

DESIGN CULTURE

PINK CITY DESIGN CONFLUENCE 2022

27-28 January 2022

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DESIGNATHON

THEME

FORM.

RE

FORM.

TRANS

FORM.

FORM. REFORM. TRANSFORM.

Over centuries and the decades past, the inhabitants of our planet have been facing and coping with one constant phenomenon – 'change'. The only thing that varies from species to species is how change is negotiated and addressed. One thing however remains certain - humans with their ability to think, invent, innovate, transact, form, perform, reform and transform, are not just the recipients of change, but also the harbingers of change. This phenomenon has reformed Nature into 'Natural' and 'Man-made'; into the 'Biosphere' and the 'Technosphere'; with a constant and ongoing struggle for balance between the two.

The present pandemic has initiated many innovations in the several areas of products, systems, communications, commerce, healthcare, safety and education, among others. The morphosis from Form to Reform to Transform seem to be interlinked, and more often than not, is observed to happen broadly in the 'Innovation and invention induced' category and the 'Nature induced' category.

Form, Reform, Transform thus is our theme and the focus for the Pink City Design Confluence. Research papers, digital posters and installations are invited from individuals or teams in design education, science & technology, the corporates, the creative industries, and linked professions, in almost all domains. The confluence seeks to address all constituents that initiate transformations and the role of Design in bringing about these changes; as also the interrelationship within nature and the man-made world with their co-relationships and inter-dependence reflected in the increasing utilization of digital products in comparison to the real world's 'physical products'. The Confluence also seeks to create an interface between the education and industry sectors to debate on how Design-Technology education can be leveraged to support the emerging economies of the new world. The Confluence outputs will include a high-level Statement and proposal to policy makers with recommendations on how to harness the power of Design to address current educational challenges towards ensuring lifelong opportunities for all through quality education in the new world scenario.

SUB THEMES

SOCIETY 5.0	CREATIVITY 5.0	DESIGN LEADERSHIP	HARMONIOUS LIVABILITY
Social Design	In the Digital Era	Management & Governance	Industrial
Infrastructures for 2050	Innovation in Products for the VUCA World	Core Business Practice	Medical
Gender Innovation	Experiential & Interaction Design	Reverse Mentoring	Lifestyle

RESEARCH PAPERS
DIGITAL POSTERS
INSTALLATIONS

CALL FOR CONTRI BUTIONS

RESEARCH PAPERS DIGITAL POSTERS INSTALLATIONS

CALL FOR CONTRIBUTIONS from Design thinkers, Design Practitioners, Media, Industry, Researchers, Educators, Professionals, Architects, Engineers, Scientists, Artists, Social Engineers, Habitat Planners, Scholars & Students

ABSTRACT FOR RESEARCH PAPERS (Full Papers & Short Papers)

- All the abstracts must have a title and a word count of about 500 words, written in English (on A4 Page)
- Provide 5-7 keywords that closely reflect the content of the abstract
- Please indicate the themes and sub-themes in the subject.
- Refer to the conference theme/sub-themes, and include the background purpose, methods and conclusions.
- All submissions will be peer reviewed and will be notified on acceptance
- Please include all contact information (Name of the author, affiliation, email address, phone number).
- In Case of multiple authors, please indicate the corresponding authors.
- If you are a Master's or Doctorate student, please indicate this.

Full papers are expected to report on complete studies or major theoretical findings, whereas short papers are suggested for reporting on work-in-progress research, new methodological approaches, or completed research.

Full papers should be 4000-6000 words (excluding abstract and references) and **Short papers** 2000-2500 words (excluding abstract and references).

Note: The papers must be the original works of the authors.

ABSTRACT FOR DIGITAL POSTERS AND INSTALLATIONS:

- The abstract, upto 300 words long, must have a title derived from the sub-themes and should be written in English and submitted in a Microsoft Word File format only and should be accompanied by detailed sketches and rendered illustrations of the proposed Poster/ Installation.
- Provide 5-7 keywords that closely reflect the content of the theme.
- Please indicate the sub-theme and category it falls under in the subject.
- The planned material to be used in the installation should be specified.
- The installation should not exceed 50 cubic feet (approx. 1.5 cubic meters) in volume & 10 kgs in weight.
- Installations should be easily transportable and preference will be given to modular construction of the same. Erection of the installation will be done by the participant. For participants who are unable to travel, a fully understandable assembly instruction should be provided. In such a case the responsibility of the safety of the installation will be entirely that of the participant. *(In case the event will be only online then a 5-7 minute video of the installation along with 5-7 high resolution photographs describing the installation along with written text in a few words.)*
- Participants, individually or in partnership, should be over 18 years old, and may be practitioners or students.
- Include all the contact information (Name of the designer, affiliation, email address, phone number).
- Participants will be responsible for the expenses for their transportation and travel.

