

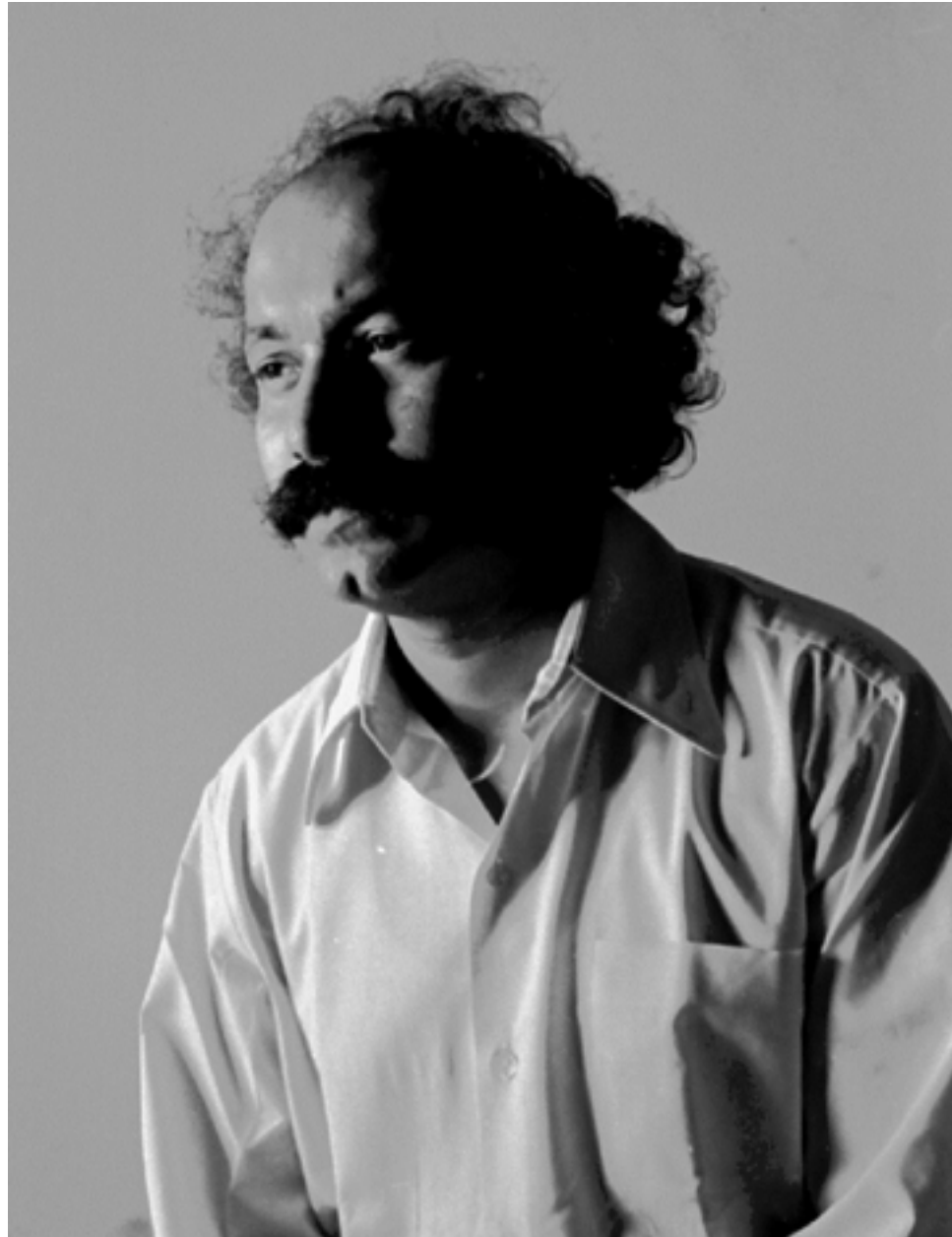
Lifetime achievement award

CUMULUS MUMBAI 2015
IDC, IIT Bombay

Prof. SUDHAKAR NADKARNI



WITTY | WARM | PASSIONATE | REFLECTIVE



THE EINSTEIN WE KNOW
---- of the design fraternity ----

Childhood



KONKAN | MUMBAI

*‘For me creativity was natural ...which was
carefully polished first at J J School of Arts,
and then at Ulm Germany.’*



With Yashwant Chaudhary, his mentor



‘Leaving to go abroad in those days entailed a farewell from the entire neighbourhood (the chawl) where I stayed’



ART EDUCATION | ULM, GERMANY



ULM, GERMANY

Fondly called 'SUDHA' by his good friends at Ulm



ART EDUCATION | ULM DAYS | 1964

*Ulm education has penetrated in me,
deep into my way of thinking.*

Family man

After he came back from Germany, he joined NID as a teacher. He already had some thoughts about starting IDC and so he wanted to get married early and settle down. It was an arranged marriage, but can be said as love at first sight, when he met Ulka (his wife) in 1969. They got married on 28th February 1970



Mrs Ulka Nadkarni says that, *'IDC was his first wife and usually the second wife is more dear, but not in his case'*



FAMILY MAN





Life of Prof. Sudhakar Nadkarni



Professor Sudhakar Nadkarni

is a living legend in the world of Indian Design. He has the distinction of having initiated 3 major institutions in India: Industrial Design Centre at IIT Bombay in 1966, the Department of Design at IIT Guwahati in 1997 and the Design Management programme at the Welingkar Institute of Management at Mumbai where he is the dean currently. As an inspirational figure to a whole generation of Indian designers, he has heartily devoted himself to the cause of design in India amongst insurmountable challenges.

