

A WALK THROUGH THE WORLD OF IID AND BEYOND

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INSTITUTE OF INDIAN INTERIOR DESIGNERS



a journey so green...



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stepping stones



IIID-Godrej Innovations 2007

IIIID-Godrej Innovations 2007 is a new initiative from the Institute of Indian Interior Designers (IIID) to promote better design for furniture / product design in India, for the benefit of design profession and to recognize importance of design in daily lives, i.e. to make good design reach people through mass manufacturing.

IIID provides a common platform on which, designers and Godrej Interio, one of the most reputed and people-centric company, come to-gather. Most awards that are instituted are for built / executed products / projects. This is probably for the first time in history of Indian interior design field, that an award has been instituted for design ideas. The winning design will be taken up for execution. The awards, not only carry substantial cash prizes, as compared to other design competitions, but also offer a royalty for 30 months for the winning design. So, a whole lot of firsts are expected to be achieved through IIID-Godrej Innovations initiative.

The first competition took off in December 2006. It comprised of designs for -

- a) Modular Work Station System, and
- b) Modular Seating System.

It was conceived as a two stage Design Competition. The first stage comprised of submission of detail design drawings alongwith specifications and 3-D views. The jury was to shortlist 3 to 4 entries based on these.

In the second stage, the short listed participants then would be asked to submit detailed working drawings and to make a mock-up along with Godrej-Interio shop floor technicians. The jury, then, would select the winner, who would be awarded a cash prize of Rs 2,00,000/- and the other short-listed entries would get a consolation prize of Rs 50,000/-.

Eminent architects / furniture designers of the country / world were invited to be part of the jury of this unique and prestigious happening. All of them readily accepted the proposal. Thus, the jury consisted of -


- a) Mr. Olle Anderson - Product and Interior Designer, Denmark
- b) Prof. Kumar Vyas - Product Designer - NID, Ahmedabad
- c) Prof. Ravi Hazra - Architect - IDC-IIT, Mumbai
- d) Mr. Ratan Batliboi - Architect, Mumbai
- e) Mr. Venkat - GM, Godrej-Interio, Mumbai

Over 50 entries were received, most of them were for Work-Station Systems. The first jury meeting held on 26th April 2007 did not find any entry worthy of selection in the category of "Seating Systems". In the category of "Modular Workstation Systems", the jury unanimously selected 2 entries. These were - Planet 3 Studio, Mumbai and Void Labs, Mumbai.