IMPORTANT DATES

ROLL-OUT	SUBMISSION BY	SHORTLISTING BY	FINAL SUBMISSION BY
15 JUN 2021	31 AUG 2021	30 SEP 2021	15 NOV 2021

Send your entries to: designculture@archedu.org or upload on: www.archedu.org/designculture2022

**DESIGN
CULT
URE
AW
ARDS.**

DESIGN CULTURE AWARDS '22

Categories:

1. Digital Design
2. Phygital Design
3. Industrial Design

Submission Criteria:

Any design project that represents the theme Form, Reform, Transform within the given categories and has commenced from January 2020 until today will be valid. The submission should be in the form of detailed conceptual drawings, illustrations, 3d modelling high resolution photographs. The total document should not exceed 10 pages. Selected entries from this, will be asked to make working prototypes of their designs for the final jury.

Awarding Criteria:

The criteria are not comprehensive and may vary for each design. The criteria provide an orientation framework and basis for judging, which is complemented by each individual juror's expertise and professional background.

The jury members are committed to providing a fair and unbiased evaluation of all entries.

Following are the judging criteria:

- Innovation
- Aesthetics
- Functionality
- Ergonomics
- Durability
- Impact
- Utility
- Feasibility
- Sustainability
- Emotional value

All entries are assessed anonymously and randomly for unbiased and fair judging. Scoring will be on a scale of 1 to 10

Who should participate?

Students & Professionals

Winners Benefits

All three categories will have five shortlisted finalists. From this, one will be awarded the first prize and the rest four will be awarded certificates of participation, social media coverage and publications and a pass for the Pink City Design Confluence.

1st Position (All 3 Categories)

- Design Culture Award '22 Trophy
- Cash prize of INR 50,000 (Fifty thousand rupees only)
- Social Media Coverage and Publications
- Two Passes for The Pink City Design Confluence 2022 on 27-28 Jan'22, Jaipur, Rajasthan.

Submission Requirements:

	Dimensions	Format	Notes
Main Image*	3600 x 3600 pixels	JPEG	High-Resolution clear shot or rendering, showing the work in a preferably white background
Optional Image #1	1800 x 1800 pixels	JPEG	A Shot or rendering of the work with a composition of several products, showing color or configuration options
Optional Image #2	1800 x 1800 pixels	JPEG	A Shot or rendering showing a detailed view of the product or focusing on a unique feature, explosion, layered or sectional views if required
Optional Image #3	1800 x 1800 pixels	JPEG	Showing the work in a setting where the design is utilized (such as a garden, park, house etc)
Optional Image #4	1800 x 1800 pixels	JPEG	An action shot, where a user interacts with the design in the designated site where the product would be used
Documentation	Max. 20 x A4 Pages	PDF	Explaining technical aspects, blue prints, details, commercial presentation or other notes about the design
Video File	Max. 10 MB. 45 Sec.	AVI	3D Rotation View, Conceptual Video, Short Feature or Advertisement of the Product

* Required.

NO PARTICIPATION FEES

IMPORTANT DATES

ROLL-OUT	LAST DATE	SHORTLISTING BY	FINAL PROTOTYPES SUBMISSION
15 JUN 2021	30 AUG 2021	15 SEP 2021	15 NOV 2021

Send your entries to: competition@archedu.org or upload on: www.archedu.org/designculture2022



WHAT YOU NEED TO DO?

Dig deep through our stories of form, reform & transform that have shaped our culture, thoughts, beliefs and US! It's time to narrate your version of the story which has Touched, Moved and Inspired You, or the effect it has on people around you.

AIM

Interesting story telling using the prescribed media and relating to the Theme & Sub Themes. The story may relate to observations of way of life (rural & urban), habits, culture, environment, education, behaviour, health & healthcare, society, communication, transportation, professional practice, sports, social events etc.

THEME

Form. Reform. Transform.

SUB-THEMES

SOCIETY 5.0	CREATIVITY 5.0	DESIGN LEADERSHIP	HARMONIOUS LIVABILITY
Social Design	In the Digital Era	Management & Governance	Industrial
Infrastructures for 2050	Innovation in Products for the VUCA World	Core Business Practice	Medical
Gender Innovation	Experiential & Interaction Design	Reverse Mentoring	Lifestyle

CATEGORIES

Two categories in each segment
Category A : Students
Category B : Professionals

Segments:

1. Reel (Video) (upto 1 minute)

Visually record the world of your imagination for our future through a smart phone or a camera-video Full HD 1920p or 720p pictures. You can use any app to create videos, animations etc.

