



राष्ट्रीय डिज़ाइन संस्थान
NATIONAL INSTITUTE OF DESIGN

IDS 2015 2nd - 13th feb 2015



Craft and Design: Co-creation Workshop

India being one of the oldest civilizations and a land of immense diversity is known for its vibrant culture, living arts and crafts traditions. These traditions have evolved over many centuries in response to the needs and sustenance of communities. The crafts in India are not mere products of daily use but convey meanings with high social, cultural and religious significance and are closely associated with available natural resources and varied climatic conditions. The craftsmen in India are highly skilled with enormous ingenuity to transform locally available materials into wonderful products with high functional and aesthetic value.

The foundation of design as discipline is deeply rooted in the traditional crafts practices of India. Designers in India closely work with craftsmen to create new products as per the changing needs of the market. The traditional knowledge and skill sets of craftsmen are amalgamated with the knowledge of latest technology, trends and sensibilities of designers. The products developed in this process of co-creation have distinct Indian flavor and yet are internationally acclaimed.

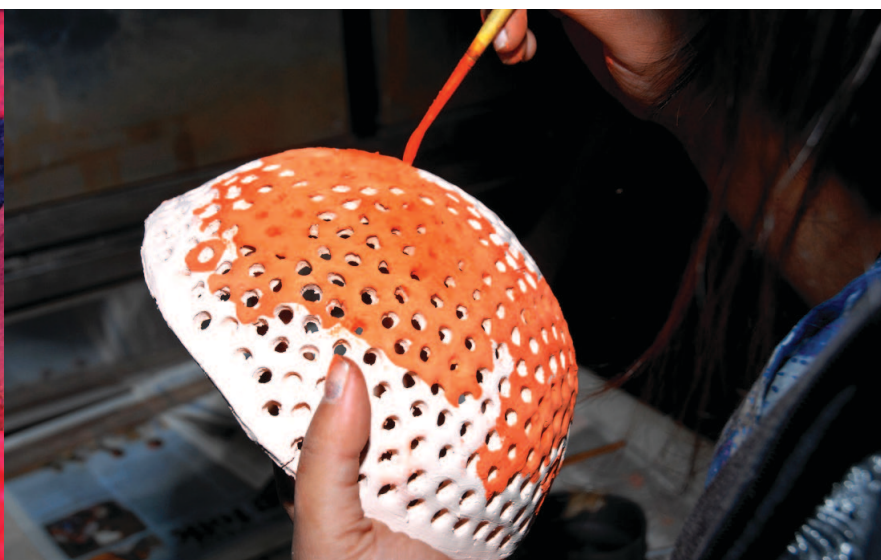
The **International Design Studio 2015**, hosted by the National Institute of Design focuses on organizing collaborative workshop between craftsmen and young design students. The workshop aims at sensitizing design students to the traditional wisdom of artisans and co-create. Young designers can imbibe immense knowledge and insights while working with indigenous tools, processes and techniques. The workshop is exploratory in nature and is an attempt to provide a glimpse of the vast array of Indian crafts to the design students from different cultural backgrounds and countries.

The design students from three participating countries of **India, China** and **Switzerland** will work in cultural mixed groups. Presentations by eminent faculty members of NID will be scheduled to enrich the understanding of the students on the subject. Excursions to museums, crafts clusters, historic monuments and organizations related to the topic of the workshop are part of International Design Studio. Students can make use of NID's labs and facilities as per the requirements of the workshop.

Each team of students will be required to create exhaustive range of explorations based on their interactions with artisans and in-depth research on the particular craft. Regular mentoring and periodical review of concepts will be carried out by the faculty members of participating institutes. Each team of students needs to develop prototypes of final concept and document the entire design process. An exhibition of final outcome of the workshop will be held for NID community on the last day of the workshop.

Participating Institutes:

National Institute of Design, India
Zurich University of the Arts, Switzerland
Tongji University, China
Jiangnan University, China



IDS 2015 Workshop Schedule

Date	Time	Details of the program	Venue
Sunday 1st Feb	7:30 pm	Welcome dinner	Eames plaza, NID campus
Monday 2nd Feb	9 am	Introduction to the workshop	Auditorium
	10 am	Director's speech	Auditorium
	11 am to 12:30 pm	Presentation by Zurich university	Auditorium
	1.30 pm to 6 pm	Commencement on the workshop	Textile studio
Tuesday 3rd Feb	9:30 am to 10:30 am	Presentation By NID faculty member	Auditorium
	11 am to 12:30 pm	Presentation by Tongji and Jiangnan university	Auditorium
	1:30 pm to 6 pm	Workshop	Textile studio
Wednesday 4th Feb	9 am to 6 pm	Workshop	Textile studio
Thursday 5th Feb	7:30 am to 10 am	Heritage walk	Field visit
	10:30 am to 6 pm	Workshop	Textile studio
Friday 6th Feb	9:30 am to 10:30 am	Presentation by NID faculty member	Auditorium
	10:30 am to 4 pm	Workshop	Textile studio
	4 pm to 6 pm	Concept Presentation by students and feedback session	Auditorium
Saturday 7th Feb	7 am to 8 pm	Excursion	Field visit
Sunday 8th Feb	10 am to 5 pm	Excursion	Field visit
Monday 9th Feb	9 am to 6 pm	Workshop	Textile studio
Tuesday 10th Feb	9 am to 12:30 pm	Calico museum visit	Calico museum
	1:30 pm to 6 pm	Workshop	Textile studio
Wednesday 11th Feb	9:30 am to 10:30 am	Presentation by NID faculty member	Auditorium
	10:30 am to 6 pm	Workshop	Textile studio
Thursday 12th Feb	9 am to 6 pm	Workshop	Textile studio
Friday 13th Feb	9 am to 12:30 pm	Workshop	Textile studio
	1:30 pm to 3 pm	Final Presentations by the students	Auditorium
	4 pm to 6 pm	Exhibition of explorations and prototypes	Design Gallery
	7:30 pm	Farewell Dinner	Eames plaza, NID campus

The workshop schedule is subject to modification, final schedule with the names of the presenters would be sent by January 2015.