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Expert Group Meeting on the Development
of Engineering Design Capabilities in
Developing Countries

Vienna, 11 - 15 May 1970

FORM AND DESIGN 1/

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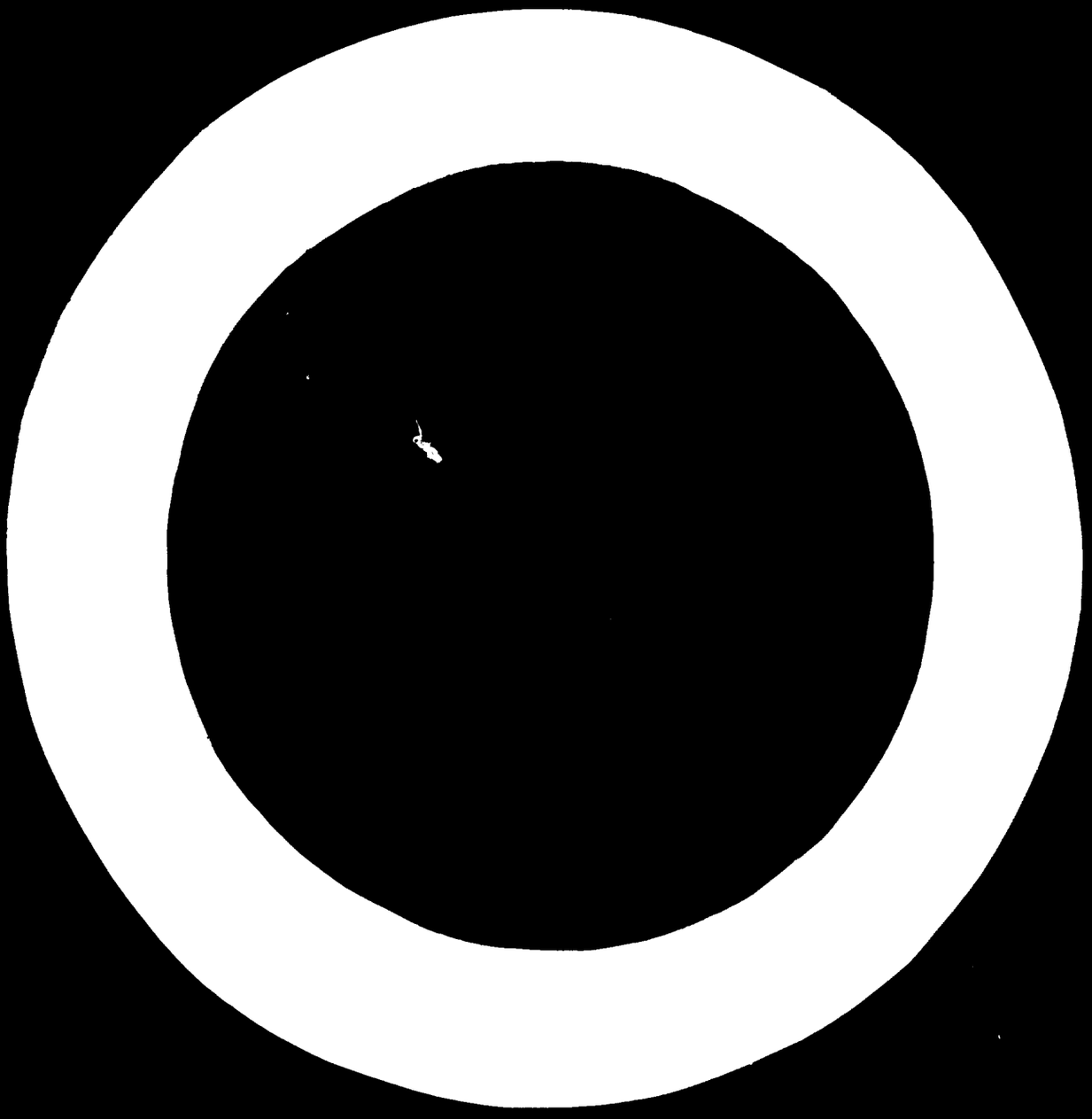


The Austrian Institute of Design (Österreichisches Institut für Formgebung) welcomes the opportunity of participating in the expert group meeting of UNIDO, particularly as it is prepared - and has been asked - to maintain permanent contacts between UNIDO and ICSID (International Council of Societies of Industrial Design) in these matters.

In view to the program of this meeting we wish to emphasize the fact that the agenda cover completely the field of "Industrial Design" as it is internationally defined. / We quote the definition of "Industrial Design" that was discussed at the last General Assembly London 1969: Industrial Design is a creative activity whose aim is to determine the formal qualities of objects produced by industry. These formal qualities are not only the external features but principally those structural and functional relationships which convert a system to a coherent unity both from the point of view of the producer and the user. Industrial Design extends to embrace all the aspects of human environment which are conditioned by industrial production. /

It will be our foremost objective to make it fully clear to all concerned, that there is no discrepancy between "engineering design" and "industrial design" but that, in contrary, these activities are frequently identical or at least interdependant wherever development of industrial production and products is concerned.

