

VID'YUT

Industrial Design Competition

“While attempts to innovate have gone from flying ones to ones with frills, it appears that the umbrella is a perfect technology that cannot be improved upon.”
- Manu Joseph

Has the umbrella simply reached the end of its evolution chart?

Is it really a...perfect design?

We live in an age where technology and products are evolving constantly, a race where they're up to their neck trying to outdo one another - seeing who can drop the biggest innovation as fast as possible. The phone is a simple example of the phenomenon. We went from wired chunky landlines to the world in our palm.

In such a time it is odd to see that the umbrella, a very important 'device' we carry around in the Monsoons and summers that has stagnated well into a millenium. The strange thing is, the umbrella does not even completely solve one of the things it set out to solve.

Keeping us dry.

“Umbrellas shield people from the rain, but the current design is far from perfect. They fold down into soaked, dripping messes, crumple when hit by powerful blasts of wind and fail to safeguard us from muddy puddle splashes”
- Smithsonian

That is why it is imperative that we shake up one of the most commonly found designs of today and try to see what are the other multiple options we have that will not just be radically different, but improve upon the solutions it gives.

UNLEARN



One of the ways to approach the umbrella is to unlearn it. Unlearn whatever we know and design from ground zero. All great design is by fundamentally rethinking what it is and what it could be!

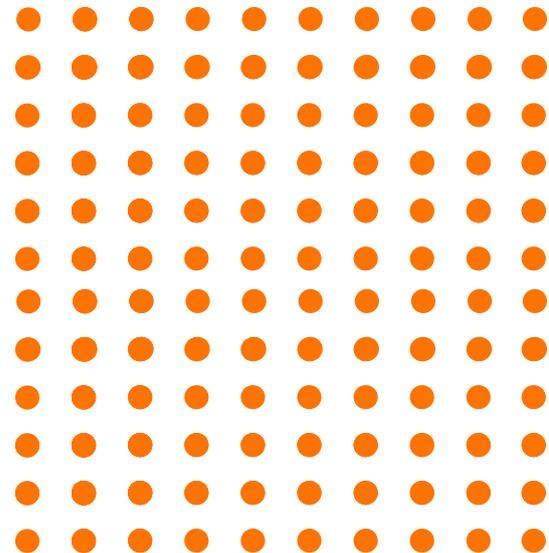
The design has to clearly address the problems that will be defined by the participants and evoke a response that should ideally be radical yet still being functional. 'The more you unlearn, the more you find.'

The challenge, should you choose to accept it, is to reinvent the humble umbrella.

SUBMISSION REQUIREMENTS



- A minimum of 2 A3 sheets and a maximum of 4 A3 sheets can be utilized to present the design.
- Mode of presentation of the Sheets is left to the participants. However, it should contain the final product.
- A non editable copy of the sheets (maximum 15MB) is to be submitted by 11.59 PM, 12th February 2019.
- A typed statement of the work, 200 words max (Non editable PDF) is also to be attached.
- Concept visualization and implementation can be manual, digital or both.
- Metric system of units to be mentioned and more illustrations than written content is preferred



JUDGING CRITERIA



- Innovation in concept
- Understanding of Ergonomics
- Modularity and ease of use
- Improvement level over original design
- Final Product.

RULES AND REGULATIONS

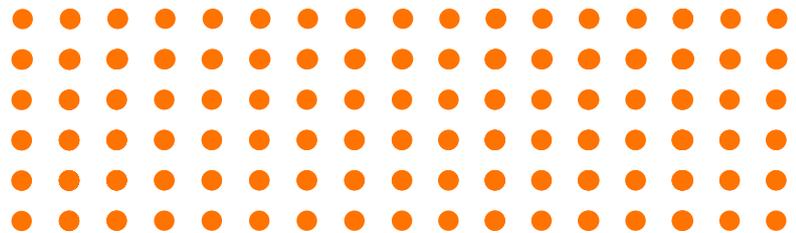


- The competition is only open for Undergraduate and Postgraduate students.
- A maximum of 2 students can work on a single entry. Multiple entries from the same college are encouraged.
- The name of the college and the participants should be mentioned in the body of the letter and on every sheet.
- Entries should be sent with the subject ; “Vidyut 2019_(college name)_(participant name)” to vidyut@archcult.org
- All entries must reach us before 11.59 PM, 12th February 2019
- All text should be in English.
- Kindly ensure that the entire process leading up to the final design is mentioned within the sheets and the write up for the juror's comfort.
- Prizes worth Rs.8000 are to be awarded.

<http://vidyut.archcult.org/>

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 | **archcult'19**

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