National Institute of Design invites you to:

DESIGN SYMPOSIUM

An exhibition of 55 design projects by students of the Brno University of Technology, Czech Republic

from 21st to 25th September 2011 between 4.00 pm & 8.00 pm
Design Gallery, NID Main Campus, Paldi, Ahmedabad

राष्ट्रीय डिज़ाइन संस्थान
NATIONAL INSTITUTE OF DESIGN

FACULTY OF MECHANICAL ENGINEERING

Institute of Machine and Industrial Design

Design My Love

55 design projects by students of
the Brno University of Technology

Design Gallery, NID Main Campus,
Paldi, Ahmedabad

Inauguration on Tuesday, **20th September at 5.00 pm**
Open from **Wednesday, 21st September to Sunday, 25th September 2011 between 4.00 pm to 8.00 pm**.

Patronage: Mr. Pradyumna Vyas, Director, NID and Prof. RNDr. Miroslav Doupovec, CSc, Dean of the FME BUT

Organizers:
National Institute of Design, Paldi, Ahmedabad
Industrial Design Department / Institute of Machine and Industrial Design / Faculty of Mechanical Engineering / Brno University of Technology

The exhibition was prepared by:
Concept: Jan Rajlich, Ladislav Křenek, Dana Rubínová, Josef Sládek, Miroslav Zvonek
Exhibition design: Jan Rajlich, Ladislav Křenek, Jana Vaňková
Exibition poster: Martin Ondra
Technical support: Samir More, Communications & Media Relations Officer

Colophon:
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Předmluva / Foreword

Výstava Design My Love přináší 55 posterů s projekty studentů z Brna z posledních let. Zastoupeny jsou hlavně diplomové projekty, dále projekty z Ateliérů experimentální design, ale také běžné semestrální projekty z Ateliérů produktový a průmyslový design. Takových projektů každý student vytvoří během jednoho semestru přibližně pět. Práce na výstavu do Indie jsme vybrali tak, aby divákovi přinesla pohledy na současný studentský design v České republice a také aby získal představu o tom, jak vypadá škola designu na FSI VUT Brno. Láska k designu se stala životním mottem studentů i učitelů.

Design My Love exhibition presents 55 posters with Brno student projects from recent years. They represent mainly diploma projects, further projects from the Workshops of experimental design as well as common semester projects from Workshops product and industrial design. Each student creates approximately five such projects in one semester. The works in the show in India have been chosen to give the visitor better view of the contemporary students' design in the Czech Republic and also to give an image of what it is like at the Design School at the FME BUT in Brno. Love the design has become the motto of life for students and teachers.

J. R.

Diploma Projects

D01 – All-terrain vehicle – Amálie Brostíková
D02 – Autorefractometer – Jiří Bukvald
D03 – Motorcycle – Roman Čípek
D04 – Helicopter – Pavel Čoupek (BIO21 selected)
D05 – Rescue truck cab – Jan Finsterle
D06 – Lightning unit– Petr Hampl
D07 – Corporate identity – Ivana Hopfingerová

D01

D02

D06

D04

D03

D05

D07

Diploma Projects

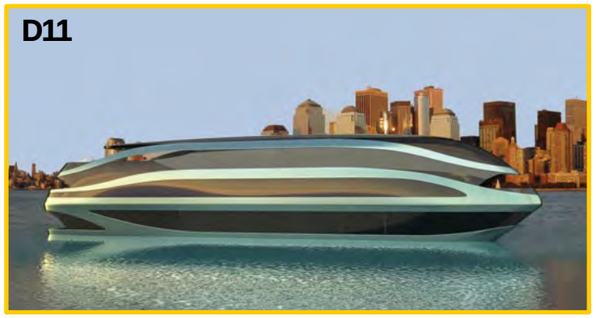
D08 – Mobile crane – Jiří Kubec (Red Dot Award)
D09 – Vaccines box – Marie Kudlíková
D10 – Recycling dustbin – Jakub Lekeš
(BIO21 selected)
D11 – Sightseeing vessel – Jakub Lekeš
D12 – Snowmobile – Róbert Macháleк
D13 – Urban clearing Unit – Martin Mahdal
D14 – Yard locomotive – Martin Miklica

D08

D10

D09

D11



D12

D13

D14

Diploma Projects

D15 – Variable birth bed – Olga Minaříková
D16 – Molding machine – Katarína Multáňová
D17 – Caravan – Jakub Novák (BIO22 selected)
D18 – Air heat pump – Martin Nečas
D19 – Hovercraft – Michaela Ohlídalová
D20 – Kitchen appliances – Vendula Petrová
(Grand Prix Mobitex)
D21 – Tram – David Pokorný

