

INTERNATIONAL DESIGN SYMPOSIUM



National Institute of Fashion Technology,
Jodhpur, Rajasthan, India
(Ministry of Textiles,
Government of India)



LEVERAGING CREATIVITY
FOR INNOVATION:
ROLE OF DESIGN RESEARCH

02.11
03.11
2023



NATIONAL INSTITUTE OF FASHION TECHNOLOGY

JODHPUR

Set up in 1986, NIFT is the pioneering institute of fashion education in the country and has been in the vanguard of providing professional human resource to the textile and fashion industry. Over the years NIFT has also been working as a knowledge service provider to the Union and State governments in the areas of design development and positioning of handlooms and handicrafts. Today, NIFT is acknowledged as a premier Institute of Fashion Design, Management and Technology across the globe. The NIFT Act 2006 confers Statutory Status on the Institute. The President of India is the 'Visitor' of the Institute under the Act. The Act empowers the Institute to award Degrees and other distinctions. NIFT is the first institute in India to award its own Degrees in the field of Fashion Education.

NIFT aims at establishing the benchmark for the quality of professionals that go into the fashion industry. The Institute provides comprehensive and state-of-the-art infrastructure and equipment to impart both practical and theoretical training.

NIFT has a network of Nineteen professionally managed campuses at Bengaluru, Bhopal, Bhubaneswar, Chennai, Daman, Gandhinagar, Hyderabad, Jodhpur, Kangra, Kannur, Kolkata, Mumbai, New Delhi, Panchkula, Patna, Rae Bareli, Shillong, Daman and Srinagar. The NIFT campuses are academic platforms offering design expertise, management practices and manufacturing technologies comparable with the best institutes globally. They offer a learning environment that encourage innovation, creativity and excellence.

NIFT awards Degrees for undergraduate, postgraduate and doctoral studies. The Degrees awarded by the institute are recognized by the academia worldwide. The institute confers Degrees to the graduates in the convocation Ceremony marking the occasion when the students leave the realms of the institute to take up key leadership positions in the industry. The curriculum at NIFT allows students to easily blend into global trends, as well as acquire a greater appreciation of local industry needs. The multidisciplinary and broad-based structure aims at all-round development of students. NIFT offers four-year Bachelor, two year Master programmes, and Doctoral degree programmes in the area of Design, Management and Technology.



LEVERAGING CREATIVITY FOR INNOVATION:

ROLE OF DESIGN RESEARCH

INTERNATIONAL DESIGN SYMPOSIUM

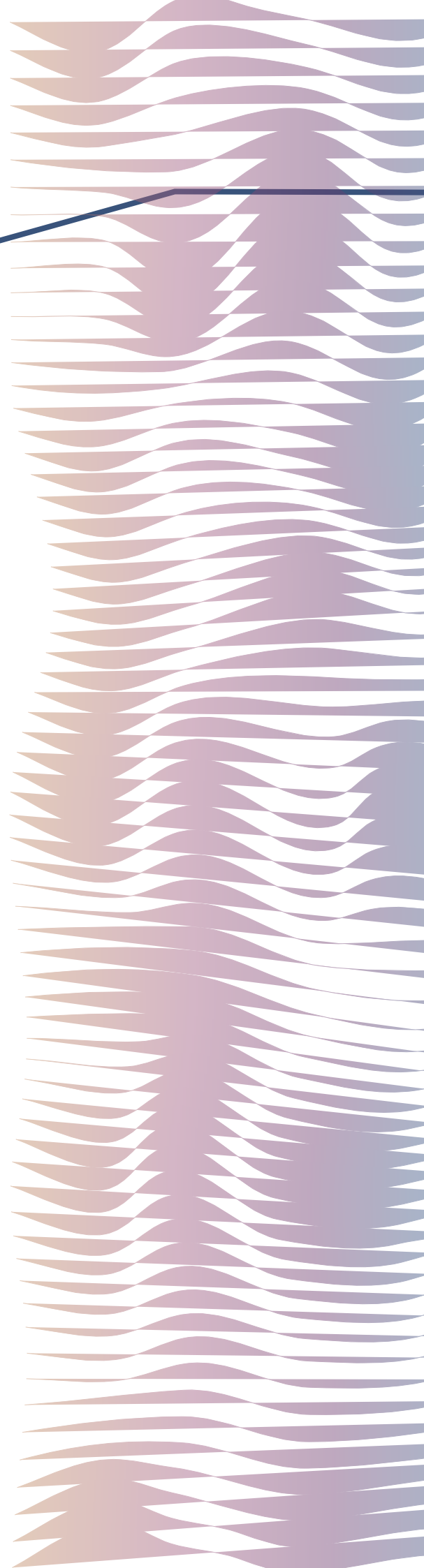
The Design Symposium will host an array of International and National Experts who will share their knowledge about design, research and practice to provide the road map of future research. The design symposium is forum for exchange of ideas, critical discussions, about design knowledge from cognition and philosophy to methods, tools and practice. The symposium aims at understanding the methodological framework for practice based design research, methodology and collaboration for innovation.

