

* Recd. late on 17/15/2000
from student Mukta
✓ Notice Board
बाय डी. सी. पुस्तकालय
IDC, IIT Bombay.
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If undelivered please return to:
Editor, IDC news, Industrial Design Centre, IITB, Powai, Mumbai, 400076, INDIA.

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happenings

A pottery workshop under CEP (Continuing Education Programme) was held at the Ceramic Studio of IDC, by Prof. Vanamala Jain on 18th and 19th February. The workshop which was open to outsiders as well as students, taught the basics of pottery making - the coil method, plate method etc.

Students went over to Ahmedabad, to attend an interaction design workshop, entitled 'Doors of Perception' organised by another design institute - NID, from the 8th to 10th February. Prof. Iko Avital, visiting faculty at IDC, accompanied the students and also delivered a lecture on 'Digital typography and its future', at the seminar.

visitors

Mr Hans Schreuder, Industrial Designer from Netherlands and Chairman of O2-Global Network made a presentation on "Human Power Story" and "O2 Story" on 17 Feb, as part of Contemporary trends in Art, History and Society. Hans has done some outstanding work in human powered products as part of O2, which is a network of designers from more than 15 countries working on ecological issues in design.

a MUSE !

Impressive people are unaware of it. If the traits that we are impressed with in people make them conscious of that quality in themselves, then its repulsive. Quality is quality only when oblivious to its own existence.

muse by sneha, illustration by ramiya

visits

.....to various industries and studios, were organised for the junior PD and the VC students. The PD students paid a visit to an industry in Goregaon, to study the process of injection moulding.

The VC students visited STUDIO Sandeep of Sandeep Mhatre, a professional industrial and advertising photographer. This was as part of Photographic Techniques. The same week, they also visited Decorative Products, to study the process of screen printing as a part of Reproduction Techniques.

tail piece

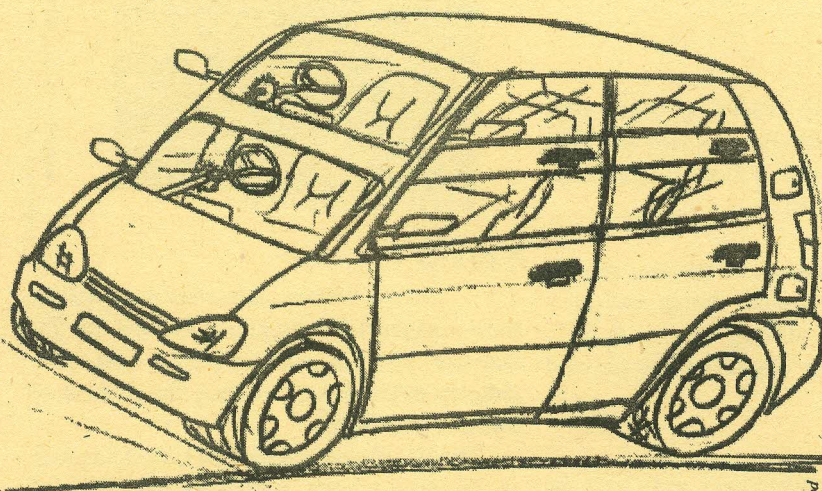
A customised styling of four-wheelers for a few of the faculty .
Can one identify!!!



..... the ecofriendly and environment conscious !



....all that is Indian !



.... taking care of the minority, the 95th percentile !

Illustration by vinod

issue of the month

DDS !! To Do or Not To Do..... by ssingh

..... is the question ! And this came right out of the mouths of professors, who have been associated with it for the past 10 years !

Surprisingly, the senior students who are working for it, never thought of such a possibility. Their whole outlook about the show is very mature, which, the faculty fail to perceive; the sole reason being - no open communication, between the two parties concerned ! Actually there should be no two parties - the whole body should function as one. Somehow the faculty has closed themselves in a shell and are not willing to come out of it.

The title question posed one with more questions and a variety of responses. The responses, question the very environment of IDC. **IS IDC REALLY CONDUCIVE FOR DESIGN TO FLOURISH???**

One complaint of the faculty, was that the students have a wrong attitude to work as well as design. Considering the environment, from where each of the chosen student hails from, some credit should be given to the students for their efforts. This does not mean that students should be pampered; instead encouragement, support and guidance given in the right way will achieve positive results, as against a negative rebellious attitude.

The faculty also expressed that there is a steady decline in the design quality of the students works. **WHO IS RESPONSIBLE FOR THIS?** Students come here, leaving well paid good jobs, because they have a passion and fascination for design. Their not having a background in design and their learning of design in the 2 years they stay here, should be looked at in depth, rather than making offhand statements that students are just not sincere about the design profession.

Coming to enthusiasm, if enthusiasm and a feeling of community cannot be or has not been developed by those people who have been attached to this institute for the past 25 -30 years, they cannot definitely boost the morale of students who are here for a span of just 2 years. **Important fact to be considered is that each batch of students is not the same as before and the faculty should have a positive approach towards each batch.**

Comparison with similar institute and putting down IDC students, is in no way encouraging. Students everywhere are the same, but the environment around them and the attitude of the faculty do a lot in changing the students' attitude to work. Students here, are not living in luxury and by saying that a student cannot have the luxury of personal problems, emotional problems, etc. we are telling him not to be human. And this is one of the basic requirements for any sensitive designer - to feel and experience a normal life of a normal person and to come up with extraordinary work. So the question still remains open.

Is IDC capable of holding the design degree show this year?

And if no,

WHO'S RESPONSIBLE???

Can anybody give an honest answer to this????