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Mondriaan Stichting  
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# DOORS East 2

**mobility/geography/access**  
DESIGN AND INNOVATION OF TOMORROW'S SERVICES

**Bangalore, India**

December 8-12, 2003

# ACKNOWLEDGEMENTS

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Janneke Berkelbach (conference producer, Europe)  
Jogi Panghaal (Doors East coordinator)  
Kristi van Riet (website manager)  
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## **Individuals**

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Naresh Narasimhan (host, Rooftop at O' Shaughnessy)

## **Conference Volunteers**

### **NIFT**

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Suman Kumar (Volunteers)

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### **Srishti**

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## **University of Technology, Eindhoven, The Netherlands**

Sal Bosman, Tijn Kooijmans

## ABOUT BANGALORE

### EVENTS / SIGHTS

. Look in the newspapers for announcements for theatre plays, classical music recitals, current movies, and theme nights at pubs and hotels.

. Most heritage buildings are being torn down to accommodate office or residential buildings and shopping malls. However, walk down Brunton Road (perpendicular to MG Road, near the passport office) and an area called Cox Town near the Cantonment Railway Station for vestigial colonial architecture. Shades of Old Bangalore can also be glimpsed in Malleswaram.

. MG Road and the perpendicular Brigade Road are the city's main drags. Commercial Street, just to the north, is a major shopping area. The covered colonial Russel Market behind Commercial Street is worth a visit for flowers and fruit. Army-Navy surplus, cane furniture, and cheap saris vie for your attention all around the area. The closest thing Bangalore has to flea markets is the 'Thief Market' at Majestic on Sundays.

### EATING OUT

**Koshy's Restaurant**, St. Mark's Road. +91.80.221.3793.  
Bangalore's central meet and greet point. Think De Balie. Food and Drink anytime.

**Karavalli Restaurant**, Taj Gateway Hotel, Residency Road.  
+91.80.558.4545.  
Exquisite but expensive cuisine from India's western coast. (This means seafood!)

**Chung Wah Restaurant**, Residency Cross Road, Off MG Road. +91.80.558.2662.  
The Chung family from China serves up outstanding Honey Chilly Fish. No alcohol.

**Cosmo Village Restaurant and Lounge**, Magrath Road,  
+91.80.509.8237  
Global lifestyles converge in one of India's earliest lounges. Fusion Food. Much drinking.

### PUBS

**Spinn**, Off Residency Road. +91.80.558.1555.  
Location of DOORS East party on Friday. Other good nights are Wednesday and Saturday.

**F-Bar**, Le Meridien Hotel. +91.80.220.8772.  
India's first edition of the global skimpy franchise. Media, Gaze, Globalization. Who loses?

**The Thirteenth Floor**, Barton Center, MG Road.  
+91.558.9333.  
Breathtaking views over the parade grounds. Decent lounge music as well.

**Pecos**, Off Brigade Road. +91.80.  
Don't be put off by the smoke, hard rock music or tiny stairs. This is a Bangalore original.

## ABOUT DOORS

Doors of Perception (Doors) is a conference, website, knowledge network, and cultural accelerator. We bring together innovators, entrepreneurs, educators, and designers, who need to imagine alternative futures - sustainable ones - and take design steps to realize them. Our products are a better understanding of the design process; scenarios for services that meet emerging needs in new ways; and new connections and capabilities among innovative people and organizations. We continuously scout for new themes and topics, and look for inspiring people to talk about them. We bring together experts and stakeholders to develop future scenarios; and we organize events, especially the conference, and publish an award-winning website, to share all this experience and best practice. Doors involves a world-wide network of visionary designers and thinkers. Seven thousand individuals subscribe to our email newsletter; 300,000 people visit our website each year; and we work with innovative organizations, and the best graduate design schools, on three continents. Doors of Perception has developed its website continuously since 1994. A large archive contains the proceedings of all our conferences, booklists, speaker and expert biographies, and other supporting materials. Our latest version, launched in 2002, contains hundreds of book reviews, carefully filtered links, event previews, interviews and polemics.

In 2000, we established Doors East, with an office in Bangalore. Doors East is a design and innovation network linking South Asia and Europe. Its aims are to learn how to design services, enabled by ICT, that meet basic needs in new ways - and to share this knowledge with education, industry, and professionals. The Doors conference, website, and Doors East, are organised by a not-for-profit foundation which receives long-term funding from the Dutch government, and the City of Amsterdam. Doors also participates in Europe-wide design innovation programmes such as Spark! (together with Cumulus, the network of top design schools) and Convivio (the special interest network for pervasive computing set up by the EU's Information Societies Programme). Alongside these public domain activities, a Doors company helps organizations exploit new design concepts and business models, and connections made at our conference, in their own situation. The main activities of the company are project and organizational design.