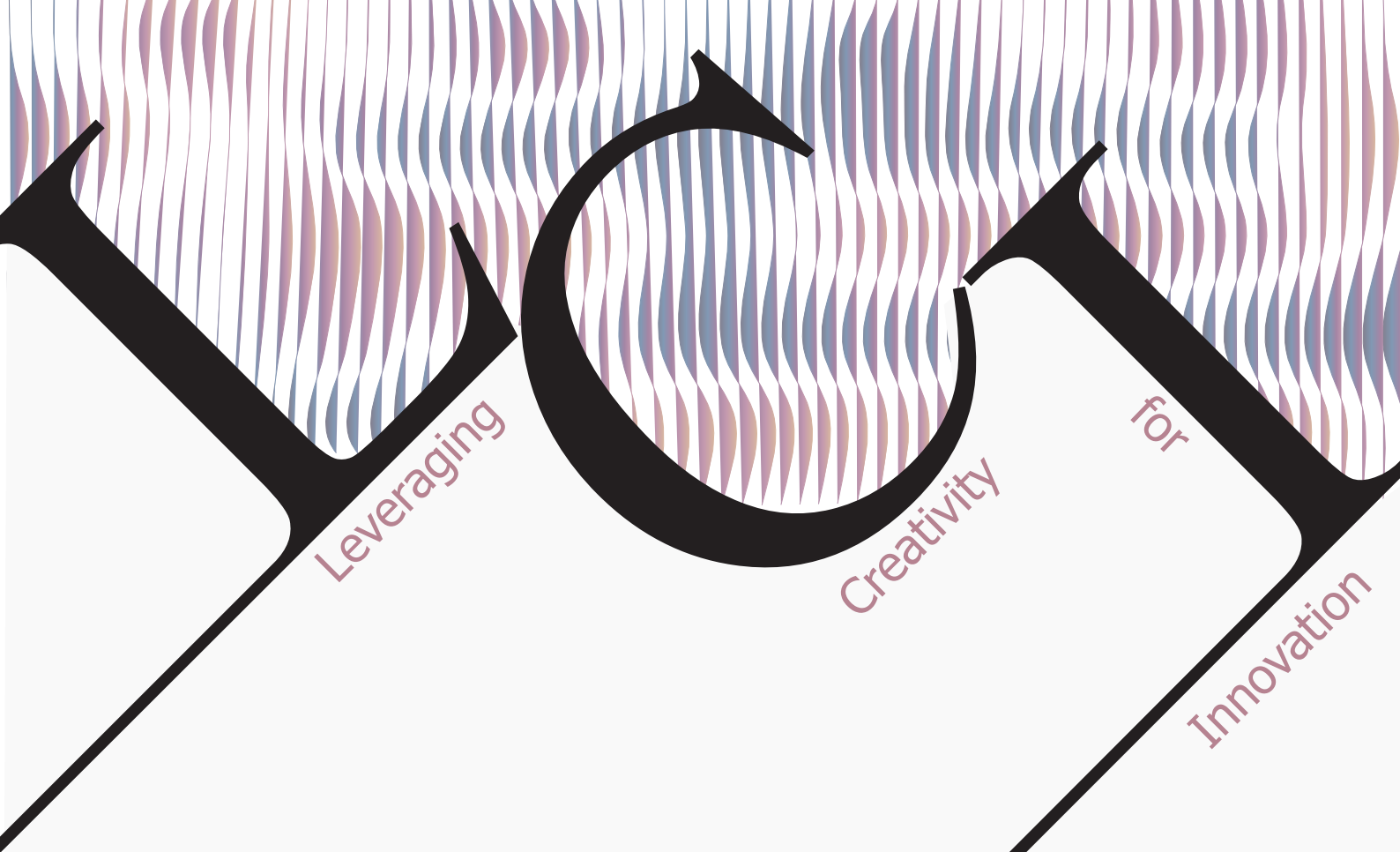
The symposium will address the framework required to create future-shaping knowledge and abilities, confront the difficulties we face, envisage and then steer towards a chosen future through design-led interventions. The symposium encompasses a series of presentations, keynote speeches, panel discussions and workshops. It provides a forum for researchers and practitioners to share their design principles, methodologies, and insights on innovative design practices across various industries and disciplines. It also encourages collaboration and networking among participants from different disciplines.

