

June 29, 2011: World Industrial Design Day



Industrial Designs are part of our daily life, from digital cameras to stylish cars, from audio players to trendy footwear and from biscuits to chocolates the purchase of any and all articles today is influenced not only by their practical efficiency but also by their appearance. Protection of Industrial Designs helps improve the economic, social, cultural and environmental quality of people's life. World Industrial Design Day (WIDD) is observed annually on June 29, 2011 in recognition of the profession of industrial design. WIDD aims to promote awareness on the profession of industrial design, highlight the contribution designers and academics to the discipline and facilitate collaborations that help improve economic, social, cultural and environmental quality of life throughout the world. Such is the impact of industrial design in the world that this year's World Intellectual Property Day" celebrated the role of design in the marketplace, in society and in shaping the innovations of the future.

The International Council of Societies of Industrial Designs (ICSID) started the tradition of celebrating WIDD in 2007, every year ICSID sets a theme and encourages participation in various activities to stimulate minds on that issue like organizing poster making competitions, workshops, exhibitions etc. This year's theme "Industrial Design: How does it improve your life?", is chosen to encourage a self-reflective look at the ways in which industrial design improves the lives of people around the world.

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