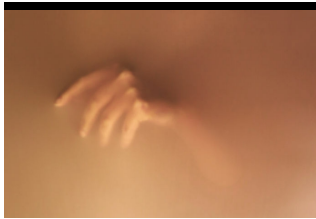


MILAN 2019: DIFFERENT BODIES AIMS TO MAKE DESIGN FULLY INCLUSIVE

By Rachael Stott

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Milan – Masters students from Danish university **KADK** put universal design on the agenda at this year's Milan Design Week.

Working in collaboration with the **Bevica Foundation**, an organisation that works to improve social inequality of people with disabilities, the Different Bodies exhibition highlights how no body is the same, yet designers often cater to a standardised, average human being. This often excludes those that don't fit the mould of this non-existent 'perfect body' and goes against one of the UN's Sustainable Development Goals: leaving no one behind.

The students personally experienced how those with disabilities navigate such surroundings through a series of workshops, applying the learnings to the exhibition. Its Skin Hunger area addressed how a lack of human-to-human touch can be detrimental to our wellbeing, with visitors invited to interact with a large, tactile membrane-like wall that reacted to their touch.

Different Bodies highlights how brands across all sectors need to ensure that inclusivity is not an add-on to innovation and design development, but engrained in all aspects of design from conception. For more on how creative practitioners are tackling inequality in design, read our **Implicit Inclusivity** design direction.