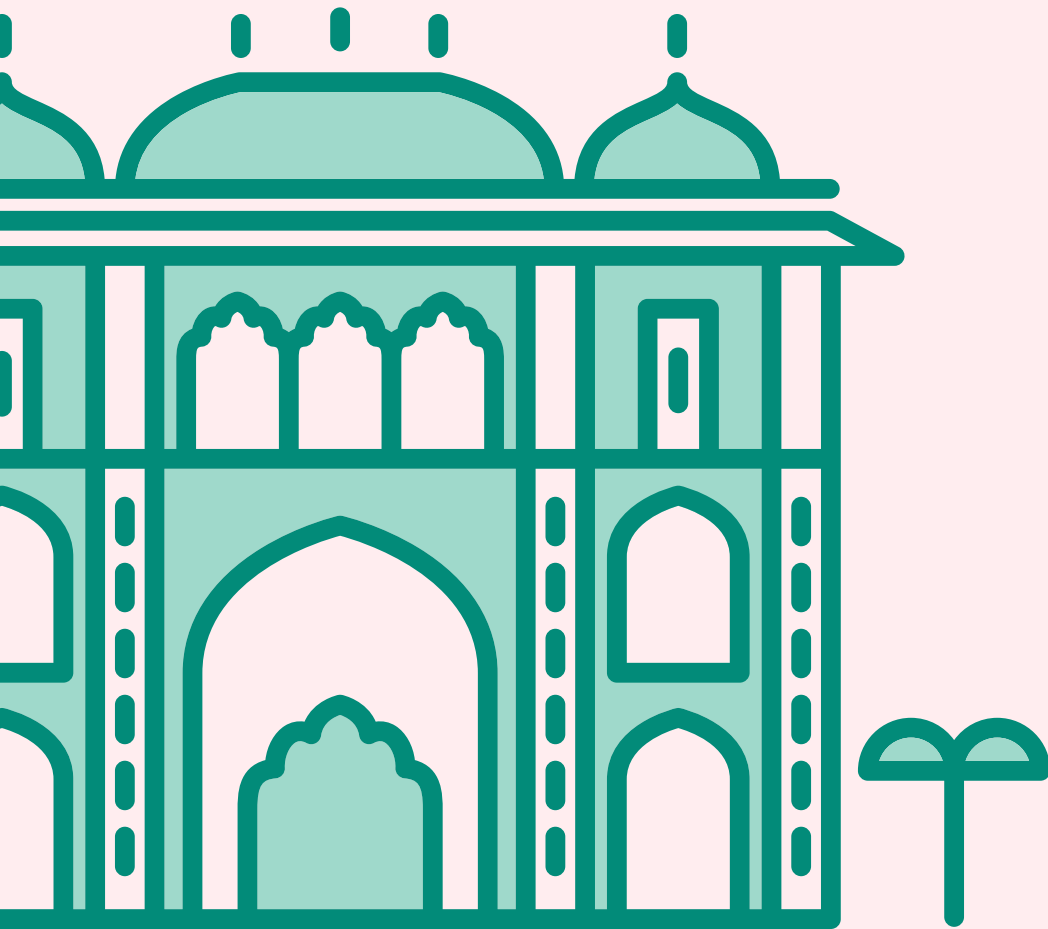# DESIGN CULTURE
PINKCITY DESIGN CONFLUENCE

Arch College of Design & Business, Jaipur

BLOCK YOUR DATES

27 28 JANUARY

BACKGROUND & OBJECTIVES

Throughout its evolution, both Design and Technology together, have transformed many aspects of our lives and offered unprecedented opportunities to humanity, influencing the way we live and survive.

Educational systems should ensure that they are able to exploit the potential benefits of the Design-Technology collaboration to enhance the quality and relevance of learning throughout life to face and solve challenges imposed by the global pandemic that we are going through. To this effect, the already formed learning process should be reformed and transformed towards the needs of survival and sustainable development of new world economies.

Towards this, the Design Culture Leadership at the ARCH College is working towards propagating the concepts of design thinking and application; familiarizing our youth in schools & colleges with design methods and imparting design skills to enable them to become design leaders, creators & innovators.

Students in their crucial intellectual growth years would prosper and experience their education much more usefully and meaningfully if acquainted early enough with the aspects, nature and advantages of developing a greater sense, sensibility and sensitivity in Design. It would prepare both the tutors and the students for recognizing opportunities and facing future challenges with deeper understanding and confidence.

Over the decades, the meaning and importance of Design has evolved in a remarkable way. Design is no more a way to make things look pretty. Its meaning has evolved to offering creative solutions to the myriad challenges facing the world today. It is of prime importance in the current scenario, both, in India and the world, that knowledge (design) is innovatively applied to benefit, nurture, and support all life, and the environment at large; in ways that can be easily accepted and adapted in activities that people go through in day to day living. Design becomes more of a culture, a way of life, helping enormously in addressing complex design problems at different levels of society - governance, industry, education, healthcare, and more.

The Confluence seeks to create an interface between education and industry sectors to debate on how Design-Technology education can be leveraged to support the emerging economies of the new world. The Confluence outputs will include a high-level Statement and proposal to policy makers with recommendations about how to harness the power of Design to address current educational challenges and to ensure quality education and lifelong opportunities for all in the new world scenario.

