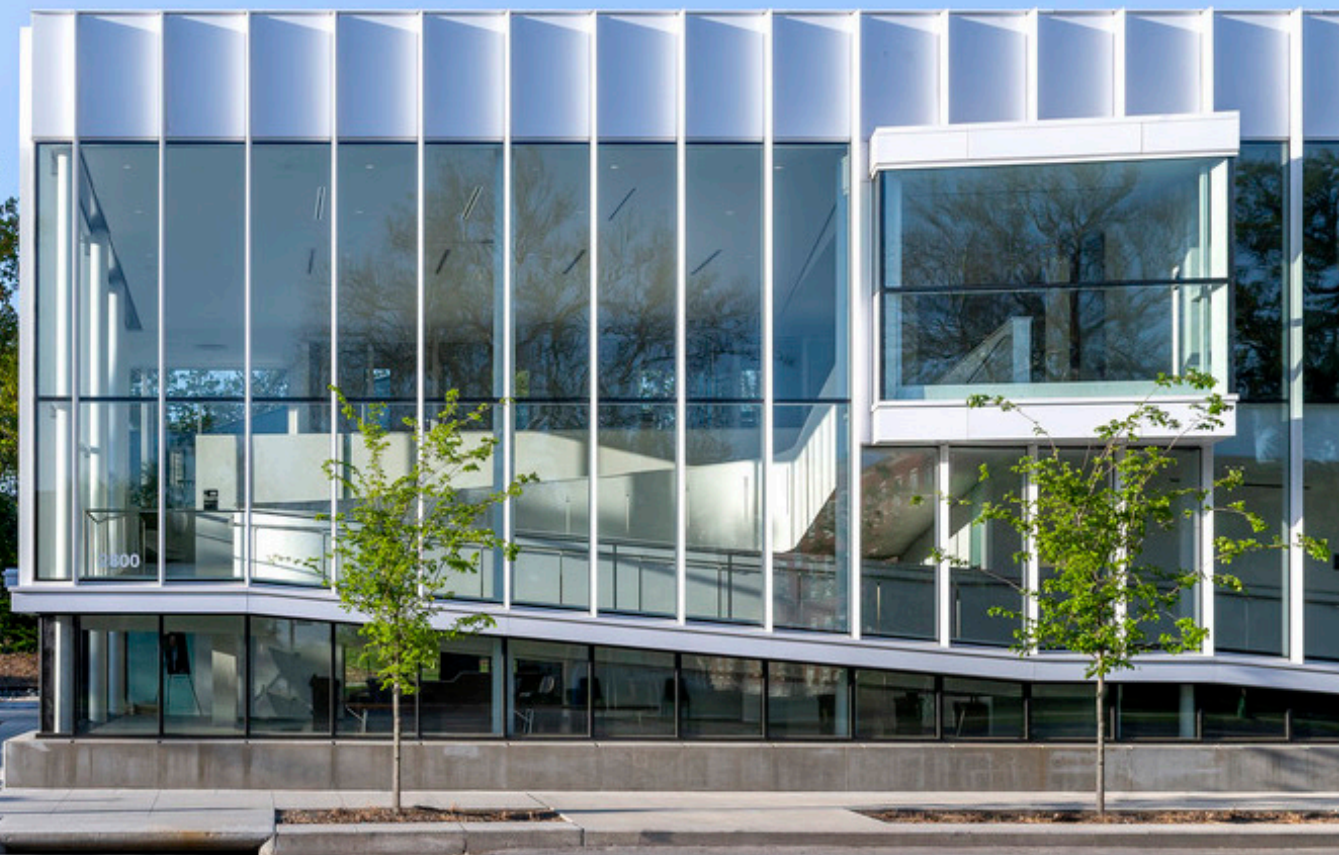


# Inclusive Design


DESIGN SERVICES WITH A VISION TO EXPAND ACCESS FOR ALL  
BY THE HARKIN INSTITUTE + BNIM







# What barriers still exist today?



The Tom and Ruth Harkin Center at Drake University was designed with a human-purposed design methodology to create a building that elevates standards for inclusive design. The facility is home to the Harkin Institute for Public Policy and Citizen Engagement which promotes research and analysis on the issues that defined retired Senator Tom Harkin's career, including the historic legislation, the Americans with Disabilities Act (ADA). The strategies for inclusive design developed in this project provide a model for architects and designers to create buildings and landscapes that are guided by a spirit of empathy and inclusivity.

