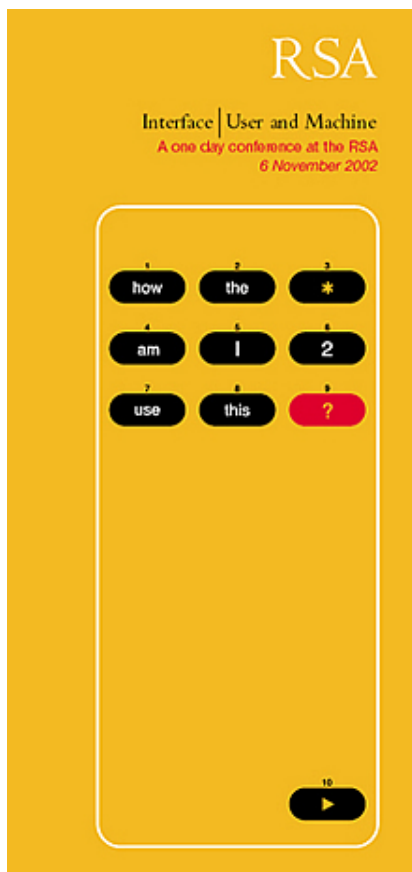


News & Events
—Conference

Interface: User and Machine

A one day conference at the RSA
on 6 November 2002

Speakers
Sponsors



Technology affects our lives in many different ways. All too often, though, the interaction between that technology and the user becomes frustrating and at worst debilitating. However, things are beginning to change. Products and services that have been inclusively designed are gradually appearing in the marketplace. Yet despite a strong commercial argument for adopting this strategy many companies are still wary of it.

This conference, chaired by RSA President, His Royal Highness the Duke of Edinburgh, will explore the relationship between users, manufacturers, designers, engineers and retailers. Speakers from a range of backgrounds will present their views before participating in an open discussion.

Following the conference a publication will be produced recording the issues raised and setting out an agenda for action.

Registration fee:
£150 (includes lunch)

For further information, or to receive a booking form, please contact Amy Bush at the RSA on T +44 (0)20 7451 6803 or by email amy.bush@rsa.org.uk

↑
Top
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Speakers

Professor Anne H Anderson OBE

Director, PACCIT (People at the Centre of Communication and InformationTechnologies), an ESRC/EPSRC/DTI research programme

Jeff Patmore

Head of Internet and Multimedia Design and Solutions, BTextact

Professor Sir Christopher Frayling

Rector, Royal College of Art and Chairman, Design Council

Professor Roger Coleman

Director, Helen Hamlyn Research Centre, Royal College of Art

David Johnston

Digital Director, Philips

Catriona Land

European Director for Own Brand, ASDA

Dr John Clarkson

Department of Engineering, University of Cambridge

Maura Shea

Human Factors, IDEO

David Yelding

Director, RICAbility

Other speakers and panel members will include

Robin Hutchinson,

Head of Communications, The Guide Dogs for the Blind Association

David Frohlich

Senior Research Scientist, Hewlett-Packard Laboratories

Mike Carr

Director, Enterprise Venturing, BTextact Technologies

Professor Alan Newell Department of Applied Computing, University of Dundee

Colette Nicolle

Research Fellow, Human Factors and Ergonomics, Loughborough University

Päivi Tahkokallio

Project Manager, STAKES, Helsinki, Finland

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The conference is in partnership with

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People at the Centre of Communication and Information Technologies
An ESRC/EPSC/DTI research programme

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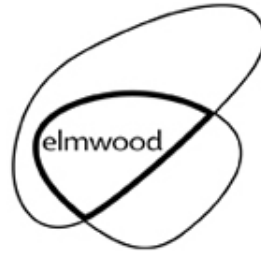
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**Top
Speakers**



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[↑](#)
Top

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