



SIAM - 4th Styling and Design Conclave 2010 - New Delhi

The event is organised by 'SIAM's Styling & Design Group', which looks after issues covering Vehicle Styling and its changing status in India. With the expectations of the Indian consumer completely aligned to those across the globe, the market is developing its taste for smarter looking automobiles with the industry needing to gear up to give its best. This group seeks to build linkages between Design and styling resources in India and overseas to share and disseminate information in areas of common interest.

Keeping this as the objective the SIAM Styling & Design Group has been organising the Styling & Design Conclaves, and is organising 4th Conclave on 'MOBILITY IN INDIA 2016' on the 7th January 2010 in Delhi.

The first three versions of this event have seen participation from eminent speakers from the Design fraternity around the world like Patrick Le Quement, Ken Okuyama, Justyn Norek, Olivier Boulay Roberto Piatti and others. This year also we are targeting to have many eminent speakers together both from India and abroad speaking on the topics related to the theme of the Conclave for this year.

The SIAM Styling & Design Conclave has been attended on an average by more than 300 delegates who are from the OEMs, Modelers, Designers Schools and Suppliers.

4th Conclave Brief:

Mobility in India 2016 - Design Evolution

The direction and pace that Automotive Design will take in India driven by the market forces, segmentation, buyer preferences and aspirations. Considering that Design is at a very nascent stage in India - do we have an opportunity to react more positively to Local demands, expectations, requirements, Technological, safety and regulatory changes with fresh ideas which will help to evolve a new Style Language and roadmap which does not necessarily follow that of the Developed countries.

Another session dedicated to how can the evolution of Automotive Styling be accelerated in India. In this we benchmark some countries like Korea which has made rapid strides in the last 10 years to see if there is any learning and opportunities.

In the last session invited speakers will share the Success stories from India be it the indigenous development of the small car - right from the Business model to the design, to the outsourcing story or lastly the highly competitive 2 wheeler industry that is driven primarily on Design and value for money criterion. .

Automotive Design Challenge (ADC '09)

The Styling and Design Group has also organised the 3rd Student Automotive design challenge with the inviting entries from different design schools in India on the theme - 'Mobility for Indian Youth 2016'. For the same over 120 registrations have been received.

The Conclave will culminate with the Awards Ceremony for the ADC'09 with the winners being facilitated.

For the first time a **Automotive Designers Night** is being organized to allow Designers to meet informally and exchange views and network.



Theme- Mobility in India 2016 - Design Evolution

Proposed Agenda:

Date - 7th Jan 2010

Inaugural Session

0900 - 0930 hrs Registration & Networking
0930 - 0945 hrs Welcome Address - Vice President SIAM
0945 - 1015 hrs Keynote address - Painting a vision of the Future for Car Design.

1015 - 1030 hrs Short Tea Break

Session 1 - Design for Next Gen - towards 2016

1030 - 1100 hrs Keynote Address
1100 - 1130 hrs Impact on Design of Market Development & Evolution
1130 - 1200 hrs Impact on Design of Consumer Trends & Aspirations.
1200 - 1230 hrs Impact on Design of Technology Evolution
1230 - 1300 hrs Panel Discussion & QA Session.

1300 - 1400 hrs Networking Lunch

Session 2 - Catalysing Design Growth in Industry

1400 - 1415 hrs Keynote Address
1415 - 1500 hrs Country Speaker - Sharing Experiences - Korea
1500 - 1530 hrs Industry Speaker - Local Challenges and Focus areas
1530 - 1600 hrs Academia Speaker - Building Human resources - Challenges
1600 - 1615 hrs Panel Discussion & QA Session

1615 - 1630 hrs Short Tea Break

Session 3 - The Success stories

1630 - 1700 hrs The 4 wheeler case study
1700 - 1730 hrs The 2 wheeler case study
1730 - 1800 hrs The Service Industry Case Study

Session 4 - Awards Ceremony

1800 - 1845 hrs **Automotive Design Challenge - Awards ceremony.**
1845 - 1900 hrs Vote of thanks and Closing remarks