## ABOUT CKS

The Center for Knowledge Societies (CKS) affords insight into the use of Information and Communications Technologies (ICTs) in non-traditional and emerging market environments. CKS offers research, design and strategy consultancy services to technology houses, international development agencies, and grassroots organizations. Since 2000 CKS has worked in partnership with Nokia, Hewlett-Packard Laboratories and its Kuppam project, n-Logue Communications, UNDP, UNICEF, USAID, and the Educational Development Center. It has provided information and support to the Government of Karnataka, the Telecommunications Regulatory Authority of India, and other agencies of the Government of India. CKS also maintains ties with agencies such as the World Summit on the Information Society, the ICT Advisory to UNDP, and the Social Science Research Council. Through information design, information planning, and information policy work, it drives the development and deployment of emerging technologies for the benefit of non-elite and rural users in emerging economy environments. DoorsEast 2003 has been made possible through CKS' partnership with Doors of Perception from Amsterdam. We hope that this conference proves catalytic for a host of new kinds of intellectual, aesthetic, and otherwise creative dialogues and collaborations between Bangalore and centers of knowledge in Europe. ([www.cks.in](http://www.cks.in))

# DOORS East 2003 - conference programme -

## ABOUT BANGALORE

### Conference Day 1

THURSDAY 11 DECEMBER

#### Registration

John Thackara - Director and First Perceptron, Doors of Perception

Marko Ahtisaari + Patrik Sallner - Nokia Ventures, Insight and Foresight

Ezio Manzini - Professor of Design, Milan Polytechnic University

PANEL A: SERVICE DESIGN (a)

#### Coffee

Simona Maschi - Professor of Services Design, Interaction Design Institute Ivrea

Lavrans Lovlie - Live | Work

Garrick Jones - Director of Accelerated Solutions, Cap Gemini Ernst & Young

PANEL B: SERVICE DESIGN (b)

#### Lunch + Speed Dating

Round Table Sessions

#### Tea

Gillian Crampton Smith - Director, Interaction Design Institute Ivrea

Caroline Nevejan - Director of Learning Research, Amsterdam University of Professional Education

Sean Blair - Director, Spirit of Creation

Geetha Narayanan - Director, Srishti School of Art, Design and Technology

Panel C: LEARNING AS SERVICE DESIGN

Jussi Angeseva - Winner Open Doors 2002; MediaLab Europe

Jogchem Niemandsverdriet - Winner of a 2003 Webby for Best Personal Website

#### Close

#### Local Knowledge

English is widely spoken in urban, urbane Bangalore, so you shouldn't have difficulty getting around. Names of places will have the suffix 'nagar' – it means 'town' and refers to areas in the city. Example: Shivajinagar (central), Jayanagar (south). 'Tiffin' in South India means tea-time small eats or a light lunch. Yellow signboards that say 'STD/ ISD' are phone booths.

#### Weather

Deceptively sunny and warm afternoons can give way to suddenly chilly evenings, so keep a sweater or jacket handy. We suffer significant levels of suspended particles, dust and pollen, so the odds of your getting a sore throat that becomes a cold are higher here than elsewhere.

#### Getting Around Town

. If you get lost, look up to the sky and you will spot the tallest building in Bangalore – the Utility Building right in the middle of MG Road – looks like a really tall yellow and brown matchbox.

. City Taxis are available on call: +91.80.551.0000.

. Autorickshaws (3-wheeler black and yellow traffic busters) are the best bet for short routes. Make sure the meter is reset to Rs. 10.00 when you start. Once it begins ticking you will be charged approximately Rs. 5 per km. Autorickshaw drivers are allowed to charge 50% more than the meter reading from 22.00 Hrs onwards.

. Not all buses are inscribed with their destinations in English. Fellow commuters or bus conductors should be happy to provide routing advice provided they can understand your pronunciation of your ultimate destination. Remember to carry change. Central bus stands are Shivajinagar and Mayo Hall – both close to MG Road.

#### Getting Out of Town

. Inter city buses originate in the Majestic area. Tickets can be booked an hour before departure for places that are not more than an overnight away. However, we recommended that you book your tickets a day in advance from travel agents in town. Try Brindavan Travels on MG Road. Their telephone number is +91.80.558.2216.

. The Bangalore City Railway Station in the Majestic area serves as the city's main junction, though the Cantonment Railway Station is also used.

. The Bangalore Airport near the CKS offices serves both domestic and international passengers.

#### Exercise

. There are several local gyms that charge by the day. Chisel on Richmond Road, opposite Cathedral High School, charges Rs. 100. Their telephone number is +91.80.556.7489.

. Visit Cubbon Park (at one end of MG Road) or Lal Bagh (in south Bangalore) for a walk or jog in the early morning.

## AROUND DOORS

**Sutradhar** is a non-profit trust, which works to improve the quality of education for children. They particularly focus in the use of media in educating children. Media may be toys, games, storybooks and other teaching aids that help children learn. Sutradhar brings together some of the best innovations in education from across India. In other words, each toy or game from Sutradhar, holds within itself a small but beautiful piece of the Indian culture and context.

**Levitate** presents a wide and imaginative array of products sourced from different parts of India, alternative jewellery, eclectic clothes and handcrafted accessories are just a part of what levitate has to offer. A Kaleidoscope of sorts, a collection of culture in a small sphere.

**Elneer** is a stall wherein you can have fresh tender coconut throughout the day.

### Information Desk

This is the place to pick up general information about Bangalore as well as the conference.

### Brochure Space at the conference center

Brought your business cards and brochures with you? Then this is where you should leave them.

## DOORS East 2003 - conference programme -

### Conference DAY 2 FRIDAY 12 DECEMBER

Susantha Goonatilake - Instructor, New School for Social Research

Arun M - Free Software Foundation of India

Apala Lahiri Chavan - Managing Director India, Human Factors International

Jouke Kleerebezem - Artist and Writer, Jan Van Eyck Institution

### Coffee

Michael Kieslinger - Professor, Interaction Design Institute Ivrea  
- Fluid Time Project Leader

Warren Greving - Director + Girish Prabhu - Research Manager,  
HP Labs

Edwin van Vianen - Philips Design, Eindhoven

Jan Chipchase - Nokia Research Center

PANEL D: ETHNOGRAPHY AND DESIGN

Lunch + Speed Dating

Round Table Sessions

### Tea

Aditya Dev Sood and Zeenat Hasan - Center for Knowledge Societies: Report back from Professional Workshop

