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**3rd UITP  
8-9 November 2007, Lisbon, Portugal  
Organised by the UITP Design and Culture Platform**

**Total design (PowerPoint - Video)**

Patrick Le Quement, Directeur Design Industriel, Technocentre Renault, Guyancourt, France

**Session 1: Designing for people - and meeting customers' expectations (comfort, feeling safe, etc) with better design (Top)**

**London Underground's design management activity (Biographical note/Abstract/Full text - PowerPoint)**

Andrew Rolph, Design Strategy Manager, London Underground Limited, London, UK

**More customers by design (Biographical note/Abstract/Full text - PowerPoint)**

Siep Wijsenbeek, Design Triangle, Cambridge, UK

**Pioneer improving customer experience in an innovative train (Biographical note/Abstract/Full text - PowerPoint - Video)**

Peter Boom, Strategisch Consultant, Lloyd's Register Rail Europe B.V., Utrecht, The Netherlands

**Use = (Expectation + Experience) x need (Biographical note/Abstract/Full text - PowerPoint)**

Luke Harmer, Transport Design Researcher, Royal College of Art, Warwick, UK

**Session 2: The importance of a strong corporate image for public transport (Top)**

**The importance of design within an expanding transportation system (Biographical note/Abstract - PowerPoint - Macromedia Flash)**

Maya Emsden, Deputy Executive Officer, County Metropolitan transportation, Authority, Los Angeles, USA

*E To see the Macromedia Flash file included with this presentation, click on "Macromedia Flash", then choose "run" two times. To close the presentation, press "escape" on the keyboard*

**From values to design (Biographical note/Abstract - PowerPoint - Video 1-2-3-4-5-6)**

Pia Bech Mathiesen, Danish Railways (DSB), Solvgade, Denmark

**JR East's design policies and activities (Biographical note/Abstract/Full text - PowerPoint)**

Yukiko Ono, Management Planning Dept, East Japan Railway Company (JR East), Tokyo, Japan

**Moving in the right direction with the help of complete design and visual identity**

**(Biographical note/Abstract - PowerPoint)**

Julia Lila, Graphic Designer, Helsinki City Transport HKL, Helsinki, Finland

**Session 3: Examples of well designed vehicles and infrastructure (stations, shelters, waiting areas, signage, information systems, accessibility systems, lighting, etc) (Top)**

**Station furniture and signage (PowerPoint)**

Filipe Trigo, Communication and Image Department, Metropolitano de Lisboa, Lisbon, Portugal

**Universal Design: Enabling people to travel with confidence (Biographical note/Abstract/Full text - PowerPoint)**

Ann Frye, Chair, Former Working Group on Access & Inclusion, International Transport Forum, Paris, France

**Design Process of the Multi Modal Interchange Service To Liverpool John Lennon Airport (Biographical note/Abstract/Full text - PowerPoint)**

Paul Johnson, Chief Corporate Planner, Merseytravel, Liverpool , UK

**Session 4: Public art and cultural actions - improving the image of public transport (Top)**

**Cultural actions at Sao Paulo Metro (Biographical note/Abstract/Full text - PowerPoint)**

Flavia Audra Cutolo, Head of Marketing and Communication Department, Companhia do Metropolitano de Sao Paulo Metro, Sao Paulo, Brazil

**Art on the Underground (Biographical note/Abstract/Full text - PowerPoint)**

Tamsin Dillon, Head of Platform for Art, London Underground Limited, London, UK

**New principles, new stakes (PowerPoint)**

Yo Kaminagai, Responsable de L'Unité Design & Projets Culturels, Régie Autonome des Transports Parisiens(RATP), Paris, France

**The Stations of Art of Metronapoli (Biographical note/Abstract/Full text - PowerPoint)**

Maria Corbi, Art Stations Manager, Metronapoli S.p.A., Naples, Italy