

# India Design Festival

Design Summit – 2 day Conference  
Design Showcase – Design Case Studies Presentation  
Design Exhibition  
Design Open Houses  
Design & Innovation Workshops  
Student Design Competitions  
Heritage Walks  
.... and much more ....

Design is extremely important to the future of India. Design is a powerful integrator contributing to our culture, environment and economy at the same time in a balanced manner. Beyond aesthetics design transcends as an expression of a people's values and aspirations.

India has a vibrant design industry and an ever increasing number of design users backed by a strong platform of design education. Indian designers are an eclectic mix of talent, insight and experience. Design in India has matured over the years and continues to grow from strength to strength.

The India Design Festival is India's premiere and largest design event. It is an initiative of Confederation of Indian Industry (CII) organized in partnership with National Institute of Design and with the support of different design organizations. The key part of the festival is the Design Summit which is a 2 day conference featuring best of the Indian and International Design thinkers, practitioners and design supporters. Besides the Design Summit, the festival offers an inspiring and diverse program of interactive events and workshops. An annual event, the festival continues to gather momentum and becoming bigger with each passing year.

CII firmly believes that Design is the key for India to succeed in a constantly changing, globally competitive world. CII believes that through design we would be able to create a better future for everyone as design is the only practice that makes commercial, ecological and social sense at the same time. Through organizing this festival the organizers aim to convey different meanings, applications, developments of design and to imbibe design in every walk of human life.

Each year the festival provides an opportunity for the audiences to sense and feel design in its myriad manifestations contextual to changing needs of business and society.

The festival is an international event bringing together discerning audiences and eminent speakers to discuss and evolve emerging aspects of design. Design Summit – flagship event of the festival is organized with a unique theme each year that reflects contemporary issues and emerging trend. The entire 2 day conference is arranged in a manner so as to bring out finer details of the theme.

People attending the Design Summit and the festival are benefited in more than one way. They are able to expand their knowledge horizons, supplement and complement the information they already possess. They can see, hear and meet people who are shaping new ideas and hence the new world order through design. The festival is the perfect opportunity for the speakers and attendees to network and exchange experiences.

The following pages contain a brief retrospect of the Design Summit and India Design Festival since its inception in 2001.

## CII – NID Design Summit – A Retrospect of Last 8 Years

### The Organizers

#### Confederation of Indian Industry (CII) – [www.cii.in](http://www.cii.in)

CII is a non-government, not-for-profit, industry led and industry managed organization. CII works to create and sustain an environment conducive to the growth of industry in India, partnering industry and government alike through advisory and consultative processes. Founded over 113 years ago, it is India's premier business association, with a direct membership of over 7500 organizations from the private as well as public sectors, including SMEs and MNCs.

CII's theme "India@75: The Emerging Agenda", reflects its aspirational role to facilitate the acceleration in India's transformation into an economically vital, technologically innovative, socially and ethically vibrant global leader by year 2022.

#### National Institute of Design (NID) – [www.nid.edu](http://www.nid.edu)

NID, Ahmedabad is an internationally acclaimed multi-disciplinary design institute. The institute offers world-class professional education in various design domains through Under-Graduate and Post-graduate Diploma Programmes. NID is playing a key role in both design education and design promotion to create a congenial environment in the country so that there is an innovation driven value change catalyzing India's socio-economic development.

### Year 1 – 2001 - Bangalore

#### Theme

Managing Design in the New Millennium

#### Key Areas of Focus

Design for Business  
Profit by Business  
Design and Technology for Masses  
Design for IT and IT for Design  
Design related IPR issues

#### Distinguished Speakers

<b>Sir Christopher Frayling</b>	Chairman, UK Design Council, Rector Royal College of Art, UK
<b>John Thackara</b>	President, Doors of Perception, Holland;
<b>Vesna Popovic</b>	Queensland University of Technology, Australia;
<b>Nirmal Sethia</b>	Professor, California State Polytechnic University;
<b>Udayant Malhoutra</b>	President & Managing Director, Dyanamatics Technologies Ltd;
<b>Prabuddha Ganguli</b>	Adviser, Vision-IPR,
<b>Jacob Kurian</b>	Chief Operating Officer, Titan Industries Ltd,
<b>S.Sadagopan</b>	Director, Indian Institute of Information Technology
<b>Aditya Dev Sood</b>	Director, Centre for Knowledge Societies

