

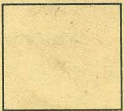
# IDC

## news

BOOK POST

AUGUST 1999

IDC Lib.

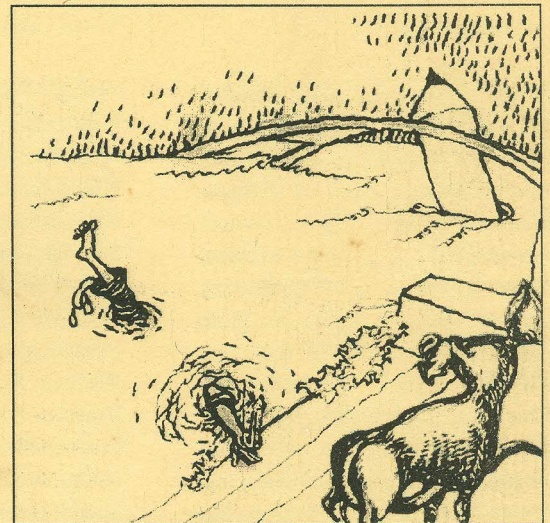


जाव टी. सी. पुस्तकालय  
IDC, IIT Bombay  
आई आई टी मुंबई-76.

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

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mausam

### Achievements

Paper presentation

A paper on Gestures, Mental Imagery and Spatial reasoning was presented by Prof. Athavankar, at the International Conference on Visual and Spatial Reasoning in Design, held at MIT, Cambridge, USA in June '99. The paper investigates the creative potentials of the mental imagery in experiments, wherein the designer was blindfolded in think-aloud problem solving sessions.

students' achievement 1

'How Architects Think ?' is a paper to be presented by Anshuman Singh (PD '97) in IDATER'99-- International Conference on Design & Technology Educational Research & Curriculum Development held in Loughborough University, U.K. The paper reports the findings of experiment (special project under Prof. Athavankar) to study the role and potential of mental imaging in architectural design process.

achievement 2

Sudesh Balan's (VC'97) Project-3, a video documentary on Ottanthullal: Commitment of a Lifetime, has been selected for the 1999 NextFrame International Film & Video Festival-- a Touring Festival of International Student Film & Video, organised by the Dept. of Film & Media Arts, Temple University, Philadelphia.

enter the CEEDlings.

Out with the old and in with the new .....and in came the freshies with that wide eyed look about them. This year the equation changed with 15 VC students and 10 PD students registering themselves. eclipse 99.

IDC in collaboration with FCA, U.K is connecting up, thro' the solar project with children and others along the trajectory of the eclipse scheduled for the 11th of August '99. The eclipse starts in the Pacific ocean & cuts across U.K, France, Germany, Romania, Turkey, Iran, Iraq, Afghanistan, Pakistan, India and ends in the Bay of Bengal. We welcome you to virtually experience the Last Total Eclipse of the Millenium at <http://www.colors of india.com/eclipse> and to, exchange, learn or work together with others along its trajectory.

happenings

no ORIENTATION, neo COURSE STRUCTURE.

And they broke the mould this year. The long tradition of Orientation of juniors by the seniors was altered, when the faculty took it. There was a different feedback given by the senior students.....

- \* IDC culture lost.
- \* No interaction between the students.
- \* May effect DDS in the long run.
- \* No team spirit.
- \* Seniors link between the juniors and faculty lost.
- \* IDC is no different from other IIT departments.
- \* No orientation....no settling in for the juniors.
- \* JUNIORS.....BUT WHO ARE THEY?

We expect counter arguments and invite oblique view points from others.

## Visitors

Graphic designers, William Herald-Wong and Koh Lee Meng were visiting India on a tour sponsored by Ajro Wiggins Fine Papers. They visited IDC on Thursday, July 29, for an interactive session with the students and professors of IDC.

## Placements '99

It was a success story as far as placements was concerned for the entire batch of passing out students.

