interior, fashion, product, and communication design. <http://www.berlindigest.com/>

Session proposal 2: Experiences are the status symbols of tomorrow! (presentation) With a profound understanding of brand management and experience orchestration, CREATE GERMANY helps cities, regions, and corporations to develop unique brand experiences. Especially urban experiences that are exceptional, astonishing, and highly memorable, are gaining an increasingly strong significance for the distinction of cities, regions, and corporations. CREATE GERMANY understands the instruments of the creative industry as an important source of inspiration for economic, social and cultural developments. <https://www.facebook.com/creategermany/>

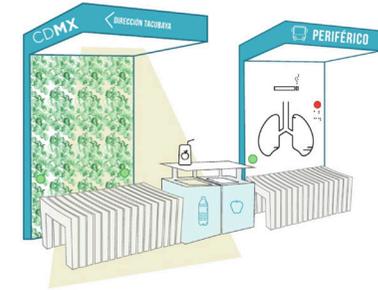


ROCÍO ARIAS PUGA

Mexico

Hi, my name is Rocío Arias Puga. I'm a mexican designer focused at the moment on data journalism. I studied a Bachelor of Graphic Communication Design degree and earned a Master's Degree in Information Design. I've collaborated making posters of cultural activities, coordinating editorial committees, advising design work teams, managing cultural events and designing publications. Right now, I'm in charge of deciding the graphical output of the data analysis, the information visualization and the UI/UX design at work. I'll always be interested on social or culture projects.

TACUBAYA - UAM CUAJIMALPA MOBILITY SYSTEM



One of the biggest problems in Mexico City is its mobility system. For example, we have the case of the UAM Cuajimalpa - Tacubaya route. This route that runs around 18 km, in normal times takes approximately 50 minutes, while with loaded traffic it may be longer than 80 minutes. In addition to the absence of a system that speeds up times and stops, it does not have signage and presents security problems for its users. This is a case study that presents an overview of the problems of the route and a design proposal focused on users. This proposal covers from places where stops are suggested, the design of the bus stops, materials, colors, signage and some ways to find resources to achieve it.



DIOGO DUARTE RODRIGUES

Universidade Castelo Branco (Brazil)

Graphic Design graduation coordinator at UCB, digital presence consultant, speaker and professor in digital media and infocommunicational fields.

Researching design science research as a potential way to improve information (and) design education.

DESIGN SCIENCE RESEARCH

The large information flow creates new artifacts and professional demands related to design, management and production of information. The purpose of this article is to show some subject intersections connected by the information, and also to make room for the discussion about the Design Science Research applicability in projects and subjects related to the informational artifacts and scientific knowledge production. This exploratory and bibliographic research uses theoretical contributions from Information Science, Information Design, Information Systems and from Design Science Research. The bibliographic surveys focused on the interdisciplinary relationship between the fields allowed a better comprehension of the potential cooperation of the areas in a project or a subject related to the Information Design, as it allows a glimpse of the Design Science Research application in scientific and practical proceedings.



CARMEN CARRO

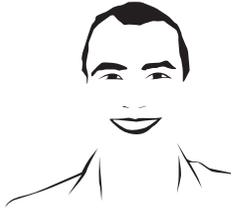
Mexico

Web designer with a master degree on Design, Information and Communication. I've been working on data visualization for almost 3 years, designing and implementing interactive maps, charts and infographics. I enjoy working with data enthusiasts about topics such as wellbeing, city and mobility.

DATA IN THE REAL ESTATE INDUSTRY



One of the most important decisions in anyone's life is where to live. Not only because of the economic value that implies, but because of the emotional cost that accompanies the search for a property. There is large amount of data about the real estate industry. Civil society has pressured the government to open more and more data. Institutions such as INEGI, datos.gob.mx or LabCDMX publish data on topics such as habitability, mobility or security. In addition, specialized portals daily feed their databases with inventory of properties for sale or rent. And also, with data about the behavior of the users on these platforms. From this data, we can create artifacts of information design for specific users, according to their level of experience. This artifacts will allow them to make better decisions and reduce the stress generated by the searching. Examples of these artifacts are market reports, comparative market analysis and blogs articles supported by data visualizations.