Prof. Nadkarni spent his early years in the town of Solapur, Marathi speaking, in the Western Ghats and in the Deccan. He was born on 10th May 1928. After his graduation from the University of Bombay in 1950, he worked for the Government of India in the Ministry of Design and Development. He was then appointed as the first head of the newly established Department of Design at IIT Bombay in 1966. He was instrumental in the establishment of the Department of Design at IIT Guwahati in 1997 and the Design Management programme at the Welingkar Institute of Management at Mumbai where he is the dean currently. As an inspirational figure to a whole generation of Indian designers, he has heartily devoted himself to the cause of design in India amongst insurmountable challenges.





His three children: Aditya (oldest), Sunhita and then Nandan



Mr and Mrs Nadkarni playing the role of Pandit's to get their own children married. They engaged in a two month long study of the Vedas and various rituals in order to perform the ceremony for their son.



Suhita's wedding



On the famous cycle, Suhita getting ready for a ride with dad. The cycle was quite sought after. He says, *'Very, often, I used to get a call from the watchman saying he had seen my cycle somewhere else'*



The Nadkarni family at IITB residence, B-43

The Teacher



NID, Ahmedabad
IDC, IIT, Mumbai
DoD, IIT, Guwahati
WeSchool, Mumbai

Trajectory of a design teacher who incepted
organisations and impacted lives like none others



NID building under construction, 1966.

Prof. Nadkarni joined NID in 1966 and taught Product Design along with Prof. Kumar Vyas

NID at that time was under Minsitry of Commerce and not Minsitry of Education

National Institute of Design (NID), Ahmedabad

IDC started in 1969. Prof. Nadkarni proposed the name as a school of Design which was not accepted by the officials, therefore it started in the name of Industrial Design



Prof. Nadkarni along with students painting the wall of the IDC auditorium, design by Prof. Kirti Trivedi



IDC, first batch, interviews in progress

1969 - 1997

IDC, Industrial Design Centre (IDC), IIT Mumbai

Chief Justice M.C. Chagla, Minister of Education
thinking of starting a design school in India

The advantage of starting a design programme at IIT,
was that the technological inputs were easily available
and IDC could focus on real issues of design and design
methodologies



IDC PD Student 1ST BATCH Send off Party

IDC, Industrial Design Centre (IDC), IIT Mumbai

Incepted IDC,
a part of it for
28 years and
headed the
department
from **1969-1985**
and **1994-1997**



Prof. Nadkarni with students on the IDC staircase

After retiring from IDC, Prof Nadkarni wanted to start a design program at a bachelors level and IIT Guwahati was coming up in 1997. He used this as an opportunity and presented a proposal for a B.Des program at IITG. He had to fight in order to convince the government officials about it. He accomplished the task and headed the Department of Design at IITG which stands tall today.



1997

Department of Design, (DoD), IIT GUWAHATI



With the Directors, IIT Bombay and IIT Guwahati

Design expands as a strategic tool
Business Design program at WeSchool, Mumbai



With President Pratibha Patil and the CM



WeSchool, Mumbai



Interdesign is an initiative of the
International Council of Societies of
Industrial Design



Specially designed cardboard furniture on the roof top of WeSchool
for Interdesign, Mumbai

ICSID, WeSchool, Mumbai



Mera gaon, mera desh at WeSchool
Prof. Nadkarni with Prof. Dr Uday Salunke (Director, Wellingkar Education) and Hon'ble
Shri Jayant Patil (Rural Development Minister)

my village my country, WeSchool, Mumbai

Guiding dignitaries and visitors



Minister Shri C. Subramaniam's visit To IDC



Prof. Brinewood visit To IDC



Hand Cart designed by Centre as a Mobile Stall, Begum Ali Yavar Jung visit



Visitors from All India Instruments and Manufacturers & Dealers Association



Prof. Wasvani's visit to IDC



Prof. Flenkesten's visit



Exhibition Stand, Mr. Bimal Sen's visit



PD Diploma 1st Batch Exercise



Planning Science & Technology Minister visit



Quit India, Maharashtra State Float
designed by Prof. Nadkarni

IIT Convocation 1972, Chief Guest
Prime Minister Smt. Indira Gandhi's
visit to the exhibition which was
designed By Prof. Nadkarni

Being influenced and influencing others

With Prof. Kohei Sugiura





The Designer

Exhibitions, Products, Signage & Environmental Graphics

Exhibitions

France in Industrial India
Indo-French Chamber of Commerce
Bombay - 1971



TRYST WITH DESTINY

Ministry of Education

Delhi - 1972

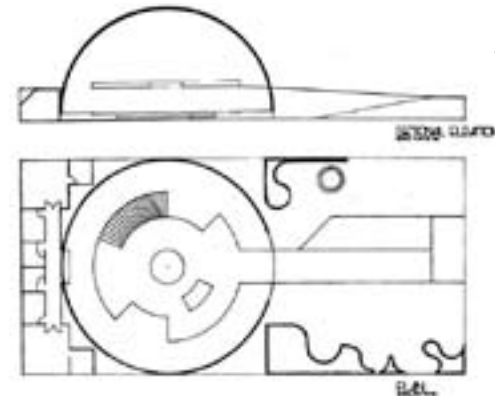


Made in India

State Trading Corporation

Govt. of Maharashtra

Delhi - 1979



1,2 The model of the STC Exhibition
3 Prof Nadkarni discussing the model with the Govt officials in delhi



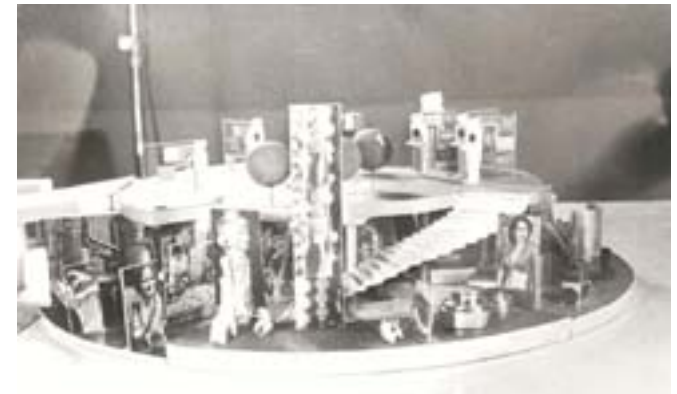
These preliminary exhibits were designed to startle, surprise and delight the viewer with dramatic presentations of facts not commonly known about ancient India's achievements including major agricultural achievements, manufacture of a variety of export products for markets ranging from Greece and Rome in the West to Borneo in the East.