Prof Ashok Jhunjhunwala - Professor, IIT-Madras

CLOSING PLENARY: WHAT WE HAVE LEARNED: WHAT NEXT  
Darlie O.Koshy - Director, National Institute of Design

Lecture Demonstration by Jayachandran Palazhy

## SPEAKERS

**MARKO AHTISAARI** is the Director of user-focused activities in the Insight & Foresight Unit of Nokia. He 'concretises' emerging business opportunities by identifying developments in technology, business models, and culture. He studied economics, philosophy and musical composition at Columbia University, New York City, where he subsequently lectured in logic, philosophy of economics and the history of thought. Prior to Nokia, he worked on mobiles at the design consultancy Satama Interactive, serving major clients. Marko Ahtisaari continues to make music, and was awarded a Grammy Showcase Award for new artists.



**JUSSI ANGESLEVA** has a First Class BA in Audio Visual Media Culture from the University of Lapland in Finland, and an MA in Interaction Design from the Royal College of Art. He is currently working at the Media Lab Europe in Dublin as a researcher. He is also a co-founder and Art Director of new media agency Prosopon in Finland. His field of specialization is in physical and embodied interfaces and the merging of real and virtual spaces. His work has been presented internationally in events and venues such as Siggraph, Museu de Serralves, Art Basel, Kiasma, and Science Museum London. In the recent years he has received awards from Royal Society of Arts, National Endowment of Science Technology and Arts, and most recently together with Ross Cooper 2 Silver Awards from D&AD, High Commendation from Prix Ars Electronica and Gold Award from the Art Directors Club of Europe.



**SEAN BLAIR** is a graduate of 'Design for Industry' from Newcastle Polytechnic. After graduating, Sean studied at Durham University Business School on the Graduate Enterprise Programme and established Octo Design in 1989 where Octo was one of 'Design Works' first tenants. In 1990 Sean was named the UK's "Young Entrepreneur of the Year" in the "LiveWire" scheme sponsored by Shell, run by Project North East. He also won the NDC Small Business of the Year in 1991. Sean was invited to serve on the board of the Design Council. As the first director of the Design Council, he was responsible for the Design Council's design strategy. He advised Government Ministers on Business Link design policy. In 1999 Sean was invited to become a Research Fellow at the University of Northumbria's Center for Design Research where he has been undertaking a research project into the future of design education. Sean is also a Fellow in Enterprise at Durham University, and sits on the Council of the Royal Society of Arts.



**APALA LAHIRI CHAVAN** is the Managing Director of Human Factors International based in Mumbai. Apala's usability experience includes interface design, standards and style guide development, needs analysis, task flow analysis, forms design, documentation, training, and online support. An award winning designer she has led teams spanning design, development, testing, and deployment of software products. She has a special interest in the issue of internationalization of products and has presented several papers on this subject. Apala is also the overall co-ordinator for IESUP and has played the specific role of West India co-ordinator (Mumbai, Ahmedabad).



## EXHIBITORS

### Cassis Brigit Staudt, DJ Scratch n' Sniff

Scratch n' Sniff is the DJ duo of German Cassis and Serena "Swiss Miss" Jost. Based in Brooklyn, NY, the duo mixes beats while baking sweets. Original sounds and homemade samples are cut with grooves featuring music created by the duo and their own pool of musicians and composers. The DJs simultaneously bake chocolate chip cookies, seducing the senses with sweet smells and ambient sound—the perfect mix on an audible and edible level.

Today the duo is represented by Cassis mixing the beats. Debra Solomon, one of the case study presenters at the DOORS East pre-conference workshop whips up the batter.

### Vydi R, Independent Filmmaker

The film "A Goddess and Three Gods" is a terracotta craft documentation project by Vydi R. about the making of four terracotta idols and the ensuing five-day village festival called "Panguni Thiruvizah" at Alanganallur. The festival is held during the month of March at Alanganallur, 25 kms from Madurai in Tamil Nadu (South India).

The 5-day festival is attended by thousands of people. The original film is of 53 min. duration and records folk songs that describe the character and the qualities of these village deities. The Goddess is portrayed as a young girl and the Gods are depicted as huge & ferocious looking idols.

The clay idol of the Goddess is not fired as it is broken on the first day of the festival. The idols of the three Gods are fired as they are placed in shrines of the village, which later disintegrate and mingle with earth. The three Gods are village protectors who are kept at the village limits to guard the village against evil forces.

Vydi's production house is called 'Walkabout'. His films tell stories of relevance about local traditions and their practices. The stories are from varied cultural landscapes and share the dreams of real people through digital technologies.

### Center for Knowledge Societies

The Center for Knowledge Societies (CKS) affords insight into the use of Information and Communication Technologies (ICTs) in non-traditional and emerging market environments. Would you be interested in joining our team?

### Human Factors International

HFI is a user-centered design company. It aims to improve the interactions that people have with computers. HFI offers training, consulting and products for Web sites, Intranets, and Internet-based applications.

### MAHITI

MAHITI provides simple and affordable Information and Communication Technology services to the civil sector. MAHITI gives specialized service in multi-platform, multi-lingual web, intranet, multimedia and kiosk applications.

