



Smart Mobility For Smart Cities



SIAM

Society of Indian Automobile Manufacturers

Styling And Design Group

Design Workshop

26th and 27th February, 2015

3rd SIAM Industry-Academia Workshop



M. S. Ramaiah University Of Applied Sciences, Peenya, Bangalore

Event Summary – 2 Days Workshop



Design Schools Participated:

NTTF School of Postgraduate Studies, Bangalore - **4** Students (Product design)

MS Ramaiah University, Bangalore - **20** students (Product design/Automotive design)

D J Academy of Design, Coimbatore - **2** (Accessory Design)

NIFT, Bangalore – **18** students (Accessory design)

Total Student Participation – 44 Students

Industry Participation – 11 Designers from General Motors/ TVS/ Ashok Leyland/ Tata Motors/Mahindra Reva



Event flow - 1st Session



DAY 1 - 26/02/2015

Industry & Academia Speakers –

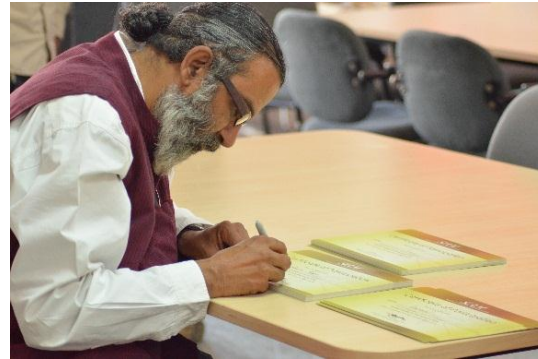
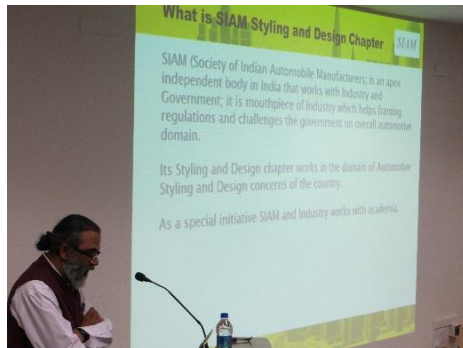
Mr. Anil Saini, Chairman Styling & Design Group, SIAM

Dr. Narahari, Head - Automotive Engineering, MSRUAS

Mr. Mahendra Chauhan, Head of Design, Titan Industries Ltd

Mr. Gridher Katta, General Manager – Design, Mahindra Reva

Workshop roll out – Detailed description of workshop to Students/Mentors



Design Brief: Smart mobility for an Utopian future Bangalore

Bangalore at its best!

- Multi ethnicity, Cosmopolitan- Demographically diverse
- Garden city, green pockets and lakes
- Pleasant climate
- Hub for IT, medical tourism, education and research center, professional's paradise
- Co-existence of urban center and semi urban localities
- Among top cities for GDP contribution



Design Brief – 3 different citizens



Citizen 1



Gaurav Naik, 45 yrs- Business person

I command my life at my own terms, and always make it happen.

No second thoughts for my choices and no compromise for my lifestyle.

I am responsible for setting the future...

Citizen 2



Mahesh Kumar, 50 yrs- Agriculturist

I am close to nature and feed the entire city plus more,

My farms are my passion and I want to meet the ever growing needs of changing city.

City congestion is the biggest challenge that I need to overcome to be fast in reaching out to direct customer.

Citizen 3



Ramesh Raju, 35 yrs- delivery person

GUARANTEED 1-Day Delivery to select cities at Rs.99

I came to city to be part of the BIG life. Today I am almost at every place every day.

My life runs like a clock connecting different people at different places.

I deliver happiness and make their lives richer.

Product	Price	Discount	Final Price
Nikon L29 Point & Shoot Camera (Black) and 3 more variants	Rs. 3,900	15% OFF	Rs. 3,315
Nikon L29 Point & Shoot Camera (Black) and 3 more variants	Rs. 3,899	15% OFF	Rs. 3,314
Canon Digital IXUS 205 IS Point & Shoot Camera (Black) and 3 more variants	Rs. 4,490	15% OFF	Rs. 3,816
Canon PowerShot SX100 IS Point & Shoot Camera (Black) and 3 more variants	Rs. 4,976	15% OFF	Rs. 4,229

Event flow - 2nd & 3rd Session



DAY 1&2 – 26th/27th Feb 2015

Workshop – Group discussions, Ideation, 3d modelling, Presentations

5 Teams formed working on 3 themes

Mentors:

