INVITED LECTURE

DESIGN FOR [EVERY]ONE: WHAT IF EVERYONE BECAME A POTENTIAL DESIGNER

Lieven De Couvreur[1]

[1] Hogeschool West-Vlaanderen (www.howest.be)

Design for [every]one is a Belgium based design and research project at the University College of West-Flanders (Howest). It aims to bridge the gap between contemporary design and assistive technology. User centered techniques are applied for an incremental personalization process involving design team members, patients and occupational therapists. The use of experience prototyping and rapid manufacturing techniques enable us to make products that are suited to specific end consumers and produced in small batches.

Basically, this approach works in two ways, personalized assistive products are fitted to the users and users become fitted to their products. Based on the Fablab philosophy the devices are produced that can be tailored to local or personal needs in ways that are not practical or economical using with mass production. By implementing active engagement with user experience prototypes and observational techniques, it is possible to reduce the stigmatization and augment the product affinity between patient and assistive tool.

For more information, see: **http://designforeveryone.howest.be/**.