

Inclusive design unlocks creativity.

Tarkett launches practical design guide with neurodiversity focus.



There is growing recognition that we all perceive the world differently and that to thrive, we need to create spaces that meet everyone's needs. However, the concept of inclusive design often conjures up a notion of compromise that curbs creativity and leads to uninspiring solutions.

A new guide from Tarkett 'Human Conscious Design Principles' is tackling this misconception and argues that designing with specific needs in mind can, in fact, unlock creativity. That, by interrogating the different ways in which we experience and interpret our surroundings, designers are encouraged to explore new ideas and solutions that they may not otherwise have considered.

In this guide, the global leader in recyclable flooring, explores the world through the lens of neurodiversity with the particular needs of individuals with an ADHD, autism and dementia diagnosis in mind.

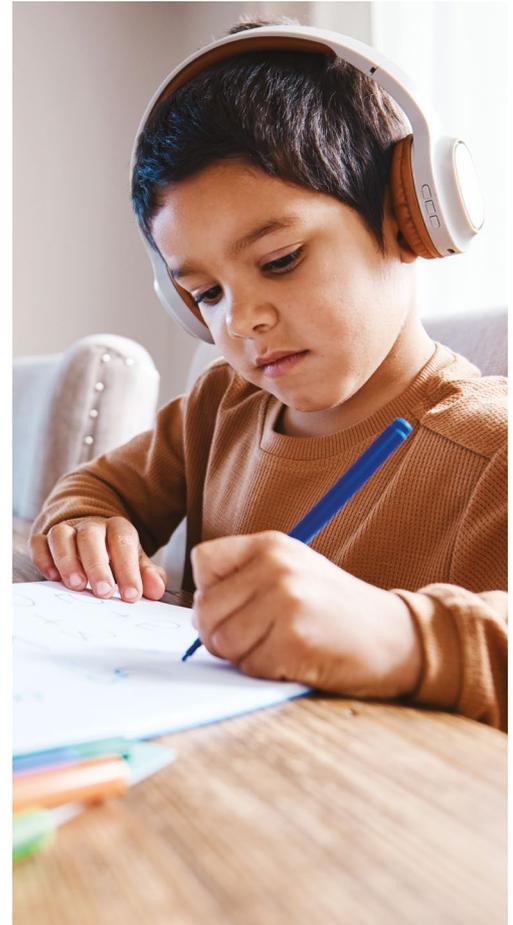
It is estimated that one in seven people are neurodivergent and that a staggering 50 million¹ people are living with dementia worldwide, a figure that is expected to triple by 2050².

Shaz Hawkins, Segment Marketing Manager UK&IE, comments:

"Inclusive design sits at the heart of what we do. As one of the leading manufacturers of floor and wall surfaces, it's our job to ensure that the products we develop are not just technically fit for purpose, but support the well-being of the individuals utilising the space, whether that be a school, a hospital, an office, a hotel or a home. This new practical guide gives a voice to individuals with lived-experiences across ADHD, autism and dementia, and highlights some of the challenges they face day-to-day. We hope that it will help designers and end users learn, explore and incorporate new ideas to create more interesting, inspiring and supportive environments for everyone."

¹ World Health Organisation, 23rd March 2023

² The Global Burden of Disease study published in the Lancet Medical Journal 6th of January 2022



With an overview of each condition, Human Conscious Design Principles outlines key design considerations across education, the workplace, hospitality and eldercare.

It offers great insight into how an individual's senses can impact their health and wellbeing if an environment isn't calibrated correctly for them. How certain smells, sounds, colours, patterns, textures and lighting can cause discomfort for anyone, but even more so when dementia or sensory issues are part of their make-up.

We can experience both hypersensitivity (over-responsiveness) and hyposensitivity (under-responsiveness) to a wide range of stimuli within an environment, this 'how to' guide provides specific advice on how to navigate design and support individuals. It also recognises that we are each different, with varying wants and needs, that are constantly evolving as we go through life.

[You can download your copy of the Human Conscious Design Principles here.](#)

About Tarkett

With a history of more than 140 years, Tarkett is a worldwide leader in innovative and sustainable flooring and sports surface solutions, generating net sales of €3.4 billion in 2022. The Group employs 12,000 employees and has 25 R&D centers, 8 recycling centers and 34 production sites. Tarkett creates and manufactures solutions for hospitals, schools, housing, hotels, offices, stores and sports fields, serving customers in over 100 countries. To build "The Way to Better Floors," the Group is committed to circular economy and sustainability, in line with its Tarkett Human-Conscious Design® approach. For further information please visit www.tarkett-group.com

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