Little known to the public is the fact that the trained industrial designers in many cases hold an engineering degree and are therefore qualified for specialized planning work. In view of the more universal approach to planning, the designer's aims are directed to an interactive work including not only engineering qualities but coordinating factors as well as high level aesthetics. It might be interesting that due to the creative quality of the design work in developing products in many cases patents have been given on the basis of the designers work.

Therefore we believe that designers from many countries could offer a valuable contribution to developing projects initiated by UNIDO, and reveal new sources of information. We propose that experts nominated by ICSID - in cooperation with our Institute - should be addressed and called in to propose in concrete cases the respective measures and qualified persons to their execution.

In addition we propose close contacts via our Institute with national and international bodies regarding design theory and practice with the aim to enable ICSID to consider design aspects at very early stages of programming.

In detail we propose a step - by - step program of design activities in close cooperation with the respective UNIDO projects:

1) Methodology of cooperation between Industrial Designer, manufacturer, marketing experts etc.

2) Field research for production possibilities, skilled labour etc.
   - Motivation research
   - Marketing research

3) Operational research for product design

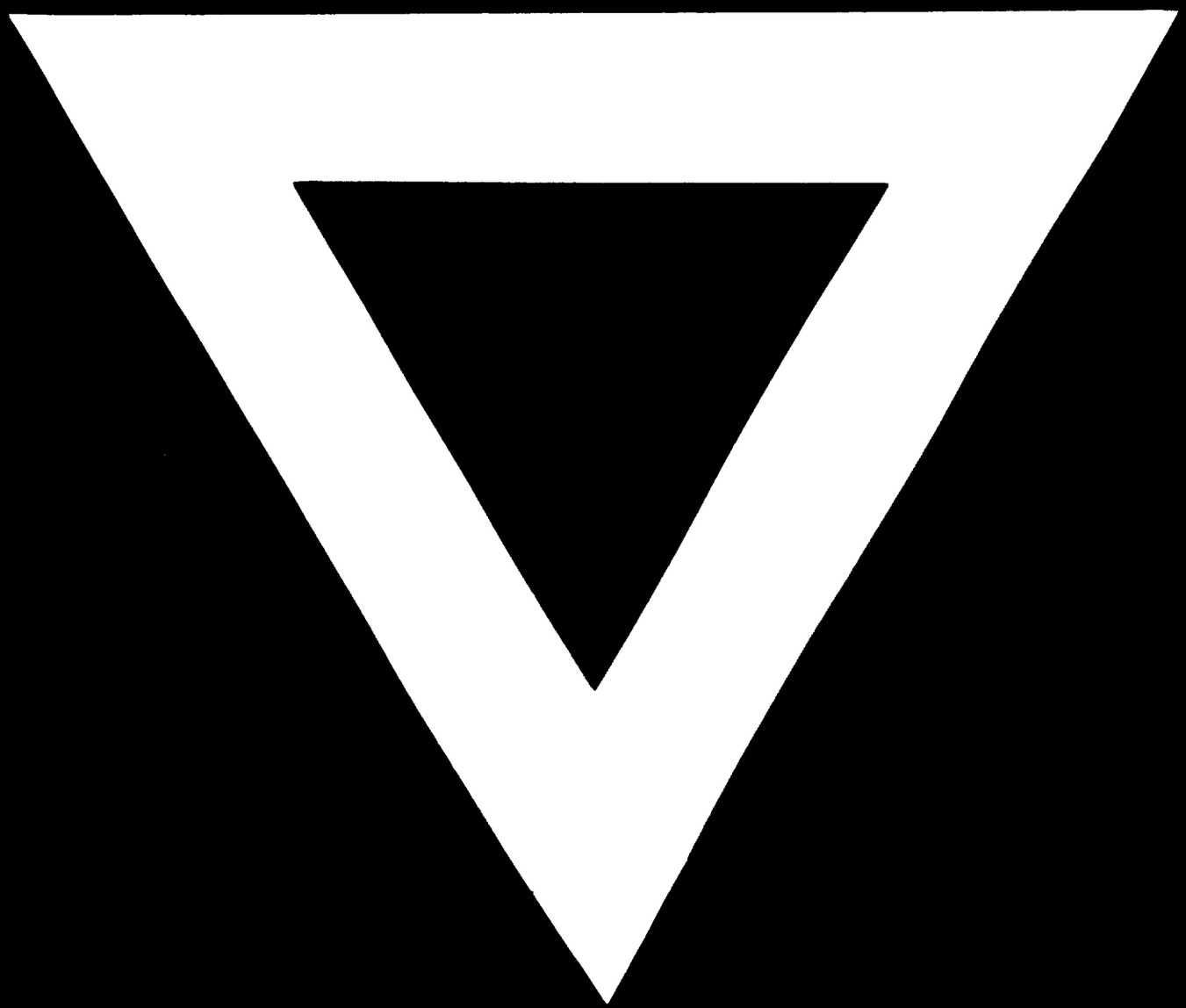
4) Industrial Design as a coordination factor in production elements

5) Planning systems for products and their designs

6) Product studies

7) Redesign of existing products in view to better solutions

8) Distribution research: Transport
   Packaging
   Advertising and graphics



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