





Report on CLE & CSIR-CLRI's participation in India-Italy Design Roundtable, 20th July 2012, Rome

Report by

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Acknowledgement of Editorial Support in readying this Report

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Preamble

PREAMBLE

DESIGN has been identified as an area for enhanced collaboration between **Italy** and **India**. In order to further strengthen the bilateral cooperation in this sector, the Embassy of Italy - in collaboration with the **Italian Ministry of Foreign Affairs, the Indian Ministry of Commerce and Industry and the National Institute of Design** (Ahmedabad) - launched the initiative of an *India-Italy Design Roundtable*, which was held in Rome at Palazzo della Farnesina, the headquarters of the Italian Ministry of Foreign Affairs, on 20th July 2012.

"The purpose of the *India-Italy Design Roundtable* was not only to have a broad discussion on the prospects of bilateral collaboration in the field of design, but also to identify concrete joint projects and initiatives to be subsequently developed through the contribution of all interested stakeholders - Government bodies, education/academic institutions, industry associations, individual companies and designers."



The **Council for Leather Exports** was invited as a partner to the LEATHER endeavour between Italy and India by the Ambassador of Italy. CLE was invited to add tangible value to the discussions and contribute to shape the bilateral co-operation in the area of DESIGN.



The Council for Leather Exports requested **CSIR-CLRI** to participate in the India-Italy Design Roundtable to represent Indian Leather Products Sector as a designer and to also participate in the deliberations and to contribute valuable inputs in this forum.

CLE & CSIR-CLRI prepared a road map titled "**Mission of India and its approach to co-operation with Italy**" with two presentations:

- **Indian Leather Industry – opportunities galore**
- **The Travel of India in Fashion Forecasting for LEATHER**

The Roundtable comprised two main sessions. The **first session** focussed on skill development and cooperation with design institutes/universities. This session dwelt on strengthening bilateral cooperation, based on an orientation paper which highlighted the Road Map for collaboration.

The **second session** was more business oriented, focusing on how to increase B2B interactions and business relations between our two countries in the field of design. The role of industry associations, professional associations and individual companies and their importance in enhancing the cooperation between Italy and India in the design sector was discussed in detail.

The key part of the roundtable was the open debate, in which participants discussed the way ahead to enhance bilateral ties in the design area.

As an ultimate goal, the round table would come out with a document – an action plan on design collaboration - which will eventually be endorsed by the Commerce Ministries of our two Countries, during the 19th Session of the India-Italy Joint Economic Commission, to be scheduled in the coming months.

The Round table added tangible value to the discussion on "India-Italy Design Collaboration" and would significantly contribute to shape the bilateral cooperation in the area of design.

His Excellency Ambassador Maurizio Melani, Director General for the Country Promotion (Economy, Culture, Science) welcomed the gathering which included among others, Mr Pradyumna Vyas, Director, NID; **Min. Plen. Inigo Lambertini**, Deputy Director General for Enterprises Internationalization; businessmen and experts from India; Italian Industrial & Institutional Design Experts and the Italian delegation.



He said that since the liberalization initiated in the 1990's the bilateral trade between India and Italy had increased 20 fold from US\$ 70 million to Euro 8.5 billion.

He reiterated that despite global economic difficulties, the bilateral trade had shown an impressive growth of 18% and India's export to Italy had risen by over 25% putting them in the top bracket of global exporters led by Germany, Belgium and UK.

There has been an impressive increase in the flow of exports. Despite these good figures, the share of our relationship in the global export-import scenario is only 1%. There is still a huge void that needs to be filled.

It is here that DESIGN and the Design Sector play an important role as they are essential for enhancing the competitiveness and are also important for collaboration. In fact, the overall policy for export is focused on DESIGN.

In DESIGN, size does not matter!

Both small and big companies are equally offering good designs and have to pay attention to design. Design to be managed strategically in the sectors identified.

The Ambassador also recalled his meeting with Hon'ble Mr Anand Sharma, Union Minister for Commerce & Industry and Textiles, Government of India, recently. He was impressed and said that the Minister personally underlined the need for follow-up in the Indo-Italian collaboration in the area of Design.

He pointed out that while on one side speedy development and training were important parameters; on the other side, business promotion was equally important.

He highlighted the salient features of the two sessions planned and said that the first **session would dwell on education. boosting the cooperation between design institutes of the two countries; while the second session would address on business building a broader partnership involving industry associations, professionals and companies.**

Prof Pradyumna Vyas, Director, National Institute of Design, India in his welcome address expressed delight in participating in the India-Italy Design Roundtable. He said that NID had signed several MOU's with Italian counterparts and wished that the implementation could be strengthened. He said that he was keenly looking forward to inputs and proposals from the Roundtable; especially in the areas of Faculty Development Programme and Design co-operation.



On the business side, Mr Vyas expressed the need for collaboration with institutes and with major Indian companies like Mahindra and Mahindra. He envisaged that the meeting would be highly interactive and all critical aspects would be examined and a joint vision would emerge at the end of the meeting.

He also communicated that the outcome of the meeting would be presented at the level of competent Ministers.

He also suggested that an Italy-India joint commission in this area be put into place for which he sought the co-operation of his Italian counterparts.

He also touched upon the urgent need for co-operation in areas like:

Quality upgradation

Brand building

Design Innovation

Education & Training

Cost reduction

Intellectual Property Rights

Twinning

Session on Education. Boosting the cooperation between design institutes of the two countries

SESSION I on The Indian National Design Policy. Opportunities for India-Italy collaboration on Design

By Prof. Pradyumna Vyas, Director, National Institute of Design (NID), Ahmedabad

"Italy is the design destination of the world," he opined.

In this session, he touched upon 'How to increase the collaboration between India and Italy in the design sector' through the following:

1. The new Indian National Design Policy: contents and objectives. Can Italy help India in designing a new education system in the field of Design?
2. Seeking Italy's collaboration in setting up a NID Innovation Centre, focused on the following priority areas:
 - automotive,
 - lifestyle accessories/jewelry,
 - apparel
3. Bilateral collaboration in Strategic Design management

He flagged the Indian angle in this collaboration as being:

- How to bench mark
- How to promote design for economic and social development
- How to build capacity

To address the above issues, Prof Vyas pointed out that a National Design Policy has been enunciated and four new NID's are being established. He also underlined that in India 15000 Designers were required while only 4000 Designers were being produced and in this regard Design Education and Faculty Development were important. NID had, in fact, signed 7 MOU's with Italian Counterparts, he added.

'Translation of Design is important for Transportation', he stated. If ideas are there, we can translate them into reality, he added.

He cited areas of focus as:

- Leather & Leather Products
- Jewellery
- Furniture & Interior Design
- Lighting
- Fashion and Design Management

Prof Vyas stressed that 'Innovation Hubs' need to be established as a part of the joint collaborative effort and said that **"Designed in India, Made for the World"** should be the goal for India.

The Indo-Italian design branding should also be established and the endeavour must move from **'Made in India'** label to **'Designed in India'** label.

He added that abundant talent with high energy levels is available and this collaboration could go a long way in harnessing this talent for successful design output. Mr Vyas also praised the pro-active policies of the Indian Government and lauded the keenness of Mr Anand Sharma to take the Design & Creative Industry a long way forward.

Prof Vyas pointed out the sessions would discuss concrete action plans and time frames.

He thanked the Italian Embassy for bringing delegates from India and Italy for meaningful interactions and debate at this Roundtable.

Thanking Mr Vyas for his keynote address; **Ambassador Maurizio Melani** stressed that DESIGN INSTITUTION, Knowledge, Development and Training would form the focus of the collaboration and the main priority would be **LEATHER & LEATHER PRODUCTS**.

Representing the Council for Leather Exports (CLE), Mr Md Sadiq from CSIR-Central Leather Research Institute (CSIR-CLRI) elaborated on the Growth Story of the Indian Leather Sector through the various decades and how Design and Fashion play an important role.



He also unraveled India's fascinating travel in fashion forecasting and highlighted the success of its endeavor in catapulting India into the foreyards of the global leather business. The crux of his presentation was 'How to capitalize with interface with ITALY.'

The salient features of his presentation are summarized below:

Innovation in the Global Leather Industry

What Innovation Dimension is the LEATHER INDUSTRY in ?

Where do we slot the Innovation in the LEATHER Industry ?

- ❖ Leather has emerged as a fashion product.
- ❖ Colour, texture and other highlights add to the fashion values of creatively designed leather products. These add significantly to the value realization from leather products.
- ❖ "To emerge as a strong global player in the world leather trade, all efforts to take proactive measures to be ready with the fashion leathers when the fashion does emerge, is crucial."

In a globalizing economy, design is being perceived as a new engine of economic and industrial growth. Design and breakthrough innovations can play a pivotal role in positioning of Leather and Leather Product industries in the global arena by value addition apart from enhancing competitiveness.

Prepared by MD SADIQ, CSIR-CLRI representing Council for Leather Exports

India's need

"Success in being able to work with high-end customers requires building design capabilities that enable us to offer exciting collections that can compete internationally."

Design and brand driven value chain need to be developed as core strengths of Leather Products Manufacturing Industries which is currently focused in pattern development, engineering and sample prototype development. The time to move up the value chain has come.

To achieve this one has to build not only in-house design capabilities, but also work in consultation with design companies internationally that have a deep understanding of lifestyle and fashion trends in Europe and the US, which will continue to be primary markets for the foreseeable future for up market products.

'Merchandizing & Retailing' would be another crucial area of attention and synergies would have to be built with international agencies to master this art.

A lot of attention is to be paid to honing 'Design' capabilities, introduce technologically advanced tools to aid in the 'design process' and to develop 'merchandizing' expertise amongst our product design teams in the footwear companies.

Travel of India in 'fashion forecasting' for leather



Travel of INDIA in 'fashion forecasting' for leather is an initiative to bring to the fore the ability of the Indian Leather Industry to take pro-active measures in fashion forecasting and design development by providing a scientific leather product development focus in the areas of colour forecasting, range

building, design and retail analysis.

The outcome envisaged is to strengthen the Indian leather product design capabilities which would be reflected in product quality enhancement.

How we have walked our talk?: From being a mere resourcing partner in the early 90's to being able to deliver the right product for the right market and the right season, TODAY; the Indian Leather Industry has travelled a long way.

Winning Colours: Getting one Indian colour into the MODEUROP Colour Card in 1994 was a matter of prestige. Today, we have almost 70% - 80% of the colours chosen, featuring from Indian proposals. The challenge and opportunity today is to capitalize on the winning colours and translate them into fashion products.

What is MODEUROP?: MODEUROP is an International Institution founded in 1960 in Zurich / Switzerland by the most important institutions of the leather and footwear industry.

MODEUROP forecasts fashion and trends in Leathers, Colours and Materials for the International market, three seasons ahead.

India at MODEUROP: India is a member of MODEUROP since 1994. CLRI and CLE jointly hold the membership.

What happens in MODEUROP? Trade Fair Reviews, Top Colours, Colour Trends, Leather & Materials Trends & Forecasts.

GLOBAL COLOUR SHADE CARD is first released in India giving a tremendous lead time over the competition.

The potential of INDIA was recognized and it was conferred with the Presidency of MODEUROP recently.

The official MODEUROP Colour Cards are now 'Made in India' with suitable acknowledgements to the contribution of CLRI/CLE as well as to the contributing tanners; thereby enhancing the marketability of Indian Leather in International markets.

The MODEUROP initiative has been very successful in catapulting India into the foreyards of fashion.

The Scientific Analysis of the market trends has helped the shoe manufacturers to understand the Trends in Retail in Shoes and Handbags and gear up with apt products for exposition at leading International Fairs such as Garda, WSA, MICAM, APLF, ACLE and the GDS and other leading trade fairs globally.

The Black & Brown Story

- **The Council for Leather Exports (CLE) has a unique place. Its relationship with the industry it serves is deep rooted. CLE had always been a step ahead of the industry and guided the industry in its path of growth, diversification and modernisation**
- **Likewise, CSIR-CLRI's research has generally been directed towards addressing specific technological challenges confronting the industry from time to time**

50's - 60's: Way back in the 1950's and 1960's, the leather industry of the country was in the cottage sector, producing either pickled/wet blue or vegetable tanned leather, adopting crude methods of tanning.

The industry had a virtual aversion for technology, with more than 90% of the industry being in the hands of men with very limited education. It took a good deal of convincing the tanners by 'show-how' to turn their attention towards simple technologies like using drums instead of pits for tanning. Likewise, use of basic equipment for various tanning operations such as unhairing, fleshing, liming and deliming, etc. was introduced to the tanners. CLRI's model tannery was a great source of education for the cottage and small tanners in those years.

70's - 80's: The leather industry underwent a metamorphosis in the 1970's and 1980's.

The real push came from government policy.

The foreign exchange crisis faced by India following the sudden spurt in oil prices after the seven day war between Egypt and Israel in 1973 was the trigger.

With a view to encourage value addition to country's raw material wealth before its export on the one hand and to increase employment opportunities on the other, the Government of India banned

export of raw hides and skins, discouraged export of semi processed leather, wet blue or vegetable tanned, and actively encouraged manufacture and export of finished leather and downstream leather products such as shoe uppers, shoes, garments and assorted leather goods.

The government offered a variety of incentives to those who were ready to espouse the new policy.

Technological support: While the environment for transformation of the industry was provided by government policy, without required technological support, the industry could not have moved forward.

The trade policy was liberalised selectively to encourage industries with export potential, such as leather, to grow. CLE seized the opportunity and came to the forefront to help the industry speedily convert itself into a modern forward looking sector. This is when world-class machinery from Italy was being imported into India.

Mid-80's: The first Computer Aided Design (CAD) machine for shoe design was bought by CLRI and demonstrated to the industry as early as in 1985. When it was bought by CLRI, many thought that CLRI was perhaps way ahead of time.

Soon enough the usage of this machine increased and with the training provided by CLRI, many private enterprises started buying their own CADs. Subsequently many other national institutions followed suit.

If, today, some strength in design and product development exists in India in leather based industries, a good deal of credit for this goes to the pioneering role played by CLRI.

90's: Today, the tanners in India proudly say that not a single tannery operates here without either its own treatment facility or connection to a Common Effluent Treatment Plant (CETP); due to the initiatives taken.

Changing Role: Though its name may suggest that India's role is predominantly in the area of leather manufacture, over the years, consistent with changing government policy and focus, the Industry also has changed its vision and widened its scope of activities.

The UNDP-assisted National Leather Development Programme, executed by the Ministry of Industry, Government of India (1992-2000) provided with the opportunity of modernising its training facilities for training operatives, supervisors, managers and designers for footwear, garment and leather goods industries.

Personnel from Indian Leather Companies have secured exposure in foreign soils to new methods of training and largely from Italy.

The Black and Brown Story is now the Colour Story!