The space was distributed keeping in mind the content to be highlighted more and which makes a point.

The STC dome houses approximately 650 Square meters, eight different kinds of activity.

70%
EXPORT
 Agriculture
 Marine products
 Textile Jute, Ready made garments
 Industrial - Heavy, Light, Chemical,
 Sport goods, Handicrafts

15%
STC ORGANISATIONAL SET UP & CASE STUDIES.



The main display was within the dome, at two levels. At the ground level the visitor viewed India's vast and diverse agricultural activities, which are a strong support to its export trade. At the same time, the viewers get the feel of an India

humming with new industrial activity and contemporary technology: light and heavy engineering, chemical and pharmaceuticals, electronic goods, machines and machine tools, cement etc.

Made in India



At the second level, i.e. on the mezzanine floor viewers get the glimpses of international markets and how STC was taking Indian made good to all these markets and making 'Made in India' a respectable "Brand" through out the world.

The photographs alongside show, some glimpses of the pavilion.



People involved in making this project successful are:

Design

Bapat B.N.
Buragohain D.N.
Chatterjee S.
Chitre Dilip
Chaudhary Y.T.
D'Suzat Osborn
Govindrajan M.S.
Guruji C.S.
Joshi Uday
Nadkarni S.
Panikar J.T.
Pradhan Kishore
Trivedi Kirti

Graphics

Agarkar G.R.
Kshirsagar S.J.

Photography

Dalwadi P.M.
Nagarkar A.K.
Patkar D.V.

Model and Prototype

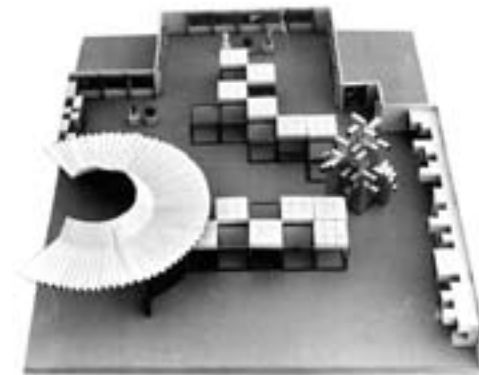
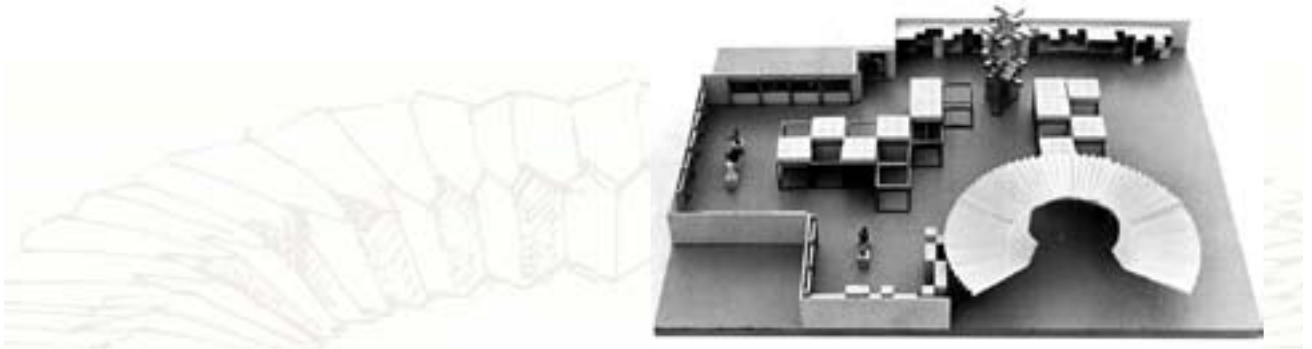
Dutta A.K.
Hutke B.J.
Kandari D.S.
Panicker N.S.
Wankhede P.D.



Made in India

Trade Fair Authority of India

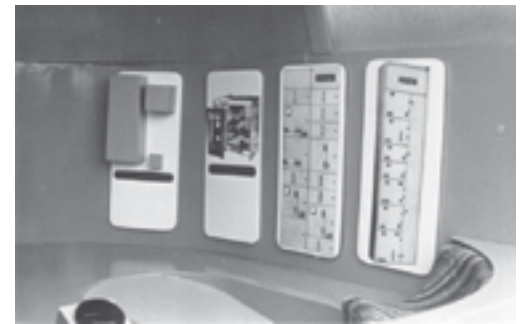
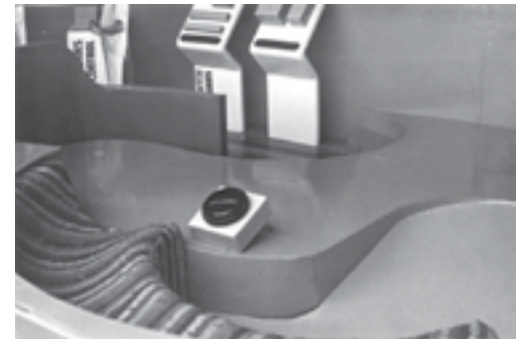
Moscow - 1978



Permanent exhibition of Switch Gear Products, Bombay

Client: Larson & Turbo, Bombay

1985



Laser in Industry, Bombay

Clients: BARC, TIFR



The idea was evolved due to the technology coming into India. Client TIFR (Tata Institute of Fundamental Research) wanted to promote LASER, as it is being used by the industry for various applications. The exhibition was installed at Nehru Centre Mumbai.