D15

D16

D17

D18

D19

D21

D20

Diploma Projects

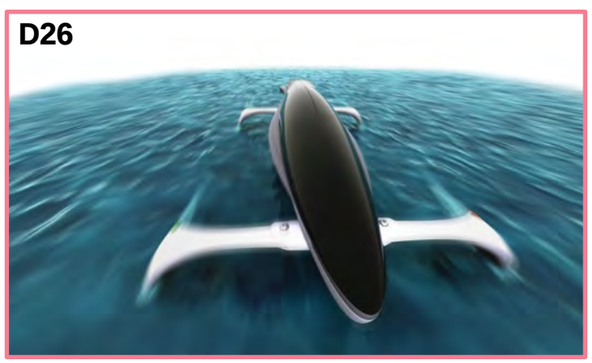
D22 – Total station – Magda Rozehnalová
D23 – Lawn mower – Jan Rytíř
D24 – Travel bus – Jan Semerák
D25 – LED light series – Marta Slívová
D26 – Sports craft – David Škaroupka (BIO22 selected)
D27 – Forklift – Jana Vaňková

D22

D23

D24

D26



D27

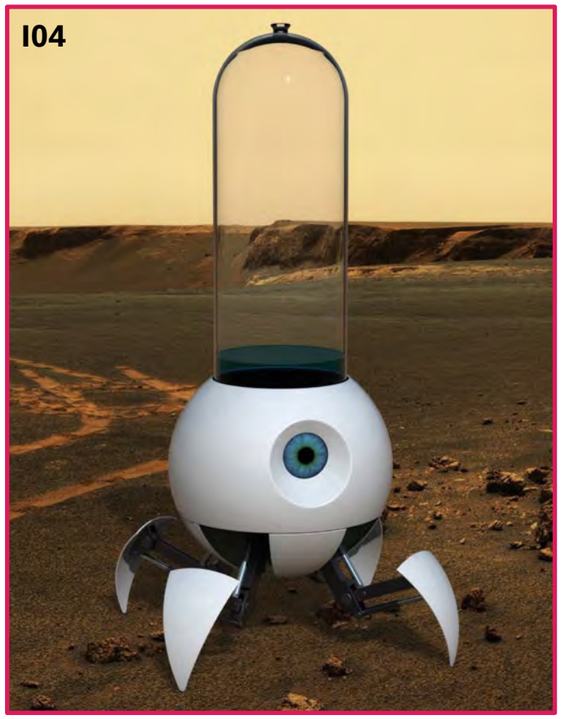
Workshop Industrial Design

I01 – Insuline pump – Jiří Bukvald (BIO21 selected)
I02 – Electrical stapler – Petr Havlíček
I03 – ETA kitchen machines – Vendula Petrová, Hana Krystynová
I04 – Le Petit Prince – Martin Miklica (Electrolux Design Laboratory finalist)
I05 – Staple tacker – Marta Slívová
I06 – LED lamp – Marta Slívová (Design Talent Award)

I01

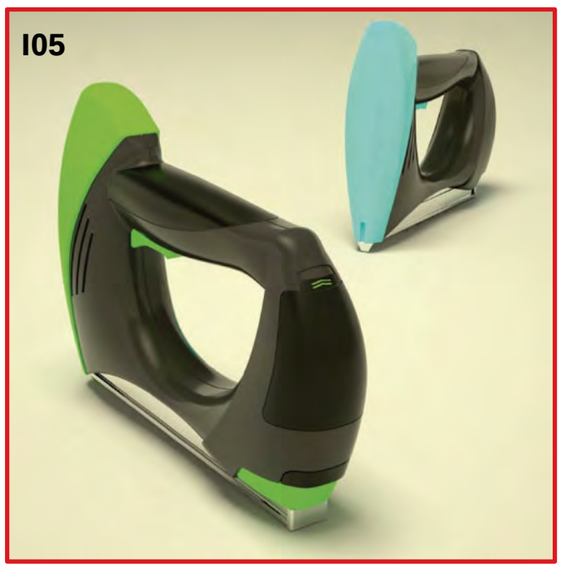
I02

I04



I03

I05



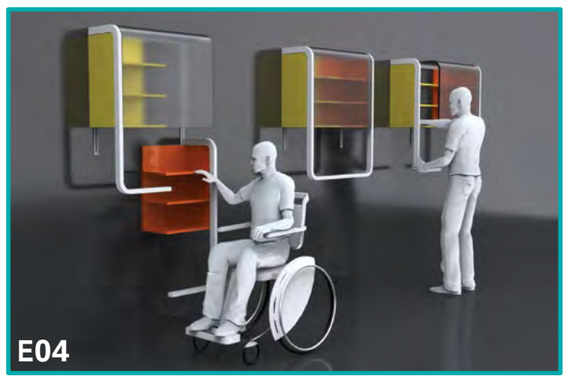
I06

Workshop Industrial Design

I07 – Hammer Tacker – Martin Ondra
I08 – Glue gun – Vojtěch Sojka

Experimental Design

E01 – MID – Petra Matyščáková (Intel Design Award)
E02 – MID – Petr Kubík (Intel Design Main Award)
E03 – MID – Jakub Lekeš (Intel Design Special Prize)
E04 – Special furniture – Martin Mahdal
E05 – Oven – Luboš Groch
E06 – Microvawe oven – Jan Hřebíček