SIGNIFICANCE

Curiosity, creativity, and innovation are essential tools for the success of the designers. The symposium delves into understanding of the methodologies adopted in practice-led Design Research. The forum will provide an opportunity to explore and discuss various approaches, processes and frameworks used in this Design research practice. It also provides a premier interdisciplinary platform for researchers, practitioners, and educators to share their thoughts and challenges in developing effective methodologies for Practice-based Design Research.

The role of design in innovation of products, practices, strategies for the real-life transformations is inequitable. With the ever-changing world and challenges, it becomes imperative to equip the academicians and future designers with the diversity of methods used for design experiments, innovative prototyping and participatory designs. Which will in turn help designers to adapt research findings for new design development. The Symposium provides an interdisciplinary platform to design researchers and professionals to deliberate on design research practices across globe.





LOGO

Leveraging

Creativity

for

Innovation

THEME

LEVERAGING CREATIVITY FOR INNOVATION : ROLE OF DESIGN RESEARCH

Past few decades, design literature has enquired into several strategies, approaches for design to transform from prototype to strategies and to solve complex problems. When it comes to approaches, methodologies, tools, assessment frameworks, etc., design is preparing itself to provide pathways to design researchers by leveraging creativity for innovation.



TOPICS

- 01 Design research in context to design development in industry
- 02 Introduction & methodology for design research
- 03 Methodology of practice based research
- 04 Contextual approach to user centric design
- 05 Research process followed for practice-led design research
- 06 Cognition to creativity: Practice-based research in design
- 07 Contemporary Practices in Design Research
- 08 New learning in design education
- 09 Experiments in design pedagogy
- 10 Workshop on “Strategies and approaches for practice-led design research”
- 11 Publication challenges in design research
- 12 Future of design research in India
- 13 Practice based research: zero waste woven textile forms

EVENT SCHEDULE

DAY 01
02 NOV 2023

Inaugural at Rhythm Theatre (NIFT Jodhpur) 09:30 am - 10:15 am
High Tea 10:15 am - 10:30 am
Lunch Break 02:10 pm - 02:40 pm
Evening tea 04:45 pm - 05:00 pm

SESSION 01

10:30 am - 02:10 pm
Moderator: Prof. Dinesh Korjan (Founder of Korjan 2.0, Studio)

Distinguished Industry Expert
10:30 am - 11:00 am

Design research in context to Design development in Industry

Mr. Shilpee Sharma
(Sr. VP & Head of Design, Reliance Retail, Bangaluru)

Expert Talk
11:00 am - 12:00 pm

Design research: Introduction & methodology for design research

Prof. Pratul Chandra Kalita
(IIT, Guwahati)

Expert Talk
12:00 pm - 01:00 pm

Methodology of practise based research

Prof. Singanapalli Balamam
(Design Chair, DOT School of Design, Chennai)

Expert Talk
01:00 pm - 02:00 pm

Contextual approach to user centric design

Prof. Raman Saxena
(IIIT, Hyderabad)

02:00 pm - 02:10 pm

Q&A

SESSION 02

02:45 pm - 06:10 pm
PLENARY SESSION
Moderator: Prof. Pratul Chandra Kalita (IIT, Guwahati)

Expert Talk
02:45 pm - 03:45 pm

Research process followed for practice led design research

Dr. Padmini Tolat Balamam
(Rtd. Prof. & HOD, Silpa-Sadana, Visva-Bharati, Santiniketan (W.B))

Expert Talk
03:45 pm - 04:45 pm

Cognition to creativity: Practice-based research in design

Prof. Vijai Singh Katiyar
(NID, Ahmedabad)