The concept for the exhibition was taken from the colour of laser that is red hence the background or the feel of

the exhibition was kept red. Various applications were displayed. The roof of the Nehru Centre was under construction, so the use of canopy was done in order to hide the top.

The displays were self standing. The various themes included Laser in Telecommunication.

Prof. Ravi Poovaiah along with Prof. Sudhakar Nadkarni worked for the design of the exhibition.



Plastics - Muscat, 1995

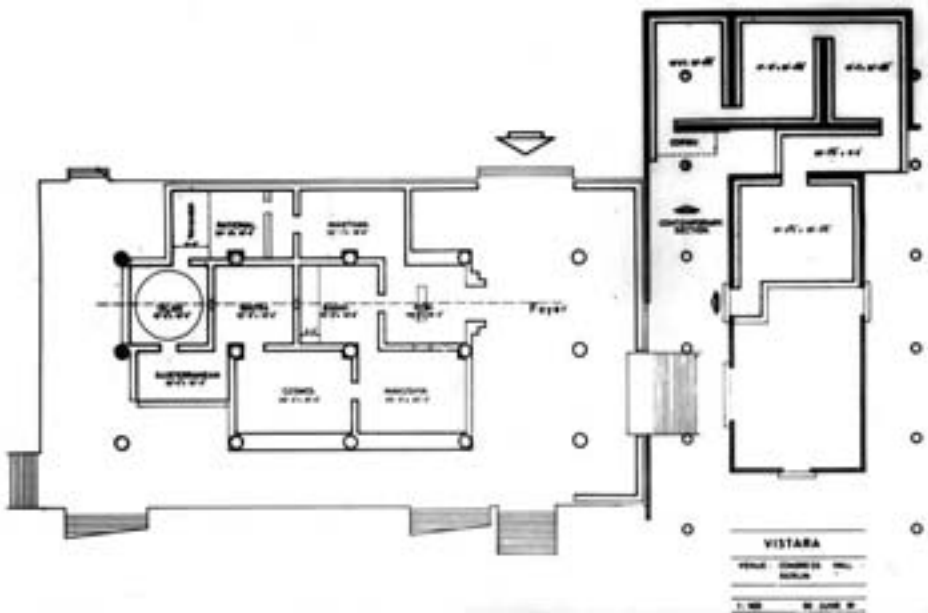
Clients: Reliance, India



VISTARA

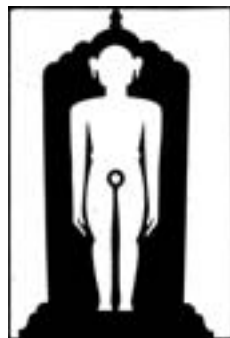
Festival of India

India, Japan, Russia, Germany - 1988



VISTARA

an exhibition based on the
architecture of India was a
part of the Festival of India



VISTARA
Festival of India
India, Japan, Russia, Germany - 1988



VISTARA

Festival of India

India, Japan, Russia, Germany - 1988



He used to complete his office duties at IDC in the morning and in the afternoon everyday went to Nehru Centre in Bombay. He worked on panel by panel, photograph by photograph so that they convey the right theme, it was a team work. Every thing was integrated in one panel. Tracking system was used for the lights. Panel surface was chosen according to the theme of the area. Panel surface was a textile and colour was selected according to the particular theme of the area, example for Rajasthan, san colours were used, for British area, colonial environment was used - wall paper was used.

This is one of the big exhibitions Prof. Nadkarni has handled with a big team.

There was large amount of material to be transported including all the artifacts.

Prof. Nadkarni says that "It was like a CIRCUS".



