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Design in India: A Paradigm of Ascension

September 23, 2008

The Ontario College of Art & Design (OCAD) is pleased to welcome Professor Shashank Mehta to Toronto for the week of September 22 to 26, 2008. The Office of Graduate Studies and the Faculty of Design will host a lecture by Professor Mehta on Tuesday, September 23, at 6 p.m. in Central Hall. Professor Mehta is a Mechanical Engineer and a Post Graduate in Industrial Design (Product Design), and is currently the Activity Chairperson, Research & Publications at India's esteemed National Institute of Design (NID). Prior to this, he headed NID's Programs for Education, Outreach, and Industry, and International Departments at the Institute.

Mehta has successfully anchored Design Clinic and Design Awareness Workshops for various small-scale Industry clusters in India, including: 'Competitive Advantage through Design' (2004); 'Design as Strategy for Development and Quality of Living' (2005), and 'Strategic Design Intervention for Developing Economies' (2006), with specific focus on 'design for crafts' and 'design for development' for the participants from various developing countries. Mehta has authored various articles and actively contributed to various bodies in diverse capacities including lectures on topics such as 'Understanding Design'; 'Imperatives of Technology & Design Interface'; 'New Product development', and 'Aspiring Creativity: the Indian Context'.

All are welcome, admission is free.
Limited seating available. Guests are advised to arrive early.

Ontario College of Art & Design
Central Hall (Room 230)
100 McCaul St.
Toronto, Ontario
Free

Location Ontario College of Art & Design, 100 McCaul Street

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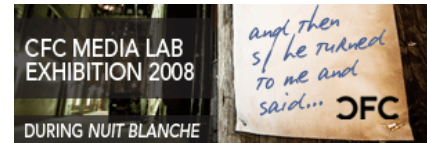
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