An Exhibition of the students work from:  
National Institute of Design  
National Institute of Fashion Technology  
Srishti School of Art, Design and Technology

## KEY DISCUSSANTS

**SUNIL ABRAHAM** co-founded MAHITI in 1998 to provide appropriate and affordable IT services to the voluntary sector. As team leader at MAHITI his responsibilities includes marketing, client liaison, design, documentation, project management, production and technical/non-technical training. He has a Bachelors Degree in Industrial and Production Engineering from Dayananda Sagar, Bangalore. He has built over 50 web/intranet/kiosk/multimedia applications for clients including - Ashoka.org, Indian Foundation for the Arts, ChangeMakers.net, Datacons, National Law School University of India, N-logue, Partners in Change. Sunil is the Chief Technical Officer [on behalf of MAHITI] for Explicity.com [Portal, E-commerce Builder, Web Site Builder company funded by NewsCorp] and Tarahaat.com [Rural ICT Project - winner of this years Stockholm Challenge Award].

**SEEMA K K** started her career as a civil engineer in a Chennai based architectural firm, which won the INSIDE OUTSIDE design award last year. Worked on various building projects based on Laurie Baker's low cost- environmental friendly philosophy. She later took training in New Media Design and joined a Kerala based NGO called Grameena Patana Kendram ( GPK ). For the last two years she has been working with GPK. During the period she lead the team in different capacities; as a designer, promoter, and a volunteer in their other activities. Seema conducted a week long workshop in Animation, in association with NID and Ram Mohan biographics. She is currently associated with the design campaign for the forthcoming International Film Festival of Kerala. Her key interest is in Children's literature. Have been associated with National Book Trust of India ( NBT). She also helped Chennai based children's publishers, Tulika books with one of their books. Later as part of the New Media team, worked on a complete CD - rom for kids of the age group 4 - 8 years. She is associated with State Council for Educational Research and Training ( SCERT ) and local panchayaths to build software tools for school classes. Seema is also been affiliated with Free Software movement. Assisted with the interface designing for GNU/Linux Malayalam localization project and another women's SHGs.

**VIBODH PARTHASARATHI** is an independent media theorist, policy consultant and videographer based in New Delhi. Trained in Development Studies and Mass Communication, he has been associated with numerous research centers, universities and multilateral organisations in India and abroad. He is currently doing research on the Music Industry in India, and coordinating a tri-national publishing project on Communication and Citizenship.

## SPEAKERS

**DR. SUSANTHA GOONATILAKE** was trained in electrical engineering in Sri Lanka, Germany and Britain and later in sociology in Sri Lanka and Britain. Dr Susantha Goonatilake is attached to the Center for Studies of Social Change, New School for Social Research, New York, and the Vidyarthi Center, Colombo. He has taught at several universities and research institutes in Asia, Europe, and America and has worked at the United Nations, has been a senior consultant to all the UN organs dealing with knowledge and science issues. He has written several books such as Anthropologizing Sri Lanka: A Civilizational Misadventure (Indiana University Press, 2001); Toward a Global Science: Mining Civilizational Knowledge (Indiana University Press 1999, Sage India 2000); Merged Evolution: the Long Term Implications of Information Technology and Biotechnology (Gordon & Breach. New York, London 1999); Technological Independence: the Asian Experience (ed. the United Nations University, Tokyo 1993); Evolution of Information: Lineages in Genes, Culture and Artefact (Pinter Publishers, London, and PBS publishers, New Delhi 1992).



**WARREN GREVING** is the Director of Contextual Design and Sustainable Business Ecologies at HP Labs India. He was a software architect and consultant on HP's Distributed Smalltalk, one of the first software environments to implement distributed systems on object request broker standards. From 1995 till 2000, he was the chief architect and technical officer for HP's Chai Appliance Platform based on embedded virtual machine technology. He holds a degree in Computer Science from the University of Iowa, a degree in Mathematics from Northwestern College, Iowa and a degree in Cross-Cultural Studies from Fuller Seminary, California. His interests include virtual machines, dynamic languages, internationalization of software, software intellectual property rights, and ethnographic design, as well as photography, culture and travel.



**ZEENAT HASAN** is the Operations officer at the Centre for Knowledge Societies (CKS). Her regular responsibilities include mediating between domain experts and the research team at CKS for user research and design work that results in new kinds of ICT products and services in emerging markets. Prior to her work at CKS, Zeenat conceptualized and designed the structure of web-based applications and websites. Her training includes a Masters in Communications from the Manipal Institute of Communication.



**PROF. ASHOK JHUNJUNWALA** is an eminent IITian and a leading authority in telecommunications, computer networks, and fiber optic communications, Professor of the Department of Electrical Engineering, Indian Institute of Technology, Chennai, India. He received his B.Tech degree from IIT, Kanpur, in 1975, and his MS and Ph.D degrees from the University of Maine, USA in 1977 and 1979, respectively. From 1979 to 1981, he was with Washington State University as Assistant Professor. Since 1981, he has been teaching at IIT, Madras. Dr.Jhunjunwala leads the Telecommunications and Computer Networks group (TeNeT) at IIT Madras. This group is closely working with industry in the development of telecommunications and computer network systems. Dr. Ashok Jhunjunwala was awarded the Padma Shree in 2002.



## SPEAKERS

**GARRICK JONES** runs Cap Gemini Ernst & Young's Innovation Series. These unusual events bring together powerful thinkers from diverse fields such as the arts, architecture, business, economics, film, music, philosophy and religion, to enquire about the topics of the day, develop new ideas for further exploration, launch ventures and create artifacts including documentaries, white papers and books.