Indian Leather Industry – Opportunities Galore

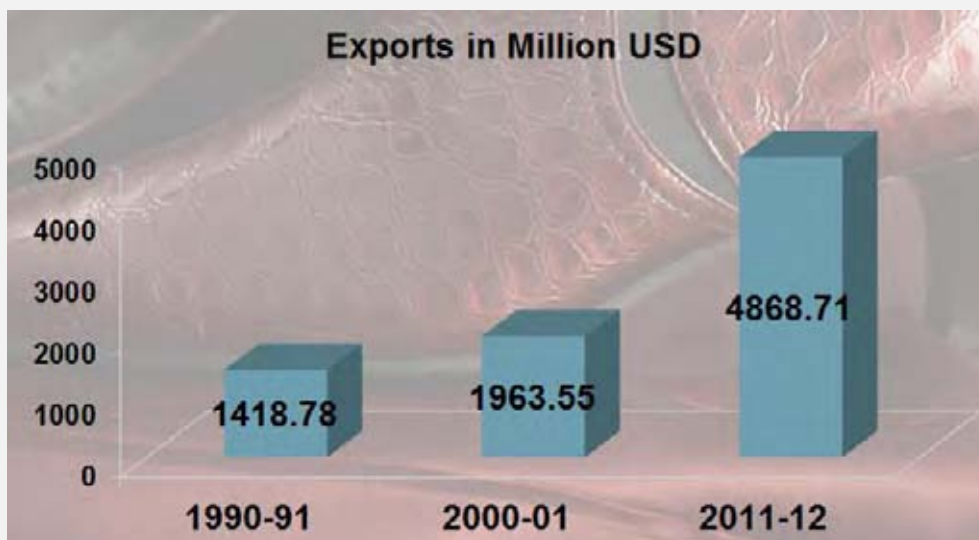
By Mr D Saalai Maraan, Executive Director, CLE (delivered by Md Sadiq)

The Indian Leather Industry

- ☐ **Is among the top ten foreign exchange earners for the country**
- ☐ **Provides employment to about 2.5 million people**
- ☐ **Is bestowed with an affluence of raw materials, with India endowed with 21% of world cattle & buffalo and 11% of world goat & sheep population.**
- ☐ **Has strong tanning base and produces 2 billion sq.ft. of leather annually, meets about 10% of the global requirement of leather.**
- ☐ **Is the second largest footwear producer after China, having an annual Production of 2065 million pairs.**
- ☐ **Is the second largest producer of Leather Garments with an annual production capacity of 16 million pieces and the third largest exporter**
- ☐ **Is the fifth largest global exporter of Leather Goods & Accessories including Saddlery & Harness with an annual production capacity of 63 million pieces of leather articles, 52 million pairs of Industrial gloves & 12.50 million pieces of Harness & Saddlery items.**

Indian Leather Industry – Opportunity on exports

Ever since implementation of economic liberalization programme in 1991, the Indian leather industry has witnessed significant growth, with exports increasing from US \$ 1418.78 million in 1990-91 to an all time high value US \$ 4868 million in 2011-12, showing a growth of 22.68% over previous year. Value added leather products and footwear now constitute about 80% of exports from the Indian Leather Sector. The Indian Leather Sector currently exports to about 70 countries. The target of the Government of India for the leather sector to achieve an export value of USD 14 billion by 2016-17, growing at a Cumulative Annual Growth Rate of about 25%. On the whole, the Indian leather industry has very good prospects on the export front.



Support measures available for setting-up a unit in India

Leather Sector has been recognized as a “Focus Sector” in the Foreign Trade Policy of the Government of India and hence exporters enjoy a lot of benefits including the following :

- ❑ Import duty exemption for hides, skins and finished leather : There is no import duty on import of essential raw materials required by the leather industry namely raw hides and skins, semi-processed leathers and finished leather.
- ❑ Concessional Duty for import of Machinery: In order to help the capacity modernization efforts, the notified machinery used in leather industry are allowed for import under concessional import duty.
- ❑ Duty Free Import of Inputs : Certain notified inputs used in the manufacture of value added leather products and footwear are allowed for import without duty.
- ❑ Indian Leather Development Programme (ILDP): The Government of India implemented the ILDP programme during the XI Five Year Plan from 2007-12 with an outlay of USD 250 million approx for overall development of the leather industry in the areas of technological upgradation and modernization, environment management and human resources development. The ILDP is proposed to be implemented during the XII Five Year Plan also during 2012-17.

Support measures available for setting-up a unit in India

Foreign Direct Investment : The entire leather sector is now de-licensed and de-reserved, paving way for expansion on modern lines with state-of-the-art machinery and equipment. 100% Foreign Direct Investment (FDI) and Joint Ventures is already permitted through the automatic route for setting up units in India. Also, 100% FDI is permitted in single brand retailing. 100% repatriation of profit and dividends is allowed if investment made in convertible foreign currency.

Mega Leather Clusters : The Government of India has notified the Mega Leather Cluster scheme as part of the Indian Leather Development Programme (ILDP) for implementation during the remaining period of 11th Plan and 12th Five Year Plan period 2012-17 with a fund allocation of USD 120 million. As per the scheme, it is proposed to develop Greenfield Mega Leather Clusters in the States having large

concentration of leather units and also in states having potential for growth of the leather sector. These Mega Leather Clusters, which will have world class infrastructure and support services, will play a crucial role in enhancing capacity of the Indian leather industry in the next 5 years.

Opportunities for selling in the Indian market

The Indian retail industry is the fifth largest in the world. Comprising of organized and unorganized sectors, India retail industry is one of the fastest growing industries in India, especially over the last few years. It is expected that by 2016 modern retail industry in India will be worth US\$ 175- 200 billion.

The Indian retail sector will continue to expand at a fast clip, with the number of malls in the country estimated at 280 in 2011-12 from the level of 190 during 2010. India has added around 5 million sq ft of retail space in 2010 and approximately 15 million sq ft of space is lined up to get operational in 2011-2012.

The domestic market for leather and leather products in India is about US \$ 3500 million. However, the economic growth of India and the growing affluence of consumers will lead to the significant growth of the domestic market in India for value added leather products and footwear and the domestic market for these products are likely to double in the next five years. Thus there is immense scope for selling value added leather products and footwear.

Interface with ITALY

Indo – Italy Co-operation in Leather Sector

- Italy is the third largest market for Indian leather industry. Export of leather and leather products from India to Italy increased from USD 455.76 million in 2010-11 to USD 528.39 million in 2011-12, showing a growth of 15.94%.
- Indian exporters of leather and leather products are constantly inviting the Italian designers and technicians to impart Italian expertise and technical know-how to their manufacturing units. The Indian manufacturing units utilize Italian machineries to a large extent for capacity expansion/modernization of their units
- Indian exporters are participating in very large numbers in Italian fairs namely Expo Riva Schuh Fair held in Riva Del Garda (for footwear) and Mipel Fair held in Milan (for leather goods) and Lineapelle (Bologna)
- As part of Indo – Italian co-operation in leather sector, Riva Del Garda Fiere Congressi (the organizers of Expo Riva Schuh Fair in Italy) in collaboration with the Council for Leather Exports had organized two editions of Expo Riva Schuh India fair in July 2011 and July 2012.
- Several Indian students and workforce are undergoing training in Italian institutions like ARS ARPEL School.
- Design magazines like ARPEL, ARS SUTORIA, MODAPELLE etc., are highly popular in India.

Future areas of Co-operation

- Institutions like National Institute of Design (NID) ; Footwear Design and Development Institute (FDDI) and Central Leather Research Institute (CLRI) can tie-up with Italian institutions like ARS SUTORIA SCHOOL, Modapelle etc., in organising short-term and long term design programmes for students and workers of Indian leather industry.
- Design seminars can be organised by Council for Leather Exports (CLE) with the joint participation of Indian and Italian design institutions, giving updates on latest trends in fashion and design.
- Design Pavilions can be organised jointly by Indian and Italian design institution in major leather fairs held across the world, which can be jointly funded by Indian and Italian Governments.
- Government of India can consider funding part of the expenditure involved in inviting Italian Designers and Technicians by Indian exporters to India for product design and development.
- The Council for Leather Exports is establishing a Sector Skill Council for Leather so as to train about 2 million workforce by 2020. The Italian expertise can be utilized for development of training curriculum, occupational standards etc.

1. Design Station:

To set up an all products 'Design Station' for design and range building of seasonal design collection; offer new design collection and work in collaboration with International Design Studios to help the

Indian Leather Sector stay ahead of time and season.'

2. **LEATHER Incubator:**

'The Leather INCUBATOR' to be an initiative of the Council for Leather Exports with the support of a leading Indian Finished Leather Association and CSIR-Central Leather Research Institute (CSIR-CLRI) set up with the support of Italian Government and the Department of Commerce and Industry, Govt. of India, New Delhi.

CLE & CSIR-CLRI have been catalysts in disseminating leather design and trend awareness amongst the Indian Leather Industry, as its members are active in every sphere of leather activity in the country manufacturing finished leather for the Leather garments, Shoes, Handbags, Gloves, Upholstery and Small Leather Goods.

The mandate of 'The Leather INCUBATOR' is to nurture a culture of developing new leathers based on the seasonal demands, so that the designs and concepts metamorphose into newer and niftier products or services capable of being marketed and sold. The outcome is creation of a new class of world-class LEATHERS.

The Leather INCUBATOR will use primarily the experience in Leather Design & Trends from Italian Leather Designers and International Chemical Companies and with counterparts from India with expertise in the field.

The Leather INCUBATOR will look forward to work with Textile Associations in bringing International Fashions faster to its members.

The Leather INCUBATOR will also take membership to International Fashion Organizations.

The Leather INCUBATOR will strive to serve the members of the Indian Leather Industry through:

- › **User Requirements Engineering**
- › **Contextual Inquiry and User Research**
- › **User Interface**
- › **Interaction Design**
- › **Surface Design and Texture Visualization**
- › **User Interface Design Inspection**
- › **Design Process Audits**
- › **Design Training**
- › **Design Capability Building and Institutionalization**
- › **User Experience Design Consulting**

With every good wish to one and all !

Think Leather, Think India

Debate and Deliberations - Responding to the presentation by **CLE & CSIR-CLRI** by Md Sadiq;

- **Ambassador Maurizio Melani** commended the progress made by India in quite a short number of years and emphasized on the effectiveness of a policy to develop design skills. He also pointed out on how to build advantages for Italy through establishing joint ventures between the two countries.
- **Mr Dino Fortunato**, Expert, **UNIDO ITPO - Investment Technology Promotion Office** responded and gave a brief overview of the UNIDO initiatives being implemented in India such as the Design Training Programme at Polimoda in Florence and implementation of 'best practices' in Footwear Manufacturing; both initiatives supported by the Indian Shoe Federation.
- **Mr Md Sadiq** reiterated the impact of the **UNIDO** interventions and acknowledged the role it had played in encouraging '**budding designers**' and '**design talent**' from India.
- Intervening in the discussion, **Ambassador Andrea Perugini, Deputy Director, Asia and Oceania** asked about FDI's and expressed the hope that the route for FDI's in India would be smoother to which he was responded by Mr Md Sadiq saying that the Government of India had identified LEATHER as the focus area and several 'Mega Leather Clusters' were being planned; FDI's

would play a major role and the Government of India would take all necessary steps for smooth implementation.

- Adding his views to the discussions, **Mr Armando Branchini**, Executive Director, ALTAGAMMA opined that measures need to be taken to ensure simplification of procedures which would encourage more positive deals to be negotiated and signed.
- **Mr Saurabh Kumar** from the Indian Embassy in Italy expressed the strong belief that co-operation between Indian and Italy would strengthen and grow in all spheres of activity. He also sounded positive that discussions with the EU would come to a successful fruition.
- Interveneing in the debate, **Ambassador Maurizio Melani** hoped that a good deal for both sides would be established.
- **Mr Amedeo Scarpa**, ICE – Italian Trade Promotion Agency recalled that how the promotional endeavours of ICE with India and China were held and how China had set-up several interactions and he hoped that India too would respond speedily.
- **Prof. Vyas** responded by highlighting the fact that it is not only the big sectors that need to be interacted with but also several Micro Small and Medium Enterprises (MSME) that need to be provided with 'design hubs' and only then will the initiatives of ICE would meet with success.
- **Ms Elena Toselli**, Italian Ministry of Economic Development participated in the interactions and pointed out that Lifestyle Accessory Design had vast amount of unexplored opportunities which needed to be tapped.
- **Mr Giovanni Cutolo**, Vice President ADi and President ADI Foundation spoke of the Italian design phenomena and underlined that it was beyond designer, producer and merchant. Tracing the evolution of design over 60 years, he said that the Italian designers had put in a lot of intellectual work and constructed a system of communication. He also highlighted that there should be a consciousness about design and not mere reproduction.
- **Mr Md Sadiq** advised that reproduction of styles leads only to duplicating the style or the silhouette which gets rejected by the brands.
- **Prof. Vyas** interjected and spoke about his association with the Domus Academy that propogated the concept of designing the Italian way! Where the importance is not on the end product, but on the process involved. He also lightly touched on the concept of Luxury in India!
- **Ms Saba Ali**, Altagamma, India Senior Associate advocated more design forums with the active involvement of CII.
- **Mr Antonello Fusetti**, Director, Scuola Politecnica di Design – SPD advocated the study of Economics for better design understanding, which would help to develop the 'handcraft sector' covering both the luxury as well as the craft end of the business spectrum. He took the example of his own Institute of Design and said that they had evolved a strategy for development. He also complimented the skills of the students in his Institute who had been coming to his Institute since 1954. He also suggested mixing of the technical approach with the Italian aesthetics and design. He stated that he was open to help India.
- **Mr Md Sadiq** in his intervention recalled the 'shoe pie' from his presentation and emphasised that there are different needs of the different 'design institutes' in India and we need to marry the right kind of requirement for the right institution. He cited an example that an institution like NID would need more focus on 'design engineering' rather than on 'concepts.'
- **Prof Vyas** spoke on Trend Mapping as one of the important strategies and gave the example of Korean majors like Samsung and Hyundai who very extensively researching in India on the user-friendly products to define their future trends.

Interactions, debates ...



Mr Dino Fortunato, Expert, UNIDO ITPO - Investment Technology Promotion Office



Mr Amedeo Scarpa, ICE – Italian Trade Promotion Agency



Mr Antonello Fusetti, Director, Scuola Politecnica di Design – SPD



Ms Elena Toselli, Italian Ministry of Economic Development



Mr Paolo Pinifarina, Chairman, Pinifarina SpA



Mr Armando Branchini, Executive Director, ALTAGAMMA



Mr Giovanni Cutolo, Vice President ADi and President ADI Foundation



Ambassador Andrea Perugini, Deputy Director, Asia and Oceania



Mr Claudio Maffioletti, General Manager, Indo Italian Chamber of Commerce and Industry, Mumbai



Ms Saba Ali, Altagamma, India Senior Associate



Mr Carlo Forcolini, Vice President, IED Group



Ms Daniela Piscitelli, President AIAP - Associazione Italiana Progettisti per la Comunicazione Visiva



Ms Loredana di Lucchio, Researcher Professor, Design Ph.D., Section Design, DATA Department



Mr Dante Donegani, Director of the Design Master, Domus Academy



Mr Fausto Pugnaroni, Architecture Department, DICEA, Università Politecnica delle Marche



Mr Giuseppe Mincoletti, Professor Industrial Design, Department of Architecture, Università di Ferrara



Mr Franco Achilli, Coordinator of Design Masters, Istituto Marangoni



Representative from **Politecnico Milano**



Mr Saurabh Kumar from the Indian Embassy in Italy



Ms Silvia Signorelli, Academic Relations

- **Ms Daniela Piscitelli**, President, **AIAP - Associazione Italiana Progettisti per la Comunicazione Visiva** expressed her keenness in the Indian market for design intervention.
- **Mr Paolo Pinifarina**, Chairman, **Pininfarina SpA** highlighted the fact that education is fundamental and design education is like a school that continues to teach lessons. He underlined that 'Design' came from 'British Heritage' and speaking about his company, he said that while it was an Italian company, it was international in its outlook.
- **Mr Claudio Maffioletti**, General Manager, **Indo Italian Chamber of Commerce and Industry, Mumbai** remarked that to encourage 'quality improvements and design accuracy,' Italian companies may like to consider opening up offices in India.
- Many brands have set-up offices in India and this is important in view of closer work understanding and often leads to lesser rejection of the leather products said Mr Md Sadiq
- **Mr Carlo Forcolini**, Vice President, **IED Group** responding said that this would be the right approach.
There is creativity and how can a system be created to recognize creativity. People must be prepared to recognize innovation. Training for students must be given from different companies and we must prepare people to recognise INNOVATION. Elaborating on this, he said that two years ago they introduced an Indian student in the Ferrari competition and he won! And this is the way we improve our vision on how to work in a global way.
This is what ADI did to create a system.
- **Mr Vyas** in his rejoinder stated that the entire education pedagogy could be co-created and to take this point further, he assured that he would certainly see that this co-creation happens in the four new NID's being created in the country.
- **Mr Dante Donegani**, Director of the Design Master, **Domus Academy** expressed his delight that in any design workshop there are 50% Italians and 50% from various parts of the world. He also commended the spontaneity of the emerging designers. Giving a brief background of the Domus Academy, he said that it was started in 1983 and today has students from across the globe.
He underlined INDIA as an important heritage destination and its rich history which could be utilised to create design. In this context, he emphasised that analysis of what lies behind the product is important.

He also advocated the setting-up of 'innovation hubs' for exchange of knowledge and interfacing with companies. To strengthen his point, he also took examples of some Japanese companies, especially in the medium and small sectors who had benefitted from this concept.

