

Background

Confederation of Indian Industry (CII) and National Institute of Design (NID) have been jointly organizing the CII-NID Design Summit for the past 8 years. In last few years, this collaboration has expanded to include a number of Indian and international Design organizations.

We are pleased to inform you that this year, with the objective of celebrating the growth of the Indian Design industry and also to identify further opportunities & challenges, we are organizing the second **India Design Festival 2009** (IDF 09) in December 2009 at Delhi. The major attraction and key event of India Design Festival is the **9th CII – NID Design Summit**.

'India – The Emerging Powerhouse of Design' is the central theme of the India Design Festival 2009.

India Design Festival (IDF) aims to address the following areas:

- To promote design as a tool for improving national competitiveness
- To promote use of design in businesses with special focus on MSME's and
- To promote applicability of design in public services

We are pleased to inform that the 2nd India Design Festival and 9th CII-NID Design Summit are scheduled to be held at Delhi, in first week of December 2009.

Invitation

As a part of the 2nd India Design Festival, one day will be dedicated to an event called "Designers Showcase". This is a special one day session during the festival. This is an invitation to all Indian Designers, designers employed in Indian Firms, India Design firms, Indian companies with design departments, independent professionals, design students and academics.

Objectives

- We are looking to showcase work of designers from different design disciplines done and commissioned in the year 2009.
- The objective of this special session is to exhibit exemplary work done by designers in India.
- Create a platform for Indian Designers to showcase their work.
- The platform to serve as an information source as to the applicability of design in various instances.
- Demonstrate that investment in design impacts overall business success
- Celebrate effectiveness in all design disciplines
- Highlight the critical role of design in enhancing quality of life
- Reinforce the value of strong client/designer partnerships

Why should you participate?

- Selected entries will make presentations in a day long session convened for the purpose.
- Selected entries will be presented on the India Design Festival website throughout the year till the next India Design Festival

Timeline:

Submissions must be received by November 28, 2009
Selections will be announced on or before December 03, 2009

Fee:

No fee for submission.

Categories

Submissions could be made in any of the category mentioned below

- Graphic Design / Visual Communication
- Product Design / Industrial Design
- Architecture
- Apparel / Fashion design
- Motion graphics, animation & new media design
- Interior Design
- Landscape Design
- Textile Design
- Urban planning / Design
- Multidisciplinary

Eligibility

- Only Indian designers or designers employed in India firms are eligible to submit
- Submission Projects must have been completed in the year 2009
- Only commissioned projects could be submitted.
- You may submit as many entries as you wish in the categories outlined.
- However, you must make each submission separately with an individual registration form.
- If a project falls into more than one applicable category, we encourage you to apply to the category best suited to your submission.

Submission Summary + Visual Materials

Please provide an overview of your submission including the name of project, name of client, reason for execution of project, objectives of project. Include the project's date of completion. Explain how your submission addresses the criteria of Function, Aesthetics and Innovation. The summary should not be more than one A-4size page. The submission has to be supported by 5 different images of the project in a PDF Format. File size should not be more than 2 MB. Name the file with the name of your project.

Registration Form

Please complete the attached Registration Form, and include it with your submission.

Submission Guidelines:

- Submission could be an individual submission or on behalf of a company / organization
- In case of an individual submitting his / her work, proper clearance from the design firm / organization / company has to accompany the submission stating that the individual is allowed to present the work.

Submission Address:

Send via email to:

seema.gupta@cii.in

with designer/firm name in subject line.

Review Process

Each submission will be reviewed on the basis of: (1) Submission Summary; (2) Implementation of purpose or process; (3) Aesthetics and visual impact; (4) Quality of technique and execution; and (5) Innovation of design.

Important

- The organizers decisions are final.
- The organizers will not be responsible for submissions without both the permission of the client and the design firm.
- Copyright of the submissions remains with the entrant, however by making an entry, the designer and the client assign the right to publish, exhibit or promote the contents of the submission or an edited version of the same to the India Design Festival without seeking further permission.
- In order to make a convincing case for submission, an entrant may choose to include information of a confidential nature. In such a case, entrants must provide two (2) versions of their submissions - one of which is suitable for publication, exhibition and promotion. Any material which is not for publication or exhibition must be marked clearly on the page(s) where this information appears.

Registration Information

There is no preformatted registration form. With each submission kindly include the following information which would be treated as registration information.

- Name of designer
- Organization
- Position within organization
- Category of submission
- Name of Project
- Communication details such as address, telephone numbers including cell phone number, email id, website, etc.

I, the undersigned, acknowledge that I have read and understand the terms and conditions of participation in the "Designers Presentation" during India Design Festival. I certify that the information provided by me in the submission summary is true and complete to the best of my knowledge. I am entitled to enter the work and I have all the necessary permissions to do so. I am entering the work on my own volition and in any event, I will be wholly responsible for the consequences. I submit to the discretion of the organizers and their decision shall be final and binding on me.