PHIL BERCUK
Steer UK

Speech
+
Night Session

Phil is a company director and leads Steer's design practice. With over 29 years' experience, he has worked on projects across our international client base to deliver creative solutions in mobility related strategy, policy and design including; wayfinding, brand strategy, urban design, information design, and smart mobility. Phil is currently leading the implementation of pedestrian wayfinding across the City of Toronto, and a wayfinding strategy for the city's vast network of parklands and ravines. Recent work includes brand and wayfinding design for Nochebús Mexico City, Toronto's PATH (the world's largest subterranean retail network); Bogota's cycle network and Jeddah Metro (with Foster+Partners).

MEXICO CITY NIGHT BUS



Mexico City's night bus service operates from midnight till 5.00am and, with 15% of employees starting or finishing work in the early hours and many visitors or residents returning home after a night out, should be a vital asset for the city. However, poor reliability, personal safety, a lack of visibility and limited information resulted in a poor customer experience and a service used only by people with limited or no mobility alternative. Steer was commissioned by the IADB and LabCDMX to analyse service delivery issues across the network, and to identify a package of measures to improve the overall passenger experience and grow patronage. Steer's team undertook a comprehensive analysis that included: user engagement; a systematic evaluation of passenger environments; an international best practice review; stakeholders workshops and a GIS analysis of passenger origin-destinations to understand the geographic location and scale of demand that a revitalised service could generate. Based on this analysis, we identified a series of practical recommendations for implementation. Steer was also commissioned to develop a new system identity and suite of passenger information products including a schematic network map, local area wayfinding maps, and templates for stop specific information - all delivered as part of a system brand manual. The Steer team subsequently trained the Lab in the use of the design templates. Project outputs and core recommendations were applied to Insurgents corridor, with the updated system launched on 27th July 2018 by the new head of Mexico City's government, José Ramón Amieva.



PIPOLA GOMEZ
Architect UNAM Mexico

UNDERSTANDING “RISK” FROM A COMMUNITY APPROACH

Santa Cruz Acapulxica in Xochimilco, is a rural settlement in the peripheries of Mexico City. It faces geological risks and impacts of climate change. In addition, it is an area that has high indexes of marginality and vulnerability, and experiences an unplanned intensive process of urbanization growth. From the community organization, an interdisciplinary workgroup was conformed to attend to the urgent needs of the people, approaching geological, architectural, urban and social topics.

The project allowed us to understand the importance of information in building capacities and awareness of specific topics from the community perspective, in collaboration with technical experts.

The experience of Santa Cruz means an example of the capacities and limits of public policies on disaster attention matters revealing a lack of coordination and the politicization of the process of attending vulnerable population, affecting mainly people who presents an important condition of vulnerability.



SIGRID BÜRSTMAYR FH Joanneum Graz
Austria

Sigrid Bürstmayr, Mag. (FH), M.A., is working as a research assistant at the Institute of Design & Communication at FH JOANNEUM – University of Applied Sciences Graz. During this work, she is researching and exploring how to transform by-products, waste materials, useless or unwanted products into new materials or products of better quality or for better environmental value.



KARL STOCKER FH Joanneum Graz
Austria

Karl Stocker, Dr. phil., Univ.-Prof., is a historian and head of the Institute of Design & Communication at FH JOANNEUM – University of Applied Sciences Graz. In 1999 he founded the exhibition agency BISDATO, which is led by him ever since. Stocker is the author and publisher of numerous publications and director of research and exhibition projects.

Speech
+
Session

**YOU
HAVE
NO
CHANCE -
SO
TAKE
IT.**

While the glittering aesthetics of consumer goods propel us to create modern “ego images,” there is another side to contemporary design besides the urge to consume, one that focuses on social, ecological and environmental issues in the design practice. The lecture illustrates some recent projects that have achieved stabilizing, equilibrating and changing effects in the context of a new design order.

As a kind of inspiration and activity for our audience we take Erwin Wurm’s conception and methodology of his “One Minute Sculptures”. This artistic approach should open up new thought spaces and cross borders.

At least the message of the lecture is a complete progressive demand for the transformation of society through design. It shows how broadly design can be conceptualized and what a big impact design could have on society.

Hope You will enjoy this VisionPlus



Nora Morales



Rocio Abascal



Martin Foessleitner

