

# DESIGN CULTURE

PINK CITY DESIGN CONFLUENCE 2022  
**12-16 March'22**

RESEARCH PAPERS  
INSTALLATIONS

DESIGN  
AWARDS

DESIGN  
STORY

LEARNING  
SERIES

DESIGNATHON

**ARCH COLLEGE OF DESIGN & BUSINESS, JAIPUR**

## SCIENTIFIC COMMITTEE



**Prof. Lorenzo Imbesi**

Full Professor, Sapienza University of Rome  
Department of Planning, Design, Technology  
Sapienza Design Research Director, Design PhD Chair,  
Cumulus Executive Board, EAD Executive Committee,  
SID Italian Society of Design Board



**Prof. Ian W. King**

Co-ordinator, Responsible Fashion Series,  
Former-Professor of Aesthetics  
and Management, University of the  
Arts London, London College of  
Fashion, UK



**Archana Surana**

Founder & Director,  
ARCH College of Design & Business,  
Dean & Academic Council Member  
Rajasthan ILD Skills University (RISU),  
Founder & Chairperson Women  
Mentors Forum (WMF), Jaipur,  
Member CII, National Council for Design



**Dr. Lakshmi Murthy**

Designer, Researcher & Educator  
Founder-Vikalp Design &  
Co-founder Jatan Sansthan  
(NGO)



**Dr Patsy Perry**

Reader in Fashion Marketing,  
Manchester Fashion Institute,  
Manchester Metropolitan University (UK)



**Dr. Biljana Jovic**

Department of Landscape  
Architecture and Horticulture,  
University of Belgrade, Serbia



**Benoy Thoompukal**

Educator & Product Designer  
Director International,  
Research & Partnership  
ARCH College of Design & Business



**Bhargav Mistry**

Educator & Product Designer  
Dean-Design Culture,  
ARCH College of Design & Business,

## ECOSYSTEM PARTNERS



## ECOSYSTEM ADVISORS



**Pradyumna Vyas**

Senior Advisor- ARCH College of  
Design & Business,  
Senior Advisor- Confederation  
of Indian Industry (CII),  
Board Member- World Design  
Organisation (WDO),  
Immediate Past Director-  
National Institute of Design.



**Sanjoy Roy**

Managing Director,  
Teamworks & Producer,  
Jaipur Literature Festival,  
Founder Trustee-  
Salaam Balak Trust.



**Eija Salmi**

Secretary General,  
Cumulus International  
Association of Universities  
and college of Art, Design  
and Media.



**Srini Srinivasan**

President, World Design  
Organisation. CEO of LUMIUM,  
a creative product Design  
company based in Palo Alto,  
California.



**Mahavir Sharma**

Chair, TiE India Angels,  
Trustee at TiE Global,  
Founder and Chairman of  
Rajasthan Angels (RAIN).

THEME

FORM.  
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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

<b>SOCIETY 5.0</b>	<b>CREATIVITY 5.0</b>	<b>DESIGN LEADERSHIP</b>	<b>HARMONIOUS LIVABILITY</b>
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 CONTRIBUTIONS

# 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	20 NOV 2021	30 NOV 2021	30 DEC 2021

Send your entries to: [designculture@archedu.org](mailto:designculture@archedu.org) or upload on: [www.archedu.org/designculture2022](http://www.archedu.org/designculture2022)



