

Tata Elxsi launches 'IGNITE Design Contest 2013'

- *The theme this year is 'Design enriching everyday life'*
- *Contest open for UG and PG Product and Visual design students in India*
- *Cash prizes and an opportunity for winners to work on a live project with the Tata Elxsi design team*

Bangalore, May 8, 2013: Tata Elxsi, the global design company and part of the \$ 100 billion Tata group, today announced the launch of the second edition of Ignite Design Contest.

Ignite Design Contest aims to encourage young budding designers to enable change through design. The contest is part of connect D – an annual event organized by Tata Elxsi to commemorate World Industrial Design Day.

The inaugural edition of Ignite Design Contest last year saw some inspiring design entries. The winners of the 2012 contest were Tanya Vij, IIT - Delhi and Vidhi Mehta, NID - Ahmedabad who submitted design concepts on 'Mobile crèche for migrant construction workers' children' and Sensory toys to build motor skills in children with autism spectrum disorder.

This year's theme 'Design enriching everyday life' has been aligned to the theme set by ICSID (International council of societies of industrial design) which is 'Industrial Design Is Open'. The theme intends to convey the growing recognition of the importance of design across industries and how it can help brands and companies solve day-to-day problems to gain a competitive edge in the market place.

Design students pursuing their full-time UG and PG courses in Product and Visual Design (Branding, Graphic Design and UI) in India can participate in this contest. Applicants can submit their entries in two areas - **Age-friendly Kitchen Appliances for the elderly** and **Re-defining a Smart TV**.

Two winners (one each from Product and Visual Design) would get a chance to work on a live project in the Tata Elxsi Design Studio in Bangalore, for a period of three months with a paid stipend. In addition, each winner will be awarded cash prizes of Rs. 30,000 along with a winner's certificate. The winners will also get to present their idea / concept to the panelists and audience at the 2013 connect D event which will be attended by industry and academic experts associated with design. Design students should submit their entries by June 15, 2013.

Nick Talbot – Global Design Head, Tata Elxsi said, *"We are excited to launch the second edition of Ignite Design Contest. Tata Elxsi is committed to promoting young talent and nurturing innovative ideas and Ignite Design Contest is a platform for us to engage with the design student community. We are therefore looking for daring, unique and innovative design ideas that can enrich people's life and empower change."*

For more information, please visit <http://tataelxsi.com/ide/> or follow our Facebook page Ignite Design Contest - Tata Elxsi.

About Tata Elxsi

Tata Elxsi is a design company that blends technology, creativity and engineering to help customers transform ideas into world-class products and solutions.

A part of the \$ 100 billion Tata group, Tata Elxsi addresses the communications, consumer products, defence, healthcare, media & entertainment, semiconductor and transportation sectors. This is supported by a talent pool of over 3500 employees and a network of design studios, development centers and offices worldwide. Key services include embedded product design, industrial design, animation & visual effects and systems integration.

Industrial design

The Industrial Design (ID) division helps customers develop winning brands and products by using design as a strategic tool for business success.

ID's expertise extends across research & strategy, branding & graphic design, product design, packaging design, UI design, retail design & signage, transportation design, design engineering and manufacturing support. An in-depth understanding of consumers and rapidly changing market dynamics, backed by a multi-disciplinary design team, enables ID to service a broad spectrum of industries.

ID has supported the launch of multiple brands and products across the world. It has to its credit several international awards and patents for design and innovation.

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