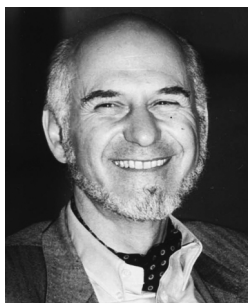


**Peter Simlinger**

Director, IIID



Peter Simlinger graduated in architecture from the University of Technology Vienna. He founded his business – which is now Simlinger Informations-Design GmbH, Vienna, Austria – after postgraduate studies at the Bartlett School of Architecture, University College, London.

Having been President of GDA Graphik-Design Austria (now DA Design Austria) and Chairman of the Austrian Standards Institute's Committee FNA 133 "Graphic Public Information" Peter Simlinger was instrumental to the founding of the International Institute for Information Design (IIID) in 1988. Since that time he has served as its Director. Details about IIID can be found at <http://www.iiid.net/>.

In 2008, Peter Simlinger took on additional responsibilities as General Editor of the Information Design Journal (IDJ), published by John Benjamins in Amsterdam: <http://www.benjamins.com>

Work done by Peter Simlinger for Austrian Railways was honored by a "Brunel Award for Outstanding Visual Design in Public Railway Transportation". Vienna International Airport repeatedly gets top evaluation scores in the "Finding your way" category for its signage system devised by Peter Simlinger, based on public information symbols developed for OeNORM A 3011 under his chairmanship of FNA 133. In 1997, Peter Simlinger headed a team of experts to devise an information design curriculum for the University of Applied Sciences FH Joanneum, Austria which was implemented in 1999. His current concern is the development of an information design Master course for Danube University Krems, Austria. Currently his company is engaged in MIP (Mobile Information Point), a project contributing to the national ways2go R&D program line.

Recently, for IIID, Peter Simlinger coordinated idX "Development of International Core Competencies and Student and Faculty Exchange in Information Design" within the EU/US Cooperation Programme in Higher Education and Vocational Education and Training. As well, he coordinated the European Union project SOMS (Substituting/Optimizing (variable) Message Signs for the Trans-European Road Network), which became Deliverable D2.3 "Proposal on unified pictograms, keywords, bilingual verbal messages and typefaces for VMS in the TERN" of IN-SAFETY (Infrastructure and Safety).

Annual IIID Expert Fora "Traffic & Transport Information Systems", organized by Peter Simlinger, enhance the development of knowledge and professional practice in the field.

**DD4D Conference Opening**

Abstract:

In his brief speech Peter Simlinger refers to the goal of decision making: the improvement of life; and that this implies converting data into information that provides useful knowledge to the decision makers.

To be successful what really matters is the design of the whole process of data transformation with regard to defined needs, the evaluation of the generated information and the effectiveness of the implied communication processes.

IIID is looking forward to close cooperation with statisticians to bridge the gap between data and the needs of those who must make decisions for survival, for progress and for the improvement of life.