

Design is more than just a few pretty artistic lines!

More than 200 designers and educators took part in IITGn conference

dna correspondent @dnaahmedabad

“The capacity of mass production in China is vanishing fast and designers need to find an alternative model to cater to the huge markets in India, China and Africa for the next 30 years,” said Dr Jean Joseph Boillot, co-chairman, Euro-India Economic & Business Group (EIEBG) who spoke on ‘Innovation in a new world shaped by Chindiafrica’.

She was speaking at the three-day ‘Design for a Billion’ conference that was hosted by Indian Institute of Technology, Gandhinagar (IITGn). The meet began on November 7 and will conclude on November 9.

Boillot opined the two main constraints with other countries are: presence of pollution everywhere and 50% of the youth in Europe are unemployed. The conference saw speakers from countries like USA, Germany, New Zealand, Netherlands and so on. More than 200 designers, researchers, educators, practition-



Design for a billion conference focussed on importance of design in mass impact

ers, and entrepreneurs from across the world took part at the conference to discuss the implications and future of design for mass impact.

Dr Klaus Krippendorff, professor, University of Pennsylvania spoke on three types of design, technology-centered design, market-driven de-

sign, and culture-sensitive design. “Design develops and plants the seeds of innovations that benefit particular stakeholder communities. But its larger purpose is to sustain cultural viability and enable society to meet its constantly changing challenges.”

PRODUCTS INCLUDING WASHABLE AND REUSABLE SANITARY NAPKINS, A DEVICE TO PULL OUT FOREIGN OBJECTS FROM NOSTRILS AMONG OTHERS WERE PRESENTED

Ashwini Deshpande co-founder of Elephant Design presented on how attending a workshop on ‘Design for social impact’ at Rockefeller foundation changed her mindset. “After coming back from the workshop I took two pledges. To start with backyard issues and positive social impact can be achieved within a commercial project.”

The event also presented various products designed by many young designers including washable and reusable sanitary napkins for women, a device to pull out foreign objects from nostrils and a device to stop bleeding due to deep wounds.