Panel Discussion
05:00 pm - 06:00 pm

Contemporary Practices in Design Research

06:00 pm - 06:10 pm

Q&A

DAY 02
03 NOV 2023

EVENT SCHEDULE

High- Tea	10:30 am - 11:00 am
Lunch Break	01:45 pm - 02:25 pm
Evening High Tea	05:45 pm - 06:00 pm
Valedictory	06:00 pm - 06:30 pm

SESSION

03

09:30 am - 01:45 pm

Moderator: Prof. Raman Saxena (IIIT, Hyderabad)

Online Expert Talk
09:30 am - 10:30 am

New learning in design education

Prof. Steven Farem
(Associate Prof., Parsons School
of Design)

Expert Talk
11:00 am - 12:00 Pm

Experiments in design pedagogy

Prof. Dinesh Korjan
(Adjunct Prof. at IIT -IDC,
Mumbai & Founder of Korjan 2.0,
Studio)

Workshop
12:00 pm - 01:35 pm

Workshop on "Strategies and
approaches for practise-led
design research"

Prof. Singanapalli Balaram
(Design Chair, DOT School of
Design, Chennai)

01:35 pm - 01:45 pm

Q&A

SESSION

04

02:30 pm - 05:45 pm

Moderator: Prof. Vijay Singh Katiyar (NID, Ahmedabad)

Online Expert Talk
02:30 pm - 04:00 pm

Publication challenges in
design research

Prof. Anirudha Joshi
(IIT-IDC, Mumbai)

Panel Discussion
04:00 pm - 05:00 pm

Future of design research in
India

Online Expert Talk
05:00 pm - 05:45 pm

Practice based research:Zero
waste woven textile forms

Dr. Holly McQuillan
(Asst. Prof., TU Delft, Netherlands)

SPEAKERS



01

Mr. Shilpee Sharma

(Sr. VP & Head of Design Reliance Retail, Bengaluru)

Experienced CXO with a long history of working in the retail industry. Skilled in Trend Analysis, Retail, Textiles, Fashion Design, Product Development and Strong product management professional with a fashion design degree from National Institute of fashion Technology Delhi (1991). He worked as Chief Creative Officer in Shoppers Stop. He also served as Vice President in Reliance Retail. Also worked in Globus as Director Design. Managing Partner with Mastice Exports, Head of Design at Niryat Sam Apparels India Ltd., Consultant at Technopak Advisors and senior designer at Sandy Bear Design Inc.



02

Prof. Pratul Chandra Kalita

(IIT, Guwahati)

Dr. Pratul Chandra Kalita has widespread industrial and academic experience in the field of design, technology and management. He did Bachelor of Engineering in Production Engineering and Management from National Institute of Technology, Jamshedpur, followed by Master of Marketing Management from Pondicherry University (Central University). He obtained PhD in Design from Indian Institute of Technology Guwahati in the area of Design Management. He has provided consultancy services to the Government of India, Government of Assam and many private organizations of repute.

At present he is engaged in number of research and consultancy projects. He has done prestigious IMPRINT project sponsored by MOE and ICMR on system design for Tuberculosis Programme Administration. His recent projects include Impact Assessment Studies for Roads, Bridges and Irrigation projects funded by NABARD, Prime Minister Entrepreneurship Generation Programme, Prime Minister Rozgar Yojna, Swarna Jayanti Shahri Rozgar Yojna, etc. Dr. Kalita has published research papers in reputed international journals and conference proceedings. He is also the coordinator of Design Innovation Centre, IIT Guwahati.



03

Prof. Singanapalli Balaram

(Design Chair at DOT School of Design, Chennai)

Professor Singanapalli Balaram, Design Chair, DOT school of Design, is Emeritus Professor of CEPT University and former Chairman of Education, National institute of Design. Author and Designer with 54 years of experience in Design Education. He was honorary editorial advisor of Design Issues Journal, Chicago for 15 years. He was Founder Dean of DJ Academy of Design and later Founder Director of Sasi Creative Institute of Design. He is Part of the pioneer batch of teachers who started design education in India. Received 4 patents for his innovations, Conferred Helen Keller national award for working for people with disabilities. He won the international Ron Mace 'design for 21st century award' for Universal Design, the only Indian to get this honour. Published Books including "Thinking Design"(second edition), "Design Quotes", "Q&A on Education", 'Design Approaches' and "Adalaj"; Chapters in books -'Universal Design Handbook' 'Teaching Universal Design' 'The Idea of Design' 'Britannica encyclopedia' "Cotton" and "Design and Critical Primary Sources".

