

ADI

Association of
Designers of India

Letter from ADI President



**“ADI is for all
designers, not
just one specific
design field.”**

Dear fellow Designers & friends,

“It gives me great pleasure to announce the official formation of the ADI – Association of Designers of India. This has taken a long time, over a year actually, since some of us from Pune and Bangalore felt strongly that there was a need for a pan Indian designers association with local chapters. So we dissolved our localised bodies and set to work forming this association properly as it should be, and we’re glad to note that it has been duly registered with a well worded charter, detailed plans of membership, and so on. ADI is for all designers, not just one specific design field.

We would urge you to be a member and to start forming your local chapter as fast as possible. We have on the cards many exciting programs & plans that we would announce in due course. A detailed note outlines the ADI in the accompanying note that follows and needless to say the success of ADI depends on the quality of participation from the design community. Do read and join; our emails are available for any clarification, suggestions and feedback”.

Regards
Sundar

ADI Connect

February 2011



Vision

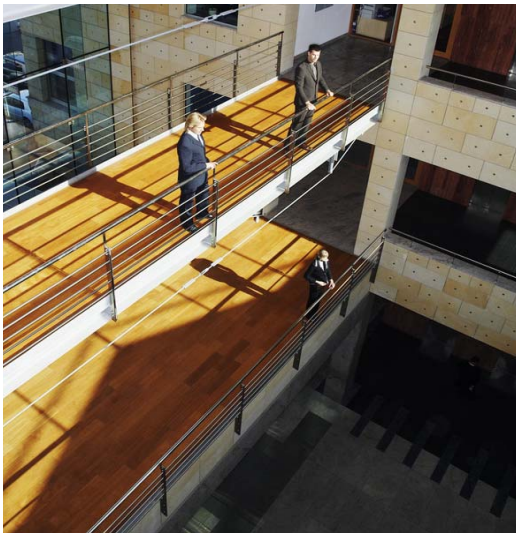
ADI vision is to be a world class network representing professional interests of Indian Design community, creating a meaningful interface between design professionals, people as users, the industry, education institutions and the policy makers.

ADI

Association of Designers of India

Association of Designers of India has been established as a society in the month of January 2011 as the first nodal body for professional designers.

This body is envisioned as the apex body looking into the wider interests of professional design practice in India. It aims to plug the long standing demand and gap of having an integrating organization which stitches together the concerns of professional design practice by Indians as well as creates an interface with the Industry.



Design forms a key component of the value chain and more than before, design practice today is as essential ingredient to Indian Industry's path of success.

" The roster of disciplines we have suggested can bring about measurable answers to some measurable aspects of the problem, but in addition they must provide the Designer with a questioning approach and a smell for appropriateness ; a concern for quality which will help him through the immeasurable relationships. "

Charles & Ray Eames in
The India Report, 1958

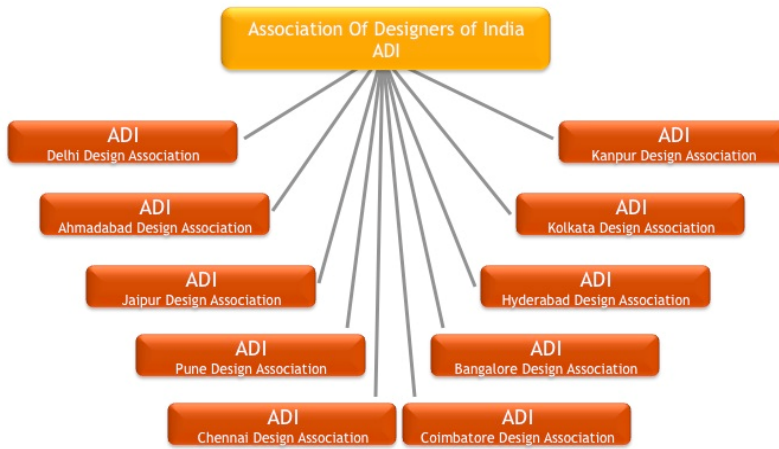
Key Objectives

- a. Create a strong network of designers in India,
- b. Build a platform for sharing design thinking and design case studies.
- c. Become a voice of the design professional community at government & policy-level, acting as an independent professional body represented at the India Design Council and any other Chartered Society of Designers.
- d. Lead the design community towards better quality of service, responsible design and smooth interface with the industry
- e. Promote compliance of ethical practice code amongst design community in India and become a competent body for facilitating arbitration for design issues