- **Ms Loredana di Lucchio**, Researcher Professor, Design Ph.D., Section Design, DATA Department, University of Rome spoke on the importance of 'research' in creating design collections. She also spoke of the different aspects of design especially on strategic design and communication design.
- **Mr Fausto Pugnaroni, Architecture Department, DICEA, Università Politecnica delle Marche**, spoke about the excellence in design for the furniture and fashion industries. He also said that this industry supports the policy model and advocated that farmers be supported with expositions to showcase their produce.
In conclusion, he stressed that more courses and scholarships should be made available for pursuing PhD.
- **Mr Giuseppe Mincoelli**, Professor Industrial Design, Department of Architecture, **Università di Ferrara** spoke interestingly on how Italian design was born inside the factory side by side with the artisans. His institute was endeavouring to create a course to allow students to study what is happening inside a factory and the emphasis is on "manufacturing-strategic marketing-voice of the customer."
- **Mr Franco Achilli, Coordinator of Design Masters, Istituto Marangoni** spoke at length on the various fashion and design courses being offered in Italy. Drawing comparisons he said that there were 1200 students in Milan as compared to 500 in London and 250 in Paris. He said that teaching fashion is an art and there is something more required to teach fashion design than mere motivation and ability. We must connect thousands and thousands of stories to build design, he said and concluded that this is the story of the country.
- The Representative from **Politecnico Milano** stressed that the approach is one shot operation and we must work in co-operation and harmony with the Ministry, Industry and the Associations.

**Session on Business.
Building a broader partnership involving
industry associations, professionals and
companies**

In his presentation, Prof Pradyumna Vyas, Director, NID spoke about the Italian co-operation in Design for Business and outlined the framework for this co-operation.:



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Establishing a framework for Indo-Italian Cooperation in Design

Prof Pradyumna Vyas, Director, NID

"The goal is to support and stimulate the development of an exciting and effective program for exchange between India and Italy so as to strengthen and expand networks with Indian designers, educational institutions and design organizations."

National Design Policy

Present Indian designs and innovations on the international arena through strategic integration and cooperation with international design organizations; Making "Designed in India" a byword for quality and utility in conjunction with "Made in India"

Raising Indian design education to global standards of excellence

India Design Council

India Design Council established to implement National Design Policy

India Design Council will be happy to work with Italy to align the agenda for achieving maximizer effect.

We welcome ideas for programs / initiatives that could be jointly undertaken to support the cause of design in India

Will be happy to support initiatives for mutual benefit

India Design Mark

A major program aimed at Design Promotion in India in cooperation with Japan Institute of Design Promotion and Good Design Awards, Japan

India Design Mark symbolizes product excellence in form, function, quality, safety, sustainability and

innovation and communicates that the product is usable, durable, aesthetically appealing & socially responsible.



Mapping of Indian Design

The mapping should contain the most important facts, figures and other data

It should provide insight into the character of the Indian design field and suggest possibilities for collaborations and programmes with Italy

It should have information for partnerships and long-term networks for the Indian and Italian creative field

Design Education Conference

A design education conference is planned by India Design Council in February 2013

The aim of the conference is to stimulate useful ideas and deep insights concerning the design education framework for India

It would be a great platform for Italy to help, assist and initiate dialogue for design education cooperation

Participation from Italian academics could be encouraged

A colloquium could be presented by Italy in the conference

Automotive Center for Excellence

A formal setup under the aegis of India Design Council and appropriate institution in Italy

Automotive Mission Plan (2006-16) envisages setting up such a center

The center to work with educational institutions and Government bodies in both countries to envision next generation transportation solutions

The center to work to create an enabling design ecology to support automotive design in India

Design for MSME's

Design Clinic scheme has been running successfully by NID.

Italy and India could cooperate by holding design sensitization seminars and workshops at cluster level in the areas of

1. Furniture
2. Leather
3. Glass & Ceramics

12'th CII NID Design Summit

The CII NID Design Summit has been organized for last 11 years

12'th CII NID Design Summit is to be held at Delhi on December 13 and 14, 2012

This is one platform which could be leveraged for extending the exchange between Indian and Italian designers

A proposal for country partnership could be evolved

Design Missions

Post the mapping of Indian Design and cooperation areas

a Design Mission could be planned both ways i.e. Italian Design Mission to India and an Indian Design Mission to Italy

The purpose of such missions is to understand the design ecology of these countries and thereafter endeavor to establish cooperation between various stakeholders

His Excellency, Min. Plen. Inigo Lambertini, Deputy Director General for Enterprises Internationalization expressed his pleasure at the India-Italy design conclave and expressed the need for many such more initiatives. He also narrated the experience of the businessmen and the designers and advocated a harmonious relationship between the two.



Session on Business. Building a broader partnership involving industry associations, professionals and companies

Mr Bankim Dave, President, **Institute of Indian Interior Designers (IIID)** highlighted the importance of design for Interior Designs and Architects. He postulated that design is an activity that affirms life and advocated the establishment departments of design for interiors and architecture in engineering colleges. He also urged NID to develop and design standardised design syllabi for all institutions imparting design education in India. He also talked about the growing popularity of Italian furniture in India and was keen on a definition for the origin of manufacture of such furniture from Italy.

Prepared by MD SADIQ, CSIR-CLRI representing Council for Leather Exports

Session Speakers & delegates...



Mr Bankim Dave, President, Institute of Indian Interior Designers (IIID)



Mrs. Rajshree Pathy, CII National Council on Design, Chairperson India Design Forum



Mr. R.C Soni, AMR Group, Director & ASSOCHAM Representatives



Mr. Kashif Usmani
AMR Group, President; ASSOCHAM Representative



Mr Unni Tharakan, Unitech Exhibitions, Chief Executive Officer



Mr Augustine Kurian, Geo and Nobi, Managing Director



Mr Armanda Branchini, responding to Mr Dave, also stressed on the need for close co-operation between academia and industry for helping the industry and welcomed the idea for 'origin' notification on Italian furniture.

How to strengthen the Indo-Italian cooperation in the design sector from a business perspective

Mrs. Rajshree Pathy, CII National Council on Design, Chairperson, India Design Forum expressed that the design challenges in India are many but the growth is irreversible. Mrs Pathy gently drew attention to the fact that mandates of India and China were quite different and reiterated that co-operation with India was an on-going process.

Tracing the salient features of the Indian economy, she articulated that it was a 200 year old industrial economy where manufacturing had occupied the pride of place. However, the service industry has grown significantly in the last decade and CII was playing an active role in getting into the minds of the CEO's that working with corporates would add value to the product.

Narrating her experiences when she visited the various ministries during the "Design Forum" the response she got was design was 'luxury' and 'fashion.' In this context, she mentioned that if **Mr Paolo Pinifarina** came to India and addressed the CEO's forum, it would add tremendous advantage to keep up the pressure on the government to support design projects.

She also advocated awards and internships with Italian companies to create a dignity for the design professionals.

She expressed her happiness that with CII support several companies had become very active in India in investing in the creative industry. She also cited delegation visits to Japan and Africa for design related activities and emphasized that corporates are beginning to realize the scope of design in India.

She said she looks forward to co-operation with Italy in helping create a design system within a given time frame which would service smaller towns and cities in India.

Lauding the India-Italy Design Roundtable, Mrs. Rajshree Pathy concluded that the sharing of synergies in design would be extremely beneficial to both.

Mr Armando Branchini, Executive Director, ALTAGAMMA spoke eloquently on "The Culture of Design." He said that he was a long-time fan of India and was impressed by the road to modernization undertaken by India.

He said that entrepreneurs have a limited understanding of design and often face quality and productivity issues especially in the Leather Industry.

'Good design is good business' he pointed out. He also recounted that a number of Italian companies have transferred the technology and the Italian economic system afforded a red-carpet welcome to India for business purposes. He opined that now is the time for paradigm shift to create an environment of free and fair competition and facilitate exchange of people and services.

He highlighted that business between Italy and China was on a very strong footing and expected the same from India in the coming years.

Prof Vyas responded on the speed of the China response to Italian invitations and underlined that conditions in India were different from China and what works in China, not necessarily works in India; while the intentions of India were clearly to co-operate with Italy in Design.

Elaborating his point further, he said that Samsung from Korea had a large market share in India as they had extensively researched into introducing what products work in India. He also highlighted the priorities in India to be "Healthcare, Infrastructure and Education System" and concluded that there were many opportunities in India in these sectors for Italy.

Mr Inigo Lambertini made a quick point on the expression of perception and its importance in the area of design.

Mr Carlo Forcolini, Vice President, IED Group responding to Mrs Pathy emphasised that the design of goals is just 20% and we are talking about luxury which is just a small percentage of the 20%. He therefore cautioned that while concentrating on luxury is okay, it is a big mistake to consider 'design' as a 'luxury.'

Mr Augustine Kurian, Geo and Nobi, Managing Director spoke on the role of organizing design exhibitions for the promotion of design excellence.

Best practice: Pininfarina SpA in India



Mr **Paolo Pininfarina**, Chairman, **Pininfarina SpA** sharing the experiences of his company said that it reminded him of the time of his father when there was a strong input on design. He said that design is luxury and sensual beauty is harmony and therefore, design and luxury are related.

The relationship of **Pininfarina SpA** with India started in the nineties through ICE. They worked with the TATA Group and NID and the relationship is still continuing. He also hoped that would just be the beginning of many more such collaborations. He emphasized that educational programme was fundamental to build a strong relationship with India and we have to work together to establish good relationships.

He cited the example of a very good relationship of his company with M/s TATA International Limited which had resulted in the prototype of the TAT Premier car. He also stated that his company has a new and strong relation with M/s Mahindra & Mahindra.

The above relationships are perfect case studies for win-win partnerships with the Indian Team in Italy and the Italian Team in India exchanging information and working together harmoniously. He also reiterated that design is innovation and as a company we must focus on design and there is a lot of opportunity to successfully build Teams in the future.

Mr Carlo Forcolini, Vice President, IED Group lauded the strong concentration on the design development idea and drew attention to India's need for trained designers (15,000 personnel per annum) which is currently only about 4000 per annum as mentioned by NID earlier in the presentation. This he said was a huge opportunity.

Mrs. Rajshree Pathy, in her interjection suggested that Italian companies could develop entry level products for the Indian middle-class by "working with Indian companies, develop Indian products, designed by Italy for the Indian market."

Summing up, **Prof Vyas** stated that the National Innovation Council in India has a big agenda for social and economic development for affordable luxury and we must examine how we can interface with Italy to achieve this.

In his closing remarks, **Mr Inigo Lambertini** pointed out to the huge opportunities that existed in India. Expressing happiness at the quality of deliberations in the Roundtable, he said that Round 2 of this Italy-India Design Roundtable in consultation with the Embassy in India and CII, could be organized in Delhi as a follow-up to chart the future course of action.

PROGRAMME

Agenda

9.30-9.50	Welcome address Ambassador Maurizio Melani, Director General for the Country Promotion (Economy, Culture and Science) Mr Pradyumna Vyas, Director, National Institute of Design (NID), Ahmedabad
9.50-11.30	Session on Education. Boosting the cooperation between design institutes of the two countries Moderator: Ambassador Maurizio Melani, Director General for the Country Promotion (Economy, Culture and Science)
9.50-10.10	The Indian National Design Policy. Opportunities for India-Italy collaboration on Design Mr Pradyumna Vyas, Director, National Institute of Design (NID), Ahmedabad How to increase the collaboration between India and Italy in the design sector The new Indian National Design Policy: contents and objectives. Can Italy help India in designing a new education system in the field of Design? Seeking Italy's collaboration in setting up a NID Innovation Centre, focused on the following priority areas: automotive, lifestyle accessories/jewelry, apparel Bilateral collaboration in Strategic Design management NB. An orientation paper is attached illustrating NID's expectations and proposals with regard to the above mentioned three areas.
10.10-11.20	Self presentation of the participants and open debate Each participant to outline the mission of its institution/company/association and its approach to cooperation with India/Italy
11.20 -11.30	Coffee break
11.30-13.00	Session on Business. Building a broader partnership involving industry associations, professionals and companies Moderator: Inigo Lambertini, Deputy Director General for Enterprises Internationalization, Ministry of Foreign Affairs
11.30 -11.50	The connection between the education system and design companies. The role of the professionals' Associations. Bankim Dave, President of the Institute of Indian Interior Designers (IIID) Giuliano Simonelli, President, Consorzio Poli.design President ADI or President AIPI or President AIAP (TBC)
11.50 -12.20	How to strengthen the Indo-Italian cooperation in the design sector from a business perspective Ms Rajshree Pathy, Chairperson of CII National Council on Design & Founder and Director of India Design Forum Piero Gandini, Chairman FLOS & President ASSOLUCE, Representative of Confindustria Armando Branchini, Executive Director, ALTAGAMMA
12.20 -12.30	Best practice: Pininfarina SpA in India Mr Paolo Pininfarina, Chairman, Pininfarina SpA
12.30-13.00	Open debate and Concluding remarks

PARTICIPANTS

ITALIAN PARTICIPANTS
(India – Italy Design Roundtable)

<u>Association/Company</u>	<u>Delegate</u>	<u>Notes / Website</u>
Italian Ministry of Foreign Affairs	Ambassador Maurizio Melani, Director General for the Country Promotion (Economy , Culture, Science)	www.esteri.it
Italian Ministry of Foreign Affairs	Min.Plen. Inigo Lambertini, Deputy Director General for Enterprises Internationalization	www.esteri.it
Italian Ministry of Economic Development	Elena Toselli	www.sviluppoeconomico.gov.it
ADI - Associazione Design Industriale	Giovanni Cutolo, Vice President ADi and President ADI Foundation	http://www.adi-design.org (Industrial Design Association)
AIPI - Associazione Italiana Progettisti d'Interni	Sebastiano Ranieri, President	http://www.aipi.it/ (Italian Interior Designers Association)
AIAP - Associazione Italiana Progettisti per la Comunicazione Visiva	Daniela Piscitelli, President	http://www.aiap.it/ (Italian Association of Communication/Graphic Designers)
ASSOLUCE	Piero Gandini, Chairman FLOS and President ASSOLUCE (Association of the Lighting Industry)	http://www.flos.com/
ALTAGAMMA	Armando Branchini, Executive Director	http://www.altagamma.it/ (Association of Italian luxury brands)
Pininfarina SpA	Paolo Pininfarina, Chairman	www.pininfarina.it
Indo Italian Chamber of Commerce and Industry	Claudio Maffioletti Mumbai, General Manager	www.indiaitaly.com/
ICE – Italian Trade Promotion Agency	Amedeo Scarpa and Alessandra Marcarino	http://www.italtrade.com/
CONFINDUSTRIA	Annalisa Del Pia, India Desk Officer	www.confindustria.it/ (Italian nationwide industry confederation)
UNIDO ITPO - Investment Technology Promotion Office	Dino Fortunato, Expert	www.unido.org/itpo/italy
University/Design Institute	Delegate	Notes / Website
Politecnico Milano	Francesco Galli, Department of Industrial Design, Arts, Communication and Fashion	www.polimi.it
Consorzio Poli.design	Giuliano Simonelli, President	www.polidesign.net/
Istituto Europeo di Design – IED	Carlo Forcolini, Vice President and Michele Capuani, Academic Director and Dean IED Group	www.ied.edu/

Domus Academy	Dante Donegani, Director of the Design Master and Silvia Signorelli, Academic Relations	www.domusacademy.com/
Istituto Marangoni	Franco Achilli, Coordinator of Design Masters and Paolo Meroni, Academic Director Milano Campus	www.istitutomarangoni.com/
Scuola Politecnica di Design – SPD	Antonello Fusetti , Director	www.scuoladesign.com/
Roma La Sapienza	Loredana di Lucchio, Researcher Professor, Design Ph.D., Section Design, DATA Department	www.uniroma1.it/
Universita' Politecnica delle Marche	Fausto Pugnali Architecture Department, DICEA	www.univpm.it/
Universita' di Ferrara	Giuseppe Mincoelli, Professor Industrial Design, Department of Architecture	www.unife.it/

**INDIAN PARTICIPANTS
(INDIA –ITALY DESIGN ROUNDTABLE)**

<u>DELEGATE</u>	<u>INSTITUTE/ ASSOCIATION/ COMPANY</u>	<u>NOTES / WEBSITE</u>
Mr Pradyumna Vyas	National Institute of Design (NID), Director India Design Council (IDC), Secretary General	www.nid.edu/ www.indiadesigncouncil.in
Mr. Mohamed Sadiq	Scientist of Central Leather Research Institute, Chennai	www.leatherindia.org/
Mrs. Rajshree Pathy	CII National Council on Design, Chairperson India Design Forum, Founder and Director Rajshree Sugars and Chemicals Limited, Chairperson and Managing Director	www.cii.in/ http://www.indiadesignforum.com
Mr. Kashif Usmani Mr. R.C Soni	AMR Group, President AMR Group, Director ASSOCHAM Representatives	www.amrinfrastructures.com
Ar. Bankim Dave	Institute of Indian Interior Designers (IIID), President	http://www.iiid.net.in
Ms Saba Ali	Altagamma, India Senior Associate	www.altagamma.it/
Mr Unni Tharakan Mr Augustine Kurian	Unitech Exhibitions, Chief Executive Officer Geo and Nobi, Managing Director	www.unitechexhibitions.com www.geoandnobi.com

Profiles of Participants

Profiles Italian participants**PIERO GANDINI, CHAIRMAN FLOS AND PRESIDENT ASSOLUCE, REPRESENTATIVE OF CONFINDUSTRIA**

Piero Gandini was born in Brescia in 1963. After completing high school, he joined FLOS GmbH – the German subsidiary of the group, where he could shape his unique know-how in all aspects of lighting, as well as many other transversal skills. In 1988 he joined Flos S.p.A. as responsible for the development of new product. As the business was progressively growing, he became CEO in 1996 and also Chairman in 1999. Piero Gandini is President of ASSOLUCE (Italian Association of the major lighting manufacturers), which is part of FederlegnoArredo.