**MICHAEL KIESLINGER** is presently working as the Associate Professor at the Interaction Design Institute Ivrea, Italy. He is the coordinator of the Tomorrow's Services research unit and the organizer of the service design curriculum. He tutors the student project 'Fast Technology for Slow Cities' that focuses on sustainable service development for smart cities. His personal research work - Fluidtime - focuses on the development of time-based services for everyday activities. It investigates how personalized information can support people in a flexible networked society. As an interaction designer for the KACOR group (based at Sweden's Royal Institute of Technology), he had developed the software for Sensorg - an experimental instrument for professional musicians and composers. For this work he won an Austrian Award for Scientific Work in New Media. He studied Computer Related Design at the Royal College of Art (London) and Computer Music at the Academy of Music in Vienna (Austria). His interaction design work is focused on aspects of time and time-experience, ubiquitous computing, and collaborative systems.



**JOUKE KLEEREBEZEM** is working as Advising Researcher of the Design Department at post-academic Jan van Eyck institution in Maastricht NL, where he rewrites the design research agenda. He has been involved with Doors since 1994 and was Commissioning Editor of the Netherlands Design Institute's website 1996-1999. He publishes widely on design, arts and media in the professional press (Mediamatic, Mute, Items, Witte Raaf, Metropolis M, AIGA Journal) and lectures in the international design (educational) community. After a formal education in typography and graphic design from 1972-1977, Jouke Kleerebezem produced as an artist/curator until 1993, when he turned to new media and the Internet/W3, both for his organizational and personal artistic activities. His projects include international exhibitions allocations (1992) and Silicon Rally (1996), and websites Notes Quotes Provocations and Other Fair Use (nqpaofu.com, since 1998), Innovation and Design for Information Empowerment (idie.net, since 1999). A selection of his design critiques will be published as 'Omnia Mea in Media', in 2003



**DARLIE O KOSHY** is the Executive Director, National Institute of Design. Dr Koshy has also served as the Executive Board Member of ICSID the world apex body for Design, based in Helsinki during 2001-2003 term. He is on the Boards of various leading Indian organizations like Pantaloon Retail Ltd., Mumbai, Central Cottage Industries Corporation, New Delhi, Fashion Design Council of India, Footwear Design Development Institute, New Delhi, All India Handicrafts Board, Indian Institute of Crafts & Design, Jaipur, National Center for Jute



## CASE STUDIES

**E-Chaupal** ITC  
e-Chaupal, an agricultural e-business initiative by ITC, one of India's larger conglomerates, offers rural farmers information, products and services to enhance farm productivity, improve farm-gate price realisation and cut transaction costs. It also facilitates supply of high quality farm inputs as well as purchase of commodities at their doorstep. Farmers can access latest local and global information on weather, scientific farming practices as well as market prices at the village itself through this web portal in Hindi and other local languages. A Chaupal is designed to provide physical service support through a Chaupal Sanchalak - himself a lead farmer - who acts as the interface between computer terminal and the farmers.

**Interactive Radio Instruction** EDC  
A project initiated by the Educational Development Center in several developing countries including India, Interactive Radio Instruction (IRI) is a method of providing educational coursework inside as well as outside the classrooms. IRI employs community radio to provide classroom content that may be administered by a teacher or a teaching assistant. The content is designed with blank spaces to allow students to repeat words or respond to questions, thus affording 'virtual' or 'simulated' interactivity.

**Map Your Neighborhood** CSDMS  
The Map Your Neighborhood project involves young people in the creation of communications and knowledge maps of their own community. The project integrates Global Positioning System (GPS) systems, mobile phones, and digital cameras.

**Media Literacy in India** HP Labs  
HP Labs India is charged with researching and developing new technology and business opportunities for the emerging markets of the world. This year HP labs undertook a survey to understand media usage in India to develop opportunity spaces using a methodology called Contextual Invention, where ethnographers, designers, business researchers, and technologists worked together to develop inventions for the given context - India. The study covered 24 families in both urban and rural India, and included families in medium and high media infrastructure and media practice.

**Teledoc** Jiva  
The Teledoc project provides health advice and medication through the use of mobile phones. As part of this strategy, a field representative uses a mobile phone to collect information on symptomology from rural clients using a pre-installed consultation form. This information is then transferred to the main center in the city, where a diagnosis and prescription is made and then transferred back to the field representative, who then provides the appropriate medicines to the rural client.

## CASE STUDIES

### **Wandervogel** Indri Tulasan

Can on-street digital networks really involve the local community? The research project Wandervogel (the German word for a migrating bird) developed new services and technology infrastructures for the on-street digital information system i-plus. These were led by cultural approaches, studying people's behavior and how technology is used in emerging countries, rather than engineering design. The Wandervogel concepts described wireless i-plus services in which people - not terminals - are at the center of the infrastructure and content. A pilot application was created and explored the social and cultural opportunities offered by public wireless technology for generating content by the local communities.

### **Wearable Computing** Jussi Ängeslevä

"Body Mnemonics" is a meta-tool for portable devices. Ängeslevä's innovation is to give devices such as PDAs and communicators a mechanism for detecting their orientation with respect to their owner's body, so that by tapping a shoulder, say, or a pocket, different functions can be accessed. Ängeslevä conducted research into what associations parts of the body have for different people, and concluded that while associations were individual, they were strongly held, making this a good basis for an interface. Ängeslevä won OpenDoorsDesign Grand Prix 2002 at Doors of Perception 7.

### **Auto-Mobile** Center for Knowledge Societies

Auto-Mobile is a short film on the role auto-rickshaw drivers play in Bangalore's city culture. While these drivers are often labeled kamikaze pilots, frauds and polluters, they also offer essential transport services. The film suggests that using mobile phones they could afford more and more valuable services by keeping in close contact with their clients so they can, for instance, do their shopping for them or take their children to and from school while the parents are at work. The video explores the relationship between the rickshaw drivers, their clients and the urban fabric, demonstrating various scenarios of mobile phone use while capturing the relationship between technology and social life in the city.

