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from a g rao

Mud gems

- *It is important to be not important!*

Recent additions
Small machines for Bamboo Craft,
Toolkit Video
in
Bamboo Craft
and
Brochure on UNDP project: Tools, Small technologies and Finishes
in
Books and Reports

My thoughts
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Design is a Relay Race

a g rao

Last week I was invited to inaugurate the degree and Fashion Shows of NIFT, Kannur, Kerala! *In such events you realize that suddenly*

'you become important', may be for a day or two!

 I have been avoiding such engagements! This 'importance 'is created by others! There is a danger of 'I' believing it. Who is this 'I,' self, so and so.....?
JK(Jiddu Krishnamuthy) would say it is just an 'image' conditioned by others. If you observe little detachedly you can see clearly that you are defined by others continuously as a Hindu, Muslim, Christian, and so on……………….

But the next question

   'who is seeing and talking about all this?',

   is a deeper question only silence can answer!

I went to Wayanad from Kannur to meet design interns of IDC at Uravu! ! They were unable to proceed with the development of a design done by earlier interns! May be they were afraid of the questions which pour in, when they present later in the design school,

'what have **you** designed?

This often happens in design schools.

Where is 'YOUR' design?

We encourage students to be 'somebody', a 'designer'! We ask them even to emulate great designers like 'Charles Eames, Sugiura Kohei or Steve Jobs! Inculcating a belief that one can become like them, sometimes helps one to overcome one's 'hang-ups, petty comparisons and insecurities' one carries! But eventually, all these efforts to make a creative person can end up in creating an 'image' which is binding, egoistic and rigid.

This leaves us with a bigger question.

What should a 'designer' believe in!

Often young designers are advised to be ambitious, win competitions and become famous!

I see a clear trap for a young designer!

after all

design is not a (mad) race to win!

design is problem solving in a given Context!

Designer's job is sometimes like a doctor's,

sometimes like a detective's

sometimes like a lawyer's, arguing for a right value!

Design in Practice is most of the time in a group and for the group!

It is important to realize that no single person creates a product from idea to production piece! No doubt the initial conceiver of the idea gets a bigger credit! It is like a famous player making a goal in a football game! He gets lot of credit ! but 'he' cannot do it unless his team mate passes the ball at right moment!

When it comes to practicing design in Industry, several designers handle the same product. Product needs design and development at various stages!
For Design students this is important to learn!
That is the reason they are sent to be interns in Industries or Design Offices or NGOs.

Often Design is like a relay race! When you have to bring out a product into 'reality of production and use'! You have to carry on the difficult task of identifying a fault in the earlier design and come up with a solution without destroying the original concept!

Often products are redesigned in industries for various reasons like
non availability of a component which was imported! or
introducing a eco friendly component or
to fit into a new requirement or
due to a new regulation and
so on.........................

When design interns go to an Industry or NGO , often they are there for a brief period. Designs remain incomplete!
(*according to Dr.Bruce Archer you can call it a design only when it is produced*)

 This is when we have to realize that

Design is a Relay Race!

To win you have to take the baton from a senior and pass on to the junior!
If you are effective in this game then only there is a chance of winning the race i.e,
product getting made, sold and used by people!

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