FLOS

The Company strengths

A catalogue filled with iconic lighting that changed the concept of illumination itself.

Strong symbolic appeal.

Collaboration with the most inventive international designers.

Uncanny ability to spot emerging talent.

Courage to be daring and provocative, yet uphold the fundamental principles of design.

Constant dedication to research into innovative materials and technology.

A vast selection of high quality, innovative lighting designed to fit and enhance any environment, ranging from basic all the way to luxurious.

Products and projects carefully designed and developed, to provide perfectly balanced lighting for any space.

Strong commitment to customer service; time-proven dedication to study and develop lighting systems to fit the style of any environment, indoor, outdoor, public or private as it may be.

The ability to evolve without losing its DNA.

Well structured growth, to support ever increasing sales, keep abreast of emerging socio-cultural trends in keeping with the original principles of the company.

A time-honoured, proven reference. Great design and cutting edge lighting technology that is immediately recognizable.

The origins of the Company

FLOS was founded in 1962 in Merano. Since the beginning it enlisted the aid of excellent collaborators, such as Achille Castiglioni, Pier Giacomo Castiglioni and Tobia Scarpa. One of their first creations was the Cocoon, made from a very pliable material made in the USA and used for packaging by the American Army. In 1964 Sergio Gandini joined the company, and the headquarters were moved to a new site near Brescia. The first FLOS retail store, designed by the Castiglioni brothers, opened in Milan in 1968.

Growth and evolution of the Company

In 1971 FLOS opened its first subsidiary in Germany. In 1974 it purchased Arteluce, a historical brand founded in 1939 by Gino Sarfatti, and opened a new factory in Bovezzo, just outside the city of Brescia. The collaboration with Achille Castiglioni continued through the '80s, and in 1992 he introduced the "family of products" concept to the market with the Brera series. At the same time, FLOS continued to scout for emerging talents at an international level. In 1988 the Company started collaborating with Philippe Starck. Other talented designers followed thereafter: Jasper Morrison, Konstantin Grcic, Marc Newson, Antonio Citterio, Marcel Wanders, Sebastian Wrong, Laurene Leon Boym, Paolo Rizzatto, Piero Lissoni, Rodolfo Dordoni, Tim Derhaag, Johanna Grawunder, Joris Laarman, Patricia Urquiola, Paul Cockledge, Edward Barber & Jay Osgerby, Ron Gilad, until the recent collaborations with Ronan & Erwan Bouroullec and Thierry Dreyfus.

During the '90s the Company expanded its contract-related presence, launching a division focused on turn-key solutions, called Light Contract. The FLOS contract division assists architects not only as a

manufacturer, but also as a specialty lighting systems designer for a wide-range of challenging environments, such as museums, stores, and theatres.

Piero Gandini, Sergio's son, became FLOS C.E.O. in 1996, and also Chairman in 1999.

In 2007 Flos opened its first Professional Space in Milan, Corso Monforte 15. A 574 square meter office and showroom space, on two levels, designed by Jasper Morrison, characterized by extremely clean lines. The ground floor, that opens onto an adjacent cloister through large vertical-rising windows, hosts the reception, a principal showroom, a technical architectural room and a meeting room. Gray Diamond stone pavers run along both sides of the suggestive cloister to perfectly highlight its original arcade. The basement level houses a relax room and a highly evocative area where the outdoor collections are displayed.

The tradition of collaborating with highly-talented professionals also extended to FLOS promotional activities. FLOS entrusted its image and advertising campaigns to a famous international photographer, Jean-Baptiste Mondino.

The icons

Through the years, the FLOS decorative catalogues have been showcasing items that now rightfully belong to the history of design: forms, lighting techniques, original design concepts invented by FLOS, readily acclaimed and adopted by consumers across multi-cultural areas and eras. Among these: Parentesi by Achille Castiglioni and Pio Manzù; Arco and Taraxacum by Achille and Pier Giacomo Castiglioni; Miss Sissi, Archimoon, the Romeo series and the Ktribe series by Philippe Starck; the Glo-Ball series by Jasper Morrison; Skygarden and Zeppelin suspension lights by Marcel Wanders; the 2097 chandelier by Gino Sarfatti; Ray by Rodolfo Dordoni; Kelvin LED by Antonio Citterio with Toan Nguyen; Nebula by Joris Laarman, Smithfield by Jasper Morrison.

Awards

Flos has been winner of the prestigious Compasso d'Oro Industrial Design Award with the following lamps:

1955: Luminator by Achille and Pier Giacomo Castiglioni 1979: Parentesi by Achille Castiglioni and Pio Manzù 1994: Drop by Marc Sadler 2001: May Day by Konstantin Grcic

The architectural sector

In 1998 FLOS established its presence in the architectural sector by acquiring a share of Antares, a Spanish company specialized in lighting devices. The wedlock between a Spanish manufacturer of mass-retail products and an Italian producer of high-class interior design lamps led to the creation of FLOS Architectural Lighting, which combines cutting-edge engineering with suggestive lighting design. In 2005 FLOS acquired the majority share (75%) of Antares. The first FLOS Architectural catalogue made its debut in 2006 at Light & Building Expo in Frankfurt.

Soft-Architecture

In 2010 FLOS introduced one of its most ambitious and avant-garde products, the Soft-Architecture Collection. A natural fusion of light and architecture, a completely new vision of space and light to give settings a new identity. Created using an innovative composite material (Under-Cover technology) which unites light weight and high strength, it delivers performance, durability and perfect integration with normal plasterboard false ceilings. This collection also complies with the latest international safety and eco-compatibility regulations, as it is made with fireproof material and has obtained the 'Cradle to Cradle' certification: a design protocol that ensures that companies regard sustainability as a value, not a sacrifice, and offer products which can be recycled eternally.

Soft Architecture is diversified and aligned with needs, demonstrating how it can project a specific character and identity in different locations, whether they are intimate or domestic settings, or public spaces like restaurants, spas, stores, meeting points, art galleries, offices, etc. The list of designers that have committed to this new concept confirm the versatility that is a characteristic feature of Soft Architecture: Ron Gilad, Philippe Starck, Sebastian Wrong, Marcel Wanders, Antonio Citterio, and more lately, Thierry Dreyfus.

In 2011 Wallpiercing by Ron Gilad won the most ambitious international awards and was requested to form part of the permanent MoMA Collection from 2012.

FLOS today

Thank to a know-how acquired over fifty years of experience, FLOS is today an international organization that offers a complete range of residential, commercial and even custom-made lighting products that can be seamlessly integrated in any office, hotel, or store. With a constant commitment to research and technological innovation, but always aiming to reach a poetic quality of light, the

company has demonstrated how a historic brand can look to the future without losing sight of its tradition.

Subsidiaries

Belgium, Holland, France, Germany, UK, Spain, Denmark, Norway, USA, Japan, Singapore and China.
Flos flagship stores across the globe
Rome, Milan, Paris, Hong Kong, Stockholm, London, New York and Lyon.

ASSOLUCE – Federlegno group

In 1997, the companies comprising the Assarredo Luce Group and Unionluce (of the Small Companies Association) established Assoluce, the 10th association of Federlegno Arredo, one of Confindustria's most prestigious federations.

All the major Italian manufacturers of interior domestic lighting are now members of Assoluce, Italy being the recognised world leader in this sector, as a result of the quality of its overall production: from the glassblowers of Murano and Tuscany, to traditional chandelier-makers, small and large-scale modern lamp manufacturers and design businesses. The value of Italian lighting production totals about 2.250 million €, with exports accounting about 1.280 million € (57%). Within the European Union, about 59% of total exports come from Italy (UE27).

Assoluce is intended to be an association committed to the constant improvement of quality standards in the lighting sector and to bringing together all companies dedicated to product quality and safety, as well as to integrity and reliability in their dealings with distributors and consumers.

CONFINDUSTRIA

Founded in 1910 Confindustria is the lead organization representing the manufacturing, construction, energy, transportation, ITC, tourism and services industries in Italy. It brings together 126.590 voluntary member companies of all sizes, amounting to 4.771.000 employees. The organization consists in 103 local Associations established in 18 Regional Confindustria locations, 100 Sectorial Associations, 18 National Sector Federations, and 14 Associated Members.

Small, medium-size and large enterprises are the protagonists in this development and growth and together represent an associative system that is seen to be one of Italy's greatest strengths throughout the world.

In promoting the interests of Italian industry over 90 years, Confindustria has assumed a positive and leading role, becoming a reliable organization with a primary role in Italy's economic, social and civil development.

Thousands of Italian industrialists, both women and men, have contributed on a voluntary basis to Confindustria's mission as a whole, in addition to their own local associations, thanks to their experience and ability to interpret the extraordinary vitality of our economic system.

Confindustria has succeeded in converting the entrepreneurial and management qualities characterizing the Italian business model into ideas for the country's growth. Through its battles for economic and social reform, Confindustria has stimulated the growth and modernization of the market, society and public administration.

Transparency, liberalization, privatization, tax reform, the development of the Mezzogiorno, new policy directions in research and innovation, infrastructure, environment and social security are some of the Confindustria initiatives promoted at various levels with the main political and administrative institutions, including Parliament, the Government, unions, and other social forces, as well as in the political arena and in the sector of industrial relations, aimed at encouraging improved competitiveness for Italian enterprises.

PAOLO PININFARINA, CHAIRMAN PININFARINA SPA

Born in Turin on August 28, 1958.

After graduating in Mechanical Engineering at Turin Polytechnic he began his career in Pininfarina in 1982 and in 1983 gained experience working at Cadillac in Detroit, USA, and then in Japan with Honda.

From 1984 to 1986 he was Quality and Reliability Manager for Cadillac's Allanté project.

Prepared by MD SADIQ, CSIR-CLRI representing Council for Leather Exports

From 1987 to 1989 he was Program Manager at General Motors for the Engineering GM 200 project. In 1987 he was appointed Chairman and CEO of Pininfarina Extra S.r.l., a Pininfarina Group company operating in the industrial, furnishing, architectural and nautical and aeronautical design sectors. From 1999 to 2004 he has been a member of the Scientific Committee of Turin's European Institute of Design.

In 2001 he became "Emeritus Participating Founder" of the ADI Foundation for Italian Design.

Under his management, in a 25-year period Pininfarina Extra has developed over 400 projects and has consolidated relationships with prestigious international companies like Alenia Aeronautica, Bovet, Coca-Cola, Juventus, Lavazza, Motorola, Primatist, Schaefer, Snaidero and 3M.

At the Pininfarina S.p.A. parent company he became a board member in 1988, from 2002 he has been a member of the Steering Committee and, again starting 2002, in his capacity as the head of the Quality System Department he contributed to the award of ISOTS/16949 certification to the Company, which took place in July 2003.

On May 12, 2006 he was appointed Deputy Chairman of Pininfarina S.p.A.

On August 12, 2008 he was appointed Chairman of Pininfarina S.p.A.

On March 11, 2011 he was appointed Chairman of the Scientific Committee of the Farnesina Design Collection.

These are just some of the many awards received:

February 1st, 2012: 2011 Good Design Award for the proprietary fountain beverage dispenser Coca-Cola Freestyle®

December 19, 2011: 2011 Good Design Award for the Snaidero Ola 20 kitchen.

December 12, 2011: "Interior Innovation Award Winner 2012" for the Calligaris Orbital table.

May 9, 2011: Trophée Du Sadecc for the Snaidero Ola 20 kitchen.

December 10, 2008: FIABA 2008 award assigned by Fondo Italiano Abbattimento Barriere Architettoniche (Italian Fund Elimination Architectural Barriers) to DesignAbility exhibition.

June 23, 2008: honourable mention in the red dot design award for the 3M Air Purifier Ultraslim.

May 19 2008: Earth-Minded Award for the Keating Hotel by Pininfarina in San Diego.

December 20 2007: GOOD DESIGN™ Awards 2007 assigned by the Chicago Athenaeum to the office furniture collection Uffix Luna.

July 26, 2007: Red dot award 2007 in the product design discipline to the Samsung LCD Monitor "Black Secret".

April 12, 2007: special award for Packaging 2007 during the 41st edition of Vinitaly for the Gancia-Pininfarina wine bottles.

December 13, 2006: GOOD DESIGN™ Awards 2006 assigned by the Chicago Athenaeum for three Pininfarina products: the 3M air purifier, the Snaidero "Venus" kitchen unit and SimpleTech's portable drive.

October 19, 2006: Simon Taylor Award assigned to Paolo Pininfarina by the British monthly magazine, Designer, for an "exceptional contribution to kitchen and bathroom design over the years".

November 8, 2006: Design Excellence Award assigned by the BIO 20 international jury to the Gorenje refrigerator at the Biennial Industrial Design Exhibition in Lubiana (Slovenia).

May 9, 2006: a jury of visitors to ELMU voted "Luna", the office furnishing collection produced by Uffix, the "ideal office" at the biennial dedicated to office furniture at the Milan International Furniture Show.

April 6, 2006: award for the best design in the work environment category to Ares Line to the "Premiere" modular auditorium seating system within the context of the Wellness@Work design competition.

July 5, 2004: Paolo Pininfarina won the "Red Dot: Design Team of the Year Award" for the best design team in 2004, assigned by Design Zentrum Nordrhein Westfalen.

2004: "Compasso d'oro" nomination to Schroeder's "Francesca" lamp.

2004: GOOD DESIGN Award assigned by the Chicago Athenaeum for the Snaidero "Acropolis" kitchen unit.

December 1, 2003: the "Bernini" anti-panic door bar designed for Savio was awarded second prize for best design in the "Quincailleries & Accessoires" category during the 2003 edition of Batimat in Paris.

October 30, 2002: the DICOM wireless projector is one of seven winners of the 35th Smau Industrial Design Award.

2001: "Compasso d'oro" nomination to the Salvagnini "L2" laser cutter.

1996: GOOD DESIGN Award assigned by the Chicago Athenaeum for the Snaidero "OLA" kitchen unit.

1992: Cover Award assigned by Auto & Design to Pininfarina Extra.

1991: Design & Engineering Award – Innovation – C.E.S. Las Vegas to the Vidikron VPF40 video projector

PININFARINA GROUP

More than 80 years have passed since May 22, 1930, the day when Battista "Pinin" Farina (the surname Farina was changed to Pininfarina in 1961 by Presidential Decree) signed the deed founding Società Anonima Carrozzeria Pinin Farina in Turin. Through a long process of growth and transformation, ideas and creativity, Pininfarina has evolved from an artisan concern to an international group that is a worthy global partner to the motor industry.

Today Pininfarina, which has been listed on the Stock Exchange since 1986, focuses on industrial design services, continuing to play a key role as a design house and an innovative partner with unique skills, and on the field of sustainable mobility through the development and production of hybrid and electrical vehicles (cars and buses), research into alternative components and materials, and aerodynamic shapes that can help to make vehicles lighter and reduce their consumption and emissions. The Company also concentrates on the creation of value for its brand, whose potential derives from the reputation it has built up in 80 successful years.

