

# Nature Inspired Design

“Nature is the only university where one is a lifetime student.”

“Nature is the only university where one is a lifetime student.” Strategies based on ‘learning from nature’ - offer ample opportunities to design in a radically different, goal-driven manner. These ‘nature inspired design strategies’, provide pathways and principles aimed at developing designs that are in natural balance with their environment. The goal of this workshop is to bring together researchers and practitioners who have worked on or thought about nature inspired design from various perspectives, disciplines, and fields and to explore how nature inspired strategies can be applied in the field of design for developing radically sustainable products. The workshop will also facilitate the formation of a nature inspired design research group.

## Technical Sessions

There will be a number of technical sessions, which will include lectures and studio/interaction sessions. Besides, keynote addresses will be delivered during the opening Session by leading design experts from India and Japan. The topics included are:

- Multi-disciplinary aspects of Nature Inspired Design
- Nature Inspired Design and Sustain ability
- Forms and Aesthetics in Nature
- Bio-mimicry in Space Design

## Invited Speakers

- Dr. Masaaki Habara, Intelligent Sensor Technology, Inc. Japan
- Prof. Kazuyoshi Tsuchiya, Department of Precision Engineering, Tokai University
- Mr. Kunal Ghate, Forbes Marshall, Pune
- Mr. Yogesh Maralkar, Elephant Design, Pune
- Prof. Puneet Tandon, Design Discipline, IIITDM Jabalpur
- Mr. Sumer Singh, IDDC, IIT Delhi
- Mr. Shekhar Chatterjee, Design Discipline, IIITDM Jabalpur

## Who can register?

The workshop is open to students, academicians and professionals associated with the field of design.

## Number of Participants

Number of participants is limited to **60**, excluding the speakers. Participants will be screened keeping their background in mind, but those who apply early will be given preference.

Last date for online registration is : **15th November 2013**

On spot registrations will be based on availability and on first come first serve basis.

## Registration Fee

Participants from Academic Institutions: **Faculty Rs. 1,500/-\*** and **Students Rs. 1,000/-\***

\*(Student and Faculty has to present their valid institute ID cards on the day of workshop)

Participants from Industry and R&D organizations: **Rs. 3,000/-**

The registration fees would cover a part of the expenses on course material, meals during workshop days and local transportation.

A non-refundable Demand Draft drawn in favour of “Mini DeW 2013” payable at Jabalpur, should reach the convener not later than **31st November 2013** on the given below mailing address.

\*(may be considered later on the day of workshop strictly at first come first serve basis)

## Mailing Address/ Venue :

Mini Dew 2013, Design Discipline,  
PDPM Indian Institute of Information Technology, Design & Manufacturing, Jabalpur  
Dumna Airport Road, P.O. : Khamaria  
Jabalpur - 482 005.  
Madhya Pradesh, India

**The Challenge:** Examine how waste disposal is carried out in nature and apply these lessons to a waste disposal problem in your locality. The solution must consist of a technology, product, service, or process and should emulate a natural process, pattern, or system.



**Total Prize money worth Rs. 30,000**

## Eligibility

This competition is open to all undergraduate, post graduate and doctoral students of any institute of any domain. Non-resident Indians, as well as foreign students can also take part in the competition. The top three entries will earn a Certificate of Recognition and are entitled for free participation in the Mini Design Workshop 2013. All selected entries will earn a Certificate of Participation and will be exhibited during the workshop.

## Submission Specifications

All entries must be submitted online.

### 1. Poster

A2, Portrait (maximum of two pages)  
300 dpi | JPEG or PDF format

### 2. Write-up

DOC, DOCX or PDF format

- Summary about the design in not more than 200 words.
- Your full contact information: Name, Postal Address, Email, Telephone number, Address of the Institution.
- Bio-data in not more than 100 words.

3. A copy of your **student ID card**.

## Deadline for submission 7th November 2013

### Declaration of selected entries

15th November 2013

### Judging criteria

Each design will be judged by a panel of experts based on the following criteria:

- Creativity
- Effectiveness
- Practicality
- Presentation.

Each team can have maximum of three members. Each participant / team is allowed a maximum of three entries.

The Student Design Challenge is organized as part of the Mini Design Workshop 2013 to be held at PDPM Indian Institute of Information Technology, Design and Manufacturing, Jabalpur, on the 6th and 7th of December 2013.

For more information:

Contact : [mini\\_dew2013@iitdmj.ac.in](mailto:mini_dew2013@iitdmj.ac.in)  
Website : [www.mdew2013.iitdmj.ac.in](http://www.mdew2013.iitdmj.ac.in)

Organized by:

Design Discipline, PDPM IIITDM, Jabalpur  
Dumna Airport Road, P.O. Khamaria, Jabalpur 482005  
Madhya Pradesh, India.

