

# IDC

## news

BOOK POST

OCTOBER 1999



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

28

events

visitors

issue of the month

thoughts

project II

inspirations

trivia

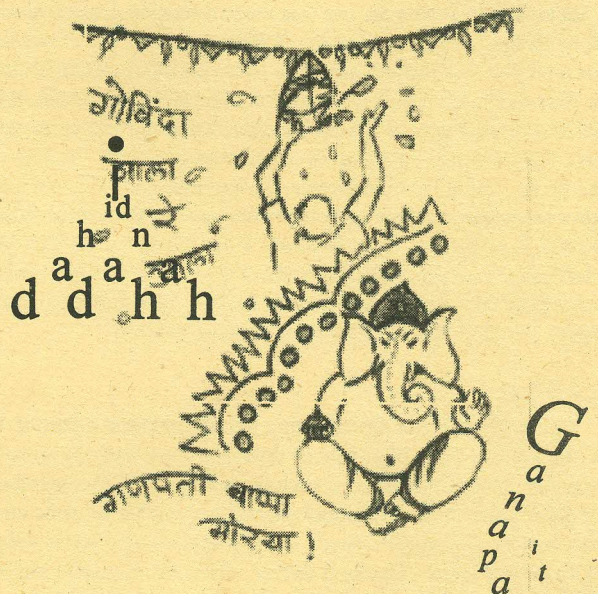


Illustration by Pradhya

September was a month of events, a host of visitors and festivals.

### events

#### Teacher's Day

The month opened off with the teacher's day, celebrated after the actual day in IDC. There was an informal tea with the professors, wherein they shared their teaching experiences, highlighting the highs and lows of their teaching career. It was a very interactive, enjoyable session for everybody.

#### Castles in the Air.

A web based event, named "Castles in theAir" went on from the 7th to the 9th of Sept 1999. The event was about exploring and creating patterns in two-dimensional surfaces and three-dimensional spaces - the patterns generated by participants from many places. The outcome of this interaction was translated into an installation at the National Centre for Performing Arts, Bombay.

#### Bamboo Dyeing Workshop.

Held at the Developmental Science Academy on the 9th of Sept. in Kashere, it was a one-day demonstration cum teaching workshop. IDC staff and a few students participated in teaching the local tribes and girls from a nearby school bamboo dyeing.

#### Rebirth of IDC Film Club.

The film club has been revitalised! It will not only act as a forum for good movies, but also as a platform for viewing certain movies sidetracked by other institutions, who have discarded them by calling them "art" films.

### visitors

On Sept. 8, as part of the Design Management course, S K Singh, film maker and an ex-IDCian, talked on "How to go about a career in film-making" & Dr. Naushad Forbes, MD of Forbes Marshall, Pune and a Consulting Associate Professor and Lecturer at the Department of Industrial Engineering and Engineering Management spoke on "Design and Product Strategy for Indian Industries".

As part of Advanced Typography, Mr. Khullar - an ex-IDCian, held an interesting discussion on Digital Print technology. The next week, Mr. Shrikumar again an ex-IDCian, presently Art Director of CHIP magazine, spoke about Magazine design process.

Film maker Shibani Ghosh showed her award winning documentary on 'pavement dwellers' of Bombay and 'health education in North India.' on Sep 30th. Prof. Malshe of the Humanities Department spoke on Semantics in languages, Prof. Baburao Sadwelkar spoke on Indian and Western art. All this was part of Art, Design and Society lectures.

## issue of the month

Non-involvement of today's students in their work!!???

How true is the above statement? It's a question oft asked by the professors, and by the students themselves too, but ironically nobody seems to have an answer. Teachers record that this syndrome has been happening during the last few years and its a kind of herd mentality that works. One person does not work, so the next one doesn't and the virus spreads to encompass the student body. If this is true then why haven't our esteemed professors, who have been observing it for the past few years hit upon a solution yet?

Or is it something to do with the environment we live in, which serves everything instantly? Everybody is impatient, starting from the traffic on the roads to cooking inside a kitchen. We want results in a jiffy. Has the same psyche crept into the students' minds unconsciously. Endless working does not appeal to anyone, anymore, work in the last moment and get the results in a few days. Fortunately or unfortunately, this kind of tactic by the students seems to have paid off, because the results don't reflect the amount of work done. And in this fast paced world of ours, everybody wants to achieve results in the shortest time possible.