Pininfarina has offices in Italy, Germany, Sweden, Morocco, China and the United States. The Company's *automotive* clients include prestigious brands like Ferrari, Maserati, Alfa Romeo, Ford, Volvo, Tata Motors, Chery, among others. Pininfarina also has extensive experience in the rail industry, having designed the interiors and exteriors of Italy's high-speed trains; rolling stock for Swiss, Danish and Norwegian Railways; automated light rail cars in Lille, northern France; and trams for cities in Italy, Greece, Sweden and Turkey. Over the years, important partnerships have been developed with clients such as AnsaldoBreda, Eurostar, Iveco and Prinoth. Chairman of the Group is Paolo Pininfarina, while Silvio Pietro Angori is CEO of the Group.

The Pininfarina Extra Company was founded more than 20 years ago, specialising in product and interior design, architecture, sailing and aircraft, with over 400 projects to its name; among its customers, Acer, Alenia Aeronautica, Coca-Cola, Motorola, Jacuzzi, Juventus, Lavazza, Primatist, Snaidero, 3M, Unilever.

The true custodian of the company's values is the Pininfarina Collection housed in Cambiano (Torino). The cars on display are among the most significant of the hundreds that have written the company's history, from the Cisitalia to the Giulietta Spider, the Sigma Grand Prix and the Maserati Birdcage 75th.

Many of Pininfarina's creations have entered prestigious national and international museum collections like the MoMA of New York, which has had a Cisitalia 202 Berlinetta on display since the 1940s. Pininfarina has received endless awards in its 80-year history, the most recent being: the "Louis Vuitton Classic Concept award" for the Maserati Birdcage 75th, the "red dot award 2008" for the Sintesi; the "Compasso d'Oro 2008" for the Nido, the Trophée du Design as the best designer of 2009, the 2010 China Award as Best Made in Italy Design example, the 2011 "Prize for Innovation" for the hybrid bus Hybus. Battista "Pinin" Farina and Sergio Pininfarina have both entered the famous European Automotive Hall of Fame, an institution created to celebrate the men who have made motoring history.

GIOVANNI CUTOLO, PRESIDENT ADI FOUNDATION AND VICE PRESIDENT ADI (ASSOCIATION INDUSTRIAL DESIGN)

Ph.D. in Business Administration, Naples University, 1963. Widely travelled, multilingual (English, Italian, French, Portuguese, German and Spanish).

Prepared by MD SADIQ, CSIR-CLRI representing Council for Leather Exports

Since 1971 is working within the European furniture design market. First with Artemide and later with Luceplan, Bulthaup, La Cornue, Voko, Vitra and several others. Is currently President of Santa & Cole Italia and Vice President of the Board of the Spanish mother company. Regular contributor to various reviews of architecture and design; one of the founding members of the monthly design magazines MODO and GAPcasa.

While in Brazil, translated Umberto Eco's *Opera Aperta* into Portuguese (Perspectiva, S.Paulo, 1968) and Oswald De Andrade's Brazilian masterpiece *Memórias Sentimentais de João Miramar* into Italian (Feltrinelli, Milano, 1970). Author of *L'Edonista Virtuoso* (Lybra Immagine, Milano, 1989), one of the runner-ups for the Compasso d'Oro Award 1991 and of *L'altra Faccia del Design* (Lybra Immagine, Milano, 1999), *cucina.come* (Lybra Immagine, Milano, 2001), *Lusso & Design* (Abitare Segesta, Milano, 2003).

From 1996 to 2008 visiting Professor on the Industrial Design Faculty of Milan University. From 2008 is Vice President of ADI, the Italian Design Association and President of the ADI Foundation, in charge of the Compasso d'Oro historical collection.

PROF. FAUSTO PUGNALONI, UNIVERSITÀ POLITECNICA DELLE MARCHE (UNIVPM)

Architect, full professor of Architectural Design since 1994 at the Polytechnic University of Marche. Deputy Rector for International Relations UNIVPM.

Ex-Dean of the Department of Architecture Survey, Drawing, Urban Planning and History (Dardus, see enclosure) at the Faculty of Engineering UNIVPM.

Guest professor at the Beijing University of Civil Engineering and Architecture (China).

Honorary professor at the Huè University (Vietnam).

He organized conventions about conservation and exploitation of historical cities and sustainable urban planning.

With UNIADRION (Telematic University of the Adriatic Ionian Basin) he works and studies about architecture and economy of the Adriatic coast.

He coordinated the "Master Mega Yacht Planning" promoted by Università Politecnica delle Marche, Marche Region.

He is coordinator in international cooperation projects with MAE and ICE (Rescue of Historical Citadel of Huè, Military Temple in Huè Vietnam, Rescue project of historical area Wien Kun Kam in Chang Mai Thailand, Studies and rescue of the Chinese Great Wall).

He coordinates a joint staff with Italian and Asian researches in the fields of Cultural Heritage conservation, sustainable urban planning, low-cost buildings and social housing strategies, planning of sustainable tourism strategies, for historical cities in Vietnam, Thailand Cambodia, China, India.

Coordinator of Marche Design Exhibition in Vietnam, Saigon and Hanoi.

He organized two workshops E-arcom, Technologies to communicate architecture.

He coordinates national and international researching and cooperation activities promoted by the Minister of Education; he is coordinator of several Master and PhD courses.

He wrote several publications on architecture, urban design and Cultural Heritage safeguard.

He is charged of many conventions with the Public administrations about urban and territory planning.

Professor Pugnaroni coordinates a staff of Professors: Arch. Antonello Alici, Arch. Paolo Bonvini, Eng. Paolo Clini, Arch. Gianluigi Mondaini, PhD: Eng. Elena Bellu, Eng. Arch. Cecilia Carolosi, Eng. Giorgia Casagrande, Eng. Martina Giovanelli, Arch. Le Ngoc Van Anh, Eng. Francesca Ottavio, and Technicians: Dr. Laura Appignanesi, Arch. Adriana Formato, Eng. Massimo Orselli, Arch. Anna Paola Pugnaroni.

UNIVERSITA' POLITECNICA DELLE MARCHE

The Università Politecnica delle Marche has 5 Faculties, 21 different undergraduate degree studies (3 years-1st level), 19 specialist degree course (2nd level), 3 specialist university degree at ruled access, 11 special purpose schools, 29 fields of specialization, and 10 doctorate programs with their administrative centers in Ancona.

The initial student enrollment of 290 scholar for the 1969-70 academic year has progressively increased to 17,000 for 2009-2010. The teaching faculty currently numbers 550 professors, teaching assistants, and researchers, along with 181 temporary staff and 605 technical and administrative personnel.

The budget of 2010 is 135.602.860,11€.

The Architecture Area of the Faculty of Engineering includes many researching activities and projects that have their origin in the *Building Engineering* and strong connections with the local economy (small and medium enterprises).

The Course of Building Engineering and Architecture deals with the field of Design, through PhD courses, Masters and Summer Schools. Academic researching groups and a staff of young specialists and architects collaborate on specific topics, such as innovative materials, electronics, informatics, technologies and design.

MICHELE CAPUANI, DIRECTOR IED

Architect and designer, he has designed industrial products in automotive and household goods field, residential and entertainment architectures.

He has worked as adjunct professor at IED and at Politecnico di Milano; Director of the Research Center of IED and of the Master in Transportation Design at Domus Academy.

Founder Member and Board Member of Cumulus. Visiting Lecturer in various Universities of Design all around the world, nowadays he is Dean at IED group.

PROF. GIUSEPPE MINCOLELLI, UNIVERSITY OF FERRARA



Architect and designer, founder of Lineaguida, language enthusiast, inventor and designer in areas ranging from visual to product design.

Specialized in User-Centered and Inclusive Design, he conceived and realized hundreds of products for the computer, telecommunications, professional equipment and renewable energy industry.

Associate Professor of Design at the Faculty of Architecture of the University of Ferrara, to which he is responsible for a laboratory about project of energy saving products.

Numerous patents, publications and awards in Italy and abroad.

Position and Affiliation

Associate professor of Industrial Design

Department of Architecture,

University of Ferrara,

Via Quartieri, 8 – 44121 Ferrara.

Research area

Product design. Inclusive design. Sustainable design.

Education and Degrees

1996 - Master (3yr Post-Graduate Specialization) in Industrial Design cum laude from University of Firenze.

1992 - Degree (5yr Program) in Architecture cum laude from University of Firenze.

Professional Qualification

1993 Professional Architect Qualification from University of Firenze.- Registered Architect No.4505

Academic Appointments

2010-present Associate Professor, Department of Architecture, University of Ferrara.

1997-2010 Contract Professor, Department of Architecture, University of Ferrara.

Courses Taught at University of Ferrara.

2011 – present Laboratorio di Sintesi Finale in Design del Prodotto (Product Design Thesis Lab), School of Product design – Faculty of Architecture, University of Ferrara.

2009 – present Laboratorio di tecnologie del prodotto 1 (Product Technology Lab), School of Product design – Faculty of Architecture, University of Ferrara.

2010 – 2011 Laboratorio di progettazione del prodotto 1 (Product Design Lab), School of Product design – Faculty of Architecture, University of Ferrara.

1997 - 2009 Disegno Industriale (Industrial Design), School of Architecture – Faculty of Architecture, University of Ferrara.

2005 – 2009 Laboratorio di Sintesi Finale in Disegno Industriale (Industrial Design Thesis Lab), School of Architecture – Faculty of Architecture, University of Ferrara.

Main Services in Academic Education

2010-present Member of the Ph.D. School in Technology of Architecture, , Department of Architecture, University of Ferrara. Member of the Evaluation Committee for Ph.D. positions (2011).

2005-2007 Invited as cooperator to the Ph.D. School in Technology of Architecture, Department of Architecture, University of Ferrara.

1999-present Supervising Theses/Dissertations, with over 50 students supervised as Advisor or co-Advisor.

Applied Research

1992 - Radio Apparatus Interface, for OTE Spa

1997 – Usability and Interface design of portable power generators, for Lifter srl

1998 - Radio Apparatus Interface, for Marconi Spa

1999 – Interface characteristics for public mobility service, for Powersoft srl

2001 – Control panel interface design for CNC machines, for ECS Spa

2002 – MMI design of a context-aware museum interactive guide, for Ducati Sistemi

2003 – Interface design of Highways Emergency points, for Ducati Sistemi

2003 – Driving devices and interface design of stackers, for Lifter srl

2005 - Ergonomy, interaction and interface design of wrist wearable devices, for Eurotech

2006 – Usability and ergonomomy of atm, for Gilbarco Veeder-Root

2006 – Usability of Gps devices, for Powersoft srl

2006 – Accessibility, usability and ergonomomy of public services on european trains, for Lineaguida, Frensisistemi Knorr-Brehmse

Product design working experience

More than 100 product projects realised for several Companies, many of those patented, published or award-winners.

Main publications

T. S. Cinotti, R. Nagaraj, G. Mincolelli, F. Sforza, G. Raffa, L. Roffia (2004). - WHYRE: a Context-aware Wearable Computer for Museums and Archaeological Sites. ISWC2004, The Eight International Symposium on Wearable Computers, Proceedings. U.S.A. pp. 174-175

T. S. Cinotti, R. Nagaraj, G. Mincolelli, F. Sforza, G. Raffa, L. Roffia, M. Pettinari (2007). Context-aware computing for Cultural Tourism – Experiences from the Muse project. In:Daniel Pletinckx, The integration of location based services in tourism and cultural heritage. Archaeolingua, Budapest: HUNGARY pp.69-81

G. Mincolelli (2008). Design Accessibile.- Esperienze progettuali e didattiche sul tema del Design For All.. Maggioli Editore, Santarcangelo di Romagna : ITALY

G. Mincolelli (2008). Customer/user centered design.. Maggioli Editore, Santarcangelo di Romagna

G. Mincolelli (2008). Esercizi di design. – Morfogenesi e proprietà del materiale . Maggioli Editore, Santarcangelo di Romagna

G. Mincolelli (2008). Design for all:il treno accessibile. Il progetto della universal toilet del MODTRAIN.. PAESAGGIO URBANO pp.66- 71 Vol.4

G. Mincolelli (2010). Il colore nell'interpretazione di spazi ed oggetti. Il contrasto cromatico come strumento di inclusive design.. In:M. Balzani (a cura di), Colore e materia. Maggioli Editore, Santarcangelo di Romagna : ITALY pp.59- 78

G. Mincolelli (2011). Il progetto dell'interfaccia:strumenti di valutazione del contrasto cromatico nel progetto inclusivo.. In:M. Balzani , Il progetto del colore- Vademecum operativo per la gestione cromatica delle superfici architettoniche. Maggioli Editore, Santarcangelo di Romagna: ITALY pp.191-215

CLAUDIO MAFFIOLETTI – GENERAL MANAGER OF INDO-ITALIAN CHAMBER OF COMMERCE & INDUSTRY (IICCI)

was born in Bergamo in 1974. He is a graduate from Parma University, Faculty of Philosophy, and has obtained a Postgraduate Diploma in Management from City University, London, in 2003. After a series of professional experiences in the United Kingdom and France, he has worked at I.S.P.I. (Istituto per gli Studi di Politica Internazionale), Milan until 2007, when he moved to India as a General Manager of the Indo-Italian Chamber of Commerce & Industry, Mumbai, where he currently lives.

Along with a group of local artists, he has co-founded an art organization called ArtOxygen, specializing in contemporary art practices in urban contexts"

Indo-Italian Chamber of Commerce & Industry (IICCI)

The Indo-Italian Chamber of Commerce & Industry (IICCI) was founded in with the objective to promote and enhance trade and economic relations between India and Italy. Today, IICCI accounts for almost 1200 members, from diverse sectors and industries, and has a pan-India presence, with its head office in Mumbai, regional offices in New Delhi, Kolkata, Bangalore, Chennai and a representative office in Goa. IICCI promotes collaborations and exchange between the two countries, through the organization of institutional and business delegations, business meetings, international trade fairs, seminars, conferences and roundtables.

In the past few years the IICCI has been particularly active in the furniture and design sector: in 2011 it undertook an Indian Consumer Behavior Study to understand the purchasing patterns and expectation of Indian clients, and the project has been presented at several Round Tables in Italy and in India. In addition, IICCI regularly organizes delegations of Italian furniture producers in India and of Indian builders, architects and interior designers in Italy, as well as facilitating the participation of Italian companies at Indian sectoral fairs and vice versa of Indian buyers at Italian exhibitions. IICCI has just supported FederlegnoArredo in organizing a delegation of Italian operators in India and a series of seminars in Mumbai and Banaglore of the exhibition MADEexpo, on architecture, building materials and design, scheduled to take place in Italy in the month of October. We are also promoting Indian fairs such as ACEtech, the Indian building materials and furniture exhibition which will take place in several Indian cities from the month of October, and Product Design Days, an exhibition and conference on product design which will take place in Chennai in the month of November 2012

www.indiaitaly.com/

Profiles of the Indian Delegation

PROF. PRADYUMNA VYAS, DIRECTOR, NATIONAL INSTITUTE OF DESIGN (NID) & MEMBER SECRETARY, INDIA DESIGN COUNCIL



Acquired Masters in Industrial Design from Indian Institute of Technology, Bombay, India (IITB).

Prof. Vyas has over 25 years of professional and teaching experience in different spheres of design. Since last 20 years he is associated with NID as a Faculty Member in Industrial Design discipline. Since April 2009 he has been appointed as Director of National Institute of Design, Ahmedabad Prior to joining NID, Prof. Vyas has 2 years experience in Product Design in Bombay and 3 years overseas experience at Kilkenny Design Centre, Kilkenny, Republic of Ireland.

Mr Vyas has coordinated major Design Promotion events in India and represented NID in various international and national events including the ICSID (International Council of Societies of Industrial Design) congress in Taiwan, Korea, Germany, Denmark, USA and Singapore. He also represented NID in the Asia Design Network, Japan. He has been elected as an ICSID Executive Board Member for 2009-11.

In pursuance of the National Design Policy approved by the Cabinet in February 2007, an India Design Council was recently constituted in March 2009 and Mr Vyas has been nominated as its Member Secretary by the Ministry of Commerce & Industry, Government of India.

In June 2010, he was conferred with an honorary Master of Arts degree from the University for the Creative Arts in Farnham, United Kingdom in recognition of his many contributions to design education and promotion.