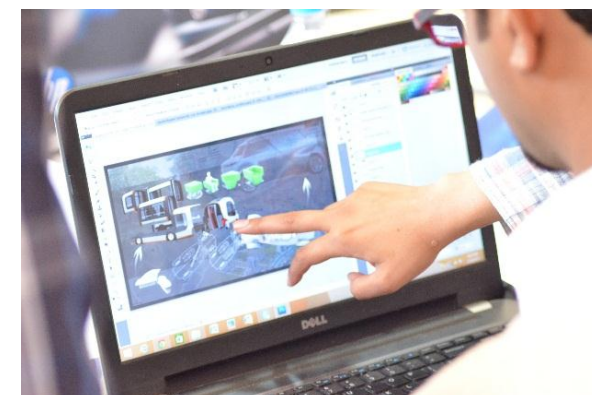
TVS: *Amit Rajwade, P Mahesh, Thejasvi Vasudeva, KC Hiran Kumar*

General Motors: *Abhijeet Kumar, Dawn Paul*

Ashok Leyland: *Namit Sharma, Anand Babu C*

Tata Motors: *Mudit Gupta, Sushant Sumanth*

Mahindra Reva: *Hrishikesh Neve*



Event flow - 4th Session



DAY 2 – 27 Feb 2015

Team Presentations

Expert panel discussion and feedback

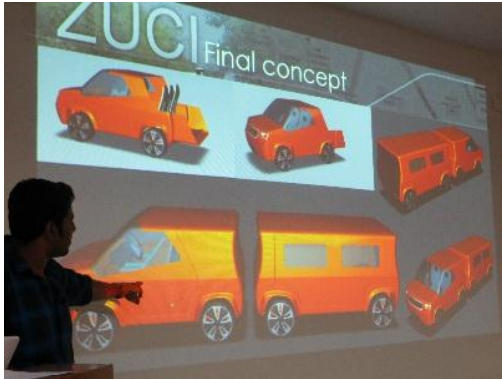
Participation Certificate awarding

Feedback from Mentors

“fresh perceptions from students refreshed my thoughts”

“Felt to be back in college”

“Unique ideas as a result of Accessory design/Product design/Automotive”



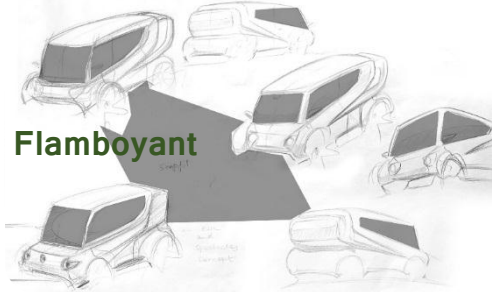
Workshop Output - 5 teams with 5 Unique Ideas

“Excellent output considering majority of students are from accessory / product design”

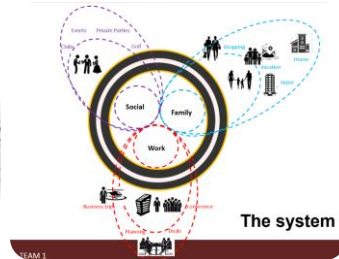


Smart Mobility (Team 1)

Final Concept



Flamboyant

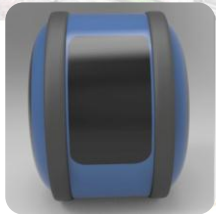


Movable and accessibility Concept for new age wheel.

Kango- 360 (Team 2)



Human Centered Design



Zuci (Team 5)

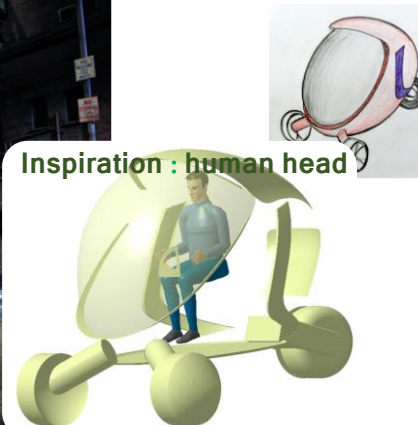


An Utopian mobility solution - (Team 4)

The Drone



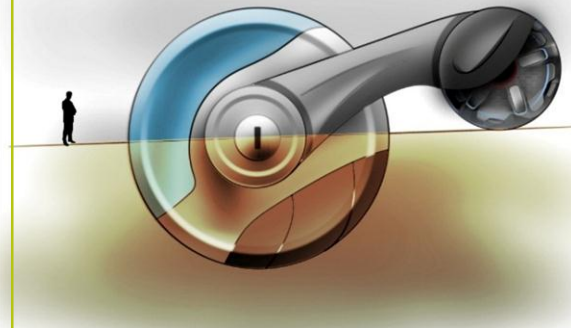
Features:
Three wheeler – Reconfigurable
Rear Door
Front Sliding glass
Provision for Drone
Wearable device



Inspiration : human head

Project -Reboot (Team 3)

An underground living space



In the distant smart cities
the only places upward
architecture would be for
commerce..

SIAM team and students



“ Lots to take away from this workshop”

“ Want to be part of such workshop again”

“ Mentors helped to tune the ideas and relating to practicality”

Thank You.