Video Format: Mp4, MOV, AVI

2. Illustrations (300dpi - format-JPEG/PNG)

Expressing through multimedia and different printmaking techniques to communicate your narrative on unlocking the forms, reform and transforms of the future

Picture Format: PDF, High res. JPEG, Canvas

Age Group: Students & Professionals

3. Photography (1-3 pictures, min 8 Megapixels)

Capture the transformations for our future through a smart phone or a camera (Min 8 megapixel photo). Editing is not open in this segment, we want to see the reality that you observed.

Picture Format: JPEG, RAW

Age Group: Students & Professionals

JUDGMENT AND JURY CRITERIA

A panel will judge submissions and selected students/professional work will be curated and exhibited as part of the Design Culture Dialogue Series 2022 Exhibition/Installations. Glimpse of the chosen work shall also be available at www.designcommunication.org

Awarding Criteria

- Originality of the story
- Technical precision of the media used
- Media Aesthetics & Composition
- Creativity in Expression
- Effectiveness of the message
- How well it communicates the thought
- How well it expresses the emotions of the story
- How well is the entry in line with the theme

Please Note:

- One person can upload only ONE ENTRY (1-3 pictures, min 8 Megapixels)
- Story must be YOURS. You should have the original with you, failing which, your submission may be disqualified.

The criteria are based on:

- Originality
- Perspective (point of view)
- Clear explanation of your entry (max. 30 words)

NO PARTICIPATION FEES

IMPORTANT DATES

ROLL-OUT	LAST DATE	SHORTLISTING BY	FINAL RESULT
15 JUN 2021	15 AUG 2021	15 SEP 2021	15 NOV 2021

Send your entries to: competition@archedu.org or upload on: www.archedu.org/designculture2022

TERMS FOR ENTRY:

Thank You for considering to participate in the Pink City Design Confluence competitions. While participation is free, it is important that you read the following rules of the entry carefully and accept them before enrolling for the set categories.

1. ARCH will have the authority and right to the application of all submitted entries. By entering this competition, you are agreeing that the entry can further be reproduced or can be used in its original form by the organizers (ARCH). These can be used for documentation, research proceedings, publications, blogs, posters, merchandise and audio-visual communications etc.
2. Entrants agree that all submissions selected for the call for contributions, exhibition and competitions along with the name of the creator, can be published on the ARCH website and its publications. Design story entries on the Design Communication portal, and can also be used for social media, PR & Marketing by the organizer.
3. If series contributors (you) wish to include references to active commercial Brands within their entries, such reference must be made in a way relevant to the core purpose of the theme in coherence to their entries.
4. Shortlisted entries for Design Story Competition would be uploaded on the Facebook page.
5. The entry getting maximum Likes and Shares on the Facebook page will win the Viewer's Choice Award. You can share the link with your Friends/ Family to ask for votes.
6. All Submissions will be judged by various committees of independent judges throughout competitions. The committee's discretion will be final. Correspondence regarding the same will not be entered into.
7. Please note that winners, mentions exhibitors and awards will be informed of the results by email once a decision has been made by the judges. For this purpose, please ensure you can receive emails from our account competition@archedu.org
8. ARCH has a strict policy of avoiding references to any political, religious or sexual topic. In addition, ARCH does not support controversies, or illegal acts and plagiarism. Nor does it favour any one religion or caste/ethnicity over others.
9. Please read the terms and conditions of entry carefully. You have to agree to them before you can submit your participation for the Design Culture 2022 series.

DESIGN ATHON '22

24 HOUR EVENT	VENUE	REGISTRATIONS OPEN FROM
18 JAN 2022	 ARCH Design • Business • Research	18 NOV 2021

HOW TO PARTICIPATE

**ABSTRACT FOR
RESEARCH PAPERS**

(Full Papers & Short Papers)

You can visit and upload entries:
www.archedu.org/designculture2022
or mail your entries:
designculture@archedu.org

**ABSTRACT FOR
DIGITAL POSTERS
INSTALLATIONS**

You can visit and upload entries:
www.archedu.org/designculture2022
or mail your entries:
competition@archedu.org

**DESIGN
CULTURE
AWARDS '22**

You can visit and upload entries:
www.archedu.org/designculture2022
or mail your entries:
competition@archedu.org

**DESIGN
STORY'22**
TOUCH • MOVE • INSPIRE

You can visit and upload entries:
www.archedu.org/designculture2022
or mail your entries:
competition@archedu.org

DESIGN CULTURE

PINK CITY DESIGN CONFLUENCE 2022

LEARNING SERIES

CREATIVITY 5.0

In the current scenario, creativity itself needs to go creative! Especially because of the VUCA world we live in. With experts discussions and presentations on subjects like Design inspiration from Art movements; Nurturing the creativity process; What is creation and Hidden Complexities behind successful product design, the series gives a deep insight into the world of creativity.



