

SIAM STYLING & DESIGN GROUP WORKSHOP

22 & 23.Feb.2016
Pune

The recently concluded SIAM Styling & Design Group Quarterly Workshop saw the participation of more than 60 students from the following Design Schools:

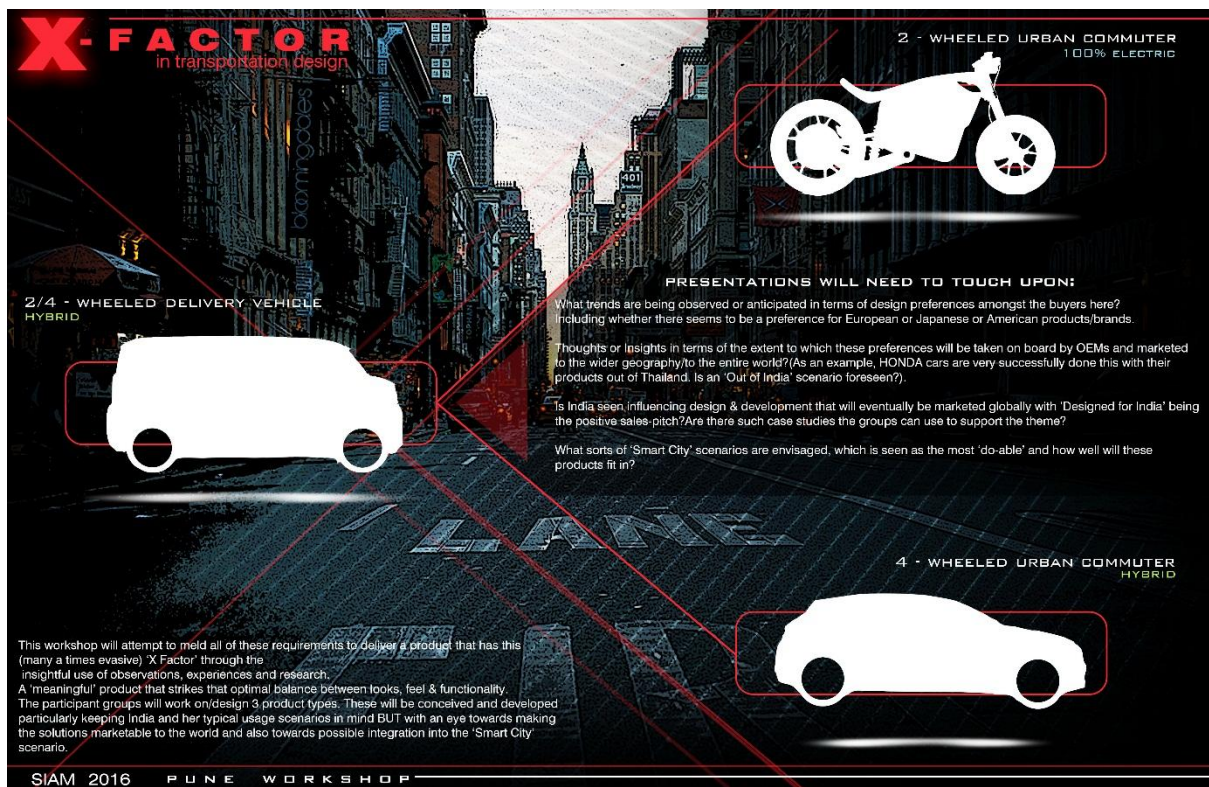
- MIT ID, Pune
- ISD-Rubika, Pune
- DYP DC, Pune
- IDC, Mumbai
- NID, Ahmedabad

The workshop, conducted by Ajay Saran Sharma and Sushanth Sumanth of Tata Motors Design, was hosted by the MIT Institute of Design at their campus on 22 & 23.Feb.2016.

8 teams of approximately 8 students each were required to work on one of the following products:

- 2-Wheeled Urban Commuter, All-Electric Powertrain
- 4-Wheeled Intra-City Delivery Vehicle, Hybrid Powertrain
- 4-Wheeled PERFECT Urban Commuter, Hybrid Powertrain

In an effort to get different perspectives/points-of-view, each product was allotted to at least 2 teams.



The 'scenario' in which the products needed to (co)exist was communicated up-front... A brown-field Indian 'Smart City' wherein the products need to work today and also 4 to 5 years hence when the city is 'enabled' along the lines of a 'Smart City'.

AND

The final proposals had to incorporate at least one insight based on transportation use scenarios exclusive to India that could be marketable globally.

The logic being that considering the harsh usage & operational realities in India, a product that incorporates an 'India specific insight' will be (for lack of a better word) 'bulletproof' and hence have the 'X' factor that will be of appeal to ANY market.

The workshop was kicked off with a detailed discussion on the brief and included a Q&A session that allowed the participants to clarify any doubts.

This was followed by a presentation on the typical OEM design-development & maturation process from sketch through to production. The teams were expected to follow the same as a broad framework while conceiving and maturing their concepts.