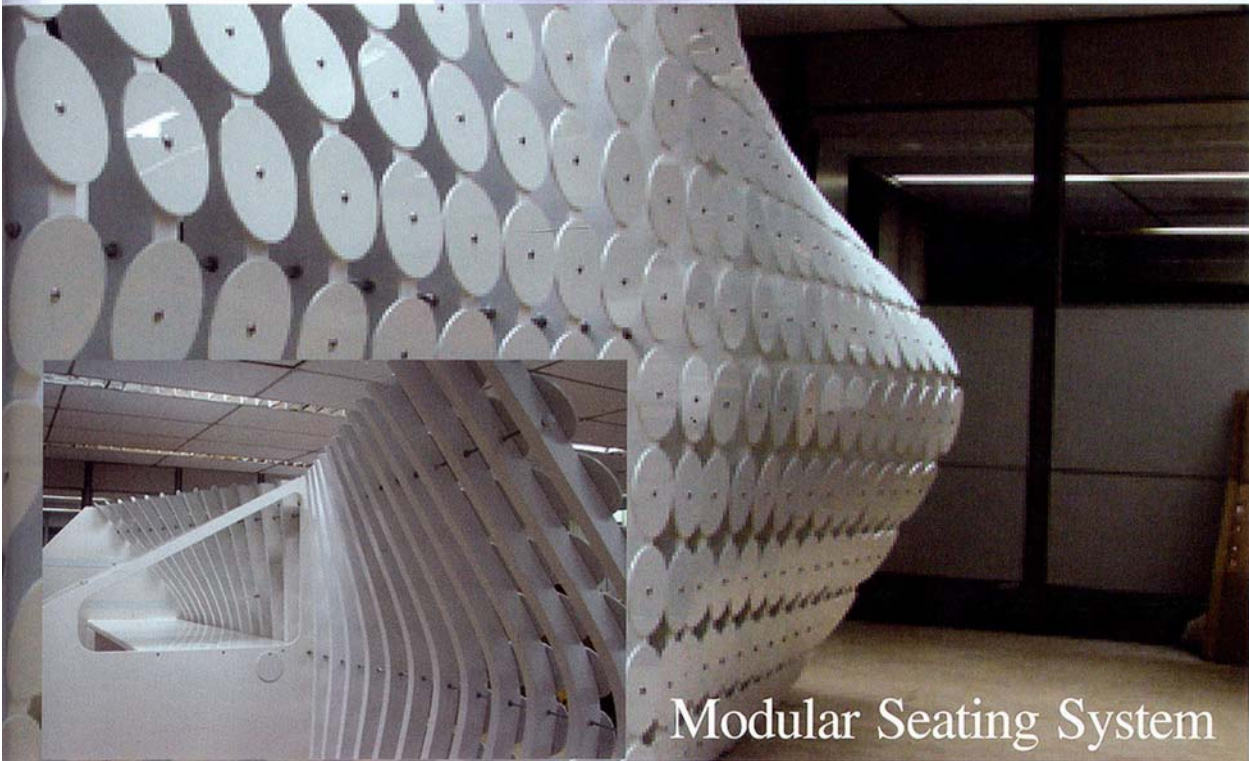
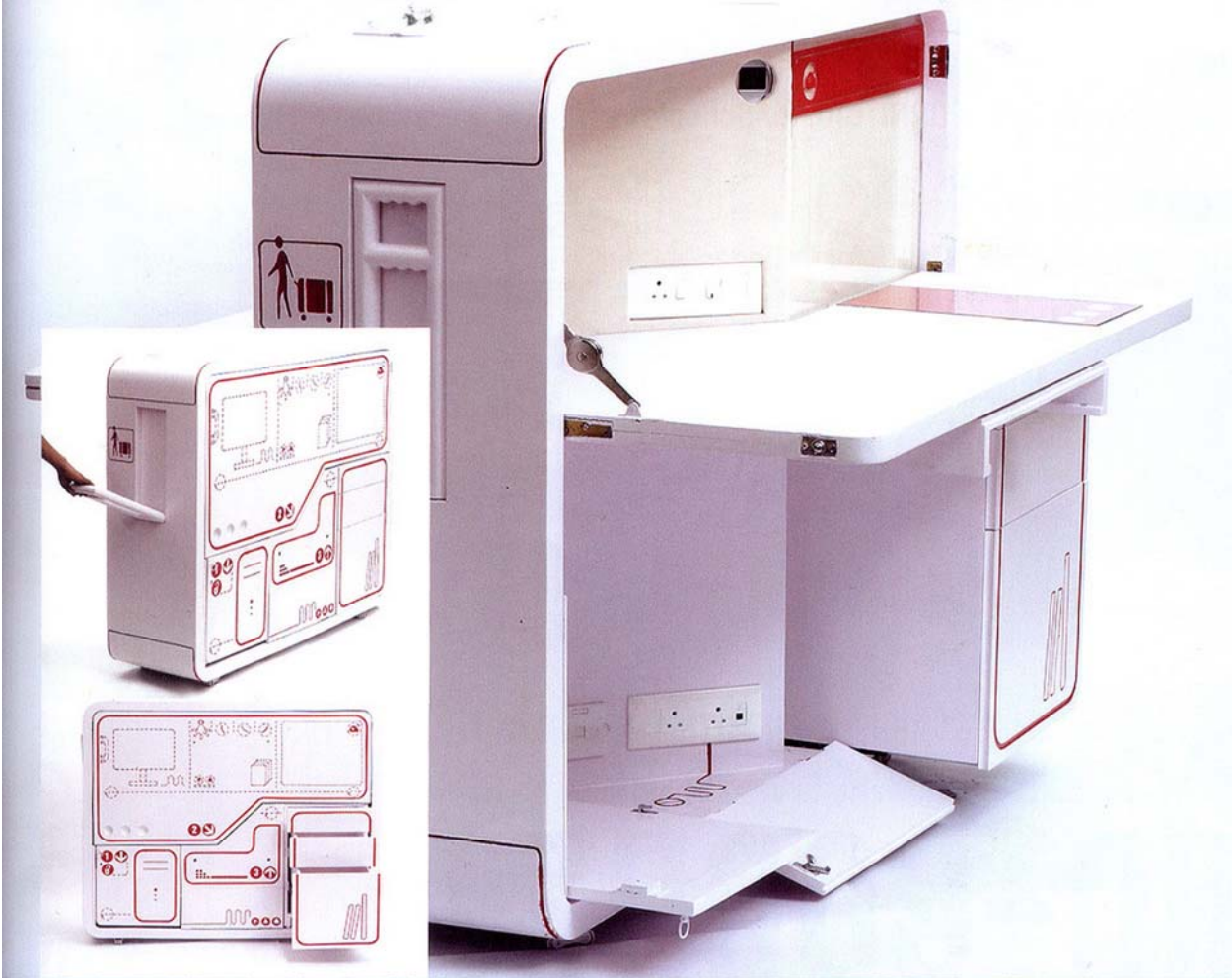
Both the participants prepared their mock-ups over a period of 4 months. The second jury meeting held on 12th October 2007 unanimously selected Planet 3 Studio, Mumbai as the winner.

In a glittering function, held at Sun-n-Sand Hotel, Mumbai on 27th October 2007 attended by over 350 invitees, Planet 3 Studio was handed over a cheque for Rs 2,00,000/- by Mr. Navroze Godrej. He avered that "the contest was an ideal platform for Indian architects, interior designers and product designers to actively participate in designing exciting futuristic furniture products which are innovative and meet international standards". Ar. Nitin Killawala, President - IIID, added that "the fundamental idea was to involve the interior designing fraternity and product designers to develop products which suit the evolving and elated customer needs which could be developed and manufactured in a mass manufacturing set-up". While, the IIID Awards Committee Chairman, Mr. Tushar Desai, said that "in Godrej-Interio, IIID had found an ideal ally, to achieve its commitment to take good design to people and he was confident that the next awards will see still greater participation".

Since then, the prototype has reached an advanced stage of development and is expected to go into commercial production before this year - end.

In the meanwhile **IIID-Godrej Innovations 2008** has already been launched. Look out for the announcement elsewhere in this issue. 

Modular Work Station System



Modular Seating System