Secondary Objectives

- Increase awareness of "good design" amongst the "people" and "industry", through out-reach programs, publications, events & installations.
- Encourage Chapter level activity in promoting design and design related activities
- ADI shall network with national and international bodies related with , profession
- Promote India as a design service destination

Structure of ADI



There could be other Associations like Mumbai, Bhopal etc. Above is only an indicative example.

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Regional Chapters

Functional structure of ADI

ADI has been envisioned as a pan-India body with a federal governing structure. Key components governing the society would be ;

- a. **The general body of members**
- b. **National executive council or committee**
- c. **Regional Chapters and zones**

ADI will be governed at central level by an elected National Executive Council and Chapter level by an elected Chapter Managing Committee for governance under direct control and supervision of the National Executive Council (NEC). ADI will generate the strength for its activities through member participation at Chapter level (city) and also at central level. Each Chapter will be referred as “ **ADI, City Design Association**” [for e.g., ADI, Bangalore Design Association or ADI, Pune Design Association] in order to excite participation at city level in economic and geography centered clusters supported by the industry, design institutions and trade in those city regions. The National Executive Council will monitor the budget distribution and other financial matters along with office bearers of the local chapters. In order to enhance participation, each chapter will be represented at the NEC through a maximum of two members appointed from the City Design Association Chapter Managing Committee following the applicable election rules.

All National and local chapter managing committees will be elected bodies through a detailed electoral process as per the rules and regulations of ADI. The present National Executive Council is ad-hoc and shall oversee the initial formation till elections.

“ ADI mission is to create a cohesive drive through a central system of functioning and monitoring. All the same, ADI will promote leadership and participation at local city levels to improve reach and elevate regional concerns and events. ”

Details about chapter formation, election process is available in the Rules & Regulations document of ADI.



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Types of membership

Classification of Membership types :

Since the objective of ADI is to link up several types of design professionals as well as the industry, membership has been classified into various types. ADI will be promoting memberships across the classification to achieve the objects of ADI. Membership of ADI will be granted to an individual or a firm under any of the following categories provided the individual or the firm fulfils the qualification requirement as outlined against each category and after an application for membership is scrutinized and approved by the Governing Body of ADI. A **“Professional”** would mean any person providing service in a particular field of design and a **“Student”** would mean a person studying towards becoming a certified practicing professional from a recognized design institution.

Though Design Professional are the key members, ADI recognizes the fact that Design is a team function and is dependent on a number of other associations and professionals which reflects in the classification of membership types. Memberships will be open to professional related to the field of design like say design manager's, design research, corporate bodies, trade (materials, model makers), institutions etc. as affiliates or trade & corporate members.

Key Members will be from **Industrial Design, Communication Design, Exhibition Design, Apparel & Lifestyle Design, Accessory Design, Retail Design, Interaction Design, Human factors Design, Sustainable & craft design** and **Animation**. **Industrial Design** covers **Product, Textile, Toy, Ceramic & Furniture design** fields.

Professional Member

Associate Member

Student Member

Affiliate Member

Life Member

Corporate Member

Education Member

Trade Member

Honorary Member

Trade/ Media
Member

Donor Member

Details about each category are available in the Rules & Regulations document of ADI.

Membership fee and other details for the year 2011-12 will be released soon.

Contact & Connect

ADI
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Present Ad-hoc National Governing Council

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