



27 APRIL 2023

Ethics, Equity, and Responsibility: IxDA announces World Interaction Design Day 2023 theme

The Interaction Design Association (IxDA) is proud to announce this year's World Interaction Design Day (IxDD) theme is "Ethics, Equity, and Responsibility." Every year, designers, technologists, and community leaders come together to discuss and explore the future of design. This year's celebration takes place on 26 September 2023 and will focus on these three key pillars in advancing the practice.

Interaction Design (IxD) defines the structure and behavior of interactive systems. Interaction Designers strive to create meaningful relationships between people and the products and services that they use, from computers to mobile devices to appliances and beyond.

This year's theme encompasses areas such as ethics in design, designing for accessibility, inclusive and responsible design, and anti-capitalist design. It focuses on the need to consider design's impact on society and to create work that is equitable and responsible, all in service of advancing IxDA's mission: improving the human condition by advancing the practice of Interaction Design.

More than 75 IxDA community members submitted theme suggestions. It was the first time in the event's five-year history that the theme selection was an inclusive process. 'IxDA initiatives are created by the community, for the community,' said Brenda Sanderson, IxDA's Executive Director. 'IxDD is a global event and we felt it was important to hear from our members what topics are resonating with them now.'

"We are thrilled to share 'Ethics, Equity, and Responsibility' as the theme for this year's World Interaction Design Day," said Dean Broadley, IxDA President. "As a community, IxDA thrives when individual members, through their initiative, collaborative contribution, sharing and self-organization coalesce into meaningful and impactful dialogue. In turn, assisting us all in achieving our goals as a community. IxDD offers our local groups the opportunity to program

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events around this theme in ways that are relevant to their communities. Together, it sparks a global conversation where we can explore new ways of designing for good and create a better world for all."

World Interaction Design Day is IxDA's annual event that celebrates the impact of interaction design on people's lives. The aim is to have a positive, long-lasting impact by facilitating activities that support dialogue and outcomes.

This year's celebration will feature a range of events, including workshops, talks, and networking opportunities. Participants have the opportunity to learn from experts in the field, collaborate with their peers, and share their own insights and experiences. Anyone can organize an IxDD event and there is financial support available for IxDA local groups and their non-profit partners.

For more information about World Interaction Design Day 2023 and the "Ethics, Equity, and Responsibility" theme, visit ixdd.org.

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About World Interaction Design Day:

World Interaction Design Day is IxDA's annual event where we come together as a united global community to show how interaction design improves the human condition. Our aim is to have a positive, long-lasting impact by facilitating activities that support dialogue and outcomes. The event brings together designers, developers, and other stakeholders to explore the latest trends and best practices in the field of interaction design.

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