Experiential Design – Rethinking relations between people, objects and environments

- Paper / Proposal Title:
  Everyday Products: A Co-Design Collaboration

- Author(s) Name:
  Assistant Professor Adam Feld

- University or Company Affiliation:
  The University of Louisiana at Lafayette

- Abstract (300 words):
  Have you ever tried to tie your shoe with one hand? How about chopping a carrot or tying a fishing lure? For most people these everyday tasks are not difficult to preform but for those with hemiplegia it can be difficult if not impossible. A potential byproduct of a stroke, Hemiplegia “is a condition that leads to loss of motor control on one side of the body,” (Hemiplegia) that normally affects the dominant side of the body. According to the American Heart Association, “Someone in the U.S. has a stroke every 40 seconds on average.” This results in a large population of stroke victims. Dealing with this condition has led to at-home/do-it-yourself products that attempt to allow for completion of tasks but can be dangerous to use or obviously assistive. Persons who have suffered a stroke do not want to call more attention to themselves but want to participate in everyday activities as they once did. In a studio class setting, how do you convey to students what it is like to live with this condition and then to design products for it? This pedagogical paper will document a collaborative and co-designed project, between the Industrial
Design program and the Communicative Disorders Department, specifically Speech Pathology, to design everyday-use products for persons with hemiplegia.

• **Author(s) Biography (200 words each):**

Adam Feld is an assistant professor of Industrial Design in the School of Architecture and Design (SoAD) at the University of Louisiana at Lafayette. He has an Associate of Applied Science in Visual Communication from Sinclair Community College, a Bachelors of Science in Industrial Design from the Ohio State University, and a Master of Design from the University of Cincinnati School of Design, Art, Architecture and Planning (DAAP). In 2018 Adam was awarded the Young Educator of the year from the Industrial Designers Society of America (IDSA) at the International Design Conference in New Orleans, Louisiana. Feld teaches the third year studio sequence in addition to support courses such as ideation visualization and portfolio development. Special projects he has worked on with his students are: Working with the Communicative Disorders Department on a project to design products for stroke victims, Project Pilot Run where students partnered with RedBull to develop a Bike Bag for a professional BMX rider, and Project Pilot Run 2point ZeRo another RedBull sponsored project where students developed a live-streaming bag for a professional e-Sports athlete. He currently lives in Carencro, Louisiana with his wife and two children.