



Overview of SIAM Styling & Design Group

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SIAM's Styling & Design Group has been responsible to:

- Make the globe realize the Styling & Design capabilities and opportunities in India
 - Dialogue with global transportation design heads and teams
- Enhance capabilities in the area of Styling & Design in the country
- Develop skills and specific capacity required for design studios
 - Create awareness about transportation design as a career option
 - Support design institutes to develop better curricula, facilities and course
 - Developing specialized skills needed in transportation design (currently only 15% skills needed in studios is only being taught in schools)
 - Challenge students to develop and display automotive design excellence

Overview of SIAM Styling & Design Group

The Group is represented by Design Heads and Design Professionals of Automobile Manufacturers in the country.

- Chairman of the Group – **Mr Saurabh Singh**, Design Head, Maruti Suzuki
- Co-Chairman of the Group – **Mr Nilay Dembi**, Principal Designer, Mahindra
- List of active group members:
 - ✓ Maruti Suzuki
 - ✓ Mahindra & Mahindra
 - ✓ Honda Motorcycle & Scooter India (HMSI)
 - ✓ TVS
 - ✓ Ashok Leyland
 - ✓ Royal Enfield
 - ✓ Tata Motors
 - ✓ General Motors
 - ✓ Renault
 - ✓ VECV
 - ✓ Yamaha

SIAM Styling & Design Group – Key Members



Styling & Design Group – Activities

The group organizes various activities throughout the year:

Professional activities:

- Annual Styling & Design Conclave
- Recognizing people who have contributed to augment Transportation Design in country through “Contribution to Design Award”

Activities with Design Institutes/Students:

- Design Workshops for Students
- Development of curricula/programs (SIAM assisted MITID, Pune, in setting-up Clay Modelling Programme at there campus)
- Aids to institutes (GM donated machines/equipment, Tata Motors donated Clay)
- Mentoring Students – Transportation Design Contest – Automotive Design Challenge (ADC)

Styling & Design Conclave – Overview

It is an annual event organised by SIAM's Styling & Design group. SIAM has organised 12 editions of the Conclave till date.

Every year, more than 125 participants attend this conclave across the globe, like

- Key Policy/Decision makers of the Government (Ministers, Secretaries and Senior Bureaucrats)
- Industry Leaders
- Senior Transportation Design Professionals
- Delegates from related industries, such as Auto Components , Chemicals, Technology Providers, Raw Material Suppliers
- Consulting, Research Companies
- Academia



Event provides a platform where various stakeholders of the Automotive industry come together and discuss several Design issues of mutual interest

Eminent Speakers who have spoken at Styling & Design Conclave

- Dr Pawan Goenka, Mahindra
- Mr Rajan Wadhera, Mahindra
- Mr Sumit Sawhney , Renault India
- Mr Vikram Kirloskar, Toyota Kirloskar
- Mr Siddhartha Lal , Eicher Motors
- Mr Pratap Bose, Tata Motors
- Mr Patrick Le Quement
- Ms Gaowa Wulin, GM
- Mr Justyn Norek
- Mr Olivier Boulay
- Mr Roberto Piatti
- Mr H Yoshimura
- Mr Glynn Kerr, Motorcycle Designer
- Mr Nick Talbot, Tata Elxsi
- Mr Mark Jarvis, Visteon
- Mr Asok Abraham George, Volvo
- Mr Toru Kimura, Kawasaki
- Mr Pradyumna Vyas, NID
- Mr Anuj Prasad, Desmania



A glimpse of Speakers...

Mr Ian Callum, UK



Ms Gaowa Wulin, GM China



Mr Glyn Kerr, USA



Mr Gautam Sen, France



Workshops for Design Professionals



Prof. Soumitri Vardarajan,
Deputy Dean, RMIT University, Melbourne,
taking a Master Class

Ms. Mathilde Ampe and Mr Matthew Swann
of Tata Motors, UK Studio,
taking a Master Class



Recognizing Professionals for their Significant Contribution to Transportation Design



Mr. B Bhaumik, Former Mahindra,
being awarded in 2015 conclave
held in Pune

Mr Mohd. Basha, Advisor TVS,
being awarded in 2016 conclave held in
Delhi NCR



Recognizing Professionals for their Significant Contributions to Transportation Design (contd.)



Mr. Dilip Chhabria, Founder DC Design, being awarded in 2018 conclave held in Delhi NCR



Mr Gaurang Shah, Former Professor, MITID, being awarded in 2019 conclave held in Jaipur



Mr. Pradyumna Vyas, Former Director, NID being awarded in 2020 conclave held in Delhi NCR

Interaction with Design Institutes & Students

Design Workshops for Students:

- Three Regional Design Workshops are organized every year for the benefit of the student community. These workshops are aimed towards bridging the gap between the industry and academia and focused on providing basic design understanding to students and improving their design thought process. Vehicle Manufacturers lead the Workshops.

