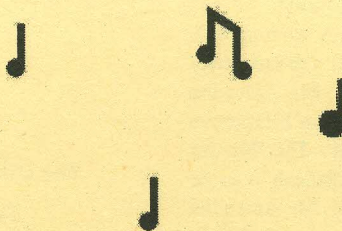


If undelivered please return to:  
Editor, IDC news, Industrial Design Centre, IIT, Powai, Mumbai, 400076, INDIA.



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- .....visitors
- .....welcome!
- .....placements '99
- .....dds '99
- .....project III
- .....visits



Illustration: Nagasubramanian  
Open Sesame 1999 !!

### Visitors

Prof. Abir Mullick, an Associate Professor in the Dept. of Architecture at the State University of New York (SUNY), Buffalo, USA, visited IDC on the 4th of Jan. 1999. In a lecture at the IDC auditorium, he presented to the faculty and students, his pioneering research in the area of bathroom design. During the last few years Prof. Mullick has directed a research on bathrooms, and is likely to publish his work in the form of a book that would be a major addition to our understanding of the use of bathrooms. He began his lecture with an introduction to socio-cultural philosophies surrounding 'Universal Design' and later talked at length about the qualitative and quantitative strategies required for design research (citing the case of bathroom design). Also he had a meeting with the faculty members regarding pedagogic development for teaching design and architecture.

Prof. Roland Furst, a renowned photographer from Germany visited IDC on a four-week stay in Jan. '99. He lectured the junior Visual Communication students regarding the fundamentals and techniques of medium format photography. The intensive four-week course culminated on the 30th of Jan. with an interesting lecture and slide presentation on 'The Contemporary Trends in Ad Campaigns of Germany' by Prof. Furst, and by a presentation of the work done by the junior students.

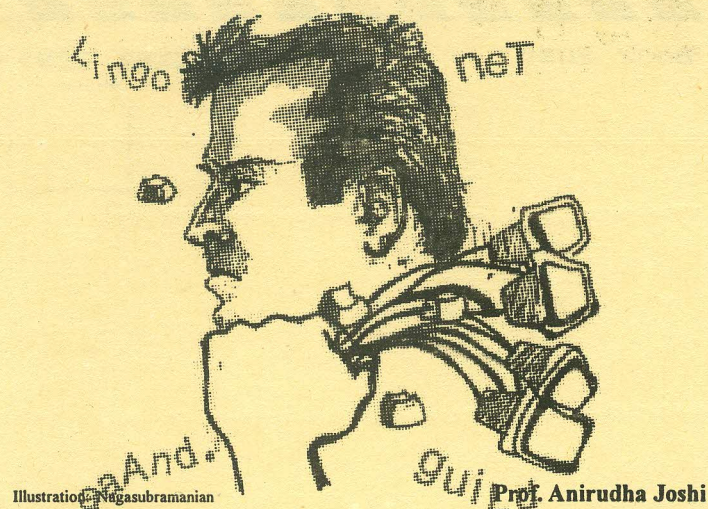
Industrial Design alumni Mr. Chandan Gokhale (batch of '93), currently an associate designer with Fitch Design, USA visited IDC on the 8th of Jan. '99. In a lecture at the IDC auditorium, he presented case studies regarding ergonomics for product development, interviewing and research techniques, and design language for global products.

academics

Come January 1999 and IDC is once again bustling with activity. With the revelries and the hangovers of the season gradually fading out, the junior students returned to work and the seniors began the final lap of their sojourn into the design world. Like many other semesters laced with lectures, presentations, assignments and project work, this semester too promises to lead the IDCians into newer and the unexplored vistas of the design.



**An Appeal:** The training and placement activity for the juniors and the soon to pass batch of '97 is being co-ordinated by Prof. U.A. Athavankar and the campus Training & Placement office. 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, inquiries and valid suggestions please Email [idx\\_tnp@usa.net](mailto:idx_tnp@usa.net) or contact The T&P Office at IIT Bombay. Watch out for more details in IDC News.



Welcome!

Mr. Anirudha Joshi, a M.Des. graduate from the batch of '90 has joined IDC as a faculty member in the Visual Communication course. Having completed both his B. Tech. degree in Electrical Eng. and the M. Des. program in Visual Communication from IIT Bombay, he has specialized in the field of multimedia and internet, and has worked with some of the most reputed firms in the Indian multimedia and web industries such as Tata Consultancy Services and Western Outdoors. Mr. Anirudha has developed about 6 major CD ROM titles - Antarjal An Interactive Tutorial (India's first bilingual CD ROM title), Karishma - The Wonder That Is India, and Aastha - A CD ROM for UNICEF Bangladesh to name a few; and he has nearly two dozen web sites to his credit! Mr. Anirudha aims to establish IDC as a centre for learning and carrying out research in new media activities.

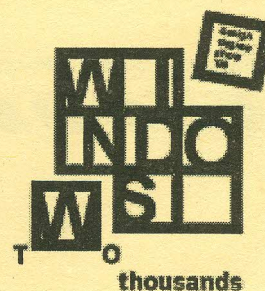
The professors, staff and the students of IDC join in extending a warm welcome to Mr. Anirudha Joshi.

## Project III

The senior visual communication students gave a data collection presentation of their respective Visual Communication III projects on the 21st and the 22nd of Jan. '99. This year's projects varied from websites for different applications to films on socially related issues. The presentations were attended by the faculty and the students of IDC. The projects are listed as under:

Nikhil Deshpande	Documentary Film: On street professions
Shruti Kapur	Caring for the old: A web based approach
Sourabh Dubey	Webzine: A magazine for the internet
Nikhil Pandit	A website on shapes
Varshesh Joshi	Exploring 'Nav Rasa' through digital imaging
Shantanu Rao	A website for TV channel
Vaibhav Wategaonkar	An interactive package on early childhood education
Hem Singh Gehlote	Tangible media (Collaborative learning & games for children)
Raja Subramanian	Documentary Film: An understanding of Andhra Natyam (Sivatandavam)
Sudesh Balan	Documentary Film: Ottanthullal
Manisha Bhalekar	Cognitive ability and mental imagery
Pradnya Pandit	Film: Social documentary on women
Shyama Sundar	Cyber Run: A website on spaces
Aneesha Pitale	Signage system for National Museum, Delhi

## dds '99



The DDS '99 logo

Design: Nikhil Pandit, Senior VC

The Design Degree Show '99 named 'Windows To Thousands' is scheduled for the end of May '99. The show spotlights the work of senior Product Design & Visual Communication students and their alumnus, and is organised to promote the much necessary interaction between the students and the industry, and to create design awareness for the end user. 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 inquiries and sponsorship details please contact: Prof. Ravi Hazra, Co-ordination Committee DDS '99, Industrial Design Centre, IIT Powai, Mumbai - 400 076, or Email: [dds\\_99@usa.net](mailto:dds_99@usa.net). Watch out for more news on DDS '99 in the upcoming issues of IDC News.

The students and the staff members of IDC express their gratitude to Ms. Bishakha Datta and Ms. Madhuri Dass for their kind contribution of wooden panels for the upcoming Design Degree Show '99.

## Visits

The junior Product Design and Visual Communication students went on a study trip on 28th Jan. '99 to the following places as part of their contemporary design lecture series:

-Kumara Swamy Hall, Prince of Wales Museum, to view the architectural designs and related exhibits of the Agha Khan Awardees.

-Jehangir Art Gallery, to study the sculptures and paintings at the Annual Show of the Bombay Art Society.

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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