

OE2112

THE ASCETIC DESIGNER: FRUGALITY MEETING IMAGINATION



INSTRUCTOR

SUDHAKAR DAMODARASWAMY

I am a passionate designer who likes the big questions as well as the small after effects. My current interests revolve around: Application of cultural coding into technology products. Product tectonics and performative aesthetics. Design Craft.

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CO-INSTRUCTOR

NIJOO DUBEY

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I consider myself a sensitive designer with an eye for detailing and inherent acumen in fine arts. I believe that Design can make the world a kinder, cleaner and interesting place.

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OVERVIEW

Our recent experience with the pandemic forced us to live with constraints. How will it feel to respond as designers from a mental state of constraint, a ascetic state of being if you will? This is an experimental project with a contrarian approach which explores if a singular design element, say Texture can be used as a point of departure to respond to a larger situational aspect such as, say Isolation.

OBJECTIVE

The objective of the workshop is to test a thematic design approach, one of a forced limitation. To expose that constraints are but seeds with rich possibilities.

METHODOLOGY

The workshop anticipates the use of a meditative and reflective approach to create an ascetic focus and a clarity of connect, to derive a richly poignant expression. The participants in the workshop will be guided to revisit and draw from their individual experiences during the lockdown through Self-ethnographic and Auto-ethnographic means, and choose a Theme for intervention. The participants will then use their existing skill sets to extrapolate on their individually chosen Design Element to respond to the chosen Theme.

KEYWORDS

Poetics Of Expression, Semantics, Aesthetic Dimensions, Conceptual Design, Object of Desire.

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