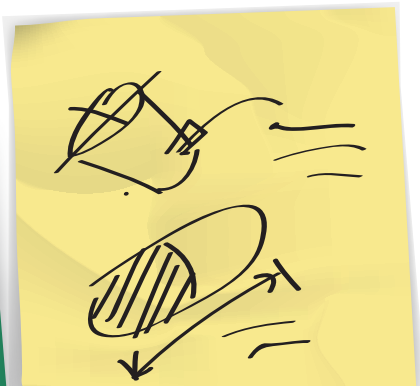
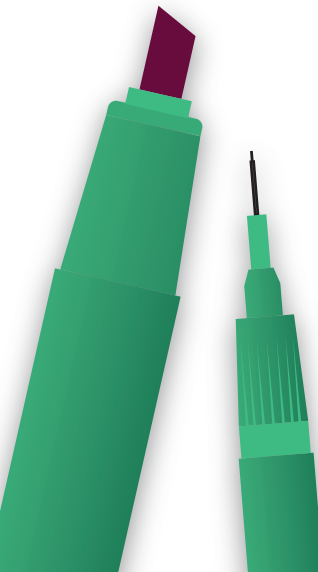




Announcing a call to participate in the second 24hr Design Challenge at the 3rd European **Design4Health** conference in Sheffield, UK from 13<sup>th</sup> to 14<sup>th</sup> July

# 24hr Design Challenge

13<sup>th</sup> - 14<sup>th</sup> July 2015 | Parkinson's Disease



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Following on from the success of the initial 24hr Design Challenge at **Design4Health2013**, we are very pleased to announce a second challenge spanning the first two days of this year's conference. The theme this year is Parkinson's disease, a progressive neurological condition that affects around 10 million people worldwide. The impacts of living (and caring for someone) with Parkinson's disease are complex and deeply personal - as such, we are recruiting people who live (or care for someone) with Parkinson's, designers and Parkinson's specialist clinicians to take part in this year's user-centred design challenge.

This user-centred approach is powerful, with well-resolved concepts delivered at the end of the event. These concepts are judged by a panel of experts, who have intimate knowledge of the conditions and the design process. There will also be a 24hr Design Challenge People's Choice Award, voted for by conference delegates.

The 24hr Design Challenge format was developed by **Professor Julia Cassim** of the Kyoto Design Lab, part of the Kyoto Institute of Technology, who is co-facilitating this event and conference with the Art and Design Research Centre here at Sheffield Hallam University.

We will provide accommodation for Challenge participants on the night of the 13th July (the first half of the 24hr challenge), and the event will be catered. However we are unable to provide transport to the event.

To register a place at this event, or for more information, please email Matt Dexter at: [matt.dexter@shu.ac.uk](mailto:matt.dexter@shu.ac.uk)



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