"For Immediate Release

Avid Learning presents Design Thinking: Perspectives on Service Design, on Saturday 6th May 2017, a specialised workshop, which is sure to be full of valuable insights into Service Design practices and its future trajectory.

The description of the workshop is as below:

Service design is defined as the activity of planning and organizing people, infrastructure, communication and material components of a service in order to improve its quality and the interaction between the service provider and its customers. Successful service design is nothing but a set of carefully curated brand experiences that allow consumers to differentiate and select products and services.

This workshop is part of AVID's larger focus on Design this month- which also includes a special closed door roundtable on design futures happening on 11th May.

This will be the third workshop on Design Thinking led by Design Thinker, Innovation Strategist, and Founder and Creative Director of BRnD Studio, Sudhir Bhatia. Sudhir returns with his integrative and innovative design thinking solutions and his particular insights found in the overlap of user empathy, market awareness, and technology alignment. Sudhir works within the product-service area and he specializes in UX, UI and service design.

The focus of design praxis seems to have shifted to place emphasize on 'access rather than ownership'. User experience has become paramount in today's competitive world and service design practitioners must innovate while leveraging the synergies between existing tools to deliver the ultimate experience.

How do designers design for new services? What are the pedagogical goals of service design? Is there a shift in design towards a more strategic mode and a new design language? How do service designers re-imagine the process of holistically designing a service?

Join us for a day that promises cutting edge creative solutions, innovation insights and empathetic design principles.

Where: Essar House - Podium 11 K.K. Marg, Mahalaxmi Mumbai 400034
When: Saturday,6th May, 2017; 10.00 AM – 11.00 AM – Registrations and Breakfast | 11.00 AM to 1.00 PM – Session I | 1.00 PM to 2.00 PM – Lunch | 2.00 PM to 4.00 PM – Session II
Fee: Rs. 1000 (including lunch)
RSVP Email / Call: www.avidlearning.in/ avidlearning@essar.com /
+919769937710; prior registration required
Press Email / Call: Ayeshah Dadachanji on ayeshah.avid@gmail.com / +91 9820155297

Sudhir Bhatia is the Founder and Creative Director of bRnd Studio, a boutique design consultancy that applies an integrative thinking process towards the development of solutions that have an impact on people, environment and businesses. He leads a team of passionate, curious and skilled professionals from diverse backgrounds such as industrial and graphic design, research, character art, metallurgy and programming.

After graduating in Mechanical Engineering and Fine Arts, University of Rochester, Sudhir studied Industrial Design at Pratt Institute, NY. Prior to consulting, he worked at Symbol Technologies Inc. for twelve years, eventually serving as a Director of Design. Sudhir has taught design at Pratt Institute, Syracuse University, Industrial Design Center, IIT Bombay, and Indian School of Design & Innovation, Parsons Mumbai. He regularly conducts workshops on Design Thinking at AVID Learning and other corporates and NGOs in India. He has served as a juror for the Consumer Electronic Show and the International Design Excellence Awards (IDEA). He holds 21 patents and has won multiple design awards including two silver IDEAs for Design Research and Consumer Electronics.

About Partners:
Avid Learning, a public programming platform and cultural arm of the Essar Group, has conducted over 700 programs and connected with more than 65,000 individuals since its inception in 2009. Driven by the belief that Learning Never Stops, AVID's multiple formats like Workshops, Panel Discussions, Gallery Walkthroughs, and Festival Platforms create a dynamic and interactive atmosphere that stimulates intellectual and creative growth across the fields of Culture & Heritage, Literature, Art and Innovation.
Facebook : www.facebook.com/Avidlearning; Twitter : www.twitter.com/Avidlearning; Instagram: @avidlearning"