#### Activities

An exhibition 'Young Designers 2001' showcasing the work done by NID students during their study at the Campus and their final Diploma projects

## CII – NID Design Summit – A Retrospect of Last 8 Years

Year 2 - 2002 - New Delhi

### Theme

Competitive Advantage through Design

### Key Areas of Focus

Design Competency for Business  
Managing 'Design Development'  
Better Design for Manufacturability/Assembly/ Serviceability  
Competitive Advantage through Design: US experience  
IT for Design  
Creating an Enabling Environment for Design & Innovation  
Designing for Global Opportunities: Corporate Perspectives

### Distinguished Speakers

<b>Peter Butenschon</b>	President, ICSID Executive Board
<b>Bhaskar Bhat</b>	Managing Director, Titan Ltd
<b>Dr. V.Sumantran</b>	ED, TELCO
<b>Prof. Dr. Peter Zec</b>	MD, Design Zentrum Nordrhein Westfalen, Germany
<b>Dr. Nirmal Sethia</b>	Professor, California State Polytechnic University (Pomona)
<b>Luigi Ferrara</b>	President & CEO-DX//Net, Canada among other eminent Indian and overseas speakers.

The Summit was supported by International Council of Societies of Industrial Design (ICSID)

Year 3 – 2003 – Mumbai

### Theme

Winning New Markets by Design

### Key Areas of Focus

Winning New Markets by Design  
Winning new markets and building brands  
Innovative Product Development, Soft Designing and Modelling  
Design Sustain ability  
Winning and retaining Customers through Design : Focus on Automobile Sector and Digital Products  
Strategizing Branding through Design

### Distinguished Speakers

<b>Prof. Patrick Whitney</b>	Director, Institute of Design Illinois Institute of Technology,
<b>Jamshyd Godrej</b>	Managing Director, Godrej & Boyce Mfg. Co
<b>Gianfranco Zaccai</b>	Design Continuum, Boston
<b>Dr. Nirmal Sethia</b>	California State Polytechnic University
<b>Prof. Carlos Hinrichsen</b>	Chile,
<b>Prof. Ezio Manzini</b>	Milan Polytechnic
<b>Prof. Uday Karmarkar</b>	Anderson Graduate School of Management,
<b>Nate Young</b>	Art Center, Pasadena, USA

## CII – NID Design Summit – A Retrospect of Last 8 Years

### Year 4 - 2004 - New Delhi

#### Theme

Envisioning Design in Business Strategy

#### Key Areas of Focus

Envisioning Design in Business Strategy  
Indian Scenario  
Consumer Durables / Electronics  
Auto Sector

Technology - Design Fusion for Consumer Delight  
IPR for Design  
Towards National Design Policy

#### Distinguished Speakers

Kamal Nath	Minister of Commerce and Industries
Antonio Armellini	Ambassador of Italy to India
Pawan Munjal	Managing Director, Hero Honda Motors Ltd.,
Dr. Darlie O' Koshy	Executive Director, NID
N Srinivasan	Director General, CII
Alessandro Barberis	President - Turin Chamber of Commerce
Nipa Doshi	Doshi Levien Design House, U.K.
Sanjay Behl	Head- Marketing, Nokia (India)
Roberto Fraquelli	Design Consultant & Design Associate, IDEO, Europe
Asher Arnon	Industrial Design Department, Bezalel Art & Design Academy, Jerusalem
Suresh Sethi	Industrial Design Centre, IIT Mumbai
Naomi Hasuike	Managing Director, Makio Hasuike Studio, Italy
Lokesh Bhasin	Director, Silicon Graphics India
Prof. Chetan Sankar	Thomas Walter Professor, Auburn University, U.S.
Dr. Carlo SINCERI	President, Italian Association of Automotive Industry
Roberto Piatti	Managing Director, Stile Bertone, Italy
K C Hallone	Business Head, Minda Industries Ltd.
Prof. Kenneth Segal	Head- Industrial Design Department, Hadassah College of Technology, Jerusalem
Prof. M P Ranjan	NID
Prof. L. K. Das	Head - Industrial Design, IIT Delhi
Prof. Uday Athavankar	IDC, IIT Mumbai

