



People In Place

Inclusivity by Design

A POCKET GUIDE

ShawContract®

What does it mean to be inclusive?



TEXT TO SPEECH WEBSITES + APPS ARE A GREAT WAY TO MAKE YOUR CONTENT MORE ACCESSIBLE. SCAN THE QR TO LISTEN TO THE POCKET GUIDE.

A place we can all belong.

True acceptance and inclusivity begin when we all have access to opportunities and resources. When we are curious. When we are compassionate and empathetic. When we respect each other's right to be exactly who we are. When we listen more than we speak. And when we are all in—for each other. This pocket guide takes a look at what it all means. And it gives you inspiring new ways to consider being even more inclusive in your own work.

The pinky promise represents our shared commitment to people + planet. We pledge to be thoughtful stewards of each other and the earth.



Neutral
is not
enough.

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This is the call to action.

It is how we are making space for all. It is how we can—and must—do more for each other and the world we share. It is our social and environmental responsibility. It is why everybody counts in our approach to design. We are people-powered and human-centric. We are one planet. We cannot afford to be neutral. **Inclusivity happens when we make changes and take action together.**

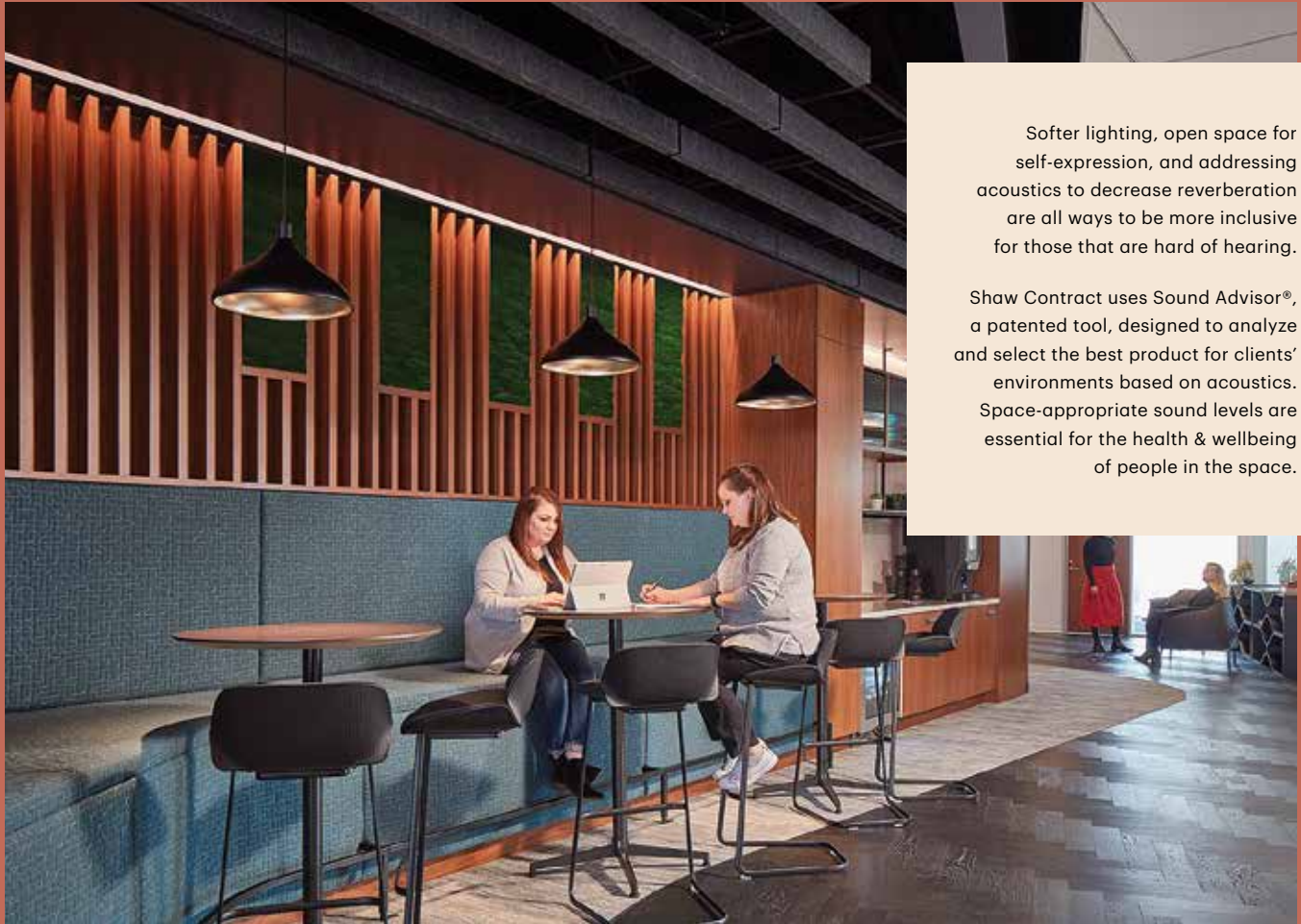
What is it like to be hard of hearing in a space designed around sound?

