

“The challenge for business and industry is to create a world that is age-friendly, accessible and affordable, without being boring, stigmatising or over-protective. The way to meet that challenge is through design...”

Baroness Sally Greenross, former Director General of Age Concern England, the National Council on Ageing



## Latest Updates



### Global Age-Friendly Design Awards 2010

Missed the deadline for submission? Fret not! The deadline has been extended to 10 October 2010. Hurry! Submit your ideas today and stand a chance to win cash prizes and receive your award at Resorts World Sentosa. Don't miss this opportunity again! Submit your entries here.



### International Conference on Design for Ageing 2010

Recognising that ageing no longer holds the grim prospect of simply growing old, but opens doors to new adventures, >60 Design Centre is organising the International Conference on Design for Ageing (ICODA) 2010! Registration for the conference has started. Sign up today. Early bird rates end 18 October 2010. For more information please visit here.

### Transit Architecture Design

Ms Shereen Pong, Research Associate at >60 Design Centre, was invited to speak at “Transit Architecture Design” on 20 September 2010. This 5-day course was jointly organised by Land Transport Authority and Singapore Institute of Architects. Her talk focused on guidelines to creating age friendly public signage. For more information on our recent activities, please visit here.



## BUSINESS CLINIC

**Unsure how to embrace design? Let >60 Design Centre help you.**

As the world ages, the needs of customers can and will change. User observation, trend research and prototyping are parts of the design process that can help you keep in touch with your customers, while building new markets at the same time.

Companies, especially Small and Medium Enterprises (SMEs), who wish to know more about universal design and how its application could help retain existing customers, alongside winning new business, are invited to the sessions below.

#### Event Information

**Date:** Every 2nd Thursday of the month

**Time:** 9.30 am - 5.30 pm

**Venue:** >60 Design Centre

Simply drop us an email at [events@greaterthan60.com](mailto:events@greaterthan60.com) or call us at **(65)-67806786 / 67806797** for an appointment, and we will help you position your business for a move into new markets.