### Year 5 - 2005 - Mumbai

#### Theme

Design Paradigm Shift: Gearing Up for Tomorrow

#### Key Areas of Focus

Design Innovators: Corporates and Design Houses  
Design Paradigm Shift: Gearing Up for Tomorrow  
Case studies – International and Regional  
Technology & IPR for Design  
Indian Design: Opportunities & Challenges

## CII – NID Design Summit – A Retrospect of Last 8 Years

### Distinguished Speakers

<b>Dr. Naushad Forbes</b>	Director, Forbes Marshall Ltd.
<b>B K Bhaumik</b>	Senior General Manager, Mahindra & Mahindra Ltd.
<b>Chetan Maini</b>	Managing Director, Reva Electric Car Company Pvt. Ltd.
<b>Manoj Kothari</b>	Onio Design
<b>N C Mathur</b>	Director, Jindal Stainless Ltd
<b>Prof. Ravi Hazra</b>	Professor - Industrial Design Center, IIT, Mumbai
<b>Ken Melville</b>	Director-International Programmes, Renault Corporate Design, UK
<b>Michael Foley</b>	Chief Creative Associate, Titan Industries Ltd.
<b>Rajib Adhikary</b>	Executive Vice President, RKS Design
<b>Paolo Verri</b>	Managing Director, Torino International, Italy
<b>Emilio Meloni</b>	Vice President & Technical Director, Carcerano Srl
<b>Giuseppe Savino</b>	Chief Information Officer, Italdesign - Giugiaro SpA
<b>David Griffiths</b>	Design Management Consultant, Alia Group
<b>Dr. Noemi Bitterman</b>	Director - Industrial Design, Technion - Israel Institute of Technology
<b>Nitin Pai</b>	Joint General Manager – Product Design Services, Tata Elxsi Ltd.
<b>Prof. K. Munshi</b>	Industrial Design Centre, IIT, Bombay
<b>Anjali Kelkar</b>	Research Associate – Institute of Design, Illinois Institute of Technology, Chicago

Year 6 - 2006 - New Delhi

### Theme

Design with India

### Key Areas of Focus

Design Equity in the Emerging Scenario  
Future of Design  
India –The Emerging Design Destination  
Innovation through Collaboration  
Speed, Scaling and Effectiveness of Design Services  
Design with Cultural Sensitivity  
Indian Design Scenario  
Design Education  
Design with India: Reflections and implications

### Distinguished Speakers

<b>Dr. Darlie O Koshy</b>	Director, NID & Executive Board Member, ICSID
<b>Dr. Ajay Dua</b>	Secretary, Department of Industrial Policy & Promotion
<b>Uday Dandavate</b>	Founder & Principal, Sonicrim Inc, US,
<b>Kishore Biyani</b>	Managing Director, Pantaloon Retail (I) Ltd
<b>Dr. Peter Zec</b>	President, ICSID
<b>Dr. Y S Rajan</b>	Principal Adviser, CII
<b>Sudhir Sharma</b>	Founder and Moderator, Design India, Founder Director Elephant Design
<b>N.N.Prasad</b>	Joint Secretary, Department of Industrial Policy and Promotion,
<b>Pradyumna Vyas</b>	Principal Designer & Head, Integrated Design services (IDS), NID
<b>Sonia Manchanda</b>	Founder Director, Idiom Design Consulting Pvt. Ltd,
<b>Satish Gokhale</b>	Director, Design Directions Pvt. Ltd,
<b>Poonam Bir Kasturi</b>	Founding Faculty, Srishti School of Art & Design

## CII – NID Design Summit – A Retrospect of Last 8 Years

**Debera Johnson** Director, Pratt Design Incubator/ Sustainable/ Social Enterprise & Chair- IDSA, New York  
**Ignacio Germade** Chief of Design- Motorola, Europe

As a follow up to this event, a group of design and innovation thought leaders from around the world met at the Asia Society in New York on February 5<sup>th</sup> 2007, to reflect over the outcome of the conference in Delhi and to develop a consensus on the challenges of and opportunities for designing with India. The main organizers of this event were IDSA, Asia Society and CII.

