

INDUSTRIAL DESIGN CENTRE, IIT BOMBAY
presents

**DESIGN
AND
DEGREE
SHOW**

DDS

2014

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BROCHURE**

de.con.struct

“Analyze the elements of a design in order to expose internal assumptions and contradictions, explore the merits of their contributions, and challenge claims of significance or ideality.”

– WILLIAM LIDWELL, *Deconstructing Product Design*

The term *deconstruction* was coined by the French philosopher **Jacques Derrida**, in his 1967 book of *Grammatology*, and deconstruction itself grew out of semiotics theory.

27th - 29th June 2014
@ VMCC, IIT Bombay

Conferences | Workshops |
Exhibition

5th - 6th July 2014
@ Nehru Centre,
Worli, Mumbai

Exhibition

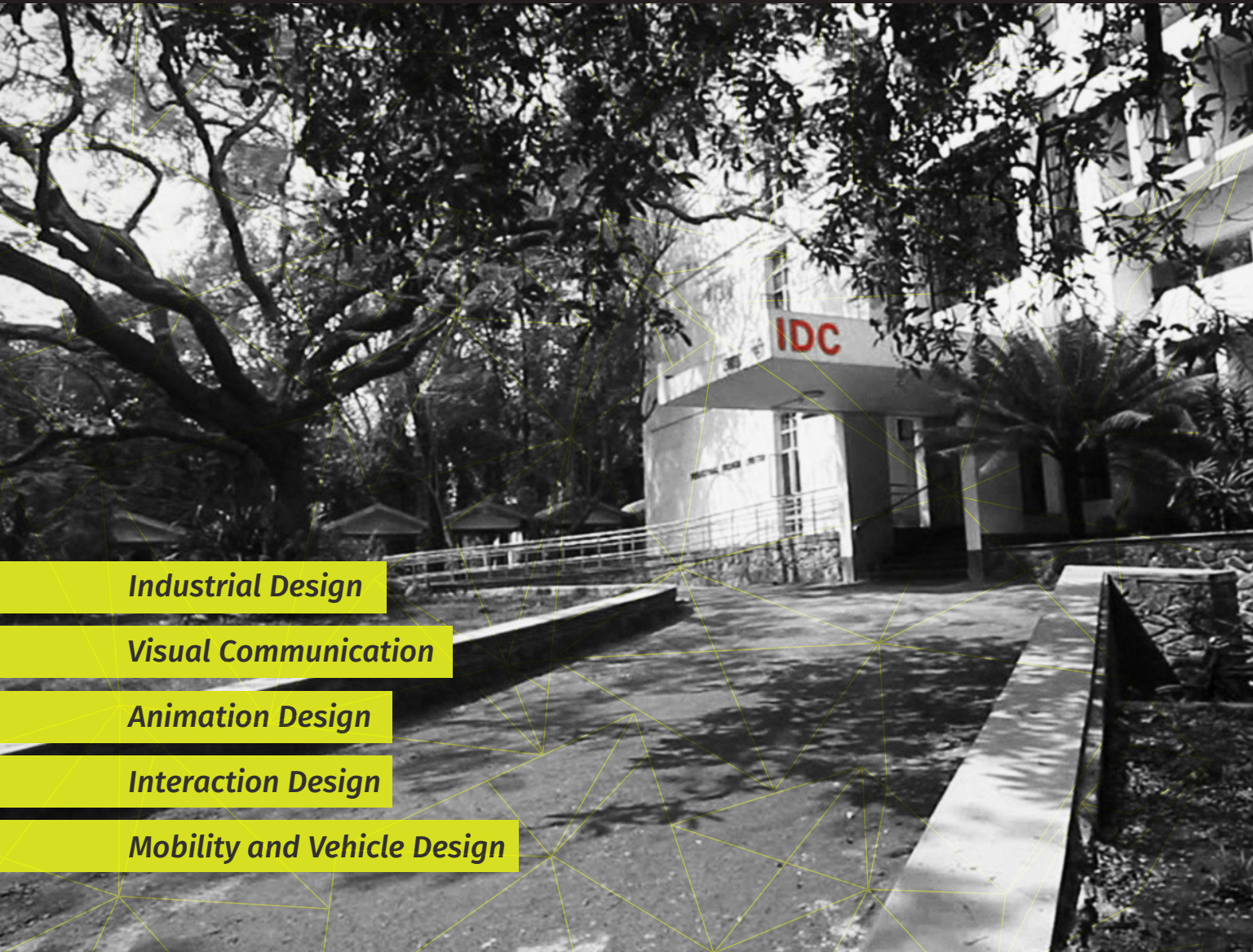
The Design and Degree Show 2014 is a showcase of works by Industrial Design Centre (IDC), IIT Bombay.

IDC aims to address the unrealized needs, wants and desires of the masses. Designers at IDC coexist as both observers and participants, whilst bringing a mature design perspective to produce feasible answers.

Hence, the work of every IDC designer is a unique blend of human-centred thought, personal creativity and the foresight that is inculcated in each of us by IDC.