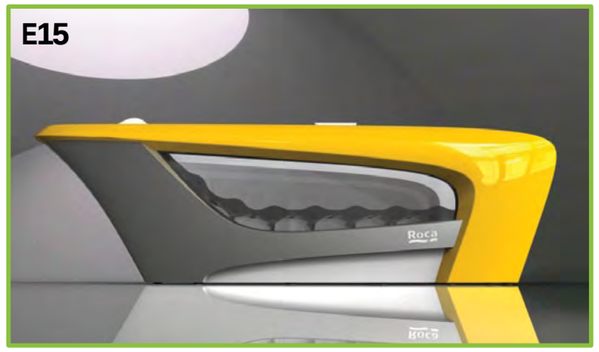


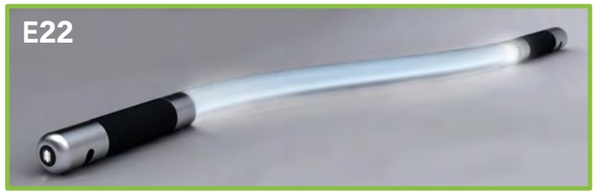
Experimental Design

E07 – Hotplate – Michal Křivan
E08 – Inflatable fridge – Anna Štohanzlová
E09 – Bathtub for handicapped – David Rajchl
(BIO22 Concept Award)
E10 – Bathroom – Jan Semerák
E11 – Washing machine – Jana Vaňková
(BIO21 selected)
E12 – Washing machine – Jan Semerák
(Electrolux Design Laboratory semi-finalist)
E13 – Windmill – Anna Štohanzlová

Experimental Design

E15 – Variable volume bath – Petr Kubík
(ROCA Jump the gap: 1st Czech round,
11th worldwide)E16 – Future car – Jan Finsterle
E17 – Future car – Petr Kubík
E18 – Future car – Filip Uhlíř
E19 – Bicycle – Jan Semerák
E20 – Robotic Taxi – Jana Vaňková
E21 – Light hanger – Eliška Slováková
E22 – Light fitting – Jan Finsterle
E23 – Table lamp – Veronika Záleská
(Design Talent Honorable mention)





Design School at the Brno University of Technology, Czech Republic

Education of Design in the City of Brno

The Museum of Arts and Crafts, which is focused also to design, was established in Brno in 1870 (nowadays the museum is a part of the Moravian Gallery in Brno). However design had been taught in Brno as of the year 1924 at the School of Arts and Crafts. The school offered subjects in commercial art and crafts (eg. toys, pottery, furniture, and later exhibition design etc.), but industrial design was not taught at the school until 1986. The real origins of design education in Brno are to be found over 100 km from Brno in the legendary Bata Art school in Zlín (in 1939—1944). The revolutionary combination of engineering and art espoused by professor Vincenc Makovský shaped Czech design for nearly half a century. It is reflected in the work of his student and successor Zdeněk Kovář as well as students, who Kovář taught at the Institute of Industrial Design in Zlín starting in 1959. After the war Makovský went to teach in Brno, where he served as professor of statuary at the Brno University of Technology for several years. Finally after the change in political system in the former Czechoslovakia in the early 1990´s, there was a huge need for the teaching of complex design. The result is that nowadays there exist about 9 design schools in Brno at different Universities and High Schools.

D. P. Srivastava, Ambassador of India to the Czech Republic, Mahinder K. Khurana, First Secretary of the Embassy of India to the Czech Republic and Jan Rajlich, Head of the Department, at the Department of Industrial Design in Brno, March 2011

Teaching of Design at FME

Also the FME management at the Brno University of Technology supported the establishment of the Department of Industrial Design, and the first year of full-time study was successfully launched in the year 1993. In the course of five years students had to pass a well-balanced combination of engineering, theoretical-technical, humanistic and design subjects. A team of teachers crystallized, one which was aware of the importance of teaching design right at the technical faculty. Besides the Department' founder Miloš Klíma, an architect, and the renowned graphic designer Jan Rajlich Jr (head of Department of Industrial Design since 1996) the skilled pedagogue-painter Bedřich Čelikovský and younger successful designers Ladislav Křenek, Miroslav Zvonek and Josef Sládek started teaching there. Thanks to the commitment to design demonstrated by both teachers and students, the results of their work have equalled the results of art schools, and in technical aspects even surpass them. Students have begun to prove the quality of the school through their diploma work. They have already won over 80 awards in different design competitions – for example about 30 awards for Good design and Excellent design of the Czech Republic, and have had FME design reported in newspapers and other media. Graduates have won early acceptance as industrial designers with technical knowledge by experts. Thus far over 150 graduates have completed their studies, and about 100 students are now studying in the first to fifth years.

