

# INNOVATION AT ITS BEST

Twenty four innovative designs that would change the lives of many, are on display at Mantri mall till January 27



tions in the design community and to build stronger networks between Danish and Indian designers.”

Industrial and product design is not new but its relevance today has made it a key imperative for business. That iPod you are most likely carrying, or the iPad you are eying to possess soon have carried Apple to the pinnacle of the technology world as the most valued technology firm. Going beyond the traditional disciplines of product design, visual communication design and fashion design design thinking is a human centric approach to innovation and is fast emerging as a new paradigm to drive not just product and business innovation but also create better communities and a better world.

This is the vision that has driven a group of young Bangalorean's to establish The SEED Academy, the city's first design school with the mission of Sustainability through design. Speaking at the launch of the school, Madhav Mahesh, Founder, SEED Academy said, “A SEED student will be able to not simply create stunning new design ideas but will have the ability to orchestrate change in the social and economic spheres.”

Speaking at a panel organised by The SEED Academy on the sidelines of the INDEX exhibition at Bangalore, Pradyumna Vyas, director of the National Institute of Design, Ahmedabad, said, “With a young demographic, India will emerge soon as a global hub for design with young designers being in demand in both India and abroad. Nobody can deny the crying need for more designers in India. Measured by the graduate stock or the per capita number of designers, India trails all its peers in the G-20 group of nations. For India, the greatest challenge today is to maintain its impressive GDP growth and not destroy its natural assets in the process. Living off nature's interest, not its capital is the new definition for sustainability. Will India rise to this challenge? Only time will tell.”

 IF you feel you have just had it with traffic jams, open garbage trucks, stray dogs not to mention your boss, do not despair, help maybe at hand from the friendly neighbourhood designer. A trip to the Mantri mall at Malleswaram this week would convince you that there is hope yet. On exhibition here till January 27, courtesy the INDEX Awards from Denmark, are 24 new designs. These pioneering designers have taken on the world's greatest challenges and have found remarkable solutions that promise to transform the lives of millions. With the motto of Design to Improve Life, INDEX Awards, the world's largest monetary award for design rewards budding designers and provide visibility to their work.

Speaking on the occasion, Kiggie Hvid, founder and CEO of INDEX said, “It is very exciting for us to present our exhibition to the Indian public for the first time. We have been working with Indian designers from the beginning of INDEX and the concept of Design to Improve Life has always been met with great interest. The exhibition gives us a great opportunity to further strengthen the India-Denmark rela-