In July 2011, Mr. Vyas was given the award for outstanding contribution to Design at the 2nd Asia's Best B School Award at Singapore.

MD SADIQ, SCIENTIST, CSIR-CLRI REPRESENTING THE COUNCIL FOR LEATHER EXPORTS, INDIA



MD SADIQ, Scientist, CSIR-CLRI Shoe Design & Development Centre, India is a distinguished Leather Technologist with specialization in Footwear Science and Engineering in which he holds a Master's degree.

His focus has been on Footwear Styling and Design; R & D in Trend Forecasting, Colours and Texture development. He has also innovated in HRD activities with accent on Shoe Design Education and Training. He has also excelled in Planning for the Indian Leather sector in the area of design, trends and global competitiveness.

His signature contribution has been in enabling the 'Travel of India in *fashion forecasting* for LEATHER' - an R&D initiative for garnering global leadership. He helped India gain a foothold in the prestigious MODEUROP Colour Club.

Email: mdsadiq@clri.res.in; mdsadiq@hotmail.com

CSIR-Central Leather Research Institute (CLRI)

A constituent laboratory of the Council of Scientific & Industrial Research (CSIR)

The **CSIR-Central Leather Research Institute**, the World's largest Leather Research Institute, was founded on 24 April, 1948. CLRI made an initiative with foresight to link technology system with both academy and industry.

CSIR-CLRI, today, is a central hub in Indian leather sector with direct roles in education, research, training, testing, designing, forecasting, planning, social empowerment and leading in science and technology relating to leather.

Prepared by MD SADIQ, CSIR-CLRI representing Council for Leather Exports

State-of-art facilities in CSIR-CLRI support, innovation in leather processing, creative designing of leather products viz. leather garment, leather goods, footwear and development of novel environmental technologies for leather sector.

It is one matter to design and develop technologies but entirely another to reach viable technologies in a traditional sector like leather. CSIR-CLRI in 1948, made an initiative with foresight to link technology system with both academy and industry. It assumed the role of being a part of the University of Madras in imparting education in leather technology. The seed sown in 1948 has now grown into a tree with nearly 60% of the industry in India being manned and managed by the Alumni of CSIR-CLRI.

CSIR-CLRI is a global leader in leather research. The technological services of the institute are as durable as leather. Leather and allied research form core areas of its activities. There is critical strength for research and development in some critical areas of sciences and technology. Research in CSIR-CLRI includes non-leather as well.

CSIR-CLRI: A Technology Supermarket in Leather

CSIR-CLRI strives to marry leather to its diverse functions. It is today a supermarket for leather related technologies. The strength of CSIR-CLRI stems from the competence of the people, R&D infrastructure, linkages with the users.

The MANDATE of CSIR-CLRI

- To seek excellence in research in Frontier areas
- To serve the national apex body in leather
- To Participate in HRD through direct role in education and training in leather related areas
- To assess and forecast technology needs
- To serve as a reliable consultant to leather sector
- To develop technologies and deliver to the industry through effective extension network
- To serve as a dependable source of technologies and
- To provide a technology supermarket for users

Brief profile of CLE

Council for Leather Exports, an autonomous organisation functioning under the Ministry of Commerce and Industry, Government of India, is the apex body of the rapidly growing Indian leather Industry. CLE has around 2800 manufacturer-exporters of leather & leather products as its Members. CLE caters to the needs of the leather exporters and serves as a connecting bridge between Indian leather exporters and buyers all over the world. As a government sponsored nodal agency, CLE is a one-stop source for international investors to not only access all the information, but also avail the guidance they need, to set up a successful venture in the Indian marketplace.

Collaboration with Italy - Initiatives of Council For Leather Exports

□ The Council for Leather Exports is a regular participant in the Italian fairs namely Expo Riva Schuh Fair held in Riva Del Garda (for footwear) and Mipel Fair held in Milan (for leather goods) and has good tie-up with the organizers of these fairs. Besides, Italian buyers are also invited for the buyer seller meets held in India during the International fairs held in India including India International Leather Fair.

□ As part of Indo – Italian co-operation in leather sector, Riva Del Garda Fiere Congressi (the organizers of Expo Riva Schuh Fair in Italy) in collaboration with the Council for Leather Exports organized the first edition of Expo Riva Schuh India fair (for finished leather products and footwear) in July 2011 which was a huge success with the participation of 200 exhibitors. This fair is being held during July 2012 also.

□ As regards the collaboration with Italy in the leather & footwear design area, the Council is already in touch with ARS SUTORIA School-An international technical institute of art of footwear and leather goods. ARS SUTORIA School is interested to have collaboration with Indian leather industry in the area of skill development of the workforce. As a first step, ARS SUTORIA School has desired to organize awareness seminar in India so as to create awareness in the Indian leather industry on their training programmes. We are proposing to organize this Seminar in July /August 2012. Once this Seminar is organised, further plan of action including entering into MOU, if any, with the institute will be finalized.

Prepared by MD SADIQ, CSIR-CLRI representing Council for Leather Exports

RAJSHREE PATHY, FOUNDER & DIRECTOR, OF THE INDIA DESIGN FORUM & CHAIRPERSON OF CONFEDERATION OF INDIAN INDUSTRY (CII) - DESIGN COMMITTEE.



Rajshree Pathy is the Founder & Director, of the India Design Forum (IDF) (<http://www.indiadesignforum.com>) and Chairperson of Confederation of Indian Industry (CII) - Design committee.

IDF was conceptualized as a catalyst to promote innovative design thinking and create a high level of consciousness for the power of design. Our objective is to enable strategic alliances, encourage dialogue between academia and industry and facilitate cross-cultural design thinking and application.

IDF seeks to create awareness, among manufacturers, of the competitive advantages of design. It is a platform that seeks to disseminate design information regarding what is happening globally to students, faculty, corporates and design practitioners in India.

The IDF has been conceived as a part of CoCCA, the Coimbatore Centre for the Contemporary Arts, which will involve into a multidisciplinary creative education institute. Coimbatore has always been a university city, with a large concentration of high quality technical education. It is also a centre for manufacturing and textiles. IDF and CoCCA will work together to bring the larger world of ideas into actual application. It is my strong desire that the mid-sized cities in India should have access to arts and design education, and currently the south of India does not have an equivalent to an NID.

Her journey in the world of art began very early in life and she has devoted time and attention to making an impact in the art and design world as well. (<http://www.thehindu.com/arts/magazine/article2301763.ece>). Her entrepreneurial career began with the city of Coimbatore. (<http://www.youtube.com/watch?v=ehIHEUlecW0&feature=email>) .

Rajshree Pathy has shown a global perspective on art and her involvement with the art scene in India has strengthened India's presence on the international landscape of art. She was a co-sponsor of the India Art Summit in New Delhi in 2009. (<http://www.youtube.com/watch?v=tbHB37-38SA>). (<http://economictimes.indiatimes.com/features/life-style/rajshree-pathy-many-facets-to-the-eclectic-persona/articleshow/6272660.cms>)

Rajshree Pathy is a regular on the art circuit around the world like Venice Biennale, Frieze Art Fair and Centre Pompidou.

Her homes in Delhi and Coimbatore are living testimonies of her interest in art and design and have been featured in magazines like the prestigious Milan Architectural Digest, making it only the second Indian home to do so (<http://rangdecor.blogspot.com/2007/01/art-connoisseur-rajshree-pathys.html>). Her home has also been featured in the 2004 issue of Design Today (<http://homedecorations.biz/art-connoisseur-rajshree-pathys-residence/>).

She has been awarded with several distinctions at the national and global level and has consistently been included and lauded in many compendiums of business leaders.

In 1996, she was recognized as a 'Global Leader for Tomorrow' at the World Economic Forum, Davos. (<http://www.weforum.org/contributors/rajshree-pathy>)

In the year 2000, she was awarded the Eisenhower Fellowship.

In 2006, she was awarded "The Woman of the Year Award" by the FICCI Ladies Organization. (<http://hindu.com/2006/03/24/stories/2006032407980500.htm>)

She was part of the Women in Business Conclave in February 2011 which brought together industrialists from various sectors of business. (<http://www.isb.edu/WomeninBusinessConclave/Speakers.Shtml>)

Rajshree Pathy has been featured in books like

'The Voyage to Excellence – On Women Entrepreneurs' by Debashish Ghosh and Nischinta Amarnath.
(http://books.google.co.in/books?id=ihSxPz1e4EC&pg=PA15&lpg=PA15&dq=%09The+Voyage+to+Excellence+-+On+Women+Entrepreneurs.+By+Debashish+Ghosh+%26+Nischinta+Amarnath&source=bl&ots=TjIHG1pwC9&sig=dD0b57YSevOOOp68ITEK_f8OgoE&hl=en&ei=CMixTtnyKuqTiQfHxKXhDg&sa=X&oi=book_resu&it&ct=result&resnum=3&sqi=2&ved=0CCwQ6AEwAg#v=onepage&q=rajshree%20pathy&f=false)

'India's new Capitalists – Caste, Business and Industry in a Modern Nation' by Harish Damodaran

'Indian Business Women – Zero to Zenith' by Prakash Biyani.

Scuba diving, photography, writing, a spiritual vision for daily life, contemporary art and design, architecture, TED events and the Ayurveda way of life contribute to empowering Rajshree Pathy to be a holistic business leader. Rajshree Pathy can be reached at rajshree.pathy@gmail.com or at rajshree@indiadesignforum.com

AR. BANKIM TARUN DAVE

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Bankim Tarun Dave – Architect, Interior Designer & Govt. approved Valuer.

Born on May, 26 ; Ar. Bankim Dave had his early education in the St. Xavier's high School, after which he did his Architecture. He is Registered with Council of Architecture – New Delhi and is also Registered as Government approved Valuer. He is a practicing Architect and a leading Interior Designer of Surat. His Architecture qualification is also backed by a Bachelor's degree in Science followed by a Diploma in Civil Engineering. He is partner of M/s. Ramanlal Dave & Sons – the first Architectural firm in Surat. His father Tarun Dave is also an Architect.

Ar. Bankim Dave is currently "National President of Institute of Indian Interior Designers (I.I.I.D.)" for term 2010-2012 and "Chairman of Asia Pacific Space Designers Association (APSDA)" for the term 2010 – 2014.

Represented India three times from I.I.I.D. as one of the three Official representatives to the International Federation of Interior Architects (IFI) Convention; once in 2003 – Pune (India); in 2007 – Busan (S. Korea) and in 2009 in Dubai.

Had the rare honour of being one of the five International Jurors to judge the International Design Award 2011 held at Herford, Germany. Subsequently, was also invited to present the said Awards at the grand Awards nite organized by Chulalongkorn University, Thailand in July, 2011.

Chaired the General Assembly of Asia Pacific Space Designers Association (APSDA) in Beijing, China in October 2011 and Goa, India in February 2012.

Ar. Bankim Dave is on the Advisory Committee – Composite Project of Science Centre, Museum, Art Gallery & Planetarium, Surat of Surat Municipal Corporation.

Experience : More than 25 years.

Professional Honours @ Institutions

Founder & Charter Chairman (1999 – 2000) of Surat Regional Chapter of Indian Institute of Interior Designers (IIID).

Served as National Vice President (2006 – 2008 & 2008 - 2010) of Institute of Indian Interior Designers (IIID); also served as National Hon. Secretary (2004 – 2006) & as Executive Committee member for the term 2000 – 2002 & Jt. Hon. Sec. 2002-2004.

Past Chairman (2004 – 2006) of Surat Center of The Indian Institute of Architects.

Represented India three times from I.I.I.D. as one of the three Official representatives to the IFI Convention; once in 2003 – Pune (India); in 2007 – Busan (S. Korea) and in 2009 in Dubai.

Represented IIID and Chaired the General Assembly of Asia Pacific Space Designers Association (APSDA) in Beijing, China in October, 2010 and Goa, India in February 2012.

Advisor to the Managing Committee (2008 – 2010 & 2010 - 2012) of Surat Regional Chapter of Indian Institute of Interior Designers.

Past Hon. Secretary & Vice President, Institute of Civil Engineers and Architects – Surat.

Member Board of Studies – South Gujarat University for starting a Post Graduate course in Interior Designing.

Write up on “Buildings of Surat City & District” published in the Official Gazette of Gujarat State.

Visiting Faculty to the Department of Architecture, S.C.E.T., Surat.

Visiting Faculty to School of Interior Design, Surat.

Thesis Guide for last several years to the final year students of Architecture.

Examiner & final exam Paper setter – Architecture of South Gujarat University, Surat.

Served as Juror – final year students; School of Interior Design, Surat.

Product display stall designed for Wood Polymers Ltd. For Interior Product Exhibition of Mumbai won first prize.

Was sponsored in 1999 to visit the largest Interior material exhibition to Dubai and in 2000 was sponsored to visit the 17th Asian Furniture fair at Singapore.

Is invited regularly by local T.V. Channels of Surat for Expertise on Interiors.

Have made Audio Visual presentation of Works at several social service Clubs.

Have served as member of City Development Committee for several years of The Southern Gujarat Chamber of Commerce & Industries, Surat. Also, served as member of Railway Committee (2001-2002); Study Circle committee (2001- 2002); Service Tax committee (2001-2002) + (2002 – 2003) + (2003-04)

Surat Regional Chapter received “The Best Chapter of India” award in its first term when Bankim was Chapter Chairman of Indian Institute of Interior Designers.

Surat Centre of The Indian Institute of Architects received “The Best Centre of India” award for the term when Ar. Bankim was its Chairman. Ar. Bankim Dave in the same year received “national award for the outstanding contribution to the profession for the year 2005” from The Indian Institute of Architects.

Served as Correspondent to Journal of I.I.A. (J.I.I.A.) & Newsletter of I.I.A. for the term 1996-1998.

Served as member of Task Force – “Physical & Spatial Plan” – Association of Metropolitan Development Authorities (AMDA) – New Delhi.

Professional Membership

Registered with Council of Architecture, New Delhi.

Associate of The Incorporated Association of Architects – Northampton, U.K.

Fellow of The Indian Institute of Architects.

Associate of Institute of Indian Interior Designers.

Fellow of Indian Institute of Registered Architects.

Fellow of Institute of Valuers.

Life member of Institute of Civil Engineers & Architects, Surat.

PANEL VALUER

* Bank of Baroda

* Life Insurance Corporation of India

* General Insurance Corporation of India

* Union Bank of India

* Central Bank of India

* The Surat Nagrik Sahakari Bank Ltd.

* Prime Co-op. Bank

* Karnataka Bank Ltd.

PANEL ARCHITECTS & INTERIOR DESIGNERS

* Bank of Baroda

* Bank of India

* Dena Bank

* Prime Co-op. Bank

* The Surat District Co-op. Bank Ltd.

* The Surat People's Co-op. Bank Ltd.

* South Gujarat University, Surat.

- * The Surat People's Co-op. Bank Ltd.
- * CitiBank, N.A.
- * State Bank of India * Punjab National Bank

Bankim is an active Rotarian. He is Past President of Rotary Club of Udhna. He has served R.I. Dist. 3060 as Assistant Governor, District Secretary, Governor's Zonal Representative and as Chairman of almost all the important District Committees. He served as Assistant Governor in the R.Y. 2003 – 2004. He has served as member of the " Nominating committee to elect the District Governor of R.I. Dist. 3060" for the R.Y. 2004 – 2005. Bankim was District Assistant Trainer in the R.Y. 2009 - 2010. He is recipient of almost all the important Rotary District Awards which include :

- * Best President.
- * Most active District Committee Chairman
- * Best Interactor
- * Best Orator of the District.
- * Best Bulletin Editor.
- * Best Rotaractor
- * Best Secretary

He is also the recipient of Rotary International's most coveted " Four Avenues of Service Award" Bankim has served as Master of Ceremony on almost all the important Rotary events and also at the inauguration of The I.I.A. Surat Center and The I.I.A. Gujarat Chapter. He also served as District Quiz master in Rotary. Bankim has served as Presentation leader & Discussion leader at various Rotary District Assemblies.

Bankim, is associated with several social & cultural activities; viz., Officers Gymkhana, The Surat Tennis Club, Surat District Cricket Association, Arzee's Health

SABA ALI, SENIOR INDIAN REPRESENTATIVE, ALTAGAMMA



Saba Ali has almost two decades of experience in business development, partnership building, advisory, media and Govt. relations, with special focus on facilitating Italian institutions and companies. She has represented Fondazione Altagamma in India since 2008.

