



# DESIGN DIALOGUES

## REINTERPRETING DESIGN

October 9th and 10th, 2015



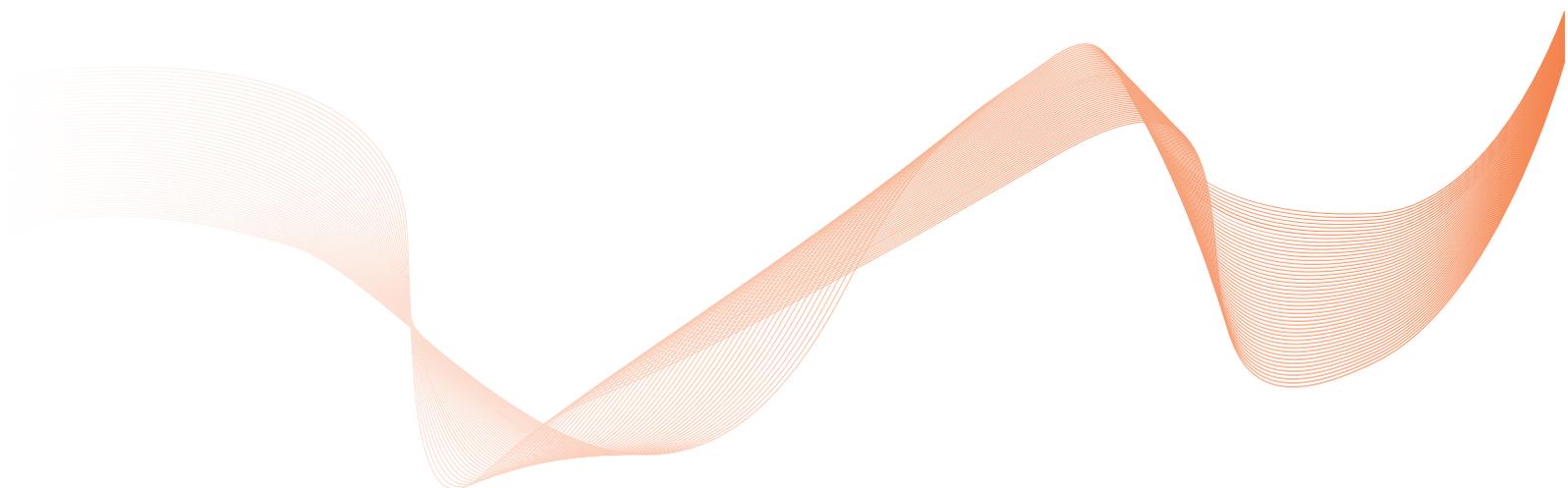
NATIONAL INSTITUTE OF DESIGN  
Ahmedabad, Paldi

# DESIGN DIALOGUES REINTERPRETING DESIGN

## Introduction

Recently everyone seems to be embracing design and everyone who is anyone from all walks of life, be it corporate, social, government, politicians, policy makers, managers, et al, are talking about the need to incorporate design. However, everyone is interpreting design in their own way, as they deem fit, most often to serve their own purposes. And most people see design as having cosmetic, gimmick or at best experiential utility only. Hence most feel that design is only about the outward appearance and there is no inner substance. It is the intangible aspects of design that are more important than the tangible ones but are unfortunately mostly missed out on.

Many are using the word 'design' as a new mantra or a panacea mainly reducing design to the latest buzz word till some new term is found. Thus reducing design to an artsy discipline and hence a non-serious discipline finding no mention among the mainstream disciplines like engineering, medicine, management, etc. If design is to be limited to just beautification and boutiqueisation (bonsiepe) only, is it really needed? There is utter lack of a collective understanding, more so in the Indian context, of what design is and what it stands for or should stand for, what is the real and unique value that design can provide, not just to business but to all the various areas of life..

