Are You **Disadvantaged** by Design?

How Hidden Gender, Age and Body Biases in Fashion, Product and Building Design Influence Your Everyday Life

**KATHRYN H. ANTHONY**

8 NOVEMBER 2012
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What were the designers thinking—or were they? Why do certain designs create points of pain—and what can we do about them? Why are some people unfairly disadvantaged by the design of particular spaces, places, and products, while others are not? On the flip side, what innovative designs create level playing fields that advantage us all? This presentation reveals hidden gender, age, and body biases that disadvantage by design—along with award-winning designs for fashion, products, and buildings that respond to gender, age, and body diversity. Secret biases in design can advantage or disadvantage us in different ways, and their power is immense. You will become more aware of how the design of the clothes you wear, the products you use, and the spaces you visit every day influence you in ways that you never thought about before.

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on 8th November 2012 at 19:30 in Journalists' House, Nicosia
[12 RIK Avenue, Aglantzia] www.eng.ucy.ac.cy/ARCH