So .....

whither goest, o students?

where, o teachers, guide us!!!!!!!

Back to the Roots.....

--Ananthasayanan

U know how the east was ruled by the west? Not their power that ruled us, but their culture was the one that made it happen. Does it mean that we lack it? Being "THE CULTURAL JEWEL OF THE EAST", we lacked not in its presence, but lacked interest in admiring those eternal beauties. Culture does not solely breed in education, literature and music. It is the reflection of proper way of living, comprising moral values, manners, customs, religious and spiritual fabric of human beings. No law can exert force on any culture, so its we who have to take care. It is not a campaign against the western culture, but a concern towards the indian. When u rock to ROCKS, rest also to those RAGAS. When u listen to RICKY MARTIN, try lending u'r ears to RAVI SHANKAR'S sitar. U'll feel the real essence lying within this vast cultural jewel, INDIA. So try to be a part of this beauties, or be prepared to fight for another freedom.

## Trivia

Getting together and celebrating has always been a part of IDC culture, be it in the form of parties or festivals. And festivals were in galore this month. Dahihandi was one such festival where the juniors and seniors alike participated with full enthusiasm and gusto. Coming close on the heels of this was the Ganapati festival, and Ganapati stayed put in the premises of IDC for one week. On the 5th day, cries of 'Ganapati bappa morya, pudhchya varshi laukar ya', rent the air as he got prepared for the visarjan. But whether these festivals, which are so very much a part of the Indian environment and culture, will continue on in future years is a debatable question, going by certain responses.

## Inspirational Thoughts from Prof R K Joshi.

We see things

But we don't know

Who makes us see things

Who is he?

Where is he?

HE IS IN US!!

When you come across something Beautiful

Just draw it

Copy it

Just get into it!

## project II

And yet another batch of students who will leave as designers in a semester's time, all gearing up for their debut projects. Following is the list of senior students and their corresponding projects.

### Product Design.

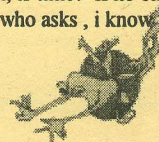
- Amit Rajwade.....Styling of a Sports Bike.  
Aditya Sambhare.....New Image for an Ambassador.  
Punit Chaphekar.....Styling of City bus.  
Rahul Adhikari.....Styling of an Electric 3-wheeler  
Vined Kulkarni..... Redesign of Dashboard for a truck.  
Indira Barve.....Design of Clock series.  
Manish Goel..... Redesign of UV Water filter.  
Pranavdatta Natekar.....Design of Miniflour mill.  
Nilesh Akode.....Design of 2-wheeler Mounted  
Fertilizer spraying system.  
Mandar Bhedasaonkar..... Design of Pedal power -pack.  
Ajay Disley.....Design of Listening post.  
Sachin Patil.....Design for Visually impaired.  
Sapna Singh..... Toys for Preschool children.  
Hrishikesh Deshmukh.....Rest-a-While.  
Ritesh Gohil.....Design of Office chair in bamboo.  
Ravi Kumar Goka.....Lounge chair in Woven bamboo.

### Visual Communication.

- Prabhakar Waghmare.....Website on Raigad fort.  
Rajesh Ghodke.....Website on understanding AUM.  
Pradnya More.....Redesign of Vipassana website.  
Kiran Dhotre.....Experimental Typography on the web.  
Ashis Jalote.....Interactive Science site for Children.  
Sreejith Unnikrishnan.....interFace of the Intranet for IIT Bombay.  
Jeevanandan.....Interface and the Designerly ways  
of thinking.  
Sameer Bhagwat..... Visual Poetry.  
Aurobinda Pradhan.....A Children's book on Time.  
Ajith Prasad.....Milestones in Kerala history from  
second millennium CE- a documentation.  
Muktha Hiremath.....Expressing Indian thoughts and  
philosophies of the millennium using  
typography.  
Neelam Gill.....Design guide for Bamboo craftsmen.  
Nagasubramaniam.....Inhabitable Gestures.

What then, is time? If no one asks me, I know. If I wish to explain it to someone who asks, I know it not.

(Ibid.,sec.14)



Can we run away from Time...?

Illustration by auro

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

### Chinese Writing

Draw a line as if its the only worthwhile thing in your life  
Draw it with your heart and mind.

||Siddham Astu||

May you all be PERFECT.

Editors: muktha Printing: G. R. Chilap  
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.

E-Mail: idcnews@idc.iitb.ernet.in