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IDC

news



Book Post

SEPTEMBER 1998



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*Even as the rains fade,
We draw & design in every shade.
And as the spirits of design pervade,
Ideas are born & careers are made.*

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-project II

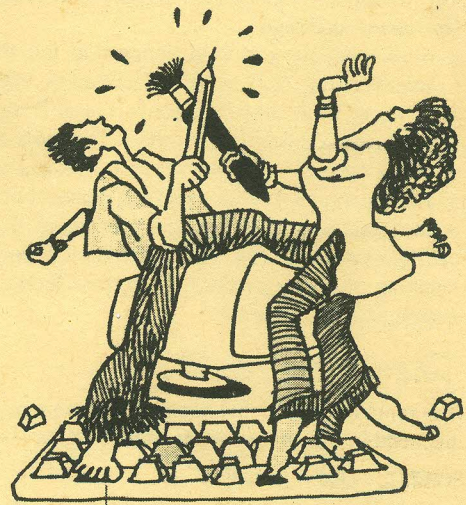


Illustration: Nagasubramanian
The Spirit of Dasser

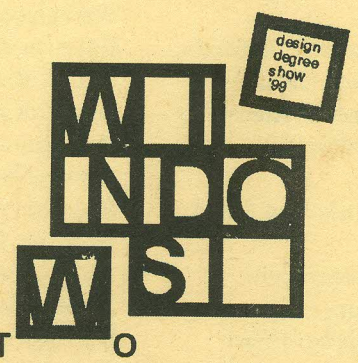
globe trotters

Dr. Vasudha Athreya of the ergonomics laboratory at IDC has presented a paper titled, 'Variation in shoulder and hip joint axis in relation to the vertebral column axis, and changes in spinal curvature while carrying water by head, shoulder, and the waist mode', at the Global Ergonomics Conference held at Cape Town, South Africa from 9th to 11th Sept. '98.
Head of The Department, Prof. Munshi will be leaving for Sweden on a six week stay. He has been invited as a visiting faculty by the Lulea Institute of Technology, Sweden.

Conference

The Second National Conference On Technology For The Visually Handicapped will be held at India International Centre, New Delhi on 21st and 22nd of December '98. Apart from leading scientists and technology experts, the conference would also be attended and addressed by senior specialists from Europe and USA. For further details please contact Prof. G.G. Ray of the ergonomics lab, IDC or Mr. A.K. Mittal, Chairman, National Technology Commission, All India Conference For The Blind, Braille Bhavan, Institutional Area, Sector 5, Rohini, New Delhi - 110085. EMail: aicb@mailcity.com, Fax: 011-7050915.

extra!! extra!!



thousands

Fierce Competition for Bill Gates! Read all about the launch of Windows To Thousands on the next side!!

Placements '99

An Appeal: Placement activities for the senior Product Design and Visual Communication students for the year '99 have begun. This joint activity between the IDCians and the campus Training & Placement Office is being co-ordinated by **Prof. U. Athavankar**. As we are updating our database to provide for a more comprehensive list of companies, we are **hereby appealing to all our alumni, and to the industry** to provide any data that might help us with the activity. For details, enquiries and valid suggestions please EMAIL: idc_tnp@usa.net or contact The T&P Office at IIT Bombay. Watch out for more details in IDC News.

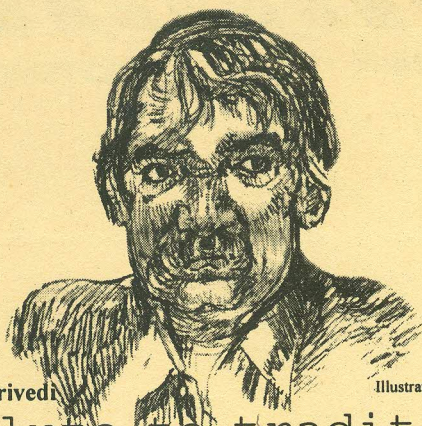


Illustration: Nagasubramanian

Prof. Kirti Trivedi

a salute to tradition

Prof. Kirti Trivedi needs no introduction in the world of design. Having completed a Diploma in Industrial Design from IDC, he went on to study and practice design at Europe. Sometime later, the UNESCO fellowship programme sent Indian designers abroad for exposure to the design philosophies and techniques followed in other countries, and this took him to Japan. His perception and attitude to design in the Indian context changed while working with some of the legendary Japanese designers such as *Kohei Sugiura* and *Fujio Watanabe*. It was here that he began to realize the Indian attitude to design; that instead of being inspired by a country etched with history and cultural diversity, more and more Indian designers were trying to emulate their western counterparts. With a change in attitude, he thus came back to India and after an extensive study and relearning about our very own culture, he adopted design methodologies that emphasize on the 'Indianness in design'.