### **Chiraag WLL Kiosks** n-Logue

A connectivity project using WLL implemented by n-Logue, Chiraag seeks to provide multifunctional access to its network of kiosks. WLL is used for both voice and data transmission simultaneously. n-Logue works in a three-tiered manner by: (i) facilitating relationships among hardware providers, NGOs, content providers, and local governments; (ii) maintaining a regional network of franchised Local Service Partners (LSP), who run an access center through which individual kiosk operators are connected; and (iii) recruiting local entrepreneurs to establish village-level kiosk franchises that provide Internet and telephone access to the local population.

## SPEAKERS

Diversification, Calcutta, National Center for Design & Product Development, New Delhi etc. Dr Koshy is a founding faculty member at the National Institute of Fashion Technology, New Delhi. He is currently serving as member of AICTE's Committee on AICTE – National Design and Innovation Initiative and the CII National Committee on Technology & Innovation (2003-04). He is also the author of two acclaimed books on International Marketing of Textiles / Apparel and about 100 articles, papers covering areas like International Marketing, Technology Management, Design Management etc and has widely traveled and lectured in India, Sri Lanka, Turkey, France, Canada, Thailand, Korea, Berlin, West Germany, Australia, etc. Dr Koshy took his Ph.D. from the Indian Institute of Technology (IIT), Delhi. He is also a rank holder in MBA with specialization in Marketing. He had attended advanced training for one year in Fashion Management at the Fashion Institute of Technology, New York.

**LAVRANS LOVLIE** is an interaction designer and service designer. He graduated from the Rhode Island School of Design in 1994 with a BA in Industrial Design. He has worked as an Interaction Design Consultant, developing businesses, products, and services for the new economy for the last seven years. He has played an active role in several successful start-ups in Scandinavia. Lavrans later completed his MA in Interaction Design at the Royal College of Art. He is a partner of the design consultancy live|work which does service design research and commercial service design development. Over the last year and a half, he has been involved with various teaching and research activities at Interaction-Ivrea. Originally from Norway, he now lives and works in London.



**ARUN M** is a free software activist who was one of the founding members of Free Software Foundation of India, the third chapter of the International Free Software Foundation. He initiated the Malayalam GNU/Linux localization project, which is trying to develop Free Software to work within local languages and culture. Arun M is involved in the IT@School project to bring IT enabled education to schools in Kerala. He is currently working as the coordinator of the SPACE-Kerala initiative, a Government of Kerala sponsored initiative to promote Free Software and develop a new kind of IT enterprise based on it.

**EZIO MANZINI** is the Professor of Industrial Design at the Milan Polytechnic, Co-ordinator of the "Dottorato in Disegno industriale" (Phd in Industrial Design) and Director of the Master in Strategic Design. Ezio Manzini is an acknowledged expert on the design of services. He is also the author of classic design books such as *The Material of Invention*, *Artefacts: Towards a New Ecology of the Artificial Environment*, and (with Marco Susani) *Solid Side: The Search for Consistency in a Changing World*. In 2001 he was the Chair Professor of Design under the Distinguished Scholars Scheme at the Hong Kong Polytechnic University. His works are based on strategic design and design for sustainability, with a focus on the scenario building and solution development.



## SPEAKERS

**SIMONA MASCHI** has been a senior researcher and assistant professor at the Milan Polytechnic University since 1996, and worked on EU-funded projects with such companies as Bosch-Siemens, Biologica, Philips Design, DeSter and D&lt. Her main focus is on designing and visualizing future scenarios of everyday life. Key research projects were SusHouse (on developing and evaluating strategies towards sustainable households), HICS (Highly 'Customerised' Solutions, on defining industrialized solutions for delivering food to people with reduced mobility), and SDI (Italian Design System, on understanding the values of the Italian design practice in order to drive its future innovation). She was also in charge of developing EU-funded research proposals and taught strategic design. Before 1996, she worked as an interior designer for residential and commercial clients within her family's furniture business. In 2002 she was a visiting scholar at Illinois Institute of Technology in Chicago and in 1997 she interned with Material ConneXion.



**Dr. CAROLINE NEVEJAN** is director of research and development of the University of Professional Education of Amsterdam (NL). This research group (OrO) has the task to work with teachers and students to design and to redesign learning environments in the fast changing world of higher education. ([www.oro.hva.nl](http://www.oro.hva.nl)) Since 1995 Caroline Nevejan is connected to Performing Arts Labs (UK). As advisor and research associate, she has focused with PAL on the changes for the performing arts with the rise of the current new media era. ([www.pallabs.org](http://www.pallabs.org)) In the summer of 2003 Nevejan started her PhD research project "Presence in Learning Environments" with Prof. Cees Hamelink at the University of Amsterdam. Since 1988 she has been involved in designing digital culture. For 11 years Nevejan was a staff member of Paradiso, the musical venue of long-standing international reputation. ([www.paradiso.nl](http://www.paradiso.nl)) In 1994 Nevejan co-founded the Society for Old and New Media (aka De Waag) which is an independent media lab and a knowledge center with a specific interest in the future of the public domain ([www.waag.org](http://www.waag.org)). In 1999 Caroline Nevejan joined the Hogeschool van Amsterdam. Where she currently directs the educational design process of this large institution. ([www.teacherslab.hva.nl](http://www.teacherslab.hva.nl), [www.q-conference.hva.nl](http://www.q-conference.hva.nl)) Nevejan is an advisor to national and European policy makers and has been connected to the Doors of Perception Foundation for many years.