This Dialogue series is a step towards popularizing Design Culture among the aspirants of the creative and innovation domain for a better future in this presently vulnerable, uncertain, complex and ambiguous world.

![DESIGN CULTURE — PINKCITY DESIGN CONFLUENCE]

FORM. REFORM. TRANSFORM.

SUB-THEMES

CREATIVITY 5.0	SOCIETY 5.0	HARMONY, SAFETY & SUSTAINABILITY	DESIGN LEADERSHIP
In the Digital Era	Social Design	Industrial	Management & Governance
Innovation in Products for the VUCA World	Infrastructures for 2050	Medical	Core Business Practice
Experiential & Interaction Design	Gender Innovation	Lifestyle	Reverse Mentoring

CALL FOR CONTRIBUTIONS

From Design thinkers, Design Practitioners, Media, Industry, Researchers, Educators, Professionals, Architects, Engineers, Scientists, Artists, Social Engineers, Habitat Planners, Scholars & Students

A RESEARCH PAPER

B DIGITAL POSTERS

C PRESENTATIONS

D INSTALLATIONS

ARCH
Design • Business • Research

Abstract for Research Papers, Digital Posters & Presentations:

- All the abstracts must have a title and a word count of about 500 words, written in English (on A4 Page)
- Provide 5-7 keywords that closely reflect the content of the abstract
- Please indicate the themes and sub-themes in the subject.
- Refer to the conference theme/sub-themes, and include the background purpose, methods and conclusions.
- All submissions will be peer reviewed and will be notified on acceptance
- Please include all contact information (Name of the author, affiliation, email address, phone number).
- In Case of multiple authors, please indicate the corresponding authors.
- If you are an Masters or Doctorate scholars, please do mention this.

Full papers are expected to report on complete studies or major theoretical findings, whereas short papers are suggested for reporting on work-in-progress research, new methodological approaches, or completed research. Full papers should be 4000-6000 words (excluding abstract and references) and short papers 2000-2500 words (excluding abstract and references).

Concept Note for Installations:

- The concept note, up to 300 words long, must have a title derived from the sub-themes and should be written in English and submitted in a Microsoft Word File format only, and should be accompanied by detailed sketches and rendered illustrations of the proposed Exhibit/ Installation.
- Provide 5-7 keywords that closely reflect the content of the theme.
- Please indicate the sub-theme and category under it in the subject.
- The planned material to be used in the installation should be specified.
- The installation should not exceed 50 cubic feet, (1.415 cubic meters) in volume & 10 kgs in weight.
- Works that are technically and economically feasible AND transportable will be accepted. Installation with modular construction will be given preference.
- Entrants, individually or in partnership, should be over 18 years old, and may be practitioners or students, in the sciences, arts and creative industries, or other professions.
- Include all the contact information (Name of the designer, affiliation, email address, phone number).
- On acceptance, the Participant will have to travel to Jaipur to display their exhibit/installation during the colloquium (whose expense will be borne by the participant)

Note: We expect the papers to be the original works of the authors.

| Last date for submission	Notification for shortlisted Abstracts/Installations	Full submission
30 JUN 2021	31 JUL 2021	15 SEP 2021

DESIGN COMPETITIONS

DESIGN STORY'22
TOUCH · MOVE · INSPIRE
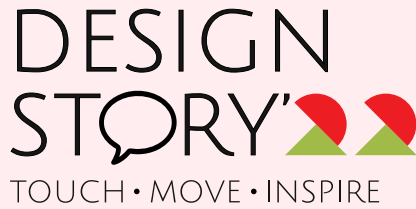
Photo/ Video/ Animation/ Illustrations based on the Theme & Sub-themes mentioned

Category A: School students
Category B: College students
Category C: Professionals

Roll-Out Date	Last date for submission
01 JUL 2021	15 AUG 2021

TOYS DESIGN
EDUTAINMENT COMPETITION
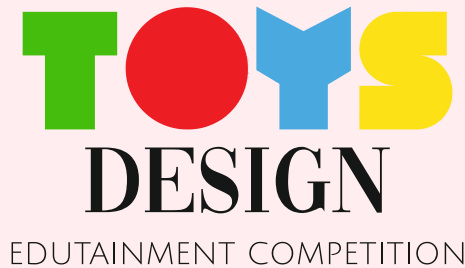
To challenge young and innovative minds to conceptualize novel toys or games based on the Theme & sub-themes mentioned.

Submission: Well documented design statement, ideation sketches, detail drawings and model of your idea with photographs. This can be in the form of a Powerpoint presentation. It is important to explain the concept in details and what inspired you to the choice theme. The judgement will be based on innovative, creative, critical, logical and design thinking that reflects in the design.

The subjects need not be limited to only science. One can cover any other domain also.

Category A: School students
Category B: College students
Category C: Professionals

Roll-Out Date	Last date for submission	Shortlisted Announcement	Final submisison of Prototypes
30 APR 2021	31 AUG 2021	15 SEP 2021	30 NOV 2021

AWARDS WILL BE DECLARED & DISTRIBUTED IN DECEMBER 2021

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