Out of only 3% of architectural professionals who identify as disabled, just .02% are deaf.

Architectural designer and activist Chris Laing wants to change that. He formed Deaf Architecture Front to build a bridge between the deaf community and spatial practice while shining a light on institutional bias and communication barriers.



SCAN THE QR CODE TO READ THE ARTICLE.



Softer lighting, open space for self-expression, and addressing acoustics to decrease reverberation are all ways to be more inclusive for those that are hard of hearing.

Shaw Contract uses Sound Advisor®, a patented tool, designed to analyze and select the best product for clients' environments based on acoustics. Space-appropriate sound levels are essential for the health & wellbeing of people in the space.

How can we create genuine dialogue among diverse thinkers?

**Shaw Contract created an
online community called
The Listening Room.**

We invited thought leaders from
the global design community
to tell stories, share passions
and exchange ideas. Each
conversation is an opportunity to
speak, listen and make discoveries.

SCAN THE QR CODE TO EXPERIENCE
THE LISTENING ROOM.





There are so many opportunities to learn. They begin when we listen more than we speak. When we are genuinely curious. And when we are more compassionate and empathetic to the viewpoints of all.

How can we open more minds?

Expand your view of what accessibility means.

The developers of the daily word game Wordle created a functional mode with light blue and orange shades that could be easily decipherable by those who suffer from color blindness.

SCAN THE QR CODE TO EXPLORE WORDLE.





“When we start something new, we are all full of biases. We need to first recognize our own thought patterns and unlearn these biases, and then reconnect the dots to design new, inclusive solutions.”

— FRANCESCO ZURLO, DEAN, POLITECNICO DI MILANO SCHOOL OF DESIGN

How can spaces be even more inclusive?

Consider this: not all disabilities can be seen.

Designer Jonah Schatz focuses on environments for individuals with cognitive and neurological disabilities. “We’re not truly practicing diversity in design unless we’re thinking about diverse physical and mental abilities,” he says.



SCAN THE QR CODE TO READ THE ARTICLE.



Jonah Schatz suggests these considerations when designing for those with developmental disabilities.

1. Foster and support self-regulation with quiet or wellness rooms.
2. Create predictable cues and clear circulation.
3. Create subtle, yet defined physical boundaries.
4. Allow informal spaces to reflect a sense of play and exploration.
5. Limit unexpected interactions and create smooth transitions from one environment to another, such as rounded corners.
6. Allow flexibility and choice in terms of things like lighting, seating or individual climate control.
7. Consider proxemics—how personal space relates to our individual comfort—over ergonomics.

How can we design better for people of all ages?

**Start by fostering a
more open community.**

Multi-generational living design takes into account flexibility, adaptability, safety and sustainability while creating spaces for families with different age groups living under one roof. This approach to inclusivity supports connection, longevity and diversity at every age.



SCAN THE QR CODE TO READ THE ARTICLE.



Inclusivity in design means taking into account the needs of all community members, regardless of age, ability or background.

How can we design better for the visually impaired?