BNIM worked closely with the Harkin Institute and their core disability advisory committee to understand needs that were not being met in the built environment and posing a key question which guided the direction of the design process — "What barriers still exist today?" The answers that emerged from these discussions, design meetings, and research provided deeper insight into how design must do better to address challenges and barriers faced by the disability community. Emerging from this work is *A Guidebook of Strategies for Inclusive Design*, currently being developed, that will help create a unified approach to inclusive design in the architectural and design profession that exceeds current ADA requirements by recognizing the broad spectrum of human need rooted in inclusion, empathy, and equity.



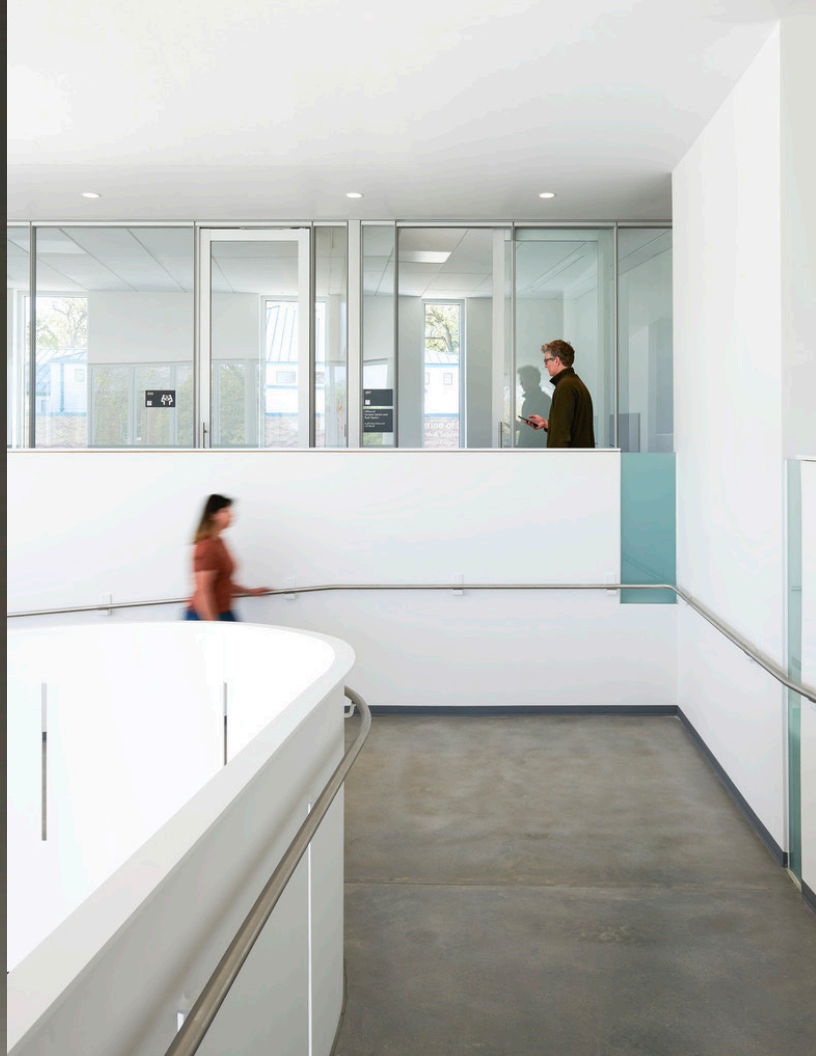


Through the development of this building project, it became evident through organizations reaching out inquiring how to elevate above the baseline created by the ADA, that a vision for design assistance as a consulting service was formed as a collaborative effort between The Harkin Institute and BNIM. A goal is to expand *access for all* to many projects across the US by identifying and convening stakeholder groups for projects, facilitating inclusive design discussions, sharing what we have learned, and illustrating how strategies could be implemented on projects of all types.