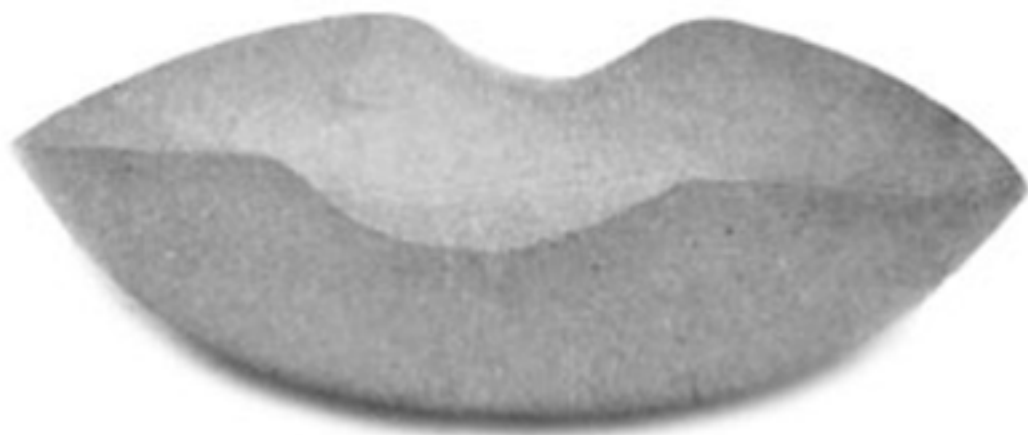
ВЫСТАВКА ИНДИЙСКОЙ АРХИТЕКТУРЫ ВИСТАРА



VISTARA
MOSCOW

Products

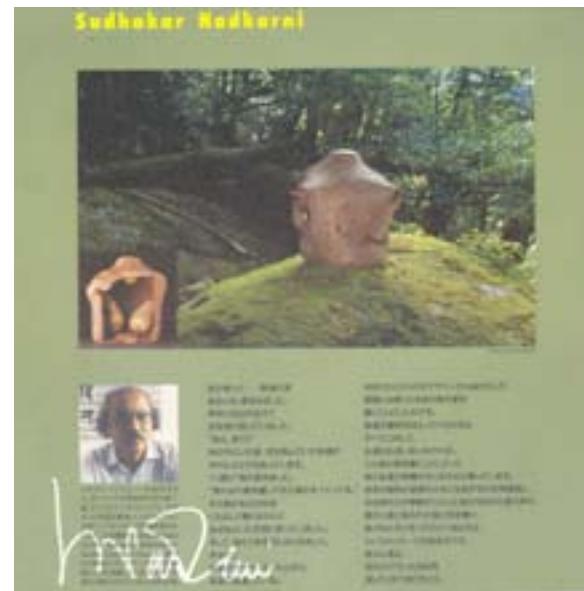
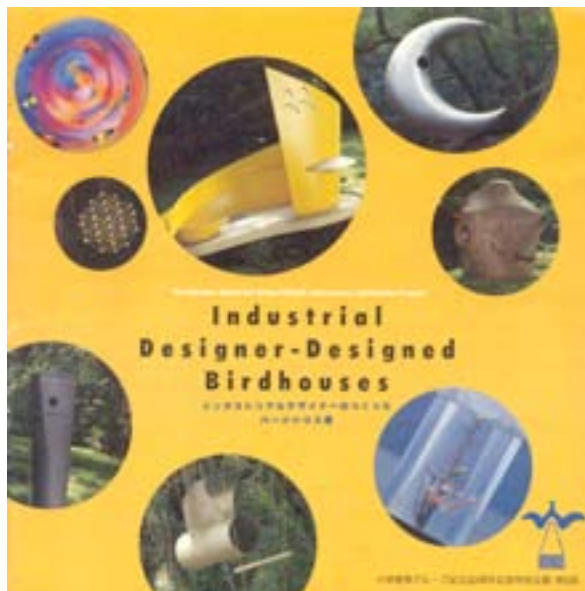
Redesigned Ghamela



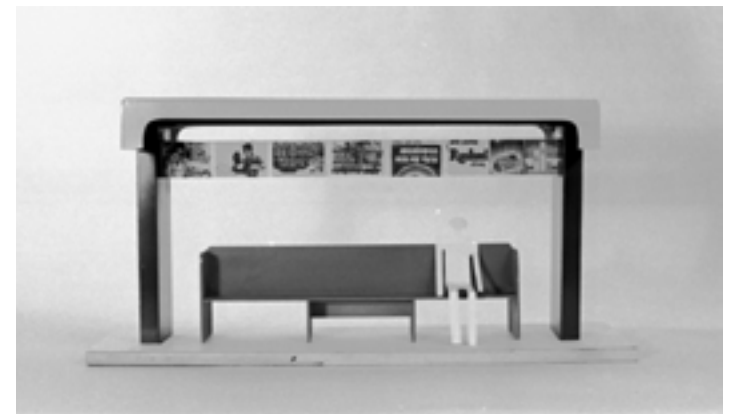
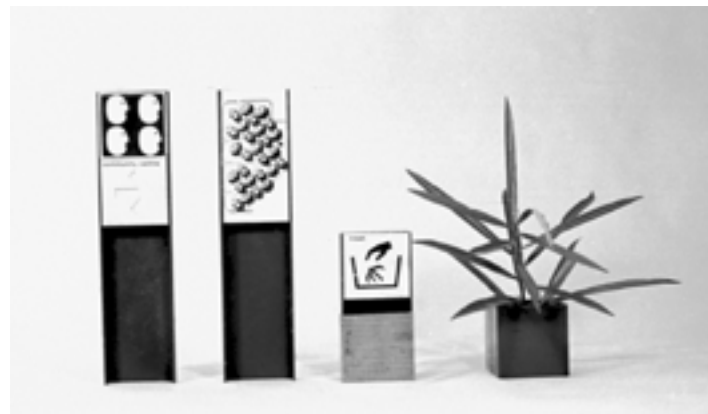
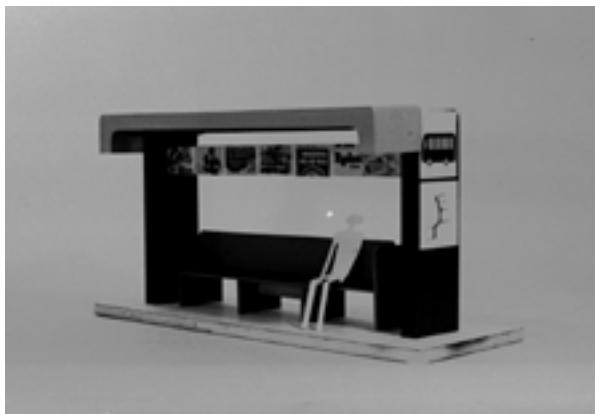
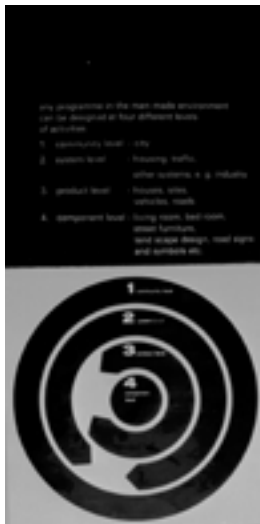
Redesigned Ghamela



Cart and birdhouses



Redesigned Street Furniture for CIDCO



Products designed at NID | 1966 - 1969



Food Mixer, 1967

Client: Rallies India Ltd., Bombay

The mixer was designed for Rallies India Ltd. Handy form has been given to the mixer.

