International Open Electives | 27th Jan-7th Feb, 2014

Workshop Details:

**Title:** Sustainable Products & Installations – Inspired by Indian movies

**Faculty:** Aart van Bezooyen and Paula Rache

**Maximum participants:** 20

**Venue:** NID, Ahmedabad

**Overview:**
This workshop is focused on using natural and waste materials, finding out their properties and qualities, and translating this into fun products and installations inspired by Indian movies to change people’s behavior for a better environment.

It is based on “The Fun Theory” and is conducted in small groups. At the end, all materials, objects and installations are brought together in a final presentation with a smile for all.

**Objective:**
- Innovative approach to experience the making of products and installations through material exploration.
- To develop better understanding of sustainability and serious environmental issues

**Methodology:**
- Research of related information and interesting facts
- Collect, organize, interpret, photograph natural and waste materials
- Hands-on experiments to explore material characteristics
- Create products or installations based on the material exploration and/or inspired by Indian movies using “The Fun Theory”

**Faculty Profile:**
Aart van Bezooyen founded Material Stories in 2005 to consult industry, companies and agencies with materials thinking focused on innovation, branding and more sustainable design. Together with Paula Raché he initiated the six month “It's Not Easy Being Green” project exploring sustainability around the world.

He teaches and lectures material driven design at universities in The Netherlands, Germany and Poland.

**Current affiliation:** Materials Consultant and Interim Professor

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Paula Raché is a graphic designer. She worked with several design agencies on graphic, packaging and exhibition design. Currently she is also visiting teacher for textile design at the Hamburg University of Applied Sciences.

**Current affiliation:** Designer & Illustrator, visiting faculty

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