**DESIGN  
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# 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

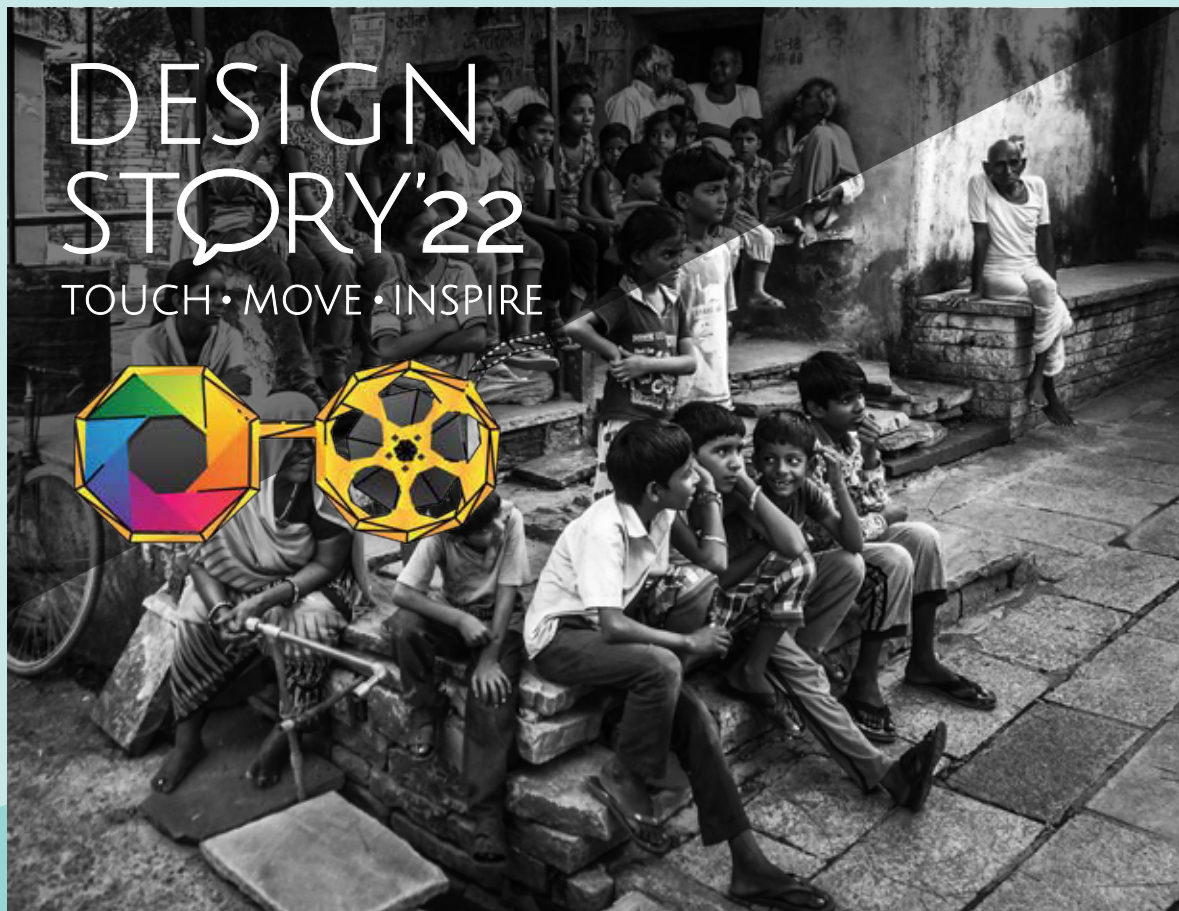
\* Required.

### NO PARTICIPATION FEES

### IMPORTANT DATES

ROLL-OUT	SUBMISSION BY	SHORTLISTING BY	FINAL SUBMISSION BY
15 JUN 2021	10 DEC 2021	20 DEC 2021	15 FEB 2022

Send your entries to: [competition@archedu.org](mailto:competition@archedu.org) or upload on: [www.archedu.org/designculture2022](http://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](http://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	SUBMISSION BY	SHORTLISTING BY	FINAL SUBMISSION BY
15 JUN 2021	15 FEB 2022	28 FEB 2022	28 FEB 2022

Send your entries to: [competition@archedu.org](mailto:competition@archedu.org) or upload on: [www.archedu.org/designculture2022](http://www.archedu.org/designculture2022)

## MEET OUR JURY

### DESIGN CULTURE AWARDS '22



**Pradyumna Vyas**

Sr. Advisor- ARCH College of Design & Business, Sr. Advisor- Confederation of Indian Industry (CII), Board Member- World Design Organisation (WDO), Immediate Past Director- National Institute of Design.

**Ashwini Deshpande**

Communication & Product Designer, Founding Member, Association of Designers of India (ADI) Charter member, TIE Pune Advisory Board, Indian Institute of Management CIIE Programme.

**Satish Gokhale**

Industrial & Product Designer Founder Director, Design Directions Pvt. Ltd. Founding Member, Association of Designers of India (ADI).

**Dr. Vishal Rao**

Innovator & Dean, Chief of Head & Neck Surgical Oncology & Robotic Surgery at HCG Cancer Centre.

**Alok Nandi**

Entrepreneur Strategist Author Educator, Narrative + Design Managing Director Partner, Spread Design Architempo, IxDA Past President.

## DESIGN STORY'22

TOUCH • MOVE • INSPIRE



**Prahalad Kakkar**

Indian Ad Film Director, Founder, Genesis Film Production.

