

## Tata Elxsi celebrates ‘World Industrial Design Day’ with the third edition of “connect D”

**Bangalore, June 25, 2013:** Tata Elxsi, a global design company and a part of the \$ 100 billion Tata group, announced the launch of **connect D**’- an annual event held on June 29 every year to celebrate the ‘World Industrial Design Day’. The event this year will be held on June 28 and will focus on the global theme ‘**Industrial Design Is Open**’- **Reflecting how Industrial Design impacts lives**. It will be held at the Tata Elxsi corporate office in Bangalore.

connect D which is now in its third year, is a platform that aims to offer aspiring design students an opportunity to gain a firsthand perspective on what it takes to succeed in the field of industrial design. It is an initiative that provides a unique platform to design students to interact with the industry and academic experts.

Students from leading design schools like NID, IISC, Srishti School of Art, Design and Technology, NIFT, among others have been invited to attend the event. A panel discussion has been organized and the panelists would include **Mr. Sudhir Dhawan, R&D Director, Reckitt Benckiser** and **Prof. Uday Athavankar, IDC, Mumbai**. They would be presenting insights and share experiences on how design helps you gain a competitive edge.

Highly immersive student workshops and a series of interactive sessions have been planned to give students a holistic exposure on design and make them industry ready. Winners from the IGNITE Design Contest will also be felicitated during the event.

**Mr. Nick Talbot, Global design head, Tata Elxsi** said *“Design as a discipline continues to evolve in India. Through connect D; Tata Elxsi aims to engage with the young and talented minds. The sessions of the event have been planned in such a way that students get a holistic exposure on design as well as make them industry ready. We look forward to encouraging participation this year from design colleges across India.”*

### About World Industrial Design Day

World Industrial Design Day is an international day of observance in recognition of the profession of industrial design. It is a new global initiative which aims to provide professional industrial designers and design enthusiasts with an opportunity to promote a global understanding of design and all that it encompasses.

Started by The International Council of Societies of Industrial Designers (ICSID) which was formally founded on June 29, 1957, World Industrial Design Day was first declared on June 29, 2007 on the occasion of ICSID’s 50th anniversary.

**About Tata Elxsi**

Tata Elxsi is a design company that blends technology, creativity and engineering to help customers transform ideas into world-class products and solutions.

A part of the \$ 100 billion Tata group, Tata Elxsi addresses the communications, consumer products, defence, healthcare, media & entertainment, semiconductor and transportation sectors. This is supported by a talent pool of over 3500 employees and a network of design studios, development centers and offices worldwide. Key services include embedded product design, industrial design, animation & visual effects and systems integration.

The Industrial Design division of Tata Elxsi helps customers develop winning brands and products by using design as a strategic tool for business success. Its expertise extends across consumer insight, branding, industrial design, visual design & merchandising, design engineering and manufacturing support.

An in-depth understanding of consumers and rapidly changing market dynamics, backed by a multi-disciplinary design team, enables it to service a broad spectrum of industries. This includes Automotive, Communications, Consumer products, Healthcare and Retail.

It has supported the launch of multiple brands and products across the world. It has won several international awards and patents for design and innovation.

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