

Saurabh Kwatra

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Speaker Qualifications

Dr. Saurabh Kwatra, an Indian Institute of Technology (IIT) Delhi and Hero Global Designs (of Hero-Honda group) educated industrial design engineer currently heads Revolutionary Designs (registered as an international business on www.ccr.gov)

He has over 10 international publications, mostly in interdisciplinary product designing. Dissecting the abundantly visible poor and bad mechanical products through Newtonian mechanics and consequently redesigning them via innovative design methodologies is his passion.

His recent projects were: Digitalized Landing Technique as an antiterrorism system, Geared Non-Spill Teapot & Pairing-Vehicle Technology. All are published and prototyped. His award winning project: as director of a workshop on industrial design (theme – designing about East Lake in Wuhan, China) as part of Icofrada World Design Congress 2009 Beijing. The event bagged many prestigious design awards including the coveted Red Dot. His best-selling talk: at WSEAS Conference at Morgan State University, Baltimore, 2009 as an invited dinner speaker over the ticketed banquet. Topic: preventing another identical/similar/verisimilar 9/11 using 2nd (heavenly) opinion from satellites. Saurabh lives in New Delhi, India and on Long Island, NY with official address that of ON, Canada.

Signage with Third Dimension: Fit for Hilly Terrains

Signage is used as one-way communication tool between the static landscape and dynamic people. On plains, which are planar by definition, ordinary two-dimensional signage suffices well. Problem arises on hills which are three-dimensional in structure. Common phrases used in navigational guidance & daily chores could be : 'take the up road to cafeteria, have a meal and then take the left + down highway' & 'ever since I have shifted to live in that down valley, shopping is a headache as major groceries are located quite up'. For hills, two kinds of signage have been designed: the ordinary 2-D ones loaded with more data and mutually transferring dynamic updates & the specialized 3-D signage created from solid modelling of terrains via Computer-aided-manufacturing applied to registered versions of Google Earth's altitude maps. The former simply add the third dimension flavoured with real-time data to the ordinary conventional 2-D signage (boards, posters, markers, etc.) while the latter are some kind of downsized to-scale models of gigantic hills enclosed in transparent cages. Security and tourism are other industries that stand to benefit from these specialized products.