

KMDI talk: "Design in India: A Paradigm of Ascension' by Shashank Mehta, National Institute of Design (NID)'s Ahmedabad, India

Date: Wednesday, September 24th, 2008

Time: 3:00pm – 4:00pm

Place: Bahen Center for IT, Rm. 7180 (ECTI Conference Room)

Abstract: National Institute of Design (NID)'s experience of design education, design practice, and design promotion for the last about five decades, has evolved into a unique design approach that helps the institute constantly connect and maintain its relevance to the Indian industry and the society as a whole. While highlighting the challenges and opportunities available for the designers in India, the presentation will broadly cover the philosophy and approach to design and design research at NID.

Brief Bio: A Mechanical Engineer and a Post Graduate in Industrial Design (Product Design), Shashank Mehta is a faculty of Industrial design at the National Institute of Design, Ahmedabad. Currently, he is Activity Chairperson, Research & Publications at NID. Prior to this, he headed NID's Education Programmes as its Additional Activity Chairperson and also Outreach Programmes, and Industry & International Programmes Departments of NID. Shashank holds rich professional experience of working with the small scale as well as large industries as Design Consultant. His Design projects range from Consumer products, Medical equipment, Electronic products, Children's equipment, Furniture & Interiors to public utility systems. Before joining NID in 1993, he worked with Kinetic Engg. Ltd., Pune, as an Industrial designer, with M/S N.R. Jasani, Mumbai, as production in-charge and with a voluntary organization, AGNY as engineer.