



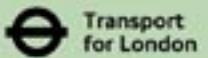
DESIGNS & DESTINATIONS

Why good information is at the heart of integrated transport
 3/4 July 2003, London

Can better communication and well-designed information have an impact on customer satisfaction and the bottom line?



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× Meeting the needs of the public

What can the design of information do to improve the patronage and efficiency of transport systems and destination locations? Can better communication and well-designed information have an impact on customer satisfaction?

This international conference will provide an insight into the future of passenger information and wayfinding – the ease with which the public moves through a city, public places and transportation infrastructure.

Presentations will feature policy and funding, expert views and consumer perspectives. There will be examples of best practice from around the world – looking at where customer focused information products have made a difference – and how they were initiated and realised.

× Universal issues

How can we create a more passenger friendly solution to issues such as access and comfort? How can we help people to avoid getting lost, and how can we make a better impression on the visitor? How can we deliver a passenger comprehensible transport system? And how can we increase patronage and the quality of the experience at the same time?

Wayfinding issues are universal and require joined up thinking. Designs & Destinations offers a unique opportunity to learn from experiences from similar and related fields.



× Who should attend

The conference will appeal to those involved in developing and commissioning information aspects of transport infrastructure and wayfinding for public environments. This includes operating companies, technology partners, policy developers, local authorities and passenger groups as well as design managers and design directors.

Delegates will have an opportunity to contribute to the debate, to network with policy-makers and opinion-formers, to discover new ways of working, and learn from the experience of others.

✘ WEDNESDAY 2 JULY: EVENING

Parliamentary Reception

The conference opens with a drinks reception in association with the Associated Parliamentary Group for Design and Innovation (APGDI) held in Westminster at No1 Great George Street. A welcome by **Barry Sheerman MP**, Co-Chair of APGDI, will be followed by an introduction from Dr David Quarmbly CBE.

✘ THURSDAY 3 JULY: MORNING

Chair: Professor Erik Spiekermann – President of IIID

Erik Spiekermann will welcome delegates and set the scene for the conference programme.

Yo Kaminagai – Head of design, RATP: Paris Transport

As head of design in Paris for the last ten years, Yo will be talking about how technology is transforming the behaviour of people and crowd movement, and how these attitude changes influence the development of information at RATP.

Bodo Baumgardt – Developer for BVG: Berlin Transit Authority

Bodo has extensive experience and knowledge from overseeing the newly connected signage and identity for the re-unified Berlin throughout the early nineties. Bodo will offer insights to his recent focus, providing local households with dedicated information.

Innes Ferguson – Head of design, Transport for London

With over 27 million journeys by bus, train, tube, car and bike in London every day, Innes will tell the story of how Transport for London is using innovative methods to connect London's many transport systems together.

Raymond Turner – Consultant advisor to BAA

As one of the largest infrastructure projects in the UK, Heathrow Terminal 5 is the ultimate challenge of customer focus. From his experience of ten years at BAA, Raymond will outline the approach that has been taken to create a welcoming and navigable experience.

✘ AFTERNOON

Wally Olins CBE – Chairman, Saffron Brand Consultants

Recognised as one of the worlds most experienced practitioners of corporate identity and branding. Wally has worked with several countries on branding issues and will offer his unique perspective.

Chris Ludlow – Partner, Henrion Ludlow Schmidt

Surprising and shocking: with 20 years experience, Chris will be offering new insights about projects and quality, user research and personalities. He'll look at the degree of importance accorded to user information by various bodies, professions and individuals.

Professor David Begg – Chairman, Commission for Integrated Transport. As a key advisor to the Government, David will discuss how transport issues interface with the environment, our health, the economy and society as a whole.

✘ EVENING

Design Council Forum – The Road Ahead: Beyond Information Design in Transport. The Design Council, in collaboration with cfIT and Ingeni, Ford's conceptual design studio, reveal a new take on liveability in transport design. Hilary Cottam from the Design Council will present a project demonstrating how design can get to the heart of the strategic issues central to helping transport improve quality of life. Professor David Begg will then share his views, followed by an open floor debate.

✘ FRIDAY 4 JULY: MORNING

Dr David Quarmbly CBE – Deputy chairman, Strategic Rail Authority, and Board Member, Transport for London. Answering the question 'Why good information is at the heart of integrated transport?' David will discuss the critical role of good information for travellers.

Tim Fendley – Founder, Applied Information Group

Bristol Legible City is an innovative programme to improve peoples understanding of a city. As one of the original development team, Tim will outline the initiation, the methods and the results of this ongoing project.