**JOGCHEM NIEMANDSVERDRIET** won this years webby for best personal website and is the maker of the Doors of Perception video-collages. He studied audiovisual design at the Willem de Kooning Academy (Rotterdam), multimedia design at the Sandberg Institute (Amsterdam) and worked for four years as a programmer/designer/ animator of CD-ROMs and web sites.



**JAYACHANDRAN PALAZHY** has extensive training in different forms of dance such as Bharatnatyam, Kathakali, Ballet, Contemporary Dance, Tai Chi and the martial arts forms, Kalaripayattu & Capoeira. He is an acclaimed performer/choreographer both in the national and international circuits. Known for his offbeat ideas and innovative use of technology in the creative dance domain, Palazhy is the artistic director of Attakkalari Center for Movement Arts (Bangalore) and Imlata Dance Company.



## CASE STUDIES

**Moblogging** Jan Chipchase  
Moblogs are what happen at the intersection of people, place and information. What happens when you can stand in a given location, press a single button on a mobile device, and view the collective experience of everyone else who's occupied the same spot? What kinds of new services and experiences are already emerging through innovative uses of situational blogging?

**New Service Design Institute** Sean Blair  
The North East of England was a cradle of the industrial revolution, famed for coal, engineering and shipbuilding. Now, Newcastle and the region are re-inventing their economy and culture. A key role in this transformation is to be played by a new hybrid organisation that is part design school and part innovation hub. It is due to open in 2005. The new organisation, which will focus on service design, is being built from scratch using the best learning and research processes that can be found in the world.

**Product-Service Systems** Ezio Manzini  
How can we, today, work towards creating a sustainable future? The answer lies in new services to meet daily needs in new ways - "product service systems" (PSS) that support home life, work and mobility in new ways. At Kathalys, the experience and expertise of the TNO Institute for Industrial Technology and Delft University of Technology are combined. Tom van der Horst (Kathalys, NL) and Ezio Manzini (Milan Polytechnic University) present Factor 10 scenarios for everyday life.

**Questions of Learning** Caroline Nevejan  
Caroline Nevejan researches learning under several rubrics, understanding learning as a service provision: How are we to design an architecture, which empowers students to create their own learning trajectories? What learning will be triggered by mechanical teachers, that have no aura? How can we design presence of 'the other' when connecting from different spaces?

**Spark!** Cumulus and Doors of Perception  
When traditional industries disappear from a locality, what is to take their place? Many small towns in Europe are in transition because their traditional industry has disappeared. Spark! is a Europe-wide project to explore how mobile phones, networks, and websites, might be used to re-configure the hard and soft assets of a place and thereby create new, sustainable ways of life. Spark!, multi-disciplinary design teams from five EU countries, together with local officials and citizens, conducted design scenario workshops in five very different European locations. The outcome of these experiences are knowledge about the innovation process in localities.

**Time-Banking** Live | Work  
"You are what you do, not what you own" say London-based service designers Live | Work. "As sustainability becomes crucial driver in most situations, we aim to shift the desire for consumption, to the desire for use. To achieve this shift, we have to create future services that equal and surpass the quality and desirability of today's products. The major challenge is to enable people to express who they are through using services instead of owning things." Live | Work clients include Orange, Egg, and Telecom Italia. Around the world there are thousands of grassroots 'Local Economy Trading Schemes' (LETS) in which local people exchange the performance of services for other services or food or goods.

## CASE STUDIES

Prior to the two day Conference a closed door workshop was held at NIFT (National Institute of Fashion Technology), Bangalore. Nineteen Projects were presented and discussed across the three thematic; Mobility/ Geography/ Access. Zeenath Hasan and Aditya Dev Sood report on workshop.

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### Biographical Objects Jac Fennell

Biographical Objects looks at people's desire to collect memorabilia, the location and display of the memorabilia in the home, alongside the storytelling, which accompanies the re-telling of memories. Comparisons are made about the role of storytelling during different memory triggering activities. For example, car boot sales: an activity for encouraging the erasing of memories by passing memorabilia on to someone else, otherwise a space for acquiring second-hand memories. The project also looks at cross-cultural memorabilia practices, asking, 'Can memory access events in eastern cultures inspire a new way of looking at accessing memories in the west?'

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### Car-as-Service Simona Maschi

The car is a space where we live or hide our private and public lives. How can a service design approach influence the design of a car? What are the user behaviours and experiences that make a car a 'community car'? How can we encourage the creation of communities through the use of traditional private cars? How can interaction design improve our day-to-day life in a highly networked society? Maschi's main focus is on the design and visualisation of future scenarios of everyday life with industry clients such as Fiat, Bosch-Siemens, Biologica, Philips Design, DeSter and Dält

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### Fastfood, Restaurant for Fasting Debra Solomon

The restaurant is normally where one goes to be a passive eater, if eating can be said to be passive. The restaurant isn't invested in your eating experience beyond insuring that you return occasionally for good food, atmosphere and possibly, but not primarily, nourishment. Imagine a restaurant that is entirely focused around a JUICE FAST. You could go there for dinner to eat a special last supper the night preceding a weeklong juice fast. You might opt for breakfast and lunch packages containing juices and teas, maybe special waters for the daytime meals. In the evening you return to the restaurant to enjoy a delicious liquid (juice) dinner with your colleague fast-foodies. The ambience is geared to the fast and to connecting value to food.

