

It must be attractive too

It is not enough that it works – it must also be nice to look at.

To industrial designer Annette Krath Poulsen, the desire to invent beautiful things that make life easier for the user has always been the driving force in her work. This has already resulted in a trendily designed shopping trolley which also functions as a walker, and she is currently spending all her waking hours designing the optimal toilet for the elderly and disabled.

“It is amazingly motivating to design things that actually help ease people’s lives, and which at the same time are aesthetic,” says Annette Krath Poulsen, who owns AKP Design.

She believes that in many cases it is necessary to work across professional boundaries to develop a product that meets all the user’s requirements.

“Many of my products are a result of a

cross-disciplinary collaboration – for example with nursing staff, technicians and IT and finance people – where it would not have been possible for any of us to develop the product without the others,” she says.

Keen interest in the products

Annette Krath Poulsen has experienced keen interest in the welfare technology products she has designed, and that it is often the visual impression which determines whether the product catches on. She points out that many elderly who actually need a walker to get around, choose not to use one because they consider them awkward and impractical.

Most of Annette Krath Poulsen’s ideas emerge from situations in everyday life. The idea for the shopping trolley/walker came from observing check-out queues in supermarkets where she saw how elderly women struggled to manage a bag in one hand and a walking stick in the other. There must be a smarter solution, she thought, and the idea of the shopping trolley/walker was born. The idea for an optimal toilet for the elderly and disabled emerged from a trip to the Far East.

“During a trip to Japan I became so fascinated with their automated toilets that I thought it must be possible to further develop them so they can make everyday life easier for the elderly and disabled,” says Annette Krath Poulsen. •



Shopping trolley/walker

AKP Design specialises in user-driven innovation by designing products and services for the elderly and disabled.

See more on www.akpdesign.dk

Rest, walk or shop. The specially designed shopping trolley also functions as a walker and a stool.



Danish healthcare

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