DDS 2014 is a testament to our design methodology of deconstructing problems, ideas or notions; giving parity to every possibility and evolving a cohesive multi-layered solution most apt for the user.

DDS 2014 celebrates the spirit of observation, deconstruction and foresight as the fundamental nature of a holistic designer in the present and future contexts.



Industrial Design

Visual Communication

Animation Design

Interaction Design

Mobility and Vehicle Design

The Industrial Design Centre (IDC) is one of the oldest and most distinguished design schools in India, located within the **Indian Institute of Technology, Mumbai, India (IIT Bombay)**.

IDC offers two-year **Master of Design (M.Des)** degree in five disciplines –

Industrial Design, Visual Communication, Animation Design, Interaction Design and Mobility & Vehicle Design.

IDC also has a Ph.D. programme in Design.

Since 1969, IDC offers an excellent environment for academics, research and projects in the field of design. The education programme at IDC is a unique mix of pedagogic experimentation with a pragmatic design approach. It blends hard core problem-solving with design research. New thoughts, philosophies and research into several aspects of design are experimented with to continuously revitalize the academic programmes at IDC.

IDC graduates have contributed to every major field of design, all across the world. Alumni from IDC have been key players in eminent companies and research labs including **Google, Microsoft, Yahoo, Lego, Volvo, Samsung, Zynga** and **MIT Media Labs**.

IDC graduates know that design isn't just a profession—it's a powerful medium to construct a better society for us all.



Conferences

- Design relevance to society
- Case studies and success stories
- Innovation and entrepreneurship
- Discussing the state of design research in India
 - progress and possibilities
 - networking, sharing, learning and growing



Exhibition

- Exploring possibilities for design in different aspects of life
- IDC and its contributions
- Networking and building relationships



Workshops

- Understanding design process & application
- Design insights in different contexts
- New trends in design



Programme Highlights

The event promotes design thinking to foster an understanding of good design and its relevance to society and industry today. It aims to bridge the divide between industry, academia and society by offering a platform for discussion, exchange of ideas and collaboration.

Target Crowd

- Design professionals and practitioners
- Engineers and Management professionals
- Entrepreneurs and young innovators
- Students from schools and colleges
- Design educators and researchers

what do you get out of it ?

By supporting us, you're not just partnering with a world-class institution – you're letting the world know that you support a better society through design. And if that's not enough, you also receive...

General Sponsorships

₹ 5,00,000 +

Exhibition Space

18 sq.m
VMCC, IIT Bombay

9 sq.m
Nehru Centre, Worli

2ft X 6ft Display Panel during event

Media Promotion

Logo in Print Ads
(Premier Design Magazines & other)

Logo in Mass Media Advertisements

Logo on Website, Posters, Merchandising

Event Promotion

Two Pages Colour Ad
in *DDS 2014 Magazine**

10 Flex Ads around IIT Bombay Campus

Organization Logo & Promotion in the Conference Kits

Event Access

7 Full Access Event **Passes**

* The DDS Yearbook is now called *The DDS Magazine*. It reaches Design Companies, Studios and Institutes across the world.

₹ 3,00,000 +

Exhibition Space

9 sq.m
Nehru Centre, Worli

2ft X 6ft Display Panel during event

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7 Flex Ads around IIT Bombay Campus

Organization Logo & Promotion in the Conference Kits

Event Access

5 Full Access Event **Passes**

₹ 1,00,000 +

Exhibition Space

2ft X 6ft Display Panel during event

Media Promotion

Logo in Print Ads
(Premier Design Magazines & other)

Logo on Website, Posters, Merchandising

Event Promotion

One Page Colour Ad
in *DDS 2014 Magazine**

3 Flex Ads around IIT Bombay Campus

Organization Logo in the Conference Kits

Event Access

3 Full Access Event **Passes**

₹ 50,000 +

Exhibition Space

2ft X 6ft Display Panel during event

Media Promotion

Logo on Website & Event Posters

Event Promotion

2 Flex Ads around IIT Bombay Campus

Organization Logo in the Conference Kits

Event Access

1 Full Access Event **Pass**

Premium Sponsorships

General Sponsorship + Additional Offers **

***Limited Slots Available
Additional Offers pending availability*

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Highlight on Keynote Promotional Material
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Additional Offers Special Mention as the Workshop Sponsor
Highlight on Workshop Promotional Material
+ 2 Extra Passes

Print Sponsor ₹ 1,00,000 +

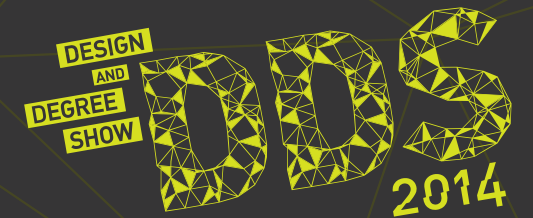
Additional Offers Special Mention in Mass Media
Organization Logo & Promotion in the
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Merchandise Sponsor ₹ 1,00,000 +

Additional Offers Special Event Promotion Mention
Organization Logo & Promotion in the
Conference Kits

Ticketing Partner ₹ 50,000 +

Additional Offers Special Media Promotion Mention



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