



राष्ट्रीय डिजाइन संस्थान  
NATIONAL INSTITUTE OF DESIGN  
AHMEDABAD



# DESIGN AESTHETICS: INDUSTRY-CULTURE

June 03-07, 2024 **AHMEDABAD CAMPUS**

Anchor Faculty: **Sweetie Taur**

**LIMITED SEATS AVAILABLE!**

18 years and above  
Minimum seats: 10  
Maximum seats: 15



## WHAT IS THIS WORKSHOP ?

Aesthetics play a crucial role in shaping how an artefact is perceived. Suitable aesthetics can significantly enhance the desired function of goods and services. Acting as intermediaries between industry and culture, aesthetics are interpreted and translated through design. Creating appropriate aesthetic experiences requires not only a robust creative process but also sustainable post-consumption practices. This workshop will delve into the creation, dissemination, and consumption of aesthetics in consumer goods, aiding individuals and organizations in effectively bridging commerce with culture. Seats will gain insights into designing goods and services that offer aesthetic experiences, fostering stronger connections with consumers.



## WHAT WILL YOU LEARN?

- Design aesthetics in industry and culture and how they come together to define narrative expressed through context.
- Why are design aesthetics important?
- Timeless Principles and rules (vision, touch, sound, taste and smell).
- Ways to apply aesthetics: context, use cases, action briefs.
- Design for aesthetic pleasure (ideological, social, psychological, psychical).

## WHO SHOULD ATTEND?

Meant for early-mid career professionals and entrepreneurs working in marketing-media-sales, business development & strategies, retail, investments and funding, merchandisers, exporters for organizations dealing with consumer goods, hospitality, tourism, agriculture, manufacturing, advertising, infrastructure and export. Useful for individuals who independently know their role and are practicing individual expertise, but need a tangible understanding of design aesthetics to utilize its benefits in their business.



## ANCHOR FACULTY



Sweety Taur is a computer engineer turned industrial designer with key expertise in home and hospitality furniture & lifestyle products. She believes that labels like “engineer” “educator” and “designer” aren’t boxes to confine one’s practice to, but are interchangeable lenses through which to view problems, solutions, and the world at large. Sweety’s design philosophy revolves around bold actions rooted in applied ethics and value-sensitive practice. In her dual role as a practitioner and a faculty member in the

Department of Furniture and Interior Design at NID Ahmedabad, she explores the intersections of social histories, community co-production, speculative design, crafts, earth building, and ethical-plural-body conscious design through urgent pedagogies, action & research. Sweety is dedicated to creating narratives and artifacts that embody “Designed Disruptions & Expansions”. An avid cook, backpacker and videography enthusiast, she believes she is slowly on her way to becoming a keen “collector of curiosities”.

## REGISTRATION:

Participants can select any 1 or more workshop in all phases in a single registration form.

Discount of 20% on the registration fees can be availed if 5 students from the same school / college register for the same workshop on single registration.

Visit our website [www.cep.nid.edu](http://www.cep.nid.edu) or scan this for details of workshops and registration.



## FEES:

Rs. 15,000/- inclusive of GST for one participant per workshop of five days duration (lunch and workshop kit bag will be provided).

Fees to be paid within 7 days of registration. Seat will be confirmed only after receiving the fee at CEP office desk.

## MODE OF PAYMENT:

DD / PO in favour of NATIONAL INSTITUTE OF DESIGN payable at Ahmedabad.

For NEFT/RTGS NID banking details please send email request on [cep@nid.edu](mailto:cep@nid.edu) with screenshot of registration form.



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