21 JUNE²¹ MON
DESIGN INSPIRATION FROM ART MOVEMENTS by
Yunus Khimani
Art & educator



22 JUNE²¹ TUE
THE PROCESS OF CREATIVITY by
Anuraag S
Creative Head, ARCH



24 JUNE²¹ WED
WHAT IS CREATION by
Benoy Thoompunkal
Director International, ARCH



25 JUNE²¹ THU
HIDDEN COMPLEXITIES BEHIND A SUCCESSFUL PRODUCT by
Satish Gokhale
Founder, Design Directions

SOCIETY 5.0

Society 5.0 is defined as human centric society to resolve socio economic issues by integrating the cyberspace and the physical space, involving enormous opportunities and challenges for the 21st century. The series discusses with experts subjects like: Community & Habitat; Re imagining Education; Design for a purpose and Creativity in medical science, giving remarkable insights into the new normal we face today.



28 JUNE²¹ MON
COMMUNITY AND HABITAT by
Vikram Joshi
MD, Jaipur Bloc & Founder - Rangotri



29 JUNE²¹ TUE
RE-IMAGINING EDUCATION by
Jinan KB
Design Educator & Researcher



01 JULY²¹ WED
DESIGN FOR A PURPOSE by
Lakshmi Murthy
Founder - Vikalp Sansthan & Co-founder Jatan Sansthan (NGO)



02 JULY²¹ THU
CREATIVITY IN MEDICAL SCIENCE by
Dr. Vishal Rao
Chief of Head & Neck Surgical oncology & Robotic surgery at HCG Cancer Centre

HARMONIOUS LIVABILITY

This subject delves into the various aspects of an integrated lifestyle of the new normal that we live in today. Discussing subjects like 'DesignAbility'- a culture for effective learning; Empowering individuals with the I CAN mindset; Content of Content; and Designing for Social Welfare, a new insight is manifest for a better tomorrow.

05 JULY²¹ MON

06 JULY²¹ TUE

08 JULY²¹ THU

09 JULY²¹ FRI



DESIGNABILITY: A CULTURE FOR EFFECTIVE LEARNING by

Bhargav Mistry
Dean, Design Culture, ARCH



EMPOWERING INDIVIDUALS WITH "I CAN" MINDSET by

Kiran Bir Sethi
Designer & Education Reformer
Founder-Riverdale School



CONTENT OF CONTENT by

Dinesh Korjan
Product Designer
Founder-Studio Korjan



DESIGNING FOR SOCIETAL WELFARE by

Vanmala Jain
Ceramic designer & Social Entrepreneur

DESIGN LEADERSHIP

In the final week of the series, the subject of Design Leadership for the future is discussed. Topics highlighted are Design Culture - Power to Transform; Sustainable entrepreneurship and conscious capitalism; Creative Leadership and India Design by experienced experts in the design leadership domain.

12 JULY²¹ MON

13 JULY²¹ TUE

15 JULY²¹ THU

16 JULY²¹ FRI



DESIGN CULTURE- POWER TO TRANSFORM by

Archana Surana
Founder & Director, Arch College of Design & Business



SUSTAINABLE ENTREPRENEURSHIP & CONSCIOUS CAPITALISM by

Mahavir Sharma
Serial Entrepreneur
Former Chairman, TIE Global Board of Trustees



CREATIVE LEADERSHIP: A DESIGNPRENEURSHIP JOURNEY by

Ashish Deshpande
Industrial designer
Co-founder-Elephant
Former President, ADI



INDIA DESIGN by

Pradyumna Vyas
Chief Advisor-Academic Affairs & Partnerships, ARCH College, Board Member, WDO

FOLLOW US on YOUTUBE ARCH COLLEGE OF DESIGN & BUSINESS

LOOKING FORWARD FOR YOUR ENTHUSIASTIC PARTICIPATION

Contact Us

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