

# Design Epiphanies : the Ancient Indian way

IOE18 001

20 seats

Ahmedabad Campus

## COURSE FACULTY



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Current Affiliation : Senior faculty,  
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Education : Masters in Physics followed by a Post-Masters Diploma in Space Sciences, certified in Complementary Medicine and therapies, and has undergone two years Faculty Training programme at the National Institute of Design, India.

Experience : 25 years working on the synergetic convergence of Design, Science and Technology and Management and ancient wisdom . Currently working on his thesis on Cognitive Neuroscience of creativity and leadership from the IIT, Gandhinagar.

## OVERVIEW

**KEYWORDS :** Design epiphanies, cognitive neuroscience, ancient wisdom

All designing emerges from a moment of epiphany- the famous eureka moment - a moment when hours, days, weeks or even months of effort on a given design problem (wicked or otherwise) seems to fall in place in a flash.

At that moment, design seems automatic or spontaneous.

In today's world where the consumers? Minds are changing every moment, how do you design in way that is not only accepted but is embraced and yet has the ability to uplift life blissfully?

## OBJECTIVE

Explore tools and techniques of how epiphanies happen and how it can be made to happen at will.

Look into the timeless Indian concepts of epiphany like beauty, aesthetics, arts, and design thinking, to make design much more holistic.

Become a design yogi/seer-a spontaneous designer. Design epiphanies using the ancient Indian wisdom.

## METHODOLOGY

Lectures, demonstrations, watching movies, audio visual presentations, documentaries. Field trips.

The learning will be imparted based on the synergetic confluence of best of the latest in cognitive neuroscience and ancient wisdom

## FINAL DELIVERABLES

Installation or a case study presentation/ performance/demonstration