



(From left) Peter Butenschon from Norway, Luigi Ferrara from Canada and India's Darlie O Koshy at a press conference organised by NID in New Delhi on Monday.

Design meet starts today

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New Delhi: A design adventure. Strategy for development. And a debate with who's who to create a designer-friendly environment in India. The international CII-NID Design Summit, starting on Tuesday, will decide the future of design in India.

As designers talk about their dreams and visions, the policy makers will be influenced to make strategic decisions. "The question is, will the Indian companies realise the value of design for their survival, growth and brand positioning," says Dr Darlie O Koshy, executive director, NID.

The two-day event will have presentations and interactive sessions on design for the industry. The theme of the summit is 'Competitive Advantage through Design' in this world of cut throat competition.

"We're seeking solutions through design for development. In fact, we must gauge the value added by design in every economy," said Luigi Ferrara, deputy director of

ICSID. "The idea is to understand how design can change an economy. Acceptance of design has been gaining momentum globally, as design is being viewed as a value adding activity. In India, we're designing for development," Koshy added.

The summit will be addressed by international experts like Peter Butenschon, President (International Council of Societies of Industrial Design (ICSID)); Dr Tarun Gupta, professor, Industrial and Manufacturing Engineering at Western Michigan University; the 'revolutionary' Dr Hartmut Esslinger; Gianfranco Zaccai, president of Design Continuum, a Boston-based multi-disciplinary design consultancy; Luigi Ferrara, president DX/Net; Korea's Soon-In Lee, advisor, World Cup Design Committee.

Experts from India will speak on the role of design: Bob Hoekstra, CEO, Philips Innovation Campus; TELCO's V Sumantran; patent attorney Pravin Anand, an expert in intellectual property cases.