August 28 – 31, 2008

Eslite Xinyi Store
Taipei, Taiwan

Exhibition
Forum
Workshop

Organizer:
international universal design expo 2008

The global demographic shift and its impact on the quality of life for everyone is increasingly perceived as a social challenge worldwide. Universal design means design for the coming decades. The consistent promotion of universal design will play a major role in establishing concepts, product solutions, new architecture and services on a sustained basis in the marketplace.

With its rapid economic growth and dense population, Asia has become the world’s focus. The first international universal design expo will take place in Taipei (Taiwan), a dynamic city as well as the hosting city of International Design Alliance Congress in 2011. The event is organized by iF International Forum Design, Taiwan Design Center and UNIPLAN Taiwan Corporation, aiming to bring an excellent experience to all participants and visitors.

Featuring universal design promoters from Europe, Japan, Taiwan and other countries, the first international universal design expo will be an unforgettable experience. We will be launching our communication campaign in the run-up to the expo. This will include promotion by iF, Taiwan Design Center, UNIPLAN, the universal design GmbH and tripod design as well as mass media and public transportation in Taiwan.

The international universal design expo 2008 is viewed as a warm-up for the International Design Alliance congress. The media will be publishing a series of special reports on design and social welfare issues, thus drawing public attention to the topic of universal design.

During international universal design expo 2008, various events including a forum and exhibition as well as a special universal design book fair and a ud market (organized by Eslite Book Store) will give visitors a chance to experience various aspects of the enjoyment generated by universal design.

At a glance

Goals

- **Short Term**
  To increase and to enhance awareness of universal design and establish a platform for learning and information exchange.

- **Long Term**
  To establish the most influential universal design expo in Asia, serving as a major communication channel among the ud community, corporations, and the public.

  To present an international platform for business opportunities.

Target Audience

- **Participants**
  Municipalities, enterprises, designers, architects, associations, universities, industry, service sector

- **Visitors**
  The media, the public, enterprises, designers, architects
iF International Forum Design

For over fifty years iF Industrie Forum Design e.V. has had its roots at the Hannover exhibition center. Launched in 1953 as the “Special Show for Well-designed Industrial Goods”, this registered association — as indicated by the German abbreviation “e.V.” — was expanded in 2001 to include a new operating arm, if International Forum Design GmbH, which is now responsible for all iF business areas.

This expansion was the result of iF’s gradual evolution from a classic design-promoting institution into a contemporary service enterprise capable of exercising a critical function as a mediator between design and industry. This special capacity allows if to make a significant contribution to the success of design services in an economic context as well as enhancing public awareness of the importance of design. Being the winner of an iF design award means achieving one of the world’s most outstanding design distinctions, and numerous enterprises have integrated iF’s activities into their own brand strategies. As an organizer of design-relevant services if moreover possesses a wealth of experience and a worldwide reputation.

UNIPLAN Taiwan Corporation

UNIPLAN has been staging encounters between people and brands at events, road shows, trade fairs and showrooms since 1960. We provide services ranging from event organizing, content and design creation to event management worldwide. These experiences have made us one of the leading agencies for live communication. We turn grand messages into an effective live event. 500 employees in Europe and Asia work to UNIPLAN’s high quality and creativity standards.

Enterprises create brands, and pursue market goals, communication goals and revenue goals. Uniplan’s job is to develop incisive images, emotions and encounters that meet these goals, creating messages that are not forgotten. Depending on the task at hand, we serve as strategic partner, creative thinker or pragmatic problem solver – or all of the above. We tune in to your requirements and align our ideas with your brands, market and communication mix. Our professionals coordinate every aspect of marketing activities and provide customized services and are always well prepared to help enterprises to build up and to deliver corporate images.

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Taiwan Design Center

Taiwan Design Center (TDC) aims to act as an integrated platform offering comprehensive services for the creative design industry in Taiwan. On the domestic front TDC's objective is to combine the efforts of academia, the government, and industry by promoting and developing design strategies, technological research, industrial support and knowledge management. On the international front TDC aims to serve as a platform for the integration of global design resources. Our aim is to create opportunities for Taiwanese industry and Taiwan’s design services industry to enter the global design stage and deliver world-class design.

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Growing out of the Environmental Design Studio S. Nakagawa Co. Ltd. (EDS), which, under the leadership of Satoshi Nakagawa succeeded in gaining several partners who were well-established in the management, research and planning/production fields, the tripod design group was established in April 2000.

