Design for Dignity, an exhibition of Swedish design solutions for the disabled
Showcases 22 innovative products at WeSchool

Exhibition celebrates the spirit of the disabled from India and Sweden and shows
the wayto creating equal opportunities for the disabled for inclusive growth

Mumbai, September 21, 2016: The Consulate General of Sweden along with the
Swedish Institute hosted the preview of the Swedish design exhibition titled Design for
Dignity along with a photo exhibition titled AccessAbility at Prin. L N Welingkar
Institute of Management Development & Research (WeSchool) this evening. Design for Dignity, curated by Ace designer Ms. Margarita Bergfeldt Matiz, showcases 22
diverse innovative Swedish products that include foldable ramps, first generation of
prisma pedestrian signals for those with impaired hearing or vision, easy-to-carry
shower and toilet chair, a listening system that uses digital signal processing
technology to filter out background noise and enhance speech, a hassle-free Braille
printer for high volumes of braille production, the super-light wheel chair, tetra packs for
those with reduced hand functions, cutlery for easy eating, comforters to remain calm
and many more.

While Design for Dignity highlights the importance and benefits of being inclusive
when developing products for the future, AccessAbility speaks of everyday stories of
Swedish and Indian individuals with disability, their hopes, dreams and aspirations. The
preview was attended by project stakeholders from Sweden and India, researchers,
manufacturers, doctors, academia, representatives from NGOs along with students and
faculty from WeSchool. The exhibition will be open to all from Sept 20th – Sept 29th,
2016, Tue - Thur, 11.00 am - 4.00 pm.

While welcoming the gathering, Prof Dr Uday Salunkhe, Group Director, WeSchool
said, "WeSchool is pleased to collaborate in this initiative of bringing in awareness and
sensitization about living life with disability and design for dignity for people with
disabilities. As responsible citizens I believe that it is our responsibility to provide an
ecosystem that gives persons with disability a true opportunity to contribute using their
abilities as this will play an important role in boosting their confidence as equal partners
in society and enable them to leverage their abilities. As WeSchool we are pleased to
bring in this sensitivity among our students, and open their mind and heart to ensuring
they create enabling environments as future leaders when they take their place in the
world of work."

While applauding the efforts by Swedish Consulate in hosting the event in collaboration
with WeSchool, Advocate Mr. S.K Jain, Chairman, LMC, WeSchool and Shikshana
Prasarak Mandali said," As more and more of the millions of disabled in India aspire
to join the mainstream workforce to contribute their mite to the nation’s growth story, it
becomes essential to create an environment with enabling systems and solutions where
persons with disability are able to have access to education, opportunities for careers
and lead lives of dignity. With its focus on design and innovation and the spirit of We
Link and Care, WeSchool is committed to nurturing the global Citizen leaders not only
through its academic programs but also by changing their lenses so that they are able
to work with sensitivity and empathy for the benefit of all stakeholders in the global society.”

Mr. Nils Eliasson, Consul, Consulate General of Sweden in Mumbai said, “It is great to be associated with a very sensitive initiative that provides solutions to persons with disabilities. The products showcased today will help specially-abled people to lead a quality life.”

The expert curator of the exhibition, Ms. Margarita Bergfeldt Matiz spoke about the history of Swedish design and the importance of the right for an equal and dignified life for all while introducing a different perspective on the concept of disability. “In Sweden we haven’t yet fully won the battle for equality for disabled people, and the participants’ stories say a lot about the Swedish disability policy. Giving everyone a chance to be seen and heard is a step along the way to not seeing people with disabilities as a homogeneous group but as individuals with different needs. The personal stories of this exhibit and the design products on show can hopefully initiate discussions and strengthen cooperation internationally on accessibility, dignity and disability policies.”

Mr. Jan Campbell Westlind, Consul, Consulate General of Sweden in Mumbai said “Design isn't just about image; it's about practical solutions, improving experiences and enriching the quality of life for the disabled. This exhibit highlights the importance and benefits of being inclusive when developing products for the future.”

After its stint in Mumbai, the exhibition is scheduled to travel to other countries like Singapore, Macedonia, Belarus, Latvia and Brazil.