Ceramic Utencils, 1968

Client: NID

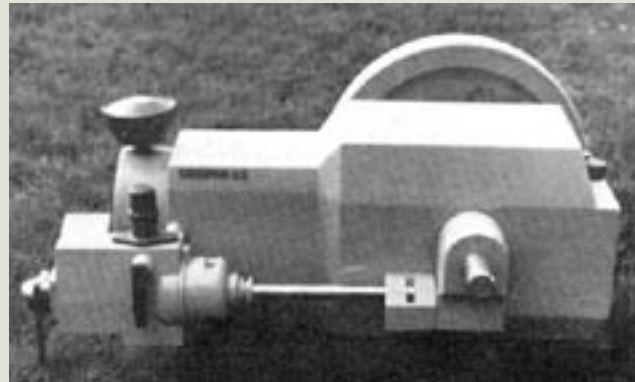


Electrical Plugs, 1968

Client: Larsen & Toubro

Diesel Engine, 1968

Client: Walchand Industries, Bombay



The diesel engine was designed for Walchand Industries. It was a total redesign of all the internal and the external forms. Internal parts and projections have been integrated into the functional aspect of the design.

Water Cooler, 1967

Client: Usha



Products designed at IDC | 1969 - 1997

Hawkers Cart, 1973

Client: Society for Clean Cities, Bombay



At the instance of Begum Ali Yavar Jung, President, Society for Clean Cities, a hand-cart, was designed, which had features like sufficient storage facilities and proper canopy for being used as a mobile stall by the hawkers.

Maharashtra Float, 1973

Client: Maharashtra Government



Prof. Nadkarni working on the model of the float.

At the instance of Begum Aliu Yavar Jung, President, Society for Clean Cities, a hand-cart, was designed, which had features like sufficient storage facilities and proper canopy for being used as a mobile stall by the hawkers.

Products designed at IDC | 1969 - 1997

Fan and Regulator, 1974

Client: Crompton Greaves, Bombay



This was a project, which has made a mark in the product design. This was undertaken when IDC completed five years that is in 1974. The design of the regulator was done such that the knob fits in the whole design. For this a step was given for the knob and top part has all the electronic parts. This way it makes easy for packing the product and gives a neat look.

In case of fan design, the rotor was put inside the fan, sheet metal was thought of for the cover as it costs less and manufacturing is easy. Blades were given the angle insted of the brackets.

Telephone Cable Repair Van

Client: MTNL, Bombay



Liquid Nitrogen Container (Cryocan), 1990

Client: IBP (Indo Burma Petroleum), Nasik



Products designed at IDC | 1969 - 1997

Handheld Computer, 1990

Client: Encore Electronics, Bangalore



For the hand held computer various concepts were built up and tried out with prototypes in POP and styrene.

Computer Monitor, Keyboard

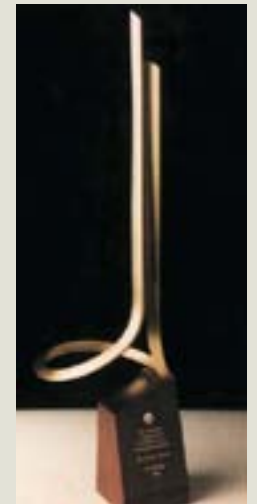
Client: PSI, Bangalore



The computer Monitor and keyboard which was integrated into the system were designed for PSI, a Bangalore based company in 1981. The keyboard was completely developed for the company. The machine was named as 'Action Station', due to the multi-functionality it had.

Memento for Alumnus

Client: IIT, Bombay



This is one of the products done by Prof. Nadkarni which has become a symbol of respect and is presented as a memento to the distinguished alumnus of IIT, Bombay.

The Distinguished Alumnus Awards memento a spiral-asymptote sculpture in gold plated brass. It symbolizes diligence and perseverance.

Products designed at DoD, IIT Guwahati | 1977 onwards



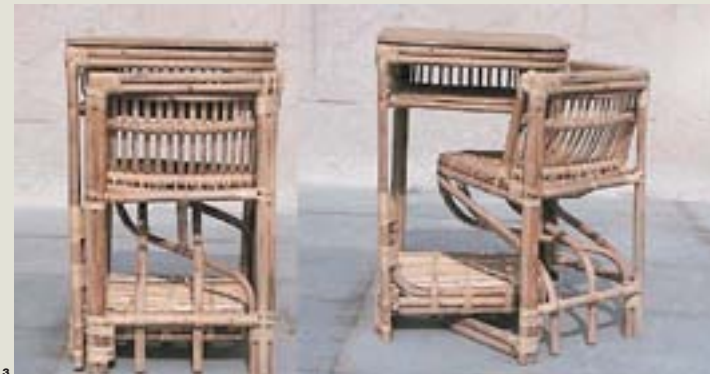
1,2 3,4 Bed for the patients

Hospital Furniture

Products designed at DoD, IIT Guwahati | 1977 onwards



5 Wheel chair
6 Serving trolley
7, 8 Oxygen cylinder carrying trolley



1 Prof. Sudhakar Nadkarni discussing the furniture designs with the craftsman who is sitting on the table and chair designed by him

2, 3 Table and chair, the chair goes inside the table and the whole unit becomes compact

Products designed at DoD, IIT Guwahati | 1977 onwards

School Furniture



4



5



5

- 4 A setup of a classroom with the furniture
- 5 Students using the desk
- 6 The book shelf for the library



7

- 7 Book shelf
- 8 Bench
- 9 Lab table and stool



5

Signage and Environmental Graphics

Graphic work

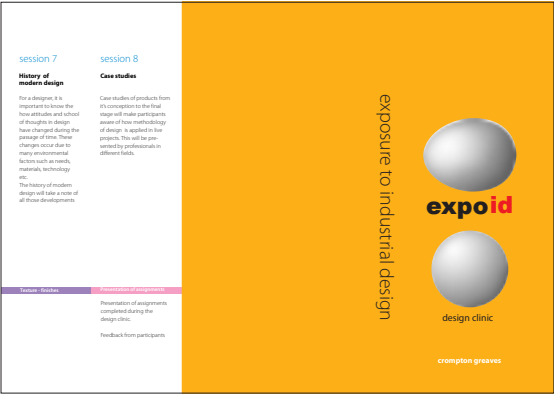


“My role in this voyage was like that of a joker who has to master all acts, gymnastics as well as all tricks. As a designer, which I love being the most, as an administrator with no experience of any kind, as a promoter to make the stakeholders aware of the role of design and as an educator, which I never thought would be my destination.”