Karen Thomson – Development director, Adshel

Higher standards of information in the public realm are beneficial to everyone. Karen will outline how public bodies are successfully partnering with commercial organisations to bring about improvements in our streetscape.

Colette Jeffrey – Wayfinding director, Information Design Unit

From her experience with hospitals and healthcare, Colette will talk about solving wayfinding problems in complex environments. She will illustrate how people find their way and how her solutions for healthcare sites can be applied to other environments.

✘ AFTERNOON

Rycharde Hawkes – HP Labs

From his work with research projects such as the WAP-phone alert service for bus and tram passengers in Helsinki, Rycharde will offer his thoughts about how new technologies may play a role in providing information for the public in the future.

Martijn Geerdes – Bureau Mijksenaar

Along with Paul Mijksenaar, Martijn has developed complex projects throughout Europe. Now leading the information re-development of New York's three airports, he will compare and contrast problems and answers from both sides of the Atlantic.

Dr Per Mollerup – Managing director, Mollerup Designlab A/S

Per will outline his research on the way people find their way and how the study of wayfinding strategies and wayshowing measures will help planners to create easily accessible environments.

Professor Erik Spiekermann – President of IIID

With concluding thoughts and comments, Erik will wrap up the conference with a summary of the presentations and discussions from the two days.

✘ SATURDAY 5 JULY: MORNING

Related venue visits and excursions

A choice of visits and excursions are organised for Saturday morning. These include a special viewing of the Transport Museum's archive, a visit to Bristol Legible City and a view of progress at Heathrow Terminal 5. Visits are yet to be confirmed and can be booked prior to the conference. Latest information available: www.designsdestinations.info





✗ **Erik Spiekermann** is an information architect and type designer, and is one of Germany's leading communication designers. He was founder of MetaDesign in 1979 and FontShop International in 1989. He holds a professorship at the Academy of Arts in Bremen, is vice president of the German Design Council and President of the International Institute of Information Design. Erik now works as a design consultant in Berlin, London and San Francisco.



✗ **Yo Kaminagai**, Head of design, RATP: Paris Transport Born in 1958, Yo graduated from Ecole Nationale des Ponts et Chaussées in 1980 as a civil engineer and joined RATP. Starting as Commercial Director in the Marketing Division he was in charge of innovation in information systems, medias, new cartography and rolling stock design. His responsibilities have increased over the years to include design management and the architectural programme. In 1995 he became manager of the Design Unit, in charge of the over all corporate culture policy.



✗ **Innes Ferguson**, Head of design, Transport for London Innes' remit includes overseeing design projects for corporate identity, architecture, product and graphics for TfL, the organisation responsible for delivering bus, river, tram, taxi, private hire vehicle, street management, Victoria Coach Station, Docklands Light Railway and shortly the Tube services. The main drive of his direction is to make London's public transport clearer, simpler and more easy and pleasant to use.



✗ **Raymond Turner**, Raymond Turner Associates As the former Group Design Director of BAA plc, the world's largest privately owned airport company, Raymond was responsible for leading the use of design throughout the group and developing the overall vision and direction of design in BAA, culminating in Heathrow's Terminal 5. Raymond's career also includes experience with Eurotunnel and London Transport.



✗ **Wally Olins CBE**, Founding partner and chairman of Saffron Brand Consultants. Wally is recognised as one of the worlds most experienced practitioners of corporate identity and branding. He co-founded Wolff Olins and was chairman until 1998. He has created brands and identities for some of the world's leading organisations including BT, Q8, Prudential, Renault and Volkswagen, and has worked with several countries on branding issues. He was awarded a CBE in 1999 for his achievements. He is currently Visiting Fellow at Said Business School, Oxford. His latest book 'On Brand' will be published in September.



✗ **Chris Ludlow**, Partner, Henrion Ludlow Schmidt. Chris's first major signs project started in 1984, three years after forming Henrion Ludlow Schmidt, when they were commissioned to evaluate the London Underground sign system. This became an ongoing involvement that still continues today. The LU work created a reputation for sound analysis and practical solutions, and projects followed for Canary Wharf, BAA, Bluewater, Waterloo International, the Dome and, very recently, the National Gallery of Ireland.



✗ **Professor David Begg**, Chairman of the Commission for Integrated Transport (cfit). cfit is an independent body advising Government on integrated transport policy and monitoring progress. David is a non-Executive Director for the Strategic Rail Authority, and a Board Member of Transport for London. He advised the Government during the preparation of the Integrated Transport White Paper and, more recently, the Transport 10 Year Plan. He is also Director of the Centre for Transport Policy at the Robert Gordon University, Aberdeen, and Director of the Portobello Partnership.