### Year 7 - 2007 - Bangalore

#### Theme

Leadership through Design

#### Key Areas of Focus

Leadership through Innovation  
Educating for Design Leadership  
Raising the Bar: New Perspectives on Design  
Implementing National Design Policy  
Thriving in the competitive marketplace through design

#### Distinguished Speakers

Bruce Nussbaum	Assistant Managing Editor, Business Week
Vikram Kirloskar	Vice Chairman, Toyota Kirloskar Motors Pvt. Ltd.
Arun Jaura,	Senior Vice President-R&D, Mahindra & Mahindra Ltd.
Michele Straniero	Director, Overseas Sales & Business Development, Studio Pininfarina, Turin
Mukund Bhogale	Managing Director, Nirlep Appliances Ltd
Hari Nair	Director, Whirlpool Global Consumer Design Asia
Ajay Shankar	Secretary, DIPP, Government of India
Raj Rewal	Architect, New Delhi
Giorgio Croci	University "La Sapienza", Rome
Claudio Moderini	Director-Design Department, Domus Academy, Milan
Ravi Sawhney	President & CEO, RKS Design
Madhukar Dev	Managing Director, TATA Elxsi Ltd
Geoff McCormick	Alloy Total Product Design
Surya Vanka	Microsoft Corporation
Shilajeet Banerjee	D-School, Stanford University
Anna Kirah	Dean, 180 Academy, Denmark
Gregg, Davis	Principal, Design Central and Executive Editor, Innovation Magazine
Kingshuk Das	Vice President, New Market Strategy, IDEO

Italy was the partner country for the summit. An Italian Exhibition: "100 Objects of Design" showcasing a selection of some of the most meaningful objects of Italian design, ranging from the post-war period up to the present would also be held concurrently with the Summit.

## CII – NID Design Summit – A Retrospect of Last 8 Years

Year 8 - 2008 - Pune

### Theme

Design Next - Inspiring Transformation

### Key Areas of Focus

Design in India  
Value of Design  
Design and Social Impact  
Design in a Sustainable Concept  
Designing the Future

### Distinguished Speakers

Peter Kersten	BNO Ambassador and Past President, BNO, Netherlands
S Sundar	President, Association of Indian Design Industry (AIDI)
Ravi Mokashi Punekar	Head - Department of Design, IIT Guwahati
Theo J J Groothuizen	Counselor - Science & Technology, Royal Netherlands Embassy
Amit Nandi	General Manager – Marketing Bajaj Auto Ltd.
Leimei Julia Chiu	Director, International Design Center, NAGOYA Inc., Executive Board Member, ICSID & Vice President, ICOGRADA
Sandy Speicher	IDEO, USA
Antonia Ward	Managing Editor, UK Design Council
Philippe Delivgne	Head, Institut Supérieur de Design, France
Pankaj Jhunja	Head - Design Realization and Quality, Renault Nissan Technology & Business Centre India
Prashant Subhedar	Director, Bang Design
Amit Gulati	Director, Incubis Consultants
Franck Eurvard	Chief Executive Officer, TACO Faurecia Design Center
Aparna Piramal	Director, Ergo
Anil Mathur	Chief Operating Officer, Godrej Interio
Anuj Prasad	Director & Chief Designer, Desmania Designs
Raphael van Amerongen	Merkx + Girod Architects, Netherlands
Jocelyn Wyatt	Social Impact Lead, IDEO, USA
Badve Chandrasekhar	Director, Lokus Design
Peter Mcgrory	Professor, Design Management, University of Art and Design, Helsinki
Jos Oberdorf	Partner, NPK Design, Netherlands
Jacob Mathew	Founder Director, Idiom Design & Consulting Pvt. Ltd.
Markku Salimaki	Director, International Design Business Management, Finland
Lisbeth Juul	Head of Press, INDEX, Denmark

This year was a momentous year in the history of Design Summits. It is in this year that the CII-NID Design summit evolved into “India Design Festival”. Diverse festival activities with a focus on myriad design applications are the hallmark of this festival. Activities like exhibitions, workshops, open houses, spread over a week’s time were organized during this festival. Activities that were organized during the 1<sup>st</sup> India Design Festival were On-the-Spot Student Design Competition, Symposium on 'Innovations in Composites', Designers Showcase, Design Open Houses and many workshops on topics such as Furniture Design Opportunities in Automotive Design, Design Innovation for MSMEs', Product Design Strategy, Integrated Platform Strategies, Design for Craft.