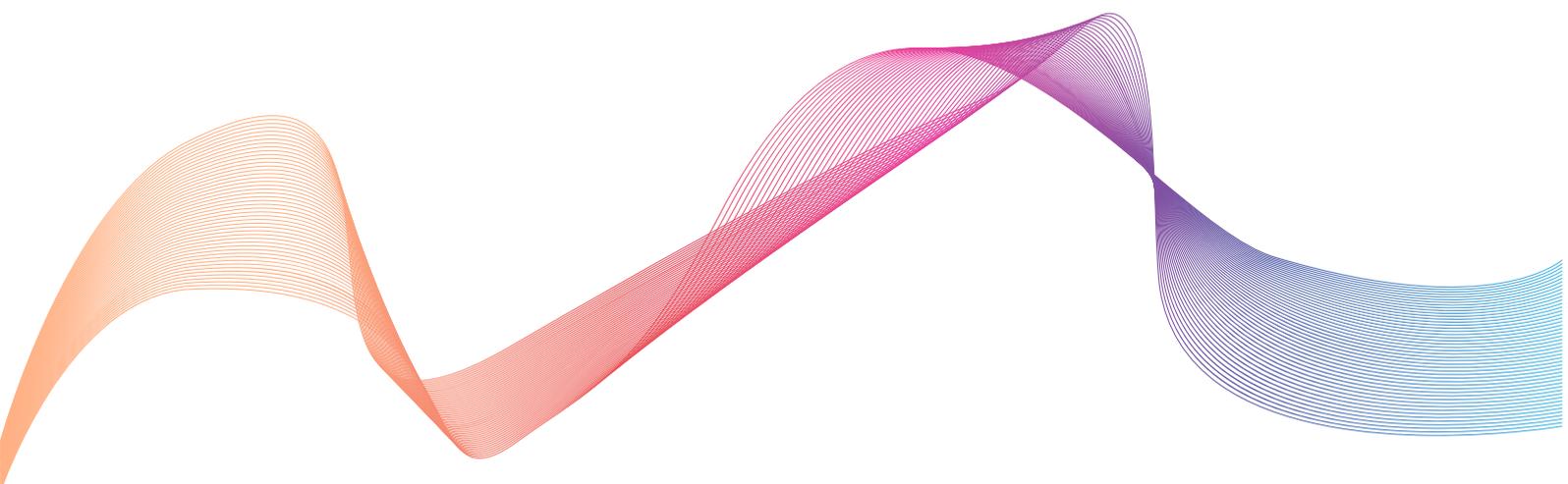


In the above scenario it is imperative for the Design community and the Design Educators to develop a concrete collective understanding of design which showcases the true powers and abilities of design, especially the ability of design to impact the human lives and dignity that is no less than any other mainstream discipline. It is for this purpose that we are proposing a two day conference to deliberate on the importance and relevance of design in the new and emerging creative and knowledge economy and to develop a contextually applicable common understanding of design that can then be passed on to educate the masses about the power and worth of design for a country, culture, society, individuals, industry, etc.

## **Rationale**

Today the world is getting more and more networked and merged forcing the classical knowledge domains and their boundaries to be increasingly intertwined and intermixed. Design is one of the few disciplines whose very existence is based on this kind of interweaving and holistic synthesis. Though this emerging social and world scenario seems more conducive to design and design thinking, it still compels us to relook and re-interpret the design and design education paradigms and pedagogies to make them more relevant and aligned to the present and evolving needs and more so to **define an Indian idiom for design.**

Thus far, design and design education has been predominantly focused on the tangibles and the 'touch and feel' but in today's ever more creative and experience economy, the intangibles are also becoming equally, if not more, important.

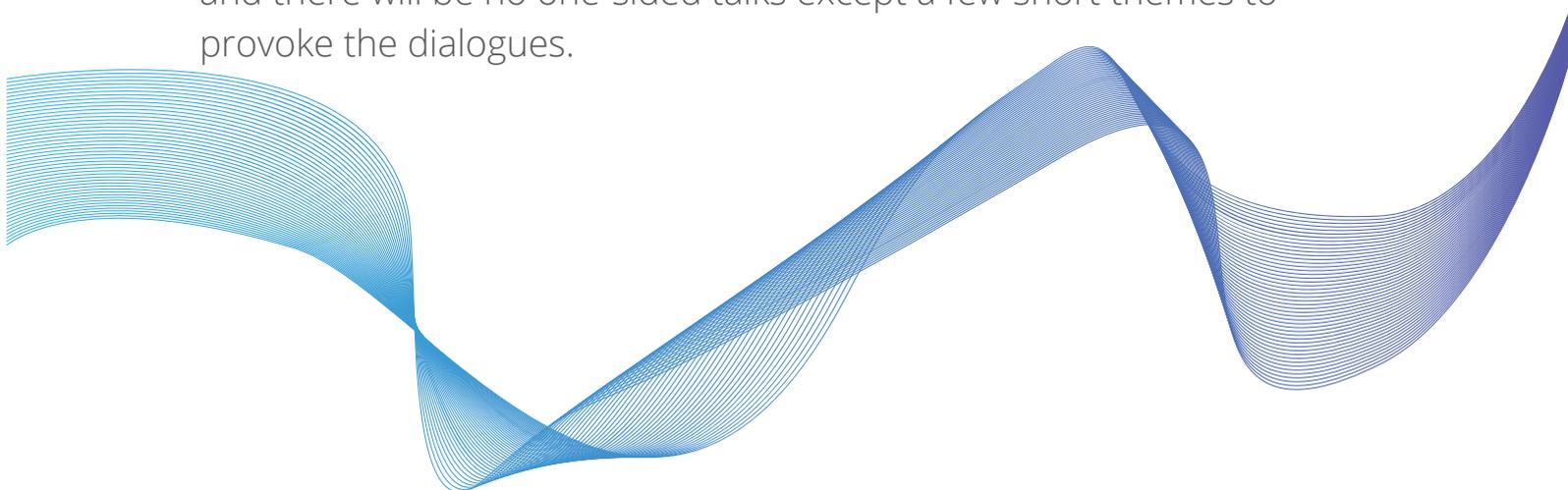


This does call for dialogues and conversations on the new directions to take. This need to re-visit the domains and paradigms is not limited to design but is equally shared by all disciplines and it will be enriching to share and exchange the experiences and strategies devised by the various domains to meet this demand.

Though design is dependent on, draws from and is enriched by all the various domains of knowledge ranging from the arts, humanities to sciences, economics and commerce to management and technology to business, yet through its unique ability to synthesize, integrate, cross feed, humanize and synergize these diverse domains it has the capacity to innovate and enrich these domains by invoking symbiotic relationships among them. Thus, these dialogues will augment and benefit people from all domains and hence we invite all interested professionals, educators, entrepreneurs, et al from all the various fields like humanities and social sciences, management, engineering and technology, the sciences, business and management, architecture, etc. for a two day intense dialogues between them and the designers and design educators on the reshaping of design and design education.

## **Format**

This conference brings together professionals and experts and eminent personalities from industry and academics covering all the varied domains of knowledge like science and technology, management, design, art, humanities, anthropology, medicine, ancient sciences, etc. to deliberate and dialogue on how can or should design impact their lives and all of the planet and to re-interpret design in the current and upcoming national and global scenarios. The two day conference will be conducted in a purely inclusive and interactive way and there will be no one-sided talks except a few short themes to provoke the dialogues.



## **Participation:**

Participation is FREE but prior registration is mandatory. please register at <http://goo.gl/forms/b3mgyRmCKN>

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