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### Fluid Time Michael Kieslinger

Rigid clock-based schedules do not accurately reflect the constantly changing nature of services and events. The Fluid Time project provides people with dynamic, personalized schedule information about public services and private appointments. Instead of arranging appointments in reference to the clock, fluid time users flexibly coordinate their own schedule with the changing availability of whatever service they are seeking. Kieslinger believes that networking technology can be utilized to connect people to real-time information, allowing them to plan and adjust their daily activities in a new, more flexible way.

## SPEAKERS

**JOGI PANGHAAL** graduated in Product Design from the National Institute of Design (NID) in Ahmedabad. He co-founded Lifetools in New Delhi to provide product design and communication design services to communities, both rural and urban that needed design help. He has worked for various Projects such as product design work with rural artisans and disabled children and communication design work with rural and urban communities, particularly women in the areas of health and HIV/AIDS. Has been working with marginalized groups of people in India and also Bangladesh, designing special aids (mobility, educational, play, income generation) for disabled groups across several areas of disability. Mr.Panghaal has been a visiting teacher at NID, at Les Ateliers Paris and at the School of Planning and Architecture, Delhi. He has research interests in the area of cultural identity and design and has conducted educational programmes around this theme. In a parallel project he has been involved in the study of food and identity issues



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### GIRISH PRABHU is a Research Manager

for Contextual Design at HP Labs India and is responsible to develop and manage the contextual design research portfolio. Prior to joining HP, he had worked with Eastman Kodak Company at Rochester NY, Kirloskar and WIPRO in software systems analysis. During his Ph.D, he worked with various multinational and US Federal agencies, designing and implementing user centric design based software products. He has published referred papers in international journals and holds 9 U.S. patents. He is a member of ACM-SIGCHI, British HCI, and HFES. He holds a Ph.D. and M.S. in Industrial Engineering (Human Factors) from the State University of New York at Buffalo and a B.E. in Mechanical Engineering from National Institute of Engineering, Mysore. His interests include ethnographic design, strategic business planning, and product and software internationalization.



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### PATRIK SALLNER is Director and Head of

Business Team in the Insight & Foresight unit of Nokia Ventures Organization. The team explores disruptive business system changes with the goal of drawing strategic insights for Nokia's core businesses and identifying attractive new business opportunities. Patrik started his career developing strategy for Nokia Mobile Phones, transitioning into Product Management and Mobile Phone Concepting roles. He has also spent several years as a management consultant and Engagement Manager in McKinsey & Company's Paris and Helsinki Offices. Patrik has an MS degree in Engineering from Helsinki University of Technology as well as an MBA from the Wharton School and a MA (International Studies) degree from the University of Pennsylvania. He plays the bassoon and has studied music at the Helsinki Conservatory and the Sibelius Academy in Finland.



## SPEAKERS

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**GILLIAN CRAMPTON SMITH** is Director of Interaction Design Institute Ivrea (Italy). Having studied philosophy and history of art at Cambridge University, Gillian Crampton Smith graduated in 1968 and spent the following decade as a designer, first in book publishing, then on the Sunday Times and Times Literary Supplement. In 1981, she designed and implemented a page layout program to help her with magazine design - an early desktop publishing application. This experience convinced her that artists and designers have an important role to play in creating information technologies. She joined St Martin's School of Art in 1983 where she set up a new postgraduate course in graphic design and computers for practicing designers. In 1989 she moved to the Royal College of Art (the UK's only purely graduate school of art and design). At the RCA, she established the Computer Related Design Department, where artists and designers apply their traditional skills to interactive products and systems. Under her guidance, the CRD Research Studio achieved an international reputation as a leading center for interaction design, supported by a wide range of industrial sponsors.



## SPEAKERS

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research network for social computing. Among his books are Design after Modernism (1987), Lost in Space (1995), Winners! How successful Companies Innovate by Design (1997), and In The Bubble, Designing in a Complex World (forthcoming, 2003).

**EDWIN VAN VIANEN** has been working for Philips Design over the past 13 years. Starting as a Human Factors specialist he held several positions over the years. At present he is responsible for Interactive Design (IAD) domain within Philips Design in the Netherlands and managing a group of 40 professionals. Due to his know-how he also plays a global role in IAD within Philips Design with regard to knowledge development and interdepartmental synergies.



**ADITYA DEV SOOD** is the founder and CEO of the Center for Knowledge Societies (CKS), which undertakes social research and technology design for the developing world, particularly focusing on Information and Communications Technologies (ICTs). He is also the India Director of Doors East 2003, the international design innovation conference in Bangalore hosted in collaboration with the Doors of Perception group from Amsterdam. Sood is a former Fulbright scholar, an NSF Awardee and an SSRC Doctoral Fellow in Information Technology and International Cooperation. He is still completing two Doctorates from the University of Chicago. With foundational training in Architectural Design, he maintains a multidisciplinary interest in social research, education, technology and design.



**JOHN THACKARA** is the Director and first Perceptron of Doors of Perception (Doors) in Amsterdam (the Netherlands). Doors organizes biannual conference about the future of design. It also organizes events in which organisations ranging from cities to universities explore the consequences of the Internet for their business. John was the first Director (1993-1999) of the Netherlands Design Institute. An expert on design and innovation, he is a member of the Virtual Platform, a body that advises the Dutch government on media cultural policy. He is the visiting Professor in computer-related design at the Royal College of Art in London. He sits on expert groups that advise the European Commission on its innovation policies. He designs projects, learning events, and organizations, which enable innovations. A former journalist and publisher, John Thackara was the first director of the Netherlands Design Institute. He is on the steering committee of the Interaction Design Institute Ivrea, in Italy, and the Scientific Committee of the Interactive Institute in Sweden; is a member of Hong Kong's Design Task Force; and is on the coordinating group of Convivio, the new European