Defense of diploma projects by students of Industrial design in June 2011

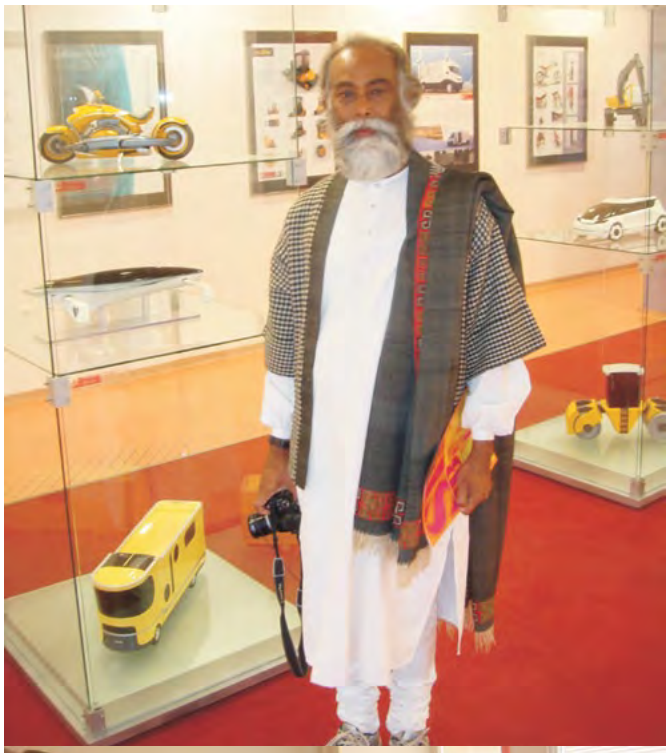
Study programme

Industrial Design (ID) is a discipline combining technical skills, art and science. The objective of ID at the Department of Industrial Design of the Institute of Machine and Industrial Design FME BUT is to bridge the gap between man and technology so as to humanize technical education. The students are attending specialization in Industrial Design, which combine technical, theoretical courses with

basic art and design courses (drawing, modeling, type, design workshops, ergonomics etc.), courses of computer graphics and information technologies (2D, 3D, modelling, animation). The content and scope of a designer's work requires independent thinking, the result of long-term maturing of personality. The course of study puts emphasis on preparing the student to be a complex, creative person, capable of expressing via drawing and model documentation.
The students study some particular cases of such applications in workshop courses and they are taught how to use their skills efficiently to solve design problems.
The study of ID involves two main specializations:
1) Industrial / product design (3D design)
- design of instruments – consumer electronics, optics, medical appliances, informatics and audio-visual appliances
- transport design
- technological design – hardware and tools, energy and ecological machinery
- design in architecture incl. design of interiors and interior elements
- environmental design – elements of urban and industrial interior
- sustainable design
2) Visual communication design (2D design)
- graphic design, advertising graphics
- typographical design and type
- information, operational, corporate, and service graphics
- packaging
- web design, screen design
- new media, virtual design

Entry requirements.

School of ID admits students whom passed selective procedure. To be admitted to Bachelor' s study, candidates have to pass a talent exam. To be admitted to Master's study, candidates have to have a Bachelor's degree which they have received by studying the ID Bachelor's degree programme.
During first three years (bachelor degree) of study student will obtain basic knowledge of mechanical engineering integrated with basic proficiency in Industrial design and Visual communication design. Following the Bachelor Degree, comes a two year Masters Degree program, which extends proficiency and provides specialization.
The graduates acquire knowledge of the essential engineering, technical theory, and information technologies fields, as well the basic methods of design creation. They obtain both the theoretical and practical background needed to finding jobs in design practice as leaders of design teams of various fields, or to find their place in the market as free-lance designers. Graduates are employed in all fields of the economy. They have the background for pedagogical and scientific duties and also abilities for marketing and managerial positions. The best graduates are expected to continue their study in a Doctor's degree (Ph.D.) programme at the Faculty.



Prof. Subrata Bhowmick from Ahmedabad visiting the Institute of Machine and Industrial Design in Brno in April 2010

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