



TRY TO SEE THINGS MY WAY

(it's only possible to read the message if you are looking at it from the t-shirt / bag / badge wearers point of view)

It's a simple and direct message, recognizable to all, and if you have managed to read the message, probably pushed by curiosity, you have done just that: you have put yourself in the other persons point of view.

You have made an effort, overcome an obstacle, and read the message by turning your head or read it upsidedown, which puts you in the situation of many people who everyday are facing "obstacles that mankind has illogically created", at the same time it tells you that we are not all the same, but we need to be understood and included. The message encourage you to look at "things" from a different point of view, this can also be understood as an invitation to design things so that they become "accessible, convenient for everyone in society to use and responsive to evolving human diversity", and this is EIDD's message.

TRY TO SEE THINGS MY WAY
EIDD Design for all Europe