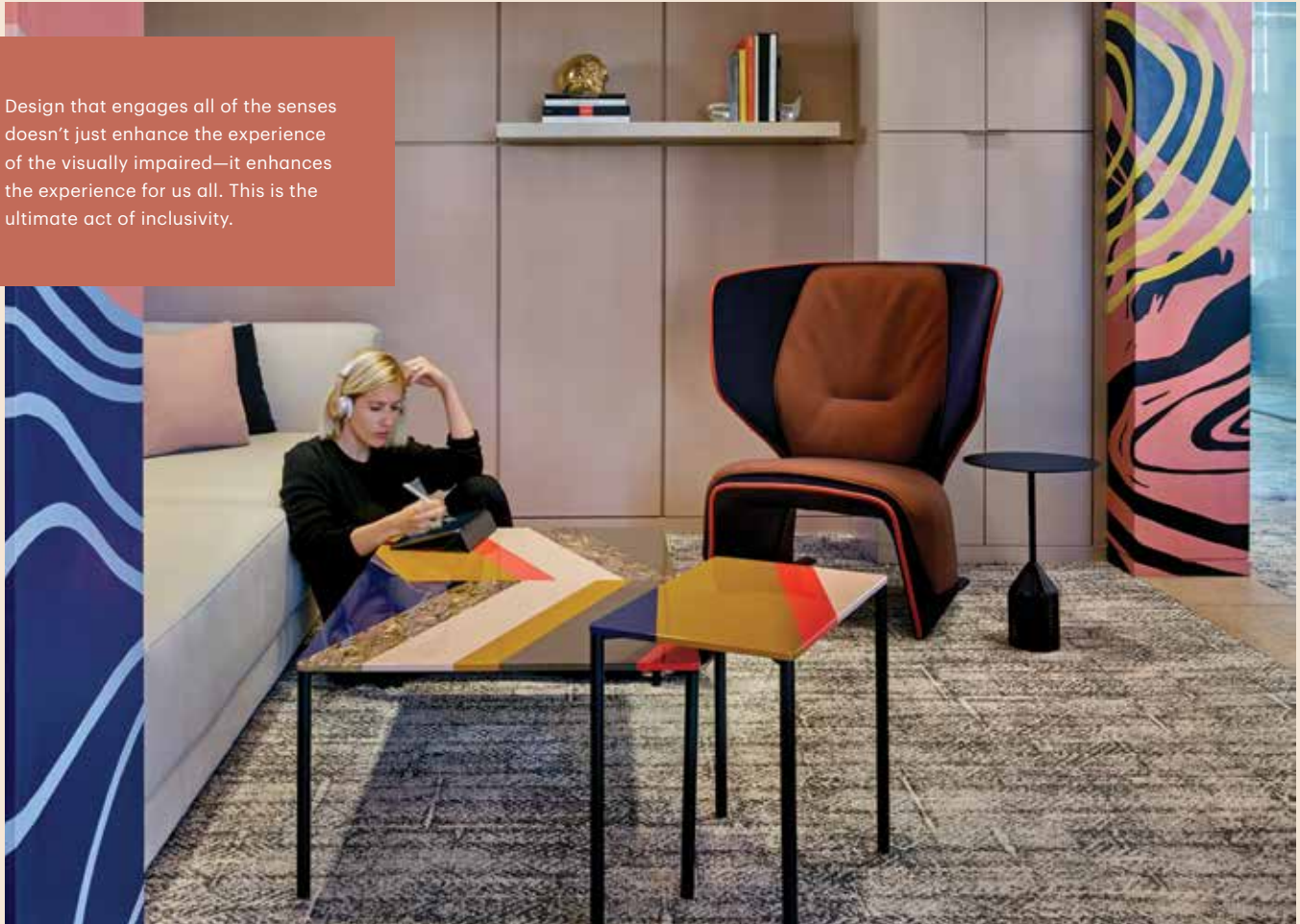
Make inclusivity a bigger part of the design conversation.

Architect Chris Downey founded Architecture for the Blind to inspire design better suited to those with disabilities. Downey knows firsthand—he lost his sight in 2008. In addition to designing spaces to be more inclusive, Downey guides other architects to do the same.