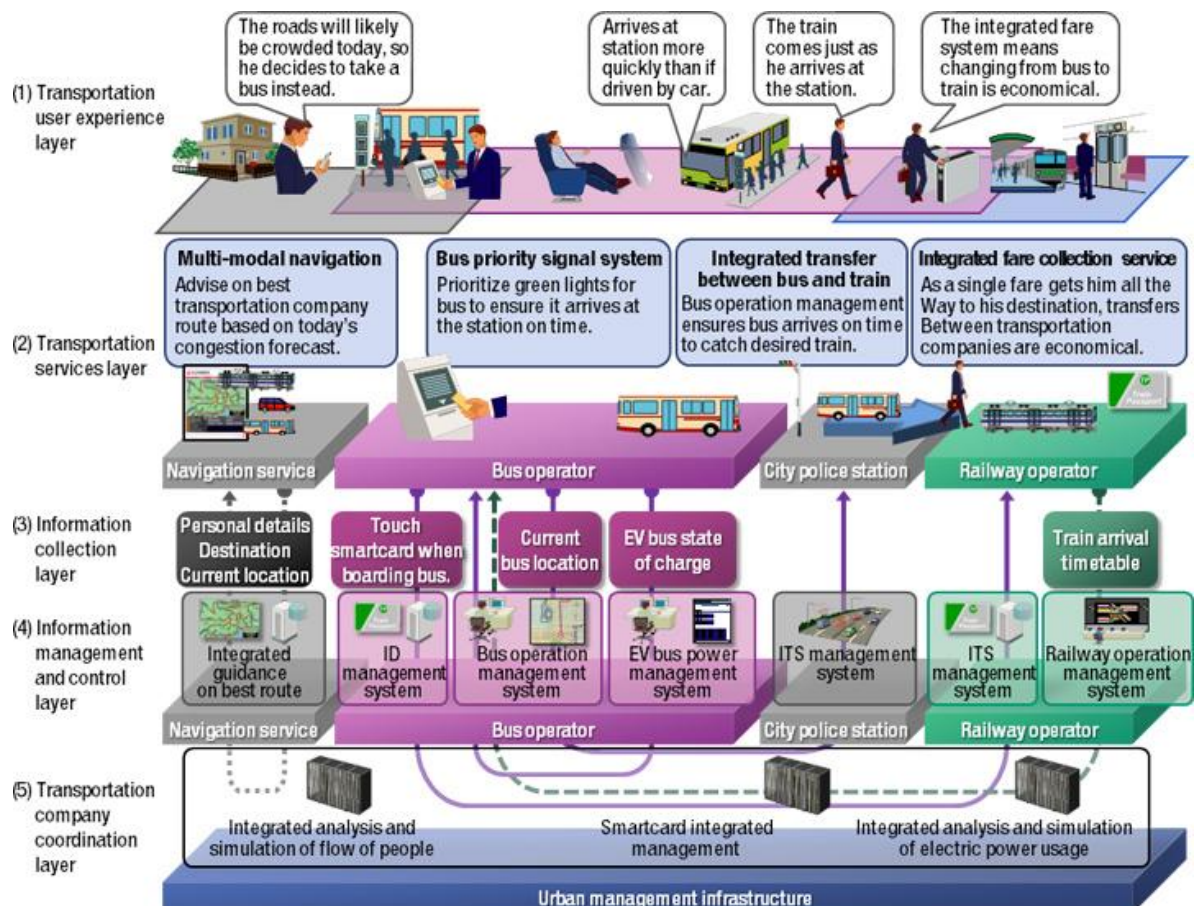
Included here was also a discussion on 'pointers' that the participants could use as calibrators of their work:

- End-User Scenario
- Aesthetic Context
- Brand Identity
- Technology & Its Impact

Pankaj Jhunja from Tata Motors Design made a presentation on the logic, development and growth of 'Smart Cities' as well as the various infrastructural & regulatory aspects that need to be kept in mind while designing transportation products for such an environment.

The Hitachi 5-Layer model was taken up as one case study for a possible commuting scenario and as an influencer of the design of the product.

A Q&A session rounded-off this section of the workshop.



Hitachi 5-Layer Model for a Commuting Scenario in a Smart City.
Available in the public domain.

Interactive sessions on Tata Motors' case studies such as the Tiago, Nexon, Signa, and Hybrid Bus were also held during the day, helping enrich the brief further as also the understanding & nuances of the design-development process and its constituents.



Day 2 saw the participants hard at work on the concepts till lunch.

The entire post-lunch session was devoted to presentations & interactions with the industry professionals as well as members of the academia... Prof. Gaurang Shah, Sandeep Varma, Vibhor Sharma from MITID, Jung Choi from ISD-Rubika and Abhijeet Bhoge from DYP-DC.

The thought provoking & insightful final ideas showed to very good effect the exhaustive brainstorming & sketch-work that took place over the two days.

Digital Models worked in Alias formed a part of the final delivery from some of the groups. (Scans of this work will be available early in the week starting 14.March.2016 and will be uploaded onto the SIAM Styling & Design Group website, www.siamautostyle.in).

A thank you to Prof. Dhimant Panchal, Director-MITID and his team for hosting this event and ensuring that all arrangements (including a very thorough photo & video documentation) over the two days were seamless allowing the students to work & interact freely and deliver high quality end-results!