Redesigning the Brand Image for IOC Ltd.

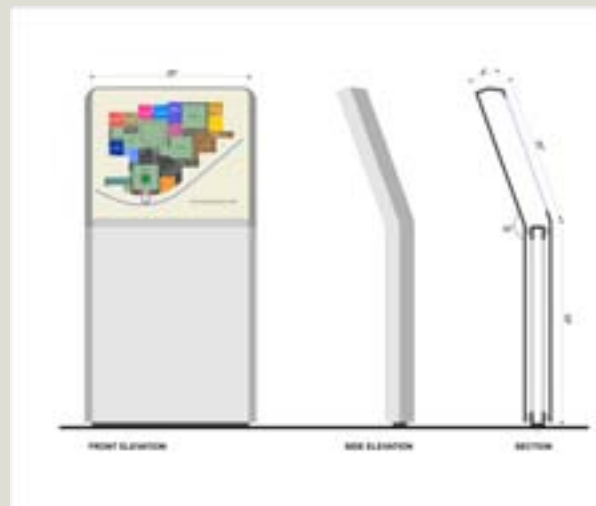
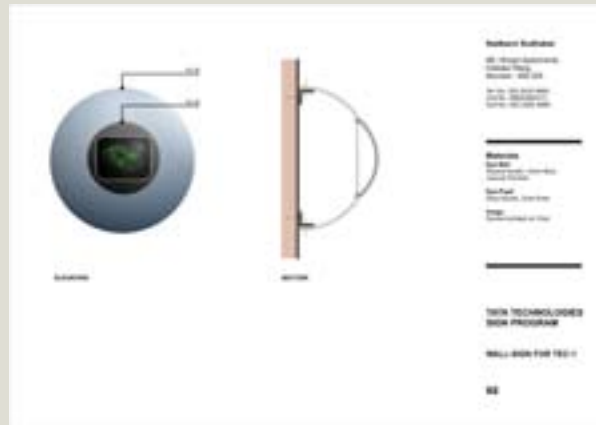


Graphic work



Signage and Environmental Graphics

Tata technologies



Murals, Signage and Environmental Graphics.

City Center, Calcutta



Product development and
Research Center, **Mahindra**
World City Chennai

Signage Program,
Murals, Wall graphics



Product development and Research Center, Mahindra World City Chennai

Signage Program, Murals, Wall graphics



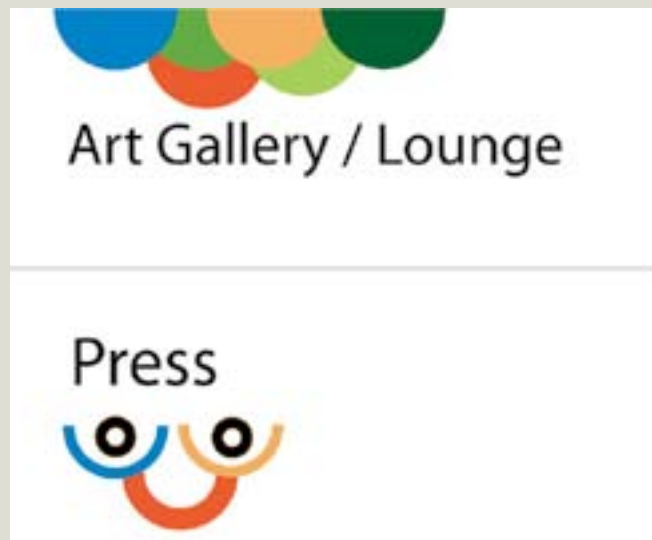
Mahindra & Mahindra Ltd
Product Development and
Research Center
Mahindra World City Chennai

Signage Program

- A - Signage at Junction
- B - Signage at Road Curve
- C - Signage at T-Junction

Kala Academy, Goa

Signage Program, Wall graphics



Honours





1 9 3 6 ●
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sudhakar nadkarni: designer, mentor, visionary, teacher extraordinaire.

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Tribute... from family, friends and followers

From a compilation made for his 75th birthday

W**ISE**
W**ISE**
W**ISE**

Happy Birthday Sudha from Shekhar Maryjean Sen and Asha



SEN, SHEKHAR, SUDHA MET AT NID
AHMEDABAD IN MID SIXTIES 1968 IN
BARODA DECIDED TO ESTABLISH
MULTIDISCIPLINARY PRACTICE IN
MUMBAI IN NEAR FUTURE, DURING THIS
FIRST DRIVE TOGETHER. JUST AS THIS
CARD BOARD CAR THAT GOES
NOWHERE. HERE WE ARE TODAY.
CELEBRATING SUDHA'S LANDMARK
75TH BIRTHDAY. BUT HE COULD HAVE
GONE **NOWHERE** WITHOUT ULKA. **SEN**
WONDERS IF THREE IDIOTS CAN START
THAT DREAM OFFICE **NOW HERE !**

on my baba...

He's been a father who has often forgotten to pick us up from school, never knew our birthdays or which grade each of us were in and was not home much on weekends. He's also been someone who did my school summer projects (so much so that my teachers insisted on IDC executed projects for annual government evaluations of our school). Between the two of them they carted me to drama and dance workshops, Aditya for his music and Nandan for his sports camps all the way to the city (it was a big commute then). Growing up with my brothers, there were no stereotypical roles to be played and no pressure to be part of mainstream IIT campus sensibility for career choices. On his recent visit to San Diego, right around the time Aalam was born, he spent the month balancing between reupholstering, fixing old furniture, making some new useful pieces, burping the baby, And, carrying on teaching 2 classes long distance.