Fondazione Altagamma is the Milan based organization of Italian companies of international renown operating in the high end of the market, reflecting the best of Italian design, style and culture in their innovation, products and management. This apex Italian trade body represents over 70 top Italian brands and over 40 billion Euros of exports. (www.altagamma.it).

Saba Ali's role is to advise and support Altagamma in key evolving Indian markets for high end products and services, and also promote related intellectual exchange, by identifying unique opportunities and methods for business development and promotion for its member companies, to service their growing focus on India as the target market. The aim is to foster expansion of the best of Made in Italy, both brands and institutions, through catalyzing higher dynamism in the current pace of exchange and partnerships.

The approach is to interpret and leverage the complex matrix of valuable business partnerships and key relationships forged over the years. There is also a strong interface maintained at the Govt. and institutional levels to impact framework conditions for the growth of retail in India.

A lively dialogue and exchange has thus been established with leading apex trade and media organizations through an annual calendar of conferences and events, to effectively promote branding and messaging of the leading Italian brands to an eager and growing Indian clientele.

Additionally, anticipating the emergence of a growing exchange and dialogue on Design in India, a new institutional partnership has been established to help position Italy at the frontline of the dialogue

on Design: Altagamma supports India's biggest annual international conference on DESIGN, the IDF-India Design Forum, the first edition of which was held in March 2012 and the next is scheduled for March 2013.

Previously:

Saba has forged a unique trajectory of entrepreneurial advisory experience at the cusp of international business development and cross border partnership building in a variety of diverse sectors including product and design development, sourcing and exports, film and television content distribution, strategic media and govt. communications, cross border cultural projects, business and govt. partnerships.

Specific to design development, between 1997 and 2007, she ran the prototype & product development, sourcing and export operation for the "complemento d'arredo & oggetistica" for Natuzzi S.P.A. where a significant volumes of Italian designs were developed for Natuzzi through the Indian artisan clusters, in metal, glass, leather, carpet, textile, natural fibres.

She has successfully advised and represented several prestigious organizations such as Miramax Films, Hollywood, (set up theatrical and satellite TV distribution of Miramax's most prestigious movie titles for Indian audience, over STAR, SONY, ZEE networks), Hamriah Free Trade Zone, Sharjah (sourcing Indian clients), Standard Carpets, Sharjah, (set up the India distribution and commercial partnership), Tecnomar Luxury Yachts, Italy, (developed an entry strategy through the Mumbai International Boat Show and key introductions) the Italian Ambassador's Office, (worked at the Italian Embassy from 1991 to 1996 and several assignments since), The Italian Cultural Centre, the Italian Trade Commission, the Office of the Mayor of London, The Commonwealth Business Council (latter under mandate from the Commonwealth Games Federation CGF London, in partnership with FICCI and CII, where partnership business events were held around 14 international destinations around the Commonwealth during 2010.)

Saba Ali graduated in Economics Honours from St. Stephens College, Delhi University in 1983, followed by an M.B.E, (Masters in Business Economics) in 1985 from Delhi University. She is fluent in Italian with a good knowledge of written and spoken French. She is very well networked, multicultural and extensively well traveled both professionally and from an early age, with her background of a UN Diplomatic family posted in Italy, Nepal and the Middle East.

She is married to Asghar Ali, Group President External Relations, Punj Lloyd Ltd, they have two sons. (Date of Birth: 20.10.1962 , Contact details: +91-981021361, sabadelhi@gmail.com)

MR. KASHIF N. USMANI, PRESIDENT, AMR INFRASTRUCTURES LTD.

Mr. Kashif N Usmani in his rich industry experience of more than 20 years has mastered the difficult skill of negotiation to deliver a win-win situation for his organization and other business parties. His acumen of developing the correct strategy based on market research coupled with his attitude towards ensuing delight for internal and external customers have won him laurels everywhere.

At a young age of 37 years, he's become the President of one of the leading real estate companies in India - AMR Infrastructures Ltd. However, his domain is not just limited to the real estate business. He has been instrumental in proactively assisting and at times playing a leading role in other ventures of the Group like - Delhi Film Council, Young Designer's Forum (under the aegis of Indian Fashion Company), New York Film Academy and Adventure Sports.

In fact, he has introduced adventure and entertainment activities that are an eclectic collection of world's best and a first for India like helicopter joyrides, reverse bungee jumping, vertical anti-gravity wind tunnel, para motor, wax museum, artificial sea beach, 5D cinema, indoor floodlit golf course etc. Kashif started his career in 1993 with Himalaya Enterprises in Aligarh as Executive, Marketing & Exports while pursuing his graduation. His deep seated desire to acquire more knowledge soon took him to Belgium where he complete his MBA in International Marketing & Business Management.

But as they say, you can take a man out of India but not India out of a man! Kashif returned back to work as Assistant Manager, Marketing & Corporate Communications with Sahara India Commercial Corporation, a Sahara Group Company, for their prestigious real estate project - the Aamby Valley

City. Kashif was responsible for managing sales and marketing besides high profile events and promotions with who's who of the country and celebrities from across the world at the remote location of the project. He was the one who introduced world-class adventure sports at Aamby Valley. Today, owing to his efforts, Aamby Valley has become a dream address. He was also a part of the strategic team that laid the foundation of the City.

Having worked for Sahara for three long years, he moved to Chicago, USA to work for International Profit Associates as Manager, Marketing & Public Relations. He was given the charge for business development and revenue generation activities with a skeleton team reporting to him. Soon, he was at his best and retained multiple key accounts for the company besides identifying several new accounts for the organization. He took on the mantle of enhancing the revenue through innovative processes and product development.

Yet again, he found India calling him...it was then that he joined the Jaypee Greens Ltd., at Greater Noida. He introduced the concept of marketing villas and apartments to high networth individuals (HNIs) at events for Jaypee which led to high sales.

Post this he joined another leading real estate company, Omaxe Constructions Ltd. Prior to his joining the company was relying on domestic buyers and investors. He started international marketing at Omaxe and promoted their projects extensively in US, Europe and Middle East leading to high returns for the company.

By this time, Kashif had equipped himself with knowledge and practical business experience on all aspects of realty business - be it strategic planning, sales management, business development, channel development, training, team building, key account management, client servicing, product promotion, operations, brand management & liaison to come up with and apply out-of-the-box approaches to the realty sector. Taneja Developers & Infrastructures Ltd. (TDI) spotted the immense pool of talent in him and his services were hired for the post of Vice President.

He has had stints with Ansal Properties & Infrastructure Ltd., as Head, International Marketing & Front Office; US Global Inc., as Vice President, Marketing; & Earth Infrastructure as Vice President, International Marketing as well - more to gain exposure and experience - before taking on his current role of President at AMR Infrastructures Ltd.

AMR Group

AMR Group has diverse business interests which besides real estate include jewellery(R.C. Jewellers) which is one of the first hallmark brand, education(New York Film Academy) is considered the best hands on film school in the world, textiles(KMK Fabrics) is engaged in import & export of fabrics since last 15 years and pioneered itself as a leader among its competitors., security systems(Arise Security Systems) is rapidly becoming a leader in the consumer electronics segment, expanding its operations globally and escalating competition from well-established rivals, hospitality(Florence Inn), power projects(Savitar), entertainment and media, Fashion(IFC) which is a perfect launch pad for the new crop of upcoming designers to make their foray into the frenzy of the Fashion Industry and Film Council which is a habitat to provide film makers a one stop solution at each step . The Group strives for customer-centricity, innovation and world-class standards.

K.V.AUGUSTINE, MANAGING DIRECTOR, GEO & NOBI EVENTS AND EXHIBITIONS PRIVATE LIMITED

Mr Augustine is a participative management professional who has a keen eye on detail and is entrepreneurial in nature. He has acquired Masters in Business Administration specialising in Marketing from Bangalore University.

Having an experience of over two decades, he ventured into the event management while pursuing his bachelor's degree in Christ College, when the Event Industry itself was in a very nascent stage in India.

Apart from exhibition and event management, he has over 10 years experience in the film industry, having worked with clients like Columbia Tristar, Warner Bros, 20th Century fox, etc. He has also been a consultant for media houses & corporates like Raj Television and Sterling Holidays etc.

Prepared by MD SADIQ, CSIR-CLRI representing Council for Leather Exports

He has conceived and managed various exhibitions and events covering a wide spectrum of industries from FMCG, Telecom, Consumer durables, Automation, Medical electronics to industrial machinery across India, Bangladesh, Srilanka and some European countries.

Some of the major events he has handled include International Cardiology Awards, Chennai International Fashion Week, 150th anniversary of BUHLER, India at the Swiss Embassy, Launch and Onboard Entertainment of AMET Majesty – India's first cruise ship etc. He has been the architect of over 1000 events and brand activation campaigns of varying magnitudes. Some of the recent corporate clients of Geo & Nobi include Volkswagen, Renault Nissan, Buhler, Redbull, Lavazza, Bajaj, Britannia, Airtel, Coca – cola, Tata BP, etc

For more than 25 years Geo & Nobi has been leaving indelible impressions with the sheer style and substance of their events. Professionally managed and passionately run, Geo & Nobi has been behind some major exhibitions, corporate events, live concerts, Film & TV shows and sporting events.

UNNI THARAKAN C J, MANAGING DIRECTOR, UNITECH EXHIBITIONS PVT LTD

Name: Unni Tharakan C J

Position: Managing Director

Company: Unitech Exhibitions Pvt Ltd, Chennai. INDIA & Unisign Modular Signage Pvt Ltd, Chennai, INDIA

Address: 338, 1st Main Road, Nehru Nagar, OMR, Chennai 600096, INDIA Ph +91 44 24543322 / 23 Fax +91 44 24543321

Email: info@unitechexpo.com Web: www.unitechexpo.com

Years in Business: 15 years

Education: Bachelor of Pharmacy – MGR Medical University & Business Administration – Loyola College, Chennai

Date of Birth: 16 October 1970

Gender: Male

Marital Status : Married

Spouse: Aneena Tharakan, Director – Linen Box Chennai, a luxury bed linen design & production Company

Home Address: 14, Sowdeswari Nagar, Thoraipakkam, Chennai 600097

Home phone: +91 44 2900 0010

Handphone: +91 98400 80627

Email: tharakan@unitechexpo.com

Major Strengths: Ability to develop and manage relationships across the company and with a wide variety of partners based on trust, teamwork and knowledge.

Company Profile: Unitech Exhibitions Private Limited

Established in August 2001, Unitech Exhibitions Private Limited (UEPL) is an exhibition company that specializes in trade fairs for businesses in niche industrial segments.

UEPL provide for an adequate trade fair infrastructure and ambience enabling enterprises to interact with one another and transact business with significant competitive advantages of a well planned event. Trendsetting & successful niche trade shows to its credit includes event like Analysis India, EEWAC, Hotel & Restaurant Tech, Bottled Water India, Post Harvest, Business Park, Roof India, Hand Tools & Fastener Expo etc, most of which are hugely successful and become the industry standard. The company also managed selective third party events like PU Tech 2005 to 2011 for Indian Polyurethane Association & Weld India 2005 to 2011 for Indian Welding Institute.

UEPL in a span of 10 years has become one of India's foremost PEO - Professional Exhibition Organiser. Recently, two of its flagship events namely Roof India and Hand Tools & Fastener Expo were taken over by UK based ITE Group Plc, one of the world largest exhibition company. UEPL is the organiser and title owner of PRODUCT DESIGN DAYS, India's premier product design event. The first of this event will be held during 22-23 Nov 2012 at Chennai Convention Centre, Chennai, India
UEPL is a member of Indian Exhibition Industry Association since its inception.

PHOTO GALLERY





Orientation Paper

Orientation Paper for Round Table in Rome on 20th June 2012 by National Institute of Design

BACKGROUND AND AREAS OF COLLABORATION WITH INDIA

National Design Policy

Realizing the increasing importance of design in economic, industrial and societal development and in improving the quality of products and services, the Government of India initiated a consultative process with industry, designers and other stakeholders to develop the broad contours of a National Design Policy. This Policy was announced on the 8th February 2007.

The strategy to achieve this vision is focused on strengthening quality design education at different levels, encouraging use of designs by small scale and cottage industries and crafts, facilitating active involvement of industry and designers in the development of the design profession, branding and positioning of Indian design within India and overseas, enhancing design and design service exports, and creating an enabling environment that recognizes and rewards original designs.

Amongst the mandates of this policy some of the key components are:

- Promotion of Indian design through a well-defined and managed regulatory, promotional and institutional framework.
- Setting up of specialized Design Centres or "Innovation Hubs" for sectors such as automobile and transportation, jewellery, leather, soft goods, electronics/IT hardware products, toys & games which will provide common facilities and enabling tools like rapid product development, high performance visualization, etc.
- Setting up New Design Institutes.
- Develop strategic alliances with design firms, institutions, associations and governments abroad.

India Design Council

In pursuance of this National Design Policy, the Government of India constituted the India Design Council on 2nd March 2009, nominating eminent personalities from different walks of life as the members of this Council. Mr. Anand Mahindra, Vice-Chairman & Managing Director of Mahindra & Mahindra group of industries is the President of the Council whereas Mr. Pradyumna Vyas, Director, National Institute of Design is the Member-Secretary.

The primary objectives which in brief are as follows:

- Benchmark design institutions;
- Develop standardized design syllabi for all institutions imparting design education in India;
- Conduct Programmes for continuous evaluation and development of design strategies;
- Develop and Implement quality systems through designs for enhancing the country's international competitiveness;
- Enable the designers in India to have access to global trends and market intelligence and technology tools for product development and innovations;
- Encourage close cooperation between academia and industry to produce proprietary design know-how while encouraging creation of new design-led enterprises for wealth creation.

Simultaneously, with the formation of the Council, the Government of India announced opening of four new NIDs which will come up in Kurukshetra (North India), Bhopal (Central India), Jorhat (North-East India) and Hyderabad (South India). The proposed focus areas of these NIDs will be varied in the different cities and the details are:

- Jorhat: Furniture Design, Craft Design, Communication Design, Textile & Apparel Design
- Hyderabad: IT integrated design, Interaction design along with generic Design disciplines
- Kurukshetra: Industrial Design, Communication Design, Textile Design, IT integrated design & Transportation Design.

With the experience which National Institute of Design, Ahmedabad has gained during its journey of over 50 years, it is expected to hand-hold the upcoming new NID's. It would be keen to collaborate with premier Italian institutes for capacity building of these upcoming institutes in terms of faculty development, facility development & setting up of state of art laboratories. Joint collaboration with

Italian counterparts for at least two to three years will also be sought for curriculum & content development.

AREAS OF COLLABORATION WITH NID AHMEDABAD

National Institute of Design (NID), listed by The Business Week, USA as one of the top 25 European & Asian programmes in the world, is privileged to have the benefit of rewarding academic exchange relationship with over 50 leading design institutions / universities across the world including 9 with leading Italian design organizations / institutes of international repute.

As the role of NID gets larger with new disciplines been introduced to meet the new challenges of the growing economy, it continues to widen its scope of partnerships by collaborating with such organizations / institutes.

Aware of the strength of Italian counterparts the following priority areas are identified for future collaborations:

A. Transportation & Automobile Design - Innovation centre

Vision

To create and develop innovative mobility solutions that matches needs and evolving lifestyle of people.

Activities

- Consultancy-Offering sector specific services for industry, startups, design studios for new product design/development
- Generating research work- in the domain of Transportation design
- Creating new knowledge- documenting mobility scenarios
- Developing Innovative mobility solutions- for current and future needs
- Propelling Collaborative design efforts- bringing multidisciplinary teams together
- Offering Training programs- building new set of professionals, imparting TAD related skills/knowledge
- Build Strategic alliances- MOUs; institutional/Industrial

Expertise & Resources

- Design research
- Concept lab
- Modelling studio
- Colour & trim section
- Materials library
- Graphic design & Branding
- Visualization lab
- Presentation studio

Profile

Professionals from diverse backgrounds will work as a team in the innovation centre

- Transportation/Automobile designer
- Industrial designer
- Mechanical/Automobile engineers
- Ergonomist
- Researcher
- Academician
- Design/ Project Management
- Design engineers
- Colour & Trends expert
- Materials expert
- Model makers

- Clay modellers
- Digital sculptures

Suggested Italian Industries/ Institutes for developing collaborations

- FIAT Group
- Pininfarina (MoU Partner)
- Bertone
- Istituto Europeo di Design (IED), Turin (IED Milano-MoU Partner)
- Scuola Politecnica di Design (SPD), Milano
- Politecnico Di Milano (MoU partner)

B. Lifestyle Accessory Design - Innovation centre

NID is looking at developing proficiency in high end leather goods - bags and accessories, and also footwear. With the strong expertise of Italy in leather and leather products, both in terms of design and technology, following activities can be explored:

1. Set up an innovation centre focussing on:
 - a. design of leather finishes & surfaces and products (bags, accessories, footwear);
 - b. pattern making and construction techniques; and
 - c. hardware and fittings.

