

# DAY 1 - 23rd JANUARY 2015

9.00am - 11.00am	Registrations
9.30am - 9.45am	Welcome note : Program Chairs
9.45am - 10.00am	Inaugural address : Prof. Pradyumna Vyas, Director NID
10.00am - 10.10am	Lighting of the lamp : Director British Council, South India
10.10am - 10.30am	Address by Mei-kwei Barker, Director British Council, South India
10.30am - 10.50am	Tea break

## Room 1 - Design Research in Academic Practice

10.50am - 11.10am	<b>Keynote speaker</b> - Prof. Simon Bolton, Associate Dean, Faculty of the Arts, Design & Media, Birmingham City University, Birmingham
11.10am - 11.25am	In case of Emergency - Ananya Mittal, Rupesh Vyas
11.25am - 11.40am	Tracking down the Innovation potential of a 500 Year Old Creative Cluster: The case of the Grand Bazaar (of Istanbul) and its Jewellers - Ayse Coskun Orlandi, Yonca Kosebay Erkan
11.40am - 11.55am	Design research through Pedagogical approach to zero waste in apparel - Banhi Jha, Vandana Narang
11.55am - 12.10pm	Imparting Design Management Education - Bhavin Kothari
12.10pm - 12.25pm	Create the waste: Wicked problems as incubators for interdisciplinary curricula - Birgit Bauer, Angela Weisskoeppel
12.25pm - 12.40pm	Writing to: Exploring the position, value and potential of design writing in the curriculum - Catherine Smith, Paul Bailey
12.40pm - 1.00pm	Q & A
1.00pm - 2.00pm	Lunch

## Room 1 - Design Research in Academic Practice

2.00pm - 2.20pm	<b>Keynote speaker</b> - Prof. Jane Pavitt, Dean, School of Humanities Royal College of Art, London
2.20pm - 2.35pm	Guest Speaker - Sponsor
2.35pm - 2.50pm	Participative Design : Enabling design students to create a Corporate Design together with disabled people - Daniela Hensel
2.50pm - 3.05pm	Improving the relevance of Taught Postgraduate Design Education at a UK University by correlation with the Global Professional Context. - Elizabeth MacLarty, Mersha Aftab
3.05pm - 3.20pm	Creating Content: Design and development of multimedia prototype resource on mobile phones to support the teaching of practice-based courses in Nigerian higher education using constructive design methodology - Emmanuel Etsename
3.20pm - 3.35pm	Design Thinking in Business and Management Curriculum: Need and Trends - G. Harishankar Prasad
3.35pm - 3.50pm	Envisioning a Future Design Education in vulnerable emerging economies - Lesley Ann Noel
3.50pm - 4.05pm	Failure of Design Change (meaningful roles for art and design) - Pete Quinn Davis
4.05pm - 4.20pm	The role of Design Research in framing Public Service Design - Shreya Chakravarty
4.20pm - 4.35pm	Enhancing Spatial Perception in Communication Design Education Based on Space, Time and Place - Simge Esin Orhun
4.35pm - 4.50pm	Every Design Tells a Story - Suresh Sethi
4.50pm - 5.05pm	Video Ethnography: An Approach for Studying Collaborative Design Activities - Tejas Dhadphale
5.05pm - 5.30pm	Q & A

# DAY 2 - 24th JANUARY 2015

9.00am - 11.00am	Registrations
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## Room 1 - Innovations in Design Research Methods

9.30am - 9.50am	<b>Keynote speaker</b> - Prof. Jeremy Till, Head, Central Saint Martins, Pro-Vice Chancellor, University of Arts, London
9.50am - 10.10am	Tea break
10.10am - 10.25am	Guest Speaker - Sponsor
10.25am - 10.40am	Co-creating value network for renewable energy systems in India - Miia Lammi, Minna Jakobsson, Janne Pekkala
10.40am - 10.55am	Methodological Pathways- Innovative principles and instruments for the inclusive product - Sonia Capece
10.55am - 11.10am	Design and Development of Reflexology Footgear - Swati Suman, Surbhi Arora
11.10am - 11.30am	Q & A
1.00pm - 2.00pm	Lunch