List of Institutes with whom the group work on a regular basis:

- National institute of Design, Ahmedabad and Gandhinagar
- Indian Institute of Technology, Bombay
- Indian Institute of Technology, Delhi
- Indian Institute of Technology, Guwahati
- MIT Institute of Design, Pune
- DSK-ISK, Pune
- DYPDC, Pune
- UPES, Dehradun
- Many more

Design Workshops for Students



Design Professionals interacting with Students during a Workshop in New Delhi



Development of Automotive Clay Sculpting Programme at MITID, Pune

In 2016, SIAM supported MIT Institute of Design (MITID), Pune, in setting-up a Clay Sculpting Studio by donating INR 10 lakhs to the institution.

MITID offers two courses in Clay Sculpting for Design Professionals



Automotive Design Challenge (ADC) – Overview

- Group organizes an annual design competition called Automotive Design Challenge (ADC) for design students
- More than 100 students participate in this competition and three winners are awarded after multiple rounds of evaluation, by senior design professionals from India and abroad
- Top 10 finalists display their 3D model at Styling & Design Conclave;
- They also are judged and awarded there by eminent professionals
- Till date, 12 editions of the ADC have been organized



Students interacting with Design Professionals

Winners of Automotive Design Challenge (ADC)



2012 winner – Ankur Singh, IIT D



2013 winner – Saquib Sarang, DSKISD



2014 winner – Rajshekhar Dass, DSKISD



2015 winner – Gaurav Nandi, MITID

Winners of Automotive Design Challenge (ADC)



2016 winner – Swapnil Desai, NID



2017 winner – Ravi Sharma, NID



2018 winner – Neeraj Jawale, NID

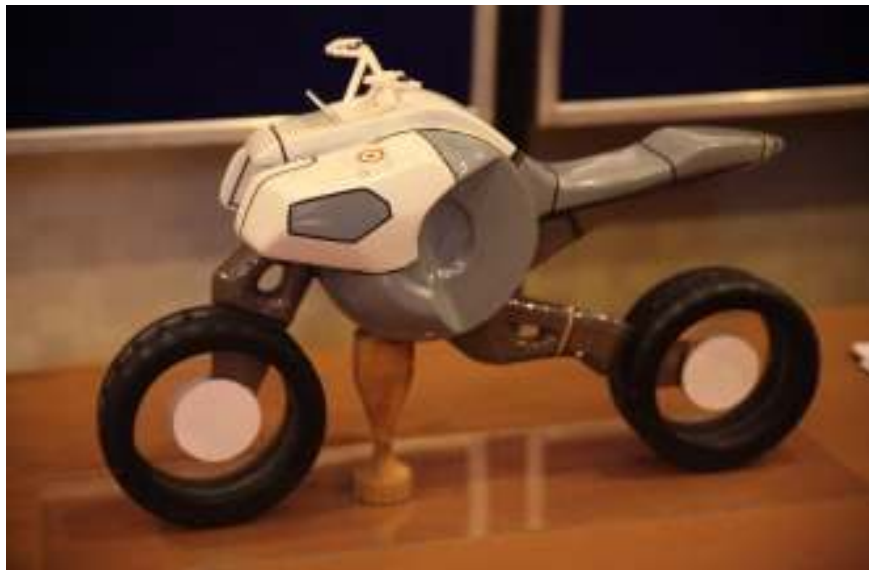


2019 winner – Onkar Kumar, ADYPU

Glimpse of ADC Models of Students



Glimpse of ADC Models of Students



12th edition of Automotive Design Challenge 2019

THE SECOND WAVE AUTONOMOUS TRANSPORTATION 2040- INDIAN MEGACITIES

SCENARIO

Currently we are witnessing a wave of alternate and green technologies for transportation solutions globally. We expect this wave to last till 2030. Post 2030 a second wave is expected where the whole focus will be on "Free to go anywhere - driver-less mobility". By 2040 Cities will be like complex living organisms and powertrain issues will be a thing of the past.

This trend is already there in countries where transportation infrastructure is evolved and the vehicle / people density is low. But, what happens when the same is needed for Indian Megacities of 2040?

DESIGN CHALLENGE

Design a green and efficient mobility solution for the Indian megacities of 2040. Designers can look at land air or water mobility solutions or interesting fusion of the same. Designers are encouraged to have their own interpretations of the scenario and conceptualize smart AI powered Fully Autonomous mobility solutions for the megacities.

TIMELINE

- 28th Oct 2019 - Start of Challenge
- 30th Dec 2019 - Submission of Round 1 entries (Digital media only)
- 20th Dec 2019 - July 1 (10 candidates will be shortlisted)
- 5th Feb 2020 - July 2 - Announcement of top 3 positions and Award ceremony (Design Conclave 2020)

SIAM

ADC 19



— PRIZE —

- 1st - 1,00,000 INR
- 2nd - 75,000 INR
- 3rd - 50,000 INR

Regional Design Networking Event

- SIAM Styling & Design Group organised a Design Networking Event on 17th December 2018 in Bengaluru.
- The event was attended by Design Professionals from TVS, GM and Mahindra, Academia and Suppliers
- The agenda was to inform a larger Design fraternity about SIAM Styling & Design Group activities, continue to enhance dialogue (at more cohesive level), seek new avenues and forge stronger bonds.
- The Group plans to organise such events at other parts of the country as well.

Regional Design Networking Event (contd.)



**Design Networking Event in
Bengaluru, 2018**



Thank You!!