

# Patricia Moore



Patricia Moore is an internationally renowned gerontologist and designer, serving as a leading authority on consumer lifespan behaviors and requirements. Her broad range of experience includes Communication Design, Research, Product Development and Design, Environmental Design, Package Design, Transportation Design, Market Analysis, and Product Positioning.

Moore is a frequent international lecturer, media guest, author of numerous articles; the books *Disguised: A True Story*, *The Business of Aging* (2013), and *OUCH! Why Bad Design Hurts* (upcoming).

She is co-author of the American National Standards Committee on Anthropometry, served as a member of the Board of Trustees of the American Physical Therapy Association, the Harrington Arthritis Research Center, the Herberger Center for Design Excellence at Arizona State University, the Advisory Board of CARF (Certifying Association of Rehabilitation Facilities), and The American Occupational Therapy Association Foundation.

Moore holds undergraduate degrees in Industrial & Environmental and Communication Design from Rochester Institute of Technology, completion of Advanced Studies in Biomechanics at New York University's Medical School and Rusk Institute, graduate degrees in Psychology and Social Gerontology from Columbia University.

## Year of Graduation

1974

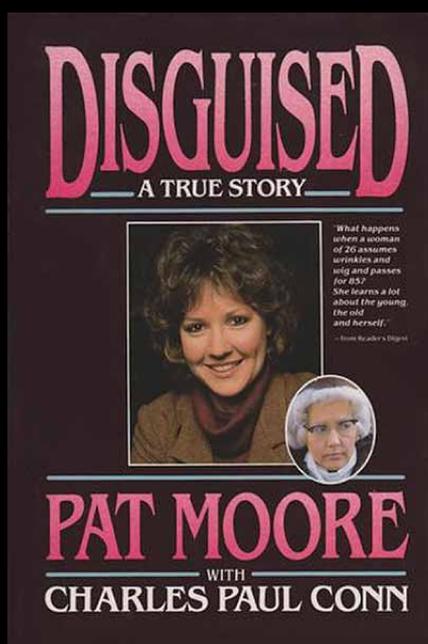
## Current Position

Adjunct Professor of Industrial Design, Arizona State University

President, MooreDesign Associates

## Disguised: A True Story

**“As a force for creation and change, designers need to step back, analyze our mission, and retake our role as responsible providers for the quality of life of consumers. The need for ‘humanism’ in design has never been more critical.”**



## Background

After graduating from RIT, Patricia Moore went to work in the New York City office of Raymond Loewy, one of the most prominent designers of the 20th century. It was a wonderful opportunity, but she admits to being something of a malcontent. She repeatedly questioned why products were being designed without consideration for people of different abilities. Could someone with arthritis operate that switch? Could someone in a wheelchair reach that handle? Could an older person open that door?

“Very quickly, I became known as the one who was looking after the disenfranchised,” says Moore, now an internationally renowned authority on inclusive design.

Moore's sensitivity to the needs of people of all ages and abilities led to an extraordinary experiment. At age 26, she transformed herself into a range of women over the age of 80. The disguises involved more than makeup and clothing: She altered her body with prosthetics that blurred her vision, reduced her ability to hear and limited her motion. She relied on canes, walkers and a wheelchair. Her portrayals included the homeless and wealthy matrons, elders who were quite fit, and those who struggled with illness and the effects of time.

From 1979 to 1982, she was in the roles about every third day for as much as 20 hours at a time. The experiment took her to 116 cities in 14 states and two Canadian provinces. She says that as time went on, the project took on a life of its own.

“It was very rigorous,” Moore says. The makeup damaged her skin, and a severe mugging at the hands of a gang of youths left her with serious, permanent injuries. Ultimately, the undertaking set the stage for her life's work. “My whole life is about applying that experience.”

Moore attributes her interest in the disenfranchised and older people to being raised with grandparents at home. She chose RIT “because I knew I couldn't be too far away from my family.” Initially, she planned a major in medical illustration. But early in her studies, Leland Smith, a professor in the new industrial design program, saw Moore working on a metal sculpture. “He asked me if I knew what industrial design was and gave me a stack of ID Magazines.”

She decided to make a change. Smith and professors Toby Thompson and Craig McArt became her mentors. She could not have foreseen where her decision would lead, but she knew one thing: “I just loved it.”

source: rit.edu/news/umag/spring2010/21\_features\_love.php

## Year Published

1985 by Word Books Publishing Group

## Awards/Achievements

Fellow of the Industrial Designers Society of America

*ID Magazine*, The 40 Most Socially Conscious Designers

Syracuse University has selected Moore for a Honorary Doctorate, 2012

ABC World News, 50 Americans Defining the New Millennium

American Society of Interior Designers Humanitarian Award, 2006

American Occupational Therapists Association's Leadership Award, 2005

The 100 Most Important Women in America, 2000

Professional Recognition Award by the Arizona Design Institute, 1997

Carnegie Mellon University Visiting Design Chair, 1996-1997

Community Service Award of the American Rehabilitation Association, 1996

American Hospital Association's 1996 NOVA Award for the “Family Road” Care Centers