



Universal Design Living Laboratory

Universal Design PBS Television Documentary Executive Summary

Executive Producers

Rosemarie Rossetti, Ph.D. and Mark Leder
Universal Design Living Laboratory
1008 Eastchester Dr.
Columbus, OH 43230-6230
614-471-6100
Rosemarie@UDLL.com
www.UDLL.com

Fiscal Agent and Senior Content Director for WOSU, a PBS Station

WOSU Public Media, The Ohio State University
Brent Davis, Senior Content Director
2400 Olentangy River Rd.
Columbus, OH 43210
614-292-9678 Ext. 49912
brent.davis@wosu.org
www.wosu.org

Producer, Writer and Co-Director

Nancy Paul, President
Nancy Paul & Associates, Inc.
947 East Johnstown Rd.
Columbus, OH 43230
614-471-2991
Npaulassoc@cs.com
www.NancyPaul.com

Rationale for the Documentary

The world of 25 years ago is vastly different than the world of today and it will be vastly different 25 years from now.

At the beginning of this new century the public is experiencing tremendous social and technological revolution. Baby boomers have started to turn 60, the Internet and digital communication is the standard way to communicate. Think about how people lived in the

80's. How did they communicate – learn – work – live – play? How were homes built? How has the family structure changed?

Now 26 years later, people don't work the same. They have jobs with different names and jobs that didn't even exist in 80's. How people work and play today is affecting the way they live. This change has resulted in homes that no longer conform to the occupants' needs.

One thing that is happening today that is helping to set the standard for tomorrow is the Universal Design Living Laboratory national demonstration home. This home will be a “real-world” laboratory demonstrating concepts, materials, designs, and construction techniques that can be replicated in homes of any size or price range.

Universal Design Defined

Universal Design is a framework for the design of places and products benefiting the widest possible range of people in the widest range of situations without special or separate design. Environments designed utilizing these principles are usable by all people, to the greatest extent possible, without the need for adaptation or specialized design. Universal Design is able to accommodate people at all life phases.

This Universal Design Living Laboratory national demonstration home will serve to help people better understand how to create a living environment that will be more comfortable and enhance their quality of life. The Universal Design Living Laboratory will serve as a resource to bring about awareness of Universal Design to the public and the building industry.

Mission of the Project

Rosemarie Rossetti, Ph.D. and Mark Leder, wife, a husband and wife team, are on a personal mission to increase the awareness and discussion centered on the home of the future. Rosemarie feels that the time has come for mainstream America to realize there are options on how to enjoy a comfortable lifestyle environment at home. She wants to bring the discussion about Universal Design, green building, healthy home, and technology – a marriage of all four – to the forefront of our minds. And, that is why she has created the Universal Design Living Laboratory. The home of the future is happening now and is available and affordable for everyone.

Rosemarie and Mark's mission is to tell everyone they don't have to be bound by their home. They believe the time has come to share the designs of the future with everyone. Everyone CAN learn, live, work, play and grow old in their homes. They are not bound by the ways of the past. They can save time and energy, live more independently, and be healthier in their own homes. There are materials and products available to change their circumstances now!

Americans are living longer. Census projections estimate that in 30 years, more than 20 percent of the population will be over 65. More and more people among this aging population prefer to grow older — and maintain their active lifestyles — in their own

homes rather than a skilled nursing facility. They prefer their own comfortable surroundings. The average cost of home health care is significantly lower than the average cost of living in a nursing home. More importantly, they still feel in control of their lives and can maintain their psychological independence. Therefore, it makes sense for home owners to live in homes that provide livability for the long term.

This documentary will afford the opportunity to educate the public about how meeting the needs of baby boomers, seniors, and people with disabilities.

PBS Documentary and DVD

This high definition, one hour television program will be offered to PBS stations nationally. In addition, an extended version of the documentary will be produced. The DVD will contain bonus sections of extensive interviews with Universal Design experts, aging experts, and product manufacturers with construction footage not shown on the documentary. This bonus section will become an outstanding industry educational product. Sponsors will have the opportunity to add footage that markets their products, services, companies, and organizations. The DVD will be advertised to viewers during the airing of the program. The DVD will be available for worldwide sale and distribution through the Internet.

