



2006 Southern Cross/NZiRA visiting fellow

NZiRA is delighted to announce that PATRICIA A. MOORE President of Moore Design Associates has been appointed as the Southern Cross/NZiRA fellow for 2006. We are extremely grateful to Southern Cross Healthcare for their generous sponsorship which has made this possible.

Patricia will be in New Zealand from mid-September to Mid-October this year. She will travel around the country making presentations on the design implications of population ageing and on 'inclusive design'. There will be public lectures in the main centres as well as presentations at meetings of Southern Cross members and corporate staff.

Patricia Moore is an internationally renowned gerontologist and designer and a leading authority on consumer lifespan behaviors and requirements. Her broad range of experience includes Research, Product Development and Design, Environmental Design, Package Design, Transportation Design and Market Analysis. Clients include: AT&T, Baxter Healthcare, Bell Communication, Beverly Enterprises, Canadair, Corning Glass, General Electric, GTE, Heritage Healthcare, International Playtex, Johnson & Johnson, Johnson Wax, Kimberly Clark, Kraft General Foods, LOrad, NASA, Norelco NA, Merck, Sharp and Dohme, Manor Care, Marriott, Maytag, Monsanto, OXO, Personal Products Company, Procter & Gamble, Searle Laboratories, Sunbeam NA, 3M, Valley Metro Rail, and Whirlpool.

Patricia is a frequent international lecturer, media guest, author of numerous articles; the books *DISGUISED: A True Story*, *The Business of Aging* [2005], and *OUCH! Why Bad Design Hurts* [in work]. She is co-author of the American National Standards Committee on Anthropometry, a member of the Board of Trustees of the American Physical Therapy Association, the Harrington Arthritis Research Center, the Herberger Center for Design Excellence at Arizona State University, the Advisory Board of CARF [Certifying Association of Rehabilitation Facilities], and The American Occupational Therapy Association.

Patricia Moore holds undergraduate degrees in Industrial & Environmental and Communication Design from the Rochester Institute of Technology (Awarded "Alumna of the Year" 1984), and graduate degrees in Psychology and Counseling and in Human Development (Social Gerontology) from Columbia University; Completion of Advanced Studies in Biomechanics at New York University's Medical School & Rusk Institute.

Patricia's programme, in outline, is as follows:

20 September

Arrive Wellington

3 October	Hawkes Bay*
4-5 October	Wellington*
6-9 October	Christchurch*
10-11 October	Dunedin
12-16 October	Auckland*
17 October	Hamilton
18 October	Tauranga*
19 October	Leave Auckland

* Indicates Southern Cross events arranged in these centres.

Here are some of the topics which Patricia has offered:

- § Assistive Technologies for Ageing in Place
- § Holistic Health for Quality of Life for All Ages
- § Rehabilitative Medicine for Maintaining Independence & Wellness
- § Mobility: A Lifelong Challenge of Autonomy
- § Environmental & Product Design: The Creation of Inclusive Solutions for the Lifespan
- § A Consumer Approach to Ageing & Maintaining Quality in Life
- § Universal Design: Environments, Products & Services for the Lifespan
- § AGEISM: What It Is, When to Confront It; How to Make It End



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