Tripod design has provided design business consulting services to many companies in Tokyo, the rest of Asia and New York. They have developed a design process based on the original theory of user analysis and promote universal design development and manufacturing processes which are tailored to the branding strategies of each company.

In 2004, tripod design worked for TOYOTA as an advisor to establish the Toyota Universal Design Showcase in Tokyo, and also supervised publication of a “Textbook for Universal Design” and “Manual for Universal Design” to be used in educational and business settings.

Universal design is the cornerstone of manufacturing and environmental plans in our aging society. Tripod design’s mission is to penetrate and practice universal design and achieve business results.
Eslite Xinyi Store Taipei, Taiwan

Surpassing the most delightful expectations, the flagship store of the Eslite Corporation – Xin-Yi Store together with the largest bookstore in Taiwan opened in Taipei’s premiere business and entertainment district on New Year’s Eve of 2006.

The new store is located in the very heart of Taiwan’s “New Taipei” and adjacent to the thriving metropolis of diverse business activity, next to Taipei City Hall, only a few minutes from such landmarks as the World Trade Centre, Taipei 101 and the Grand Hyatt Hotel, with easy access to the city area via MRT and other convenient transportation. Nevertheless, with its tranquil atmosphere and comfortable environment, Eslite Xin-Yi Store is an oasis of peace and refinement.

In the November 22, 2004 edition, *Time* magazine reported Eslite as Asia’s Best Bookstore, currently with more than 20,000 people as daily visitors on weekdays, and 40,000-60,000 daily visitors on holidays, including “devotees” from Japan, Hong Kong and South East Asia, Eslite is one not-to-be-missed hot spot.

At a glance

- **Lobby (G.)**
  Space: ca. 35 sqm

- **Eslite Exhibition/Performance Hall (6F)**
  Space: ca. 480 sqm (height: 4.6m)

- **Opening hours**
  10:00 a.m. – 10:00 p.m.
A: ud gallery

What is universal design? The background, concept, spirit, principles, trends and the latest developments in universal design will be introduced.

The ud gallery will be presented by the organizers if International Forum Design, UNIPLAN and Taiwan Design Center (TDC).
B: ud city

The implementation of universal design in municipalities can lead to greater convenience for their residents. Visitors here will learn about the urban development of “universally designed cities” and how the quality of life can be improved now and in the future. Exhibitors can share their ideas and experience.

Qualification
- Establishment/definition of ud infrastructure
- Launching and continuous development of ud infrastructure and services
- Support for ud promotion and activities both domestically and internationally

The package
1. Exhibition
   Each city will be offered an exhibition unit measuring 24 square meters (design and installation fee not included)

2. Forum
   - invited to give a ud city presentation
   - 5 forum passes

3. Promotion
   - listed as sponsor on all promotional materials
   - listed as sponsor in all press and news release
   - invited to participate in press conference and present the city’s ud statement
   - listed as sponsor on web site and web links to the website of the sponsor city
   - media exposure

4. International platform
   - opportunity to cooperate and interact with key ud cities around the world
     with main ud city around the world
   - opportunity to work with international ud experts for further development

5. Consultancy
   - Exclusive 2-hour consultancy meeting with Ralph Wiegmann, MD of iF and CEO of universal design e.V.

Total price: NT $ 2,000,000 / EUR 43,000
C: ud enterprise

Enterprises that contribute to the development of universal design development can bring consumers great joy. These ud enterprises will present solutions for a better life as well as a vision of corporate social responsibility.

The package

1. Exhibition
   - Individual booth (12 sqm), Area B
   - Use of presentation area for 1 hour per day
     (multimedia presentation, prepared by the exhibitor)

2. Forum
   - ud show case presentation (one session)
   - consulting by international experts
     (one meeting)
   - 2 forum passes

3. Workshop
   - one tailor-made team for 48-hour challenge workshop
   - designers or product managers to be invited
     to join the workshop (max. 2 persons)

4. Promotion
   - listed as sponsor on all promotional materials
   - listed as sponsor in all press and news release
   - invited to participate at press conference and present enterprise’s ud statement
   - listed as sponsor on website and web links
to the website of the sponsor city
   - media exposure

Total price: NT $ 1,000,000 / EUR 21,500
D: ud life

International universal design exhibition 2008 will provide a platform for ud products, displayed in the following four categories:

D1. Living Space
Making full use of living space: Besides demonstrating architectural design, there will also be a display of interior design as well as facilities, e.g. kitchens, bathrooms, households, furniture, accessories, etc.