Product Design

Visual Communication

Anand Rajhans..... TCS, Mumbai  
 Anshuman Singh. .... TCS, Mumbai  
 Avinash Bhalerao..... VIP, Nasik  
 Sudhir Bania..... VIP, Nasik  
 Himasunder Rao..... ATCO, Mumbai  
 Jayaraj Patil..... Alpha, Mumbai  
 Susheelkumar..... ATCO, Mumbai  
 Tushar Dani..... Bajaj Auto, Pune  
 Sachin Behere..... Philips India Ltd.  
 Khatib Imtiyaz..... Neilsoft, Pune  
 Munindra Chakrabarthy.. NIC, Delhi  
 Srihari Tuli..... NIC, Delhi  
 Anand Kulkarni..... Freelancing  
 Shilpa Tikale..... Freelancing

Aneesha Pitale..... NIC, Delhi  
 Hemsingh Gehlote.. Aptech, Mumbai  
 Manisha Bhalekar..... TCS, Mumbai  
 Nikhil Pandit..... Silverline, Mumbai  
 Raja Subramanian..... TIS, Mumbai  
 Sourabh Dubey..... TCS, Mumbai  
 Shyam Sunder Duriseti.... Rediff.com.  
 Shantanu Rao..... TIS, Mumbai  
 Shruti Kapur..... Planetasia, B'lore  
 Varshesh Joshi..... Planetasia, B'lore  
 Vaibhaav Wategaonkar..... Silverline  
 Pradnya Pandit..... Freelancing  
 Nikhil Deshpande..... Further studies  
 Sudesh Balan..... Freelancing

Maurice Blanchot

'hey presto, i am a poem'

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with the word *with* then begins this text  
 of which the first line tells the truth,  
 but this foil beneath the one and the other  
 can it be tolerated ?

in this scoffing abundance of syntaxes here is a sign that signifies  
 itself. we have another sign (francis ponge)(a sign of apology for not  
 assigning the F, P at all pervasive accepted spaces).

happenings

Bamboo Craft Workshop.

IDC & YUVA together organised a weeklong (25th to 30th Aug '99) workshop for Bamboo craftsmen at Parel. Craftsmen from Tripura and designers and staff from IDC demonstrated and trained the group to new product strategies, new finishes and new weaving methods.

Windows to Thousands.'

This year's Design Degree Show came alive for three days in the last week of May at Nehru Centre, Worli, Mumbai. The show was a huge success with people thronging the exhibition in large numbers. The show had acquired good publicity with reviews of the exhibits being featured in major national dailies, design magazines etc preceeding the event. DDS'99 also had a televised coverage on a national news broadcasting channel. And finally as the main panel says, this year's 'Windows to Thou.....' opened up the present to a VIRGIN MILLENIUM.

SUMMER TRAINING &.....

The JRPD & VC stepped into the shoes of SRPD & VC as soon as they started their Project I or Summer Training as it is called. The students had their presentations of their one month long sojourn in various companies (Telco, VIP, Forbes Marshall, Crompton Greaves, Silverline) and organizations (EMRC, C-DAC, Auroville, Ram Mohan, NCST, suntvetc) in the first week of July. And now the heat of Project-II is on.

READS..

Book "Winners! How today's successful companies Innovate by Design?" by John Thackara.  
 Book "User and task analysis for interface design". Hackos, JoAnn T. and Redish, Janice C.

SEES..

<http://www.colors of india.com/eclipse>

Must

## trivia

IDC getting a facelift done when there is a change in the weather....its raining cats and dogs!  
 'Operation Clean-Up' of the classrooms done with a lot of enthusiasm after a long long time!

## tail piece



Old order changeth every where.....

The beloved mascot of IDC, SHANGOTO has left.... and his place has been taken by Kajol, the little brown dog with black circles around her eyes.

Adieu Shangoto.....

Welcome Kajol!!!