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**Universal
 Design
 Living
 Laboratory®**

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NEWS RELEASE: FOR IMMEDIATE RELEASE

UNIVERSAL DESIGN EXPERT TO SPEAK AT HOSPITALITY DESIGN EXPO & CONFERENCE

Columbus, OH April 6th, 2009 – Rosemarie Rossetti Ph.D., internationally known speaker and advocate for people with disabilities will address architects, designers and their clients in the hospitality industry to incorporate Universal Design elements into all new construction and remodeling projects. She will speak at the Hospitality Design Expo on Friday May 15th at 1:00 P.M.

Not your typical, “don’t forget to add a ramp” discussion, Rossetti will explain how Universal Design goes beyond traditional considerations of “accessibility” to make a better environment for all guests. Guided by her personal experiences and extensive travels, as one who uses a wheelchair, take a roll with her through sample hospitality facilities to see common problems and challenges that design, layout, and materials present to people with disabilities. Come away with solutions that provide more accessibility, greater independence, and increased safety for guests.

Universal design is human-centered design, accommodating people of all sizes, ages, and abilities. The term Universal design (UD) was coined by Ron Mace at the North Carolina State University. It provides a framework for the design of environmental spaces and products benefiting the widest possible range of people in the widest range of situations without special or separate design.

Rossetti knows from personal experience the difficulties people face when circumstances change due to either injury or simply aging. Rossetti said, "Ten years ago, a spinal cord injury left me paralyzed from the waist down. I came home from the hospital in a wheelchair and realized just how unaccommodating my two-story home was to me. My life change was sudden; for others life changes more gradually such as with aging or degenerative illness."

To help advance the concepts of Universal Design, Rossetti’s mission is to educate designers and architects on the essential elements that make UD easily integrated, cost effective and attractive. Her talk will help those in the Hospitality Design arena to offer independence and safety to a greater number of guests.

Rossetti and her husband are building a national demonstration home, the Universal Design Living Laboratory in Columbus, OH to showcase Universal Design, green building and healthy home construction.

Universal design features that experts agree should be incorporated into floor plans and product specifications include:

- Step-free entrances
- Lower rocker style light switches (36" above the floor)
- Lever handles on doors and faucets
- Higher electrical outlets (25" above the floor)
- Various heights of counters
- Large bathroom with decorative grab bars
- Wood, non-slip tile and a dense weave, low pile (< ½") carpet floors
- 17-19" high toilet seat
- Full extension drawers and shelves
- Adjustable hanging closet rods and shelves
- Step-free roll in shower
- Open knee-space under all sinks

Rossetti will be available for interviews in the Press Room or privately.
 Complete Press Kits available in the Press Room on-site at The Venetian/Sands Expo in Room 203 or
 contact Rosemarie Rossetti: rosemarie@udll.com

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