D2. Health Care
Products designed for welfare, e.g. walking aids and hearing aids/audiphones, etc.
Products designed for senior care
Products designed for baby care, e.g. pacifiers, medicine feeders, etc.
Products designed for the general public, e.g. measuring devices like thermoscan

D3. ITC in our daily life
Electronic products, e.g. mobile phones, digital cams, video cams, etc.
Computer systems and peripherals, e.g. flash drives, keyboards, mice, software applications, computer games, etc.

D4. Transportation and public services
Universal design for transportation and public services, e.g. vehicles, bicycles, subways, etc.

The package
1. Product display rack (Max. 100cmx100cm)
2. Product and producer introduction on A1-sized card
3. One-day forum pass
4. Presentation in the ud expo catalogue (1/2 page)

Total price per product: NT $ 60,000 / EUR 1,300
E: ud mart

Each corporate exhibitor will organize its own presentation on a specific ud topic.

The package
1. Individual booth (6 sqm)
2. Basic facility
3. Basic lighting
4. Standard electricity supply
5. Company name fascia
6. 2 forum passes
7. Presentation in the ud expo catalogue (1 page)

Total price per 6 sqm: NT $ 200,000 / EUR 4,300

F: Product testing

A perfect opportunity to test your products and talk to end users.

The package
1. Participation in testing event
2. Participation in on-site survey
3. Post-event survey
4. One-day forum pass

Total price per product: NT $ 50,000 / EUR 1,100
Remarks:
Add statutory German VAT to all prices.

Please note that your local trade promotion office may provide support for your participation at international exhibitions; contact them for more information.

Although our security guards will keep an eye on your exhibits before, during and after the exhibition, we cannot assume any liability for lost or damaged exhibits. We recommend purchasing insurance for your exhibits.
international universal design forum 2008

international universal design forum 2008 invites professionals from Europe, US and Japan to share their expertise and case studies involving universal design.

international universal design forum 2008 will be an open forum which allows the audience to participate and ask questions.

international universal design forum 2008 welcomes professionals from industry, government and the educational sector.

At a glance

- **Capacity**
  160 persons

- **Dates**
  August 28-30, 2008

- **Venue**
  Auditorium (6F), Eslite Xinyi Store

- **Registration Fee**
  One-day pass per person:
  NT $ 5,000 / EUR 110

  Three-day pass per person
  NT $ 12,000 / EUR 260
Topics

– Happiness city
– Convenient life
– The opportunity in aged market
– The commitment of ud city
– The benchmark case study
– Color of universal design
– Packaging of universal design
– Special session of sponsor enterprise

High class speakers are requested and will be published directly after their acceptance.
international universal design workshop 2008

48 hours of brainstorming will meet the needs of end users. A combination of designers, product managers and students from design schools will adapt universal design concepts to provide solutions for greater convenience in everyday life.

Project Leader
Satoshi Nakagawa
tripod design co., ltd

Co-leaders
3-4 renowned senior designers

At a glance

- Dates
  July 10-12, 2008

- Venue
  University campus in Taipei City

- 48-hour challenge
  6 teams of 5 people each, including end users
  – home safety
  – work efficiency
  – environmental concerns

- Participants
  Professionals:
  Architects
  Designers
  Academic researchers
  Business R&D researchers/designers

  Students:
  College students in related majors

- Registration fee on request at
  Taiwan Design Center
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Participation

To register your company for the universal design expo 2008 please fill out the following form.

We will contact you immediately upon receiving your registration.

For more information please contact:

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Registration
For international universal design expo 2008
Registration deadline:
May 15, 2008
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We hereby register for the following participation option:

Exhibition

☐ B: ud city
   Total price: NT $ 2,000,000 / EUR 43,000

☐ C: ud enterprise
   Total price: NT $ 1,000,000 / EUR 21,500

☐ D: ud life
   Total price per product: NT $ 60,000 / EUR 1,300

☐ E: ud mart
   Total price per 6 sqm: NT $ 200,000 / EUR 4,300

☐ F: Product testing
   Total price per product: NT $ 50,000 / EUR 1,100

Forum

☐ One-day pass per person NT $ 5,000 / EUR 110
☐ Three-day pass per person NT $ 12,000 / EUR 260

Workshop

☐ Registration fee on request at
   Taiwan Design Center
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Add German VAT to all prices.