**Sandeep Sethi**

Director Education The City Palace, Jaipur. Former ED Officer, CBSE.

**Jinan KB**

Design Educator, Researcher on Cognition, Aesthetics & Values.

**Sudhir Kasliwal**

Vintage Car Collector & Photography Enthusiast Jeweler, CFO & Partner, The Gem Palace.

**Dhvani Swaminarayan**

Learning Strategist & Designer Author, Founder & Director, Kiwings Services Pvt. Ltd.

## 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](mailto: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.



# DES!GN ATHON '22





The Design Culture Designathon is a fun and synergistic activity to address real life design challenges in a quick way by co-creating in teams. It is time bound where participating groups build concepts and low resolution prototypes on a given design challenge.

Under a broad theme of **Form, Reform and Transform**, PCDC invites School and College students with their concepts to their chosen design challenges to present their solutions by way of presentations and prototypes.

CATEGORIES	THEME FOR SCHOOL	THEME FOR COLLEGE
Phygital Design	Social Design	Creativity & Innovation
Digital Design	Gender Innovation	Business Practices
Industrial Design	Experiential Design	Products for the New Era

### ASSESSMENT CRITERIA:

A jury panel will assess your work and the best presentations will be awarded. The criteria for the judgment will be the relevance of the chosen design problem; the originality & innovativeness of ideas; sufficiency of appropriate research; detailing of the concept; its usability, functionality, feasibility; potential for business implementation; and overall quality of presentation.

### HOW TO REGISTER

Make your teams, select a Design Problem of your choice from the above theme that you think can be resolved by good design.

Once the Teams are ready with the Design Problem & team fill up the Google Form

Link: [https://docs.google.com/forms/d/1\\_b7C8\\_9UG4KZYvjUeq4PZE9aMPvJ7FDQh8KDUCVDRrk/](https://docs.google.com/forms/d/1_b7C8_9UG4KZYvjUeq4PZE9aMPvJ7FDQh8KDUCVDRrk/)

Registered Teams will be invited to showcase their design solutions by way of presentations and prototypes.

### AWARDS

- 1st Prize: 30000/-
- 2nd Prize: 20000/-
- 3rd Prize: 10000/-
- Trophy to winning Colleges
- Winning Entries would be displayed during the PCDC 2022.
- Participating Teams would be invited for the PCDC 2022.
- Participation Certificates to all

### LEARNING OUTCOMES

- Learning teamwork
- Experiencing ideation within tight schedules
- Collaboration with other domain partners
- A good launchpad for start up ideas
- Getting mentorship and guidance from senior experts
- Gaining creative & entrepreneurial confidence
- New acquaintances
- Showcasing your creative work to possible sponsors

### NO PARTICIPATION FEES

### IMPORTANT DATES

REGISTRATION OPEN FROM	DESIGNATHON DATE FOR SCHOOL	DESIGNATHON DATE FOR COLLEGE	FINAL SUBMISSION BY
01 JAN 2021	To Be Announced	To Be Announced	16 MAR 2022

Send your entries to: [competition@archedu.org](mailto:competition@archedu.org) or upload on: [www.archedu.org/designculture2022](http://www.archedu.org/designculture2022)

# 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** JUNE 21 MON  
**DESIGN INSPIRATION FROM ART MOVEMENTS** by  
**Yunus Khimani**  
Art & educator



**22** JUNE 21 TUE  
**THE PROCESS OF CREATIVITY** by  
**Anuraag S**  
Creative Head, ARCH



**24** JUNE 21 WED  
**WHAT IS CREATION** by  
**Benoy Thoompunkal**  
Director International, ARCH



**25** JUNE 21 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** JUNE 21 MON  
**COMMUNITY AND HABITAT** by  
**Vikram Joshi**  
MD, Jaipur Bloc & Founder - Rangotri



**29** JUNE 21 TUE  
**RE-IMAGINING EDUCATION** by  
**Jinan KB**  
Design Educator & Researcher



**01** JULY 21 WED  
**DESIGN FOR A PURPOSE** by  
**Lakshmi Murthy**  
Founder - Vikalp Sansthan & Co-founder Jatan Sansthan (NGO)



**02** JULY 21 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** JULY 21 MON

**06** JULY 21 TUE

**08** JULY 21 THU

**09** JULY 21 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** JULY 21 MON

**13** JULY 21 TUE

**15** JULY 21 THU

**16** JULY 21 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



[www.archedu.org/designculture2022](http://www.archedu.org/designculture2022)

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**Contact Us**

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