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| Autore                  | Herwig Oliver  |
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| Pubbl/distr/stampa      | Basel ; ; Boston, : Birkhauser, 2008   |
| ISBN                    | 3-0346-0966-3  |
| Descrizione fisica      | 1 online resource (176 p.)   |
| Altri autori (Persone)  | BruceLaura   |
| Disciplina              | 745.20846  |
| Soggetti                | Barrier-free design for older people<br>Industrial design - Social aspects<br>Older consumers  |
| Lingua di pubblicazione | Inglese  |
| Formato                 | Materiale a stampa   |
| Livello bibliografico   | Monografia   |
| Note generali           | "Translation from German into English: Laura Bruce"--Colophon.   |
| Nota di bibliografia    | Includes bibliographical references (p. 173-174).  |
| Nota di contenuto       | Front matter -- Contents -- My Five Hypotheses -- Universal Design means Design for Everyone -- Youth Commodities and Elderly Products -- On Using the Users' Perspective -- Universal Design in Practice: Geared to Age from Head to Foot -- Eye -- Ear -- Hand -- Foot -- How Should We Design a Home? -- The Future will be Easy and Comfortable -- Appendix  |
| Sommario/riassunto      | Die Zukunft sieht alt aus. Wir stehen vor dem größten demographischen Wandel der Moderne, am Beginn des Zeitalters der Senioren. Was erwartet uns, welche Produkte, welche Häuser? Denn die Generation 50+ birgt ein riesiges Potential: Allein in Deutschland verfügen 20 Millionen ältere Menschen über Hunderte von Milliarden Euro, die sie allerdings kaum ausgegeben, weil es keine passenden Produkte gibt. Das Buch gibt aus soziologischer und gestalterischer Perspektive Antworten für Architekten, Designer, Entscheider und Firmen, die sich auf die disparate und anspruchsvolle Zielgruppe einstellen möchten. Es untersucht die Lebensbereiche der Alten - von Kopf bis Fuß - und liefert sowohl Fachbeiträge als auch authentische Fallbeispiele und Reportagen. In einem attraktiven Layout, durchgehend illustriert und mit pointiert verfassten Texten, richtet es sich nicht zuletzt an die Silver Ager selbst, die sich informieren möchten, welche Hilfen Architektur und Design bereithalten, um ihr Leben möglichst unabhängig und angenehm zu gestalten. |

The future is looking old. We are currently at the threshold of the largest demographic transformation of modern times, the advent of the age of the senior citizen. What awaits us - what kinds of products, what kinds of houses? The fifty-and-over generation represents an enormous potential: in Germany alone, twenty million seniors have hundreds of billions of euros, but they hardly spend them for lack of suitable products. This book provides answers from a sociological and design perspective for architects, designers, decision-makers, and firms who wish to respond to the demands of this diverse and discriminating target group. It investigates the various aspects of senior citizens' lives from tip to toe and offers technical articles as well as authentic case studies and reports. Attractively laid out, fully illustrated, and with pointedly written texts, it is also aimed at the silver agers themselves, especially those who would like to find out what architecture and design can do to make their lives as pleasant and independent as possible.

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