Equally pertinent is to establish connection with high fashion leather brands based in Italy to understand the design and product development processes followed by them to clearly set apart products from Italy from the ones made in other parts of the world.

2. Institutional linkage with Ars Sutoria, the International Technical Institute for the Art of Leather Goods and Footwear will be sought. NID faculty and/or technical staff in the area of Lifestyle Accessory design could attend short term courses at Ars Sutoria in diverse areas for 1-4 weeks duration offered by Institute.
3. Collaboration with one of Italy's leading Trend Research organization: The Future Laboratory for trends research and mapping, consumer insights and strategies. Lifestyle Accessory Design and Transportation & Automobile Design disciplines have been working in this area for past couple of years. It would be mutually beneficial to undertake joint Trend Research projects by NID and The Future Laboratory. In such an endeavour, NID can strongly bring in the Indian/Asian socio-cultural perspective while The Future Laboratory could bring to the table the methods and techniques of trend research, mapping and analysis.
4. Jewellery Design is yet another area to explore with Italy, again both in terms of fashion and manufacturing. Tie-ups with some leading Italian jewellery brands would be beneficial.

C. Apparel Design - Innovation centre

Italy is known for its superior quality Ready to wear, functional / performance wear (esp sportswear), Quality Textile and Performance Textile having leading Apparel and textile organizations such as Ermenegildo Zegna, Loro Piana, Cerruti 1881, Emanuel Ungaro, etc.

NID would be keen to develop relations in the following fields:

- Pattern Making in Ready to wear/garments/jacketing due to Italy's strength in specialised area of Men's wear (shirts/suits, jackets, trousers).
- Finishing techniques and advanced technology in garment manufacturing techniques.
- Performance Sportswear
- Costume design/styling for films etc.
- Other areas of Fashion Trade like Fashion Buying & Fashion Management

D. Strategic Design Management

Design Management - A Perspective

The business eco system is becoming increasingly complex and interdependent. Unlike the past decades where the focus was on 'making things cheaper', moving to 'making things better', now we are in the era of 'making better things'.

The long term winners in complex ecologies are those that fit with an environment, compete within a context of cooperation and create systems that become increasingly complex while remaining extremely flexible.

The need for design as a key differentiator is now, more than ever before. And this is possible when all management strategies are aligned with Design Strategies.

Design Management integrates management strategies with design strategies by focusing on key areas like Systems Design, Service Design, Future Studies, Innovation Management, developing design led business models and Design research.

As a result, a design manager is capable of contributing to various industry sectors such as craft, co-operatives and corporate for sustainable development and growth.

What could be sought from Italy?

Italy, arguably, the design capital of the world is known for its innovation management and design strategies, along with trend forecasting tools that can be areas of strategic partnership for NID.

National Design Policy



NATIONAL DESIGN POLICY

Approved by Government of India

NATIONAL DESIGN POLICY

INTRODUCTION

DESIGNED IN INDIA, MADE FOR THE WORLD

DESIGN FRAMEWORK

DESIGN INNOVATION

QUALITY DESIGN EDUCATION

SETTING UP NEW DESIGN INSTITUTES

UPGRADING EXISTING DESIGN INSTITUTES AND FACULTY RESOURCES TO INTERNATIONAL STANDARDS

INITIATION OF ACTION TO SEEK "DEEMED TO BE UNIVERSITY" OR "UNIVERSITY" STATUS FOR NIDs, SO THAT THEY CAN AWARD DEGREES

ENCOURAGING DEPARTMENTS OF DESIGN IN COLLEGES OF ENGINEERING AND ARCHITECTURE

UPGRADING THE QUALITY OF DESIGN PROCESSES

DESIGN TRAINING IN VOCATIONAL INSTITUTES AND K-12 EDUCATION SYSTEM

STRATEGIC DESIGN

INDIA DESIGN MARK

DEVELOPING STRATEGIC ALLIANCES BETWEEN INDIAN DESIGN FIRMS AND INSTITUTIONS ABROAD

DESIGN PROMOTION

ORGANIZING WORKSHOPS

PRESERVING INDIA'S TRADITIONAL KNOWLEDGE

FACILITATING THE ESTABLISHMENT OF A CHARTERED SOCIETY FOR DESIGNERS

INTELLECTUAL PROPERTY RIGHTS

INDIA DESIGN COUNCIL

1. INTRODUCTION

Strategic role of design for national and industrial competitiveness is now universally recognized. Value addition through innovations in designs can play a pivotal role in enhancing the competitiveness of both manufacturing and service industries.

Realizing the increasing importance of design in economic, industrial and societal development and in improving the quality of products and services, the Government of India had initiated a consultative process with industry, designers and other stakeholders to develop the broad contours of a National Design Policy.

The strategy to achieve this vision is focused on strengthening quality design education at different levels, encouraging use of designs by small scale and cottage industries and crafts, facilitating active involvement of industry and designers in the development of the design profession, branding and positioning of Indian design within India and overseas, enhancing design and design service exports, and creating an enabling environment that recognizes and rewards original designs.

2. DESIGNED IN INDIA: A BY-WORD FOR QUALITY

The vision of the National Design Policy envisages the following: Preparation of a platform for creative design development, design promotion and partnerships across many sectors, states and regions for integrating design with traditional and technological resources.

Presentation of Indian designs and innovations on the international arena through strategic integration and co-operation and international design organizations.

Global positioning and branding of Indian designs and making "Designed in India" a by-word for quality and utility in conjunction with "Made in India" and "Served in India".

'Designed in India, Made for the World' integrates India's rich tradition with contemporary innovative processes.

3. DESIGN FRAMEWORK

One of the primary objectives of India's Industrial Policy is to enhance the competitiveness of Indian industry. With a view to clearly identify the role that designs play in this process, the National Design Policy is guided by the following multi- pronged framework:

Promotion of Indian design through a well-defined and managed regulatory, promotional and institutional framework

Raising Indian design education to global standards of excellence

Creation of original Indian designs in products and services drawing upon India's rich craft traditions and cultural heritage

Making India a major hub of exports and outsourcing of designs and creative process for achieving a design-enabled innovative economy.

Enhancing the overall tangible and intangible quality parameters of products and services through design

Creation of awareness among manufacturers and service providers, particularly SMEs and cottage industries, about the competitive advantage of original designs

Attracting investments, including foreign direct investments in design services and design related R & D; and

Involving industry and professional designers in the collaborative development of the design profession

4. DESIGN INNOVATION

The key objective of India's industrial policy is to attain industrial and export competitiveness. In a globalizing economy, design is being perceived as a new engine of economic and industrial growth. Design is a driver of innovation and is recognized as a key differentiator for providing a competitive edge to products and services.

Consequently, innovation in manufacturing processes as well as entrepreneurial methodology is an extremely important strategy.

Design and brand driven value chain and Intellectual Property Development including design registrations need to be developed as core strengths of Indian manufacturing and service industries.

India also needs to aim at becoming a leading influencer of global design, especially Asian design.

The National Design Policy intends to make India a major hub for exports and outsourcing of designs and creative process for achieving a 'design-enabled innovative economy'.

The vision for the policy envisages:

Setting up of specialized Design Centres or "Innovation Hubs" for sectors such as automobile and transportation, jewellery, leather, soft goods, electronics/IT hardware products, toys & games which will provide common facilities and enabling tools like rapid product development, high performance visualization, etc. along with enterprise incubation as well as financial support through mechanisms like venture funding, loans and market development assistance for start-up design-led ventures, and young designers' design firms/houses.

Formulation of a scheme for setting up Design Centres/Innovation Hubs in select locations/industrial clusters/backward states, particularly in the North-East.

Preparation of a plan for training of trainers and for organizing training programmes in specific processes/areas of design and continuing education programmes for practicing designers from Design Centres/ Innovation Hubs.

Making India a major hub for exports and outsourcing of designs and creative process for achieving a design-enabled innovative economy.

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5. QUALITY DESIGN EDUCATION

Endowed as India is with its rich talent pool of creative, technical and entrepreneurial human resources and a wide network of premiere educational institutions, it is the endeavour of the Government of India to promote quality design education to produce designers who can compete in the intensely competitive knowledge economy through the following avenues:

Setting up New Design Institutes

With a view to spreading quality education in design to all the regions of India, four more National Institutes of Design on the pattern of NID will be set up in different regions of the country during the 11th Five Year Plan. The possibility of new models of setting up of such institutes, in keeping with the current economic and educational paradigms, will be explored. In this context, the public-private partnership mode could also be an option.

Upgrading Existing Design Institutes and Faculty Resources to International Standards

Laying special focus on the up-gradation of existing design institutes and faculty resources to international standards, particularly the existing campuses and centres of the National Institute of Design (NID).

Initiation of Action to seek "Deemed to be University" Status for National Institutes of Design

Initiating action to acquire deemed university status under section 3(f) of the University Grants Commission Act for the National Institutes of Design so that they can award B.Des and M.Des instead of just diplomas as in the present.

Encouraging the Establishment of Departments of Design in Colleges of Engineering and Architecture.

Encouraging the establishment of departments of design in all the Indian Institutes of Technology (IITs), National Institutes of Technology (NITs) as well as in prestigious private sector colleges of engineering and architecture

Upgrading quality of engineering design, machinery design, process design, design materials, environmentally sound and socially and culturally relevant design.

Undertaking R & D strategy to produce effective tools and processes that will result in strategic and efficient production processes.

Design Training in Vocational Institutes and K-12 education

Encouraging the teaching of design in vocational institutes oriented to the needs of Indian Industry, especially small scale and cottage industries in primary and secondary schools.

6. STRATEGIC DESIGN

In an increasingly competitive global economy, design forms the key differentiator between products and services in the international market place. Recognizing the importance of design as a business strategy, the National Design Policy encourages strategic design. Two major initiatives include the introduction of an 'India Design Mark' as a seal of quality and the development of strategic alliances with businesses abroad.

India Design Mark: India's New Design Seal of Quality

The India Design Council is to introduce a new good design selection system called the I mark. The I Mark is to be a seal of quality assurance that encompasses criteria such as originality, innovation, aesthetic appeal, user-centricity, ergonomic features, safety and eco-friendliness.

The I Mark is intended to benchmark not only the quality of design of the final product but also the design-sensitivity of the production process.

In addition to being a signal of quality assurance, the I-Mark also signifies the social relevance of the product where levels of pollution and carbon emission will also be taken into consideration.

The I Mark benchmarking initiative is also intended to be preparation of a mechanism for recognizing and encouraging industry achievers in creating a brand image abroad for Indian designs.

The I Mark certification is not just a validation of the aesthetic appeal of a product or its economic viability in global markets in terms of export quality. Rather, it is an overall recognition of the product's contextual ingenuity which incorporates issues of ethics, ecology, sustainability, universal access and equality to improve the quality of life for society.

The I Mark, thus, is a seal of responsible, value-centric design.

Developing Strategic Alliances

One key strategy of India's National Design Policy is to develop strategic alliances with design firms, institutions, associations and governments abroad. Developing strategic alliances enhances the long-term competitive advantage of a firm by helping companies leverage critical capabilities, increase innovation, acquire access to technology and know-how and increase flexibility in responding to market and technological changes.

The goal of strategic alliances is to generate new synergies by working collaboratively across the globe and to leverage best practices across the globe and develop new business models for innovative design.

7. DESIGN PROMOTION

Organizing Workshops and Seminars

Organizing workshops and seminars to generate awareness and disseminate information particularly in the small scale and cottage industries sector, especially on the intangible aspects of design processes.

Training for Craftspeople and Artisans

India's traditional crafts play a vital role both in our economic landscape as well as in establishing our socio-cultural context. Training programs are being organized so that our shop floor workers, craftsmen and artisans are equipped to enhance the traditional knowledge, skills and capabilities while being sensitive to global heritage. The idea is for craftspeople and artisans to be engaged in the process contemporisation of traditional craft products for commercialization in a broad spectrum of niche markets.

Training programs will serve to both impart new entrepreneurial skills to participants as well as build new networks and linkages that enable participants to share their knowledge and ideas.

Facilitating the establishment of a Chartered Society for Designers

Facilitating the establishment of a Chartered Society for Designers (CSD) to govern the registration of design professionals and the various matters related to standard settings in the profession.

The CSD is intended to be a multi-disciplinary organization representing designers in all domains of design. Admission to the CSD will indicate professional excellence and adherence to highest professional standards. This move will provide a mechanism for quality assurance in global markets and allow global firms to hire Indian designers with an assurance of their professional capabilities.

In addition, the CSD will also provide a platform to unite Indian designers and provide a cohesive face of Indian design to the global community and serve to brand Indian design.

Intellectual Property Rights

Considering the far reaching effects of design, in the areas of Intellectual Property Rights, Patents and Income generation for the country, Design promotion activity will also focus on a regulatory framework that takes into account copyright and intellectualization of international trade practices.

It has become globally evident that the competitiveness of any enterprise depends on its ability to innovate with respect to its products, services and systems and to distinguish itself in terms of its competitors in the market. Design has become a significant differentiator and a source of value-addition in the market place. Innovation through design involves heavy investments of time and money in research and development (R and D).

Moreover, in the context of ever shortening product life-cycles and product differentiation coupled with a market driven by vagaries, it is becoming more and more essential to manage Intellectual Property Rights effectively. The intangible nature of intellectual property and the world-wide consistency of standard practices create a challenging environment for businesses wishing to protect their innovations, brands and design.

Protection of designs play an important role in the economy by ensuring that other competitors do not get access to the innovations of the company that has developed it by investing substantial intellectual efforts in creating new and alternative designs

INDIA DESIGN COUNCIL

Introduction:

The India Design Council is a government appointed body. It falls under the auspices of the Department of Industrial Policy and Promotion (DIPP) and has been constituted in pursuance of the National Design Policy announced by the Government of India on 8th February 2007. The Central

Government notification dated 2nd March, 2009 stipulates that the India Design Council will have an initial tenure of three years.

Its mission is to promote design awareness and effectiveness of Indian design both within India as well as abroad. While the central aim of the India Design Council is to provide a platform for Indian design to enhance its competitiveness on the global stage, secondary aims include playing an important role in fostering closer ties between industry and academia, and showcasing India's design capabilities.

Major Intended Activities:

The Major functions of the India Design Council are as follows:

- Undertake design awareness and effectiveness programmes both within India and abroad
- Act as a platform for interaction with all stakeholders
- Undertake R & D and strategy and impact studies.
- Benchmark design institutions
- Develop and design standardized design syllabi for all institutions imparting design education in India
- Conduct Programmes for continuous evaluation and development of design strategies
- Develop and Implement quality systems through designs for enhancing the country's international competitiveness
- Coordinate with Government to facilitate simplification of procedures and systems for the registration of new designs
- Assist industries to engage the services of designers for their existing and new products
- Encourage design and design-led exports of Indian products and services including outsourcing its design capabilities by other countries.
- Enable the designers in India to have access to global trends and market intelligence and technology tools for product development and innovations.
- Encourage close cooperation between academia and industry to produce proprietary design know-how while encouraging creation of new design-led enterprises for wealth creation and
- Encourage and facilitate a culture for creating and protecting intellectual property in the area of designs.

Working Committees:

The India Design Council has constituted three major task forces to analyze and provide recommendations for three areas that it deems are of importance:

The first task force examines and explores the possible ways of taking design into different sectors and fields. Its activities span the implementation of a good design selection system ('I-Mark'), design exhibitions, design sensitization programs and the setting up of design museums.

The second task force focuses on criteria for benchmarking design educational institutions and training institutes as well as developing model curriculum.

The third task force focuses on policy mechanisms and the provision of incentives for promoting design. Proposals it examines and debates include tax incentives to industries for undertaking R & D activities in design, tax incentives to industries using design services and tax incentives to the providers of design services.

Expression of sincere gratitude



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