It is easy to be led by his example, mostly because he is deeply a happy man (sometimes a scary man too) and its easy to see where his happiness comes from. To put his head down and to meticulously do whatever that needs to be done. This is how I know him as my 'Baba'.



Suhita

Sudhakar is indeed very very special - without doubt, one of the finest and most versatile designers India has produced in the many decades since independence. It is an honour to be his collaborator - and his friend.

- Charles Correa

Dear Sudha,

When I look back on my recollections of Asia, your warm, sometimes mischievous gaze is always shining at the most profound layer of my memory. It is the gentle light of an enlightened sage.

While keeping the tradition alive of a milk stand in India, where men and women stood in separate lines, the contemporary design of your graduation work astonished the European designers.

I now realize that the wisdom that unites men and women is also the wisdom that joins Heaven and Earth, East and West, human beings and nature.

With all the best wishes and the deepest friendship,

Sugi

Prof. Kohei Sugiura

Dear Prof. Nadkarni:

We have been acquainted with each other for so long time.
Let me express my heartfelt congratulations to you for your very happy 75th birthday.

I see Indian design has come to great development. I clearly remembered your activities. You are no doubt the ancestor of the design field of India.

We, GK Design Group seem to take on a mobile phone design in India, I am very glad to keep having a good relationship with India.

I am looking forward to seeing you again in the near future.

Happy birthday again!

All the best,

Kenji Ekuan
(GK Design Group)

There are few people who could impact generations, ever fewer contribute really shaping future generations, and even lot less who could do it all with a child like enthusiasm.

You have enthusiasm and curiosity about everything! Your inquisitiveness is infectious and your passion for design and therefore for life is unique.

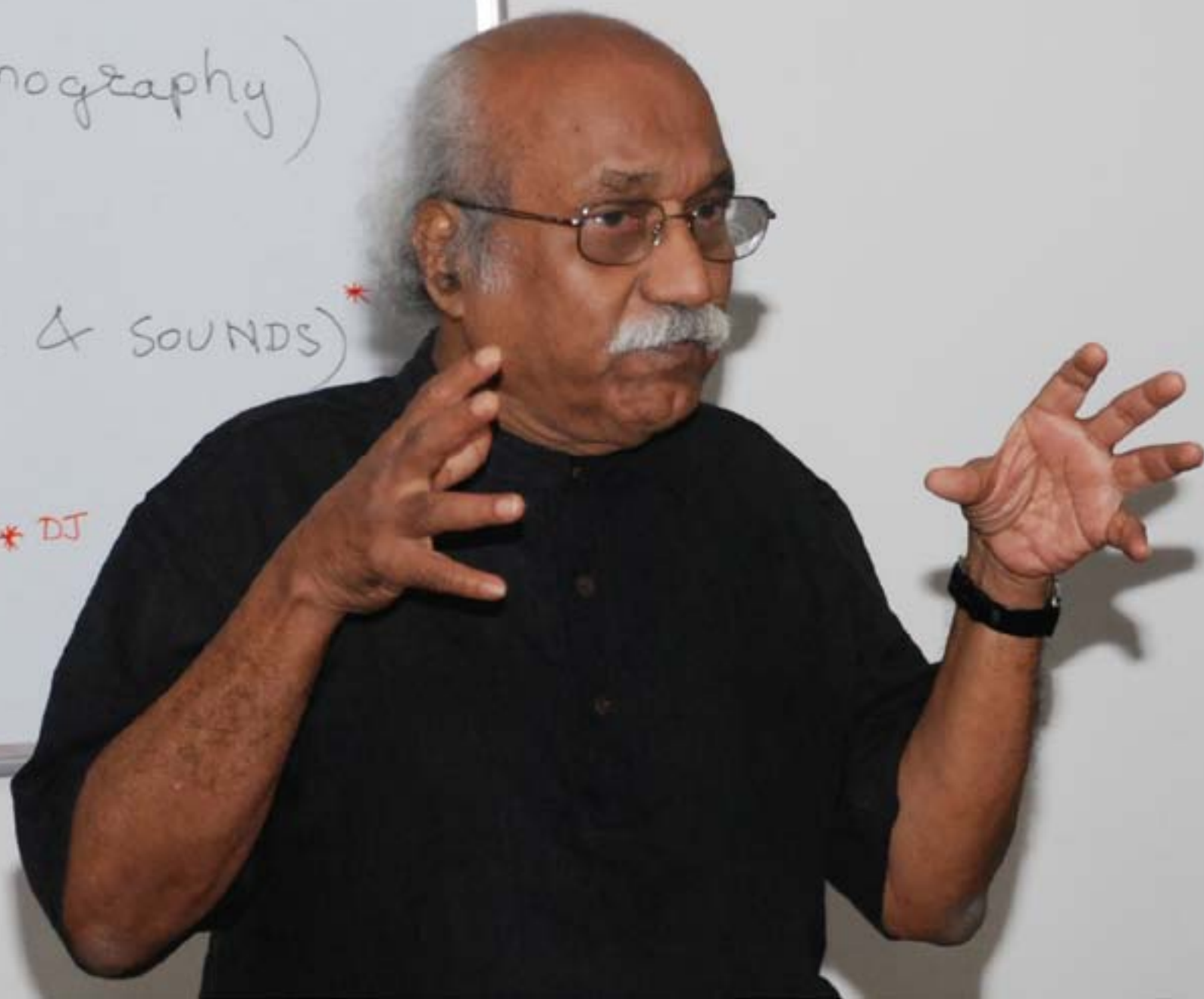
- Satyendra Pakhale

RE (621)

30 (Ethnography)

(MUSIC & SOUNDS)*

* DJ



Thank you for making us who we are
and for making this space where we all stand today





Design consciousness is just awakening in India !