✗ **Hilary Cottam**, Director of Learning & Public Services, Design Council. Hilary is a specialist in urban regeneration with a particular interest in the relationship between design and social policy. Previously working with the World Bank, Washington DC, Hilary is currently Director of Learning and Public Services at the Design Council, the founding Director of School Works and The Do Tank. Educated at Oxford, Sussex and the Open University she has a Ph.D. in social sciences.



✗ **Dr David Quarmby CBE**, Until April 2003 David was chairman of the British Tourist Authority. He is currently deputy chairman of the Strategic Rail Authority and a board member of Transport for London. From 1970 he held several positions in London Transport, including nine years as a board member, six of them as managing director of London's buses. In recent years he has been chairman of the Docklands Light Railway, and was joint managing director at retail chain Sainsburys from 1988 to 1996.



✗ **Tim Fendley**, Founder, Applied Information Group Tim was the founder of the information design company MetaDesign in London and has worked on identity, information, and interaction projects for organisations including Glasgow 1999, Dusseldorf Airport, SkodaAuto, Lexus and ubs. He was a key member of the Bristol Legible City design team responsible for information and communication. Tim has led the Designs & Destinations organising group to create this conference.



✗ **Karen Thomson**, Development Director, Adshel. Adshel is the street furniture division of Clear Channel Communications. Karen joined Clear Channel UK in 1993, and set up the Business Development division within the advertising sales department. Prior to this she spent 11 years with Granada Television. Karen is interested in environmental issues and is the company's environmental coordinator. She has a Diploma in Environment & Development and a BA (Hons) from the Open University.



✗ **Colette Jeffrey**, Wayfinding design director, Information Design Unit of Enterprise IG. Colette specialised in wayfinding four years ago and has produced wayfinding solutions for over 20 healthcare sites, including three new PFI hospitals. She co-authored the book Wayfinding: Guidance for Healthcare Facilities that has become the official NHS guidance on wayfinding. She has also worked on wayfinding projects for Tower Bridge, The British Library, National Library of Wales, Gatwick Airport and the Natural History Museum.



✗ **Rycharde Hawkes**, Senior research engineer, HP Laboratories. Rycharde graduated from Coventry Polytechnic, UK in 1991 with a B.Sc. (Hons) in Computer Science. Whilst working as a Research Associate in the Virtual Environment Laboratory at the University of Edinburgh, he completed his part-time Ph.D. before joining HP Laboratories, Bristol in 1996. His work has ranged from the creation of artificial creatures in their own virtual 3D world to a WAP phone alert service for bus and tram passengers in Helsinki.



✗ **Martijn Geerdes**, Bureau Mijksenaar. With Bureau Mijksenaar Martin's work focuses on wayfinding and complex information interfaces like maps, forms and screen interfaces. His projects include Amsterdam Schiphol Airport, Metro Rotterdam, Dutch Railways, Amsterdam Ajax Arena, several hospitals and the Port Authority of New York and New Jersey for their three airports JFK, Newark and LaGuardia.



✗ **Dr Per Mollerup**, Managing director, Mollerup Designlab A/S. Mollerup Designlab A/S is a Copenhagen based graphic design office. It works primarily with identity and signage. Signage commissions include airports in Copenhagen, Oslo and Sweden, as well as railways, hospitals and museums. He believes that wayfinding and wayshowing are in their infancy and are not considered in the majority of projects. Per has written a number of books on design including Marks of Excellence, The history and taxonomy of trademarks, Phaidon, London 1996.

✗ HOW TO REGISTER

1. Complete and photocopy form
2. Fax to +44 (0)20 7247 8661 or mail to Design Events including payment details
3. Confirmation and invoice will be sent to you by return

For enquires and to reserve a place contact:

Adam Fennelow

Design Events
11-29 Fashion Street, London E1 6PX
Telephone: +44 (0)20 7247 6116
Fax: +44 (0)20 7247 8661
adam.fennelow@designevents.co.uk

✗ DETAILS

First Name _____
Last Name _____
Job Title _____
Company _____
Address _____
Postcode (Zip) _____
Country _____
Email (for confirmation of your booking) _____
Telephone _____
Fax _____
Additional delegate names and jobtitles _____

✗ CONFERENCE RATES

Please indicate number of delegates attending:

- Standard rate: £450+VAT (£528.75)
- Discount rate: £350+VAT (£411.25)

Discount rates are available to members of the following associations: APGDI, DBA, IDA, IID, ISTD, SEG, and the Sign Design Society. Please specify which association:

- Group discount: three delegates for the price of two.
- Applies to delegates from the same organisation booking at the same time

Academic rate – available for academics and students on a very limited basis. Please contact Design Events for details

Total amount payable: _____

✗ ADDITIONAL EVENTS & VISITS

Only applicable in conjunction with the conference.