Guided /Judged PhD theses in Design at IIT Mumbai, IIT Rourkee and CEPT University. He is the founder of Craft Development Institute in Kashmir for Government of India to mitigate Socio-political unrest with design development. He Organized worlds' first UNIDO-ICSID meeting on "Design for Development" resulting in the seminal 'Ahmedabad Declaration' which paved way to India Design Council.



Prof. Raman Saxena
(IIIT, Hyderabad)

Raman Saxena currently serves as a Professor at the Software Engineering Research Center (SERC) at IIIT Hyderabad. Additionally, he holds the position of Adjunct Professor at Department of Design -IIT Kanpur, where he embarked on his academic journey in 2013. Prof. Raman is an alumnus of the Indian Institute of Technology Guwahati where he completed his PhD. Prior to joining academia, he accumulated over 25 years of industry experience across various domains, including design, innovation, technology, and product management. As an academican and researcher, he has worked on 20+ consulting projects with Industry and development organisations including Govt. Of India, Govt. Of UP, Bill and Melinda Gates Foundation (BMGF), Contraceptive Technologies Lab at Family Health Incorporation-USA etc. He is also a Co-founder & Curator of USID Foundation (www.usidfoundation.org) a non- profit platform to promote design and its social impact and has organised several design and innovation conferences, seminars, workshops and gurukul workshops in partnership with industry and academic institutions since 2007.



Dr. Padmini Tolat Balaram

(Rtd. Prof. & HOD, Silpa-Sadana, Visva-Bharati, Santiniketan (W.B) & Prof. at Sasi Creative Institute of Design, Coimbatore)

Dr. Padmini Tolat Balaram has started documenting Indian textiles and crafts since 1977. As a field researcher for Dr. Varadarajan's book South Indian Tradition of Kalamkari, she documented natural dyes for the first time. Her PhD was on Movement of Textiles and Textile Motifs between India, China and Japan, where she has talked about trade and influence of Indian Chintz on Japanese Wa sarasa and travel of motifs Swastika, Lotus and Clouds from India to Japan, via China and Korea.

She was awarded 7 International Research Fellowships, 3 from Japan Foundation (1996-97), (2006-07), (2019). Asia Scholarship Foundation (2003), Fulbright Fellowship and Travel Grant (2013), and from Nehru Trust for Victoria and Albert Collection (2014). She has also worked as natural dye consultant for UNDP-India, UNDP-Uzbekistan, Office of Development Commissioner Handicrafts & carried out research on J&K Handlooms for the Office of the Development Commissioner Handlooms. She has widely lectured, conducted workshops, published books, book chapters and articles, held 36 exhibitions of her natural dyed sustainable textile paintings and wall hangings, created in India, Japan and South Korea.

SPEAKERS



Prof. Vijai Singh Katiyar

(NID, Ahmedabad)

Prof Vijai Singh Katiyar has over 35 years of experience in design education and practice. He is a Principal Designer at the National Institute of Design, Ahmedabad. He teaches Design Thinking, Design Methods, System Design, Textile and Fashion, Crafts Research and Documentation at NID as well as in many other institutions. At NID, he has led Education, Research, Consultancy, Outreach, International Programmes and Publication activities as Chairperson. He has also been the Officiating Director and a Member of the Governing Council of the institute. He designed and initiated India's first practice-based PhD programme in Design. He has steered initiatives of academic reforms, curriculum development, and programme reviews besides setting up a System of Educational Excellence in Design (SEED). He has done over 70 major design intervention projects for the industry.

His two major books are —Design Education: Tradition and Modernity and Indian Saris: Traditions-Perspectives-Design. Conferred with a 'National Award' for design services to the handloom Industry, he has also been awarded a 'Visiting Research Fellow' position to UNSW, Australia.



Steven Faerm

(Associate Prof., Parsons School of Design)

Prof. Steven holds a BFA from Parsons School of Design, an MEd from Bank Street College of Education, and an EdM from Harvard University. Steven Faerm is Associate Professor of Fashion at Parsons School of Design. A Parsons alumnus and Designer of the Year nominee, he began teaching at Parson's in 1998 while simultaneously working as a professional fashion designer and illustrator. He has been recognized for his teaching by receiving both his University's "Distinguished Teaching Award" and his School's "Faculty Award."

