

合上双眼
让心敞开

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What is **Design for all** ?

Design for all is the design of the environment, products and services with the aim of providing everyone, including future generations, with the same opportunities to participate in social, economic, cultural and leisure activities, irrespective of their age, gender, abilities, or cultural background.

Facts:

10% of the population is crucially dependent on freedom from barriers.

40% need freedom from barriers as a necessary support.

100% see freedom from barriers as enhancing their quality of life.

Design for all means that future users are integrated into every phase of the planning and realization. This is a decisive step towards sustainable, future-oriented development, both improving the quality of life and facilitating user-friendly, cost-effective design. In this context, **Design for all** plays a key role in spatially-oriented research and planning practice.

Future design characteristics are oriented towards the requirements of barrier-free building and include other exigencies such as

- general adaptation to the human scale
- consideration of human diversity (gendering)
- consideration of target groups (older people or those with disabilities)
- Globalisation (international visitors, immigrants)

In future, **Design for all** will make a decisive contribution to a city's location advantages.

A joint project of the Senate Department for Urban Development, Berlin, and the Technische Universität Berlin, Model+Design Department

<http://www.stadtentwicklung.berlin.de>
<http://www.modellunddesign.de>

BERLIN
EXPO 2010
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Close Your Eyes And See - Feel Your Way Through Berlin
Berlin at the EXPO 2010 in Shanghai, China

With the exhibition “Close Your Eyes And See” we aim to provide visitors to the EXPO 2010 in Shanghai with the opportunity to explore a number of Berlin’s symbols using their sense of touch. In this exhibition visitors can place themselves in the position of people, who, due to certain disabilities and limitations, do not have the same freedom of movement in the city as others.

Mobility and contact between people in the public sphere is a concern which literally “nothing should stand in the way of”. There should be no barriers to accessing the city in all its diversity. In accordance with their personal capacities, everybody should enjoy complete freedom of movement and social contact.

At a time when increasing numbers of people are living to an advanced age, we are faced with a major task for the future. In response to this challenge, we intend to radically simplify the public sphere, to make it simpler, more comfortable and intuitive to use. Enjoy this special form of city tour – and come to Berlin and get to know this wonderful city personally.

Ingeborg Junge-Reyer, Senator for Urban Development



CLOSE YOUR EYES AND SEE BERLIN