Please indicate your interest in the following events & visits:

- Attendance to the APGDI Parliamentary reception held on the evening of Wednesday 2 July free of charge
- Attendance to the Design Council Forum on the evening of Thursday 3 July free of charge
- Please send me details of excursions planned for the morning of Saturday 5 July

✗ PAYMENT DETAILS

Please indicate preferred method of payment. Payment must be received prior to the conference. A receipt will be sent for each payment made

- **Invoice me**
An invoice will be sent on receipt of your booking form
- **Cheque**
Cheques, in GBP only, to be made payable to Design Events and sent to Design Events, 11-29 Fashion Street, London, E1 6PX
- **Bank Transfer**
Payments to be made to:
Lloyds Bank, 31 Fore Street,
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Account: Design Events Limited
Account No: 01698275
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■ Credit Card

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TRAVEL & ACCOMMODATION

Delegates are responsible for the arrangement and payment of their own travel and accommodation. Please contact Travel Places via email at davide@travelplaces.co.uk with your requirements to take advantage of special hotel and flight rates. A travel consultant will contact you to discuss your plans.

SPEAKER CHANGES

Occasionally it may be necessary, for reasons beyond our control, to alter the contents and timings of the programme or identity of the speakers.

DATA PROTECTION

Personal data is gathered in accordance with the Data Protection Act 1998. Your details may be used to inform you of similar events in the future. If you do not wish to hear about future events on this topic please tick this box

CANCELLATION & SUBSTITUTIONS

You may make substitutions at any time. Please notify Design Event as soon as possible. Regrettably no refunds or cancellations can be made.

UPDATES

Any changes to the conference programme will be posted on:
www.designdestinations.info

The state of transport in Britain is so frustrating that I look around with wild eyes for heads to knock together.

Michael Palin

✕ **INFO AND BOOKING HOTLINE**
+44 (0)20 7247 6116

For enquires and to reserve a place contact:
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✕ **ABOUT IIID**

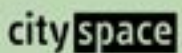
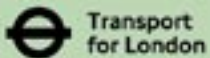
This will be the 9th Vision Plus conference, a highly successful series of international IIID information design conferences held over the past nine years in Vienna, Boston, Tokyo and Stockholm. This is the first to be held in London.

The International Institute for Information Design is based in Vienna and works to promote awareness of information design issues at many levels. IIID is a not-for-profit body run by volunteers and supported by professional event organisers Design Events for this conference. For further details and membership of IIID contact: www.iiid.net

✕ **SPONSORS**

IIID would like to express their gratitude to the supporters of Designs & Destinations in helping to make this conference a reality.

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www.cityspace.co.uk
www.dba.org.uk



✕ **REGISTRATION INCLUDES**
Your delegate fee covers three events:

Parliamentary Reception

In association with Associated Parliamentary Group for Design and Innovation
Venue: No1 Great George Street
Date: Wednesday 2 July 2003
Times: 6pm to 8pm

Designs & Destinations Conference

Venue: National Film Theatre, South Bank
Dates: Thursday/Friday 3/4 July 2003
Times: Thursday: 9.30am to 6pm
Friday: 9.30am to 4pm

Design Council Forum

A special presentation and forum hosted by the Design Council
Venue: Design Council, 34 Bow Street
Date: Thursday 3 July 2003
Times: 6.30pm to 9pm

Delegate fees include a delegate pack, lunch refreshments and evening drinks

✕ **TRAVEL & ACCOMMODATION**

Delegates can benefit from pre-arranged and preferential rates for flights and hotels in central London. Please contact Travel Places: davide@travelplaces.co.uk with your requirements and a travel consultant will contact you to discuss your plans.

www.designsdestinations.info



NFT by train or underground: Alight at Waterloo International and follow signs for South Bank and the National Film Theatre. Alternatively, alight at Embankment or Charing Cross, and cross the Hungerford footbridge, a five minute walk to the NFT.
Local Buses: 1, 4, 26, 68, 76, 77, 149, 168, 171, 176, 188, 341, 501, 505, 507, 521, D1, P11
By Car: Parking under Hayward Gallery, Royal National Theatre and Jubilee Gardens. Don't forget the congestion charge. To pay, call 0845 9001234 or: www.cclondon.com