It is this legacy and experience that the Product Design & Visual Communication students have imbibed by virtue of being his students at IDC. Apart from subjects such as Visual Design and Photography, Prof. Trivedi conducts lectures in 'Indian Thoughts & Traditions' for the senior students. His series of awe inspiring lectures consist of a wealth of slides and data pertaining to his travel and personal observations on design in the country; and also visits by experts from various fields such as in *Bharatnatyam* and *Vaastushastra*. Only after attending, experiencing, understanding and applying the message put forth in these lectures, will an IDCian be a full fledged Indian Designer.

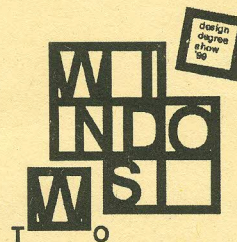
Project II

The month of September concluded with project II concept presentation by the seniors from the 24th to 30th of Sept. '98. The presentations were well attended by the professors and the students. The projects presented are listed as under:

senior p.d.

Anand Rajhans	Design of a Traffic Quantizer
Shilpa Tikale	Redesign of an Outdoor Fastfood Kiosk
Anand Kulkarni	Design of Composite Pedestal Lamp in Bamboo
Munindra Chakrabarty	Design of Carbogen Breathing Apparatus
Jayraj Patil	Design of Human Powered Sweeper
Sachin Behre	Design of a Shelving System for Student Workplaces
Avinash Bhalerao	Redesign of a Milk Fat Testing Machine
Neeti Gupta	Design of a Solar Powered Streetlight
Susheel Kumar	Design of Five Star Hotel Luminaries
Sudhir Bania	Redesign of a Prone Stander for The Cerebral Palsied
Anshuman Singh	Redesign of Furniture & Fixtures for Suburban Rail Coaches
Tushar Dani	Styling of an Electric Scooter
Sameer Chavan	Styling of a Minicar
Sri Hari Tulasi	Redesign of a Ticket Validating Machine
Himasunder Rao	Redesign of Pocket Binoculars
Intiaz Khatib	Redesign of a Visicooler for Storage & Sale Of Chocolate

Showcase: dds '99



The DDS '99 logo

thousands

Design: Nikhil Pandit, Senior VC

Apologies to Bill Gates!! Well, the preparations for the prestigious Design Degree Show '99, titled 'WINDOWS TO THOUSANDS' have begun in full swing! One of the happening events in the IDC calendar, the show spotlights the work of senior Product Design & Visual Communication students and their alumni, and is organised to promote the much necessary interaction between the students and the industry, and to create a design awareness for the end user. Apart from being a parody on Microsoft Windows, the metaphor for this years theme is a 'window' that acts as a threshold between the past, the present and the future of design; and that pays a fitting tribute to the thousands who benefit from design. With extensive media coverage and grand plans for exhibitions, lectures, and company seminars, Windows To Thousands promises to be one of the most exciting passing out shows ever conducted by the IDCians. For enquiries and sponsorship details please contact: **Prof. Ravi Hazra**, Co-ordinator DDS '99, Industrial Design Centre, IIT Powai, Mumbai - 400 076, or EMAIL: dds_99@usa.net. Watch out for more on DDS'99 in the upcoming issues of IDC News.

senior v.c.

Nikhil Deshpande	'Aured' A Documentary Film on The Hearing Impaired
Shruti Kapur	A Photodocumentation of Theatre
Sourabh Dubey	Multimedia on 100 Years of Olympics
Nikhil Pandit	Typographical Magazine in Marathi
Varshesh Joshi	Redesign of IDC Home Page
Shantanu Rao	Dream Teacher: A Multimedia on Science for S.S.C. Students
Vaibhav Wategaonkar	An Animation Film On Numbers
Hem Singh Gehlote	Web Site on Experimental Typography
Raja Subramanian	Documentary Film: The World of Maya
Sudesh Balan	Expressive Photography: Experiments With Perception
Manisha Bhalekar	A Game Dominated Environment based on the Theory of Chaos
Pradnya Pandit	Multimedia On Sanskrit Learning For Sixth & Seventh Standard Students
Shyama Sundar	Multimedia on Domain of Graphic Design
Aneesha Pitale	Visualization For Blind Children

Editor: R. Raja Subramanian

IDC News is published and printed at the IDC Press, Industrial Design Centre, IIT Bombay for circulation to designers, design educators, and others in the design profession.

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