This program will teach home buyers/builders/remodelers/architects/designers about the features, benefits, value, and costs of Universal Design. It will teach consumers what is possible, showing them a world that can exist. The program will create dialogue between homeowners and the building, remodeling, architectural and design industries, enabling viewers to find resources and experts. As a result, this program will serve as a catalyst to promote a positive lifestyle change resulting in consumers clamoring for Universal Design features. Having awareness of these design principles will result in more homes being built/remodeled using these principles.

The result and benefits of the documentary will help to promote and produce homes that will become more livable, healthier, and environmentally friendly, and provide occupants more independence, mobility, safety, comfort, and convenience. Viewers will be more informed and empowered about Universal Design housing principles, features, and benefits that were demonstrated in the documentary. The viewers will be empowered to make more informed choices and decisions regarding their future building and remodeling projects. As a result viewers will enjoy:

- more independence
- more safety
- more accessibility
- more comfort
- an improved quality of life
- the ability to age in their own homes
- the ability to bring aging and/or disabled family members into their homes, providing more independence, thus making these families less reliant on social services and/or nursing homes

This Universal Design television program will showcase the development, design, and construction of the national demonstration home. The show will also include:

- Universal Design principles, features, and benefits, including visitability components.
- Healthy home construction techniques that ensure no known unhealthy products have been used, thus resulting in a healthy home. Products will be integrated into the construction process to provide for good air and water quality; mold and bacteria reduction will be incorporated in kitchen and bath products; carpet and padding will inhibit mold and dust mites; avoiding the use of products with noxious fumes.
- Green building techniques that use sustainable, renewable resources.
- Energy and water efficient building materials that ensure affordable heating, cooling and lighting.
- Technology that improves lighting, home security, energy and water usage efficiently.
- Interviews with experts in the areas of architectural planning, bath and kitchen design, lighting design, and landscape architecture through accessible gardening.
- Leaders and pioneers in Universal Design will share information on how homes are built today and how they anticipate homes will be built in 2020.
- Showcasing the criteria and product selection for the home.

This program will address the trends and social issues that are affecting America today:

- A. 78 million baby boomers are starting to turn 60. This is the largest bulge of people in 100 years.
- B. More people acquire a disability each year with 56 million people living with disabilities. This population is in need of affordable and accessible housing in livable communities. 70 percent of the people with disabilities are not employed and have few assets. 66 percent live below the poverty level. This population has few options for housing and fewer choices for Universal Design housing. They are forced to live with family, losing their independence. They are “stuck” in their own homes trying to accommodate a lifestyle with a disability within a home that is not user friendly.
- C. People are living longer.
- D. Health care costs are spiraling upward.
- E. Senior housing is expensive, and in many cases seniors lose their assets when moving into senior housing alternative communities.
- F. The majority of the middle class and working class baby boomers have not saved for retirement. Where will they live? Are they all going to into nursing homes? If they are injured, what kind of strain will be placed upon our rehabilitation centers and hospitals?
- G. Multiple generation families living together are once again becoming more common.
- H. Increasing costs of new homes.

- I. Home office and telecommuting due to rising commuter costs.
- J. Technology and the way we work using the Internet.
- K. Energy costs are rising.
- L. Natural resources are becoming depleted, leading to the use of renewable and recycled resources.
- M. Current homes contain products that are unhealthy for the residents.
- N. Communities are putting legislation in place to require that affordable housing have Universal Design features, especially when federal funds are used to build these low cost homes. Many communities are requiring new homes to be “visitable”, with no threshold entrances, wide halls and doors, and large bathrooms.
- O. Certification that is currently in place through the National Association of Home Builders (NAHB) through its Aging in Place program.

The time is now to make a difference to educate the consumer, government, institutional and business public about Universal Design. Through the cooperation of the WOSU PBS station production team, Rosemarie Rossetti and Mark Leder, Nancy Paul and Associates, Inc., and the financial support of sponsors, the Universal Design Living Laboratory will become an excellent educational tool to promote and inform the aforementioned public about the benefits of Universal Design.