Pharmaceutical packaging design for elderly people: design research as a link for innovation towards better life experience

Lorenzini, Giana; Hellström, Daniel

2015

Link to publication

Citation for published version (APA):

General rights
Copyright and moral rights for the publications made accessible in the public portal are retained by the authors and/or other copyright owners and it is a condition of accessing publications that users recognise and abide by the legal requirements associated with these rights.

• Users may download and print one copy of any publication from the public portal for the purpose of private study or research.
• You may not further distribute the material or use it for any profit-making activity or commercial gain
• You may freely distribute the URL identifying the publication in the public portal

Take down policy
If you believe that this document breaches copyright please contact us providing details, and we will remove access to the work immediately and investigate your claim.
As we age, we take on many characteristics of various disabilities - our strength, reach and mobility diminish, our visual acuity lessens and we become more sensitive to glare; our hearing declines.  

In 2030, 23% or 125 million people in the EU will be 65 years or older.

Currently, 19% of the EU population, or 85 million people, are 65 years or older.

Universal Design is also socially sustainable, supporting the basic human rights for equity, independence and diversity.  

Pharmaceutical packaging design has proved to be interdisciplinary, but with lacks of understanding among areas. More design research is needed based on:

- New solutions based on design methods are necessary
- We aim to establish new links through design research, debating with the multiple actors and stakeholders how to improve pharmaceutical packaging
- For the challenges, it is imperative to have user-friendly packaging, accessible for the elderly people, but child-resistant

References:

Design research can extend the participation of designers and design mindsets.