The Harkin Institute was founded on the premise that good public policy is best achieved when policymakers have access to high quality information, political processes are open and well-understood and citizens are informed and active participants.

We also believe that good public policy requires communication, collaboration and courtesy from everyone involved. This belief underlies The Harkin Institute's five core values of inclusion, education, respect, accessibility and opportunity.

---

#### ***Inclusion***

We strive to include people from the widest possible range of backgrounds and beliefs. The Harkin Institute is a non-partisan organization that believes the best solutions come from creating dialogue among highly diverse speakers, special guests, and community audiences.

#### ***Education***

We develop new and innovative educational opportunities for both Drake University students and members of the local, state, and national communities. We facilitate collaboration between students and faculty in specific areas of research, enhance curriculum with internships, and offer programing on a wide variety of relevant socio-political topics.

#### ***Respect***

We encourage respectful conversation among people from diverse backgrounds about important policy issues. Not only does respectful discussion focused on ideas and issues improve the outcome of the discussion, it improves the overall tenor of public dialogue.

#### ***Accessibility***

We strive to ensure institute programs and contents of The Tom Harkin Collection are open to all who seek to use them to help advance public policy in the United States. Guided by our founder's work in creating the Americans with Disabilities Act, we understand that solutions are best achieved when problems can be addressed by people from every ability level. Thus, we work to ensure all resources and opportunities presented by The Harkin Institute are inclusive and accessible.

#### ***Opportunity***

We create opportunities for people of all backgrounds to learn from and interact with each other, along with nationally known policy experts and other national and international figures who have improved the quality of life for Americans and our global peers.

---





We deliver beautiful, integrated, living environments that inspire change and enhance the human condition.

The 2011 National Architecture Firm Award Winner, BNIM is an innovative leader in designing high performance environments. Through an integrated process of collaborative discovery, we create transformative, living design that leads to vital and healthy organizations and communities.

---

#### *Core Values*

We seek a better way.  
We are committed to long term thinking and measurable improvement as a way of life.  
We seek to increase the vitality of people, planet and prosperity equally.  
We are passionate about generous design, it inspires people and changes the world.  
We insist on being excellent – in execution, performance and results.  
We care about what our buildings do and how they positively impact lives.  
We operate with a spirit of authenticity and servant leadership.  
We embrace diversity in our culture – in perspective, voice and skills.  
We promote integrated thinking and a collaborative dialogue of discovery.  
We embrace the challenge of innovation and the advantage of replication.

---

BNIM's instrumental development of the USGBC, LEED and the Living Building concept, combined with projects, methods and research, shaped the direction of the sustainable movement. Through this involvement, the firm has redefined design excellence to elevate human experience together with aesthetics and building performance. In practice, this multifaceted design excellence has yielded national acclaim, including the AIA National Architecture Firm Award, and consistent design recognition nationally and internationally.

BNIM is Building Positive. This notion describes how BNIM leverages its collective capacity for design thinking to solve local and global issues in a way that is focused on building the positive attributes of community and the built environment. As a multidisciplinary firm that is building positive, our disciplines collaborate significantly on meaningful work that is carefully conceived for multiple returns and measurable results.

#### *Human Purposed Integrated Design*

Our approach to meeting design challenges is a resolute commitment to Human Purposed Integrated Design, or HPID.

**HP |** Human Purposed is a deep commitment to humanity as the origin of inspiration, innovation, and prosperity.

**ID |** Integrated Design is the delivery of insights enabled by clear communication among a diverse team of active collaborators with refined expertise.

Our HP.ID process stresses the human component of design because in a world of algorithmic music selection and suggestive online selling, humans have insights, instincts, and vitality that must be valued above all. Human Purposed Integrated Design supports invaluable human insight by focusing on specific needs that can be met and enhanced through inspired design:

*Beauty/Inspiration*  
*Comfort/Wellness*  
*Connectivity/Collaboration*  
*Achievement/Performance*  
*Agility/Resilience*

We seek disruptive innovations that are comprehensive and exceed performance requirements across multiple measures.

---