Prof. Steven has taught and lectured at over 40 institutions on five continents for students spanning all educational levels. He is the author of Fashion Design Course: Principles Practices, and Techniques and Creating a Successful Fashion Collection: Everything You Need to Develop a Great Line and Portfolio, and his scholarship has been widely featured in academic journals. His most recent book, Introduction to Design Education: Theory, Research, and Practical Applications for Educators, was published by Routledge in 2023.



08

Prof. Dinesh Korjan

(Adjunct Prof. at IIT-DC, Mumbai & Founder of Korjan 2.0 Studio)

Founder and Partner of the Erstwhile Studio Korjan, Ahmedabad, Prof. Dinesh is one of the pioneers of Product Design practice in India. Currently his passion is in the use of design to solve larger, real world problems. He considers a 'systems' approach will enhance the effectiveness of design and will lead to transformative interventions. He complements his practice with active engagement in academics. He is an Adjunct Professor at IDC School of Design, IIT Bombay and teaches at many leading design schools as well, including National Institutes of Design (NID) Ahmedabad, Madhya Pradesh & Haryana, Faculty of Design, CEPT University Ahmedabad. Prof. Korjan is on the Advisory Boards of Institute of Design, Nirma University, Symbiosis Institute of Design, Pune and Faculty of Design, Vivekananda Global University, Jaipur.



09

Prof. Anirudha Joshi

(IIT-DC, Mumbai)

Prof. Anirudha is a BTech (1989) in Electrical Engineering, an MDes (1992), in Visual Communication from the Industrial Design Centre, and a PhD (2011) in Computer Science and Engineering, all from IIT Bombay. His PhD thesis was about integration of HCI activities in software engineering for usability goals achievement. This mix of engineering and design background has given him a unique perspective in the multi-disciplinary field of HCI.

Anirudha Joshi is professor in the interaction design stream in the IDC School of Design, IIT Bombay, India. He works in the field of Human-Computer Interaction (HCI) design. He was one of the first teachers to introduce usability and ethnographic user studies methods in India. On Teacher's Day in 2016, he got an award for Excellence in Teaching from IIT Bombay. He has been a consultant to many companies and has collaborated with them on projects to help develop innovative products. He conducts workshops and courses for practitioners and he helps organisations integrate HCI activities in their processes.



10

Holly McQuilian

(Asst. Prof., TU Delft, Netherlands)

Holly McQuilian is Assistant Professor in Multimorphic Textile Systems, and a member of of the Material Experience Lab at the faculty of Industrial Design Engineering at TU Delft, Netherlands. Building on 20 years experience of research in sustainable fashion and textiles focussing on zero waste fashion design practices, her current research explores interconnected fibre-yarn-textile-form-temporal systems as a means for transforming how we design, manufacture, use, and recover textile-based forms. Oriented through a holistic lens, she proposes new understandings of the relationship between designer and system, material and form to conceptualise and prototype alternative and regenerative textile futures.

ORGANISING COMMITTEE



Prof. Dr. G.H.S. Prasad
(Director, NIFT Jodhpur)
(Symposium Director)



Dr. Aditi Mertia
Assistant Professor, Department of
Fashion Design, NIFT Jodhpur
(Chairperson)



Dr. Shikha Gupta
Campus Academic Coordinator (CAC)
Assistant Professor, Department of Fashion
Management Studies, NIFT Jodhpur
(Ex. Officio Member)

ORGANISING COMMITTEE



Dr. Janmay Singh Hada
Assistant Professor,
Department of Textile Design,
NIFT Jodhpur
(Co-Chairperson)



Dr. Madan Lal Regar
Assistant Professor,
Department of Fashion Design,
NIFT Jodhpur
(Co-Chairperson)



Dr. Akanksha Pareek
Assistant Professor,
Department of Textile Design,
NIFT Jodhpur
(Member)



Mr. Atul Singh
Assistant Professor,
Department of Fashion & Lifestyle
Accessories, NIFT Jodhpur
(Member)



Dr. Ruchi Kholiya
Assistant Professor,
Department of Fashion Design,
NIFT Jodhpur
(Member)



Mr. Amit Das
Assistant Professor,
Department of Fashion
Communication, NIFT Jodhpur
(Member)



Ms. Shweta Joon
Assistant Professor,
Department of Textile Design,
NIFT Jodhpur
(Member)



राष्ट्रीय फैशन प्रौद्योगिकी संस्थान, जोधपुर
(वस्त्र मंत्रालय, भारत सरकार)

National Institute of Fashion Technology, Jodhpur
(Ministry of Textiles, Government of India)