## Room 1 - Workshop

2.00pm - 2.15pm	<b>Keynote speaker</b> - Prof. Vijai Singh Katiyar, Activity Chairperson, Education, NID
2.15pm - 2.30pm	Introduction to workshops by Dr. Shilpa Das & Prof. Vijai Singh Katiyar
2.30pm - 5.00pm	Workshop 1 & 2
5.00pm - 5.30pm	Workshop presentations
5.30pm	Closing Remarks - Dr. Bibhudutta Baral, Center Head, NID Bangalore

## Room 2 - Contemporary Models of Design Research

11.10am - 11.25am	Developing approaches to communication design within social innovation and sustainability - Joana Lemos
11.25am - 11.40am	Design research : An interplay with world successful economic models : the jobsism - Nabil El Hilali
11.40am - 11.55am	Big and small : Data visualization for a rapidly changing industry - Neha Saraswat
11.55am - 12.10pm	Colour associations in a young adult Indian population - Nijoo Dubey, Valerie Bonnardel, Sucharita Beniwal, Mayukhini Pande
12.10pm - 12.25pm	Pig Circus : Designing Place Identity through Narrativity in an Old Abattoir - Sandra Viña, Eija Timonen, Kirsi Eräranta, Tomi Leino, Tuuli Seppälä
12.25pm - 12.40pm	Problem Solving by Design: Implying a New Design Value Matrix in design process - Ted Shin, Christopher Jennings, Amy Kern
12.40pm - 1.00pm	Q & A

## Room 2 - Designerly Research

2.35pm - 2.50pm	Design and development of Portable vaccine cooler for last mile connectivity in old chain - Ashutosh Biltharia, Gourab Kar
2.50pm - 3.05pm	Open Design Thinking - Roberto Fraquelli
3.05pm - 3.20pm	Design Clinics : An Approach in Design Research - Shashank Mehta, Purandar Datta
3.20pm - 3.35pm	Q & A

## Room 2 - Design Research in Professional Practice

3.35pm - 3.50pm	Research: A way to verbalize the problem - Jean Haag
3.50pm - 4.05pm	Design Research for Enhancing Employee Engagement - Ketakee Patankar, Sanmitra Chitte
4.05pm - 4.20pm	Design research methods for digital space - Kanika Bhardwaj
4.20pm - 4.35pm	Where users are designers and researchers: women collaborate in menstrual product design. - Lakshmi Murthy
4.35pm - 4.50pm	Measuring emotions in customer experiences in retail store environments. - Sanjay Agarwal
4.50pm - 5.05pm	Significance of design by research and its impacts. - Suresh Kandeaban, Chetan Satyanarayan
5.05pm - 5.30pm	Q & A

## Room 2 - Multi-Disciplinary Research in Design

10.25am - 10.40am	Modified Fishbone Analysis Method - Nidhi Dagli
10.40am - 10.55am	Design and development of games for children with cerebral palsy - Nivedita Manohari, Nilanjana Bairagi
11.50am - 12.10am	Chitrakatha-Making of Multidisciplinary Storytelling Festival from India- Sekhar Mukerjee
12.10pm - 12.25pm	Design and research : Ethical aspects - Shilpa Das
12.25pm - 12.40pm	Assessing the Impact of Design Research in Sustainability - System Dynamics as a tool for studying recycling of clothing - Varsha Gupta, A K Khare
12.40pm - 1.00pm	Q & A

## Room 2 - Workshop

2.30pm - 5.00pm	Workshop 3 & 4
5.00pm - 5.30pm	Workshop Presentations

# INSIGHT 2015

DESIGN RESEARCH SYMPOSIUM

# SCHEDULE