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## LIFE &amp; STYLE

## Let's talk about design



Ipsita Das

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**Hosting its first-ever World Industrial Design day, the Association of Designers of India, Bengaluru chapter, managed to make a mark**

Ever wondered how products are designed? It takes a lot of research, thought, dedication and analysis of customer tastes to design a product. World Industrial Design Day, Bengaluru was a big win with eminent speakers and panellists chairing the conference at the Hilton recently, was a wind-up to the three-day event hosted by the Association of Designers of India (ADI), Bengaluru chapter. Keeping in mind this year's global theme 'Sustainable Design', WIDD 2017, Bengaluru Chapter celebrated the design ecosystem of the city.

The three-day exhibition from June 29 to July 1 organised at Gallery Manora, Indiranagar, gave a glimpse into the world of industrial design in the city. Participants included design organisations, entrepreneurs, social enterprises

and school students.

Many folds of creativity had come together in the exhibition; a bench designed by Chipokke to comfortably accommodate a couple, India's first home composter designed by Poonam Bir Kasturi's Daily Dump, a simple work chair called Soho chair by Dovetail, a premium water purifier for the Indian kitchen, Foleydesigns' Artize Faucet for Jaguar and Queen's Baton for Commonwealth Games and more.

The conference, which included a panel discussion, witnessed eminent personalities from the world of design and representatives of corporate, academia, start-ups, investors and makers coming together under the same roof to share knowledge on sustainability and design. The agenda for the panel discussion was 'the Design of Business' and 'Business of Design'.

An architect, urban designer and a creative entrepreneur, Naresh V Narasimhan, one of the keynote speakers of the conference, referred to how the city can maintain its charm by looking back to the 90s for an inspiration. "Learn from the past. You can capture a city through its art and architecture," he said and added: "Design and business can exist independently of each other. If you use design methodologies in running a business, it results in more favourable outcomes."

Another keynote speaker, Geetha Narayan, founder of the Srishti Institute of Art, Design and Technology, spoke about the need to innovate in the education sector. "There is a need to be creative in industries and in class to bring about a creative economy. We need to teach in educational institutions what we actually use in day-to-day life."

There was an open session with panelists. Ashish Goel, founder and CEO of Urban Ladder, said: "Sustainability is about conservation as a country and as a civilisation. It is a concept that we are just beginning to understand and we need to keep the momentum in that direction."

To Devika, founder of Studio Sattva, sustainability is a simple principle of live and let live. "Whatever I do in this world has a larger consequence and I allow everything that occupies a certain space also to survive." The evening ended with a promise of coming up with a better concept of sustainability and design.

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