ICoRD 11 held at IISc Bangalore during 10-12 January 2011

ICoRD 11, the three-day biennial International conference on Research into Design organised by Centre for Product Design and Manufacturing (CPDM), Indian Institute of Science (IISc), was held at its National Science Seminar Complex during 10-12 January 2011, with 100 research papers presented from over 200 delegates from 17 countries. Prof. Amaresh Chakrabarti of CPDM, IISc was programme chair for ICoRD’11. ICoRD’11 saw huge international participation; over 60% of the papers were from outside India. It also saw an increased participation from Indian researchers, increasing from 25% of the 75 papers presented at ICoRD’09, to a substantial 40% of the 100 papers presented at ICoRD’11.

ICoRD’11 covered all major areas of design research: design theory and methodology, creativity, optimisation, eco-design, sustainability, human factors, product aesthetics and semantics, design collaboration and communication, design management, knowledge management and product life cycle management. It provided the perfect forum for Indian researchers to interact with international experts and get exposed to cutting edge international research into design. "DESINE" - a web-based “Design Information Network” developed and maintained by CPDM was used to further foster collaboration among delegates. ICoRD’11 is sponsored by Boeing, Volvo, SMI, Tobii Technologies, and IISc, and is endorsed by two major international peer societies in design research: Design Society and Design Research Society. A total of eight keynotes were delivered from eminent researchers and practitioners from University of Cambridge, University of Bath, Massachusetts Institute of Technology, TU Munich, University of Arts and Industrial Design, Austria, IIT Bombay, IISc, and Design Directions, India. A total of 13 podium sessions, 7 workshops, 1 mentor session, 3 poster sessions, 2 student sessions and a panel discussion were organised. The workshops provided for interaction in focused areas like sustainability, while podium and keynote sessions provided scientific depth.

A special focus of ICoRD’11 was on attracting students to design research and encouraging students to improve their research quality and productivity, while forming their own networks for interaction. For this, 20 students were invited from ten institutions in India to attend ICoRD’11, with all expenses paid by ICoRD’11. To provide an appropriate platform for students, two special student sessions and a student networking event were organised.

In 2003, CPDM, IISc launched the first research programme in design in India. The programme currently has about 40 research students. The industrial acceptance rate for this programme is one of the highest in IISc. Over the next 10 years the programme is expected to result in over 50 PhDs in design research, so as to cater to the needs of outstanding teachers of design in India.