SCAN THE QR CODE TO EXPLORE CHRIS DOWNEY'S WORK WITH ARCHITECTURE FOR THE BLIND.

Design that engages all of the senses doesn't just enhance the experience of the visually impaired—it enhances the experience for us all. This is the ultimate act of inclusivity.



How can we better address all of the facets of inclusivity?

Open mind, open possibilities.

The more you think about all of the facets of inclusive design, the more overwhelming it can feel. In a recent Steelcase webinar, leaders in inclusivity break down ideas on where to start.



SCAN THE QR CODE TO READ THE INTERVIEW.

These insights just might make the complex idea of inclusion itself more accessible.

One size fits one. Everyone deserves a solution that recognizes and inspires us as a unique individual.

Accommodate, empower, value. It's more than physical accommodations. Consider also wellbeing, sensory stimulation, cognitive functions and cultural differences, to name a few.

A barrier can be part of a solution. Bring people who have experienced exclusion into the design process to unlock even more ideas and possibilities.

Unbias yourself. Allow yourself to unravel thought patterns and biases you might have learned over time. New connections and ideas can grow out of what may have limited you in the past.

Design with – not just for. Inclusion means allowing the design process itself—not just the outcome—to be inclusive.



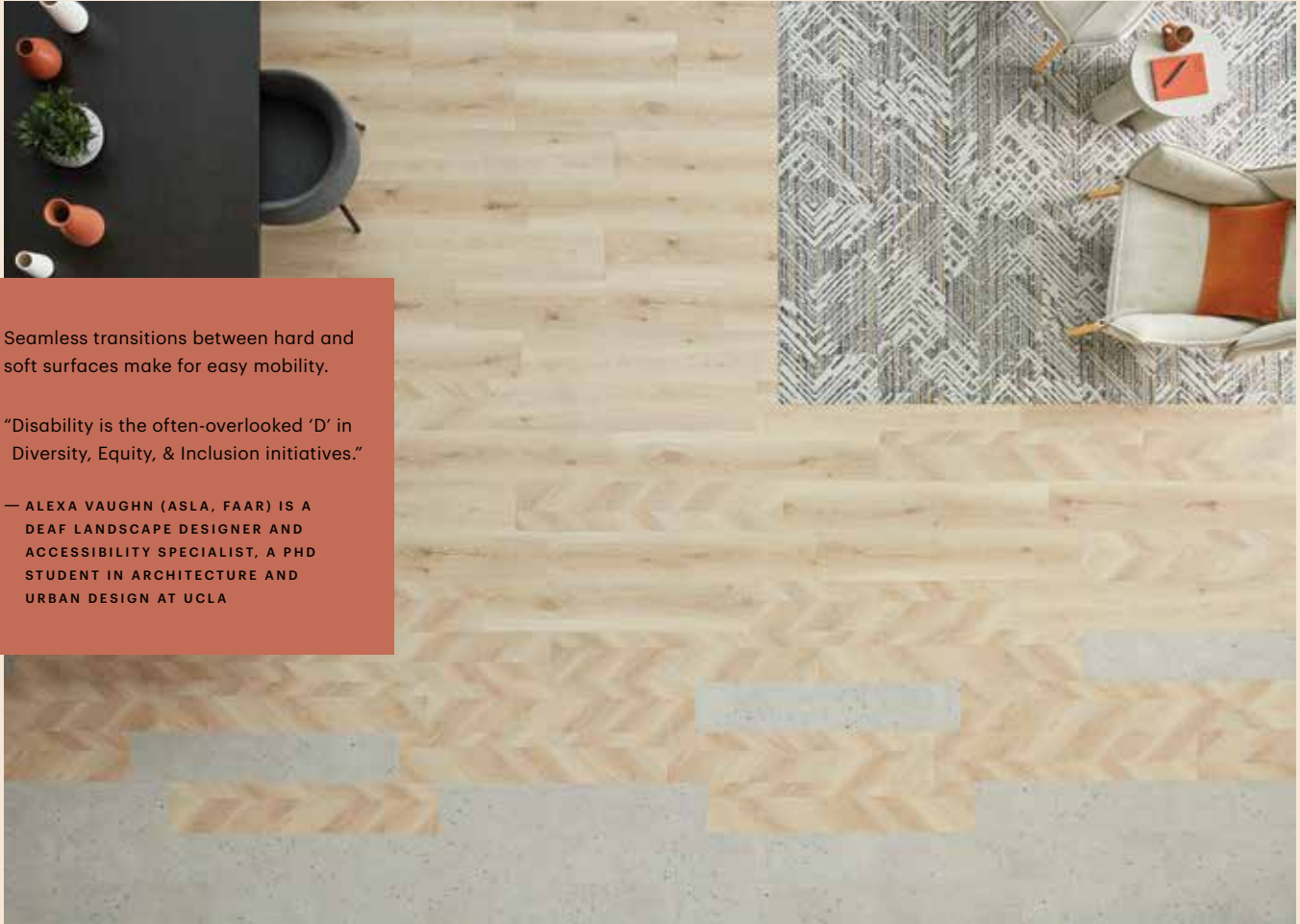
How do we create spaces that welcome all?

Go beyond the ADA.

Opt for creating spaces that go above and beyond the legal standards of the ADA. Design spaces that work for everyone, regardless of ability. A space that doesn't require adaptations, rather a space that naturally adapts to the people.

SCAN THE QR CODE TO LEARN WAYS TO MAKE
SPACES THAT ARE GENUINELY INCLUSIVE FOR ALL.





Seamless transitions between hard and soft surfaces make for easy mobility.

“Disability is the often-overlooked ‘D’ in Diversity, Equity, & Inclusion initiatives.”

— ALEXA VAUGHN (ASLA, FAAR) IS A DEAF LANDSCAPE DESIGNER AND ACCESSIBILITY SPECIALIST, A PHD STUDENT IN ARCHITECTURE AND URBAN DESIGN AT UCLA

INLET II (LVT 4372V) IN SPINDLE (72140) + UNION (LVT 4349V) IN CONCRETE SPINDLE (49140) + COMMINGLE (LVT 4350V) IN CONCRETE (50105) | INSTALLED STAGGER

HAND IN HAND (CARPET TILE 5T450) IN TOGETHER (50210) INSTALLED MONOLITHIC

**Be kind.
Be curious.
Be you.**

**Create
spaces
for all of us.**



Design Details



Pages 6-7

Horizon Therapeutics, Deerfield, Illinois, USA
Lamar Johnson Collaborative, Chicago
Engineered Hardwood Collection, Bespoke (Engineered Hardwood CA350) in Curated Oak (07024)
Photography by Tom Harris
Photography



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Vital Proteins, Chicago, Illinois, USA
SCB, Chicago
Active + Emergence Collections, Turn (Carpet 5T205) in Coordinate (04535) and Depth (Carpet Tile 5T211) in Shadow (11504)
Photography by Steve Hall and Nick Merrick Photographers



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Technology Company, San Francisco, California, USA
O+A, San Francisco
Dye Lab Collection, Dye Lab (Carpet Tile 5T041) in Black Tea (41516)
Photography by Garrett Rowland

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Spec Suite, Washington, D.C., USA
Gensler, Washington, D.C.
Noble Materials Fault (Broadloom 5A221) in Talc Platinum (20535)



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Gensler Office, Tampa, Florida, USA
Gensler, Tampa
Haven Collection, Honest (Carpet Tile 5T236) in Greige (35516)

People Together, Planet Forever

This is our pledge—to you and to the Earth.

MATERIAL HEALTH

We ensure that product are made from ingredients that are safe and healthy to humans and the environment.

CIRCULAR ECONOMY

We work to eliminate waste products. Circular systems mean waste becomes a valuable resource.

DIVERSITY, EQUITY AND INCLUSION

We promote equality, accessibility and inclusivity for all.

CARBON IMPACT

We aspire to give back more to the planet than we take.



At the heart of Shaw Contract, we create products and solutions that positively impact people and the planet.

We are Design Optimists.



ShawContract®