1.0 What Is Doors of Perception 8?

1.1 What is Doors 8 in India?
Doors 8 is the eighth international Doors of Perception conference, and the second conference that the Doors group is hosting with the Center for Knowledge Societies, India. The Doors of Perception Conferences <www.doorsofperception.com> have built an unparalleled record of bringing together the most innovative designers, technologists, researchers and strategists in the areas of media and technology, since its inception in Amsterdam in 1993. Speakers and attendees of Doors Conferences come from all parts of the globe. They represent research and design teams of major technology houses, as well as the teaching and student community at leading product and service design institutions.

The representation of Doors in India over the last few years reflects our belief that some of the most compelling problems and innovative solutions in the areas of information and communications are emerging in an Asian context. In keeping with this, the conference this year will address the design of ‘Platforms for Social Innovation.’ It will feature 30 speakers and 500 participants from more than 20 countries.

1.2 Where will Doors 8 be held?
Doors 8 will be held in the India Habitat Centre (IHC) in New Delhi from the 20th through the 25th of March 2005. The Apeejay Media Gallery and British Council will host some of the parallel events at Doors 8. One of the Capital’s finest locations, India Habitat Centre is spread over nine acres of beautifully landscaped environs and has been designed and conceived as an ideal environment for strategic global conferences.

The IHC’s proximity to the political nerve center, think tanks, its physical affiliations with institutions committed to research as well as its unrivalled convention and hospitality facilities make it an ideal location for a conference of the scale, intensity and flavor of Doors. More information about IHC can be found at their website <www.indiahabitat.org>.

1.3 What is the theme for Doors 8 in India?
During Doors 8, we will invite leading thinkers, corporate leaders, researchers, designers, and artists, to present and discuss case studies to explore what infrastructure and platform may be needed to enable social innovation. These expert narratives will include:

- New business models
- Shared use scenarios, and the standards and structures to enable them
- Service design that is sensitive to culturally-embedded practices
- Media ecologies and informational flows in low density environments
- Location based information services in non-urban situations
- Tools and methodologies for mapping local knowledge

Doors and The Center for Knowledge Societies (CKS Consulting) partner with a view to help organizations gain a greater understanding of design processes, product development cycles, emerging market scenarios, and innovative business models. The Doors booklet in your folder describes this partnership and events at our first conference in 2003.
2.0 What Will Happen?

2.1 What exactly will happen from March 20 to March 25, 2005?
Here is a daily schedule of events during the Doors week in 2005:
- **Day 0:** Closed Doors emerging economy workshop, hosted by CKS
- **Day 1:** Thematic Presentations by distinguished speakers
- **Day 2:** Thematic Presentations by distinguished speakers
- **Day 3:** BT Doors of Perception Design Awards and Design Synthesis Session
- **Day 4 + 5:** Informal meetings with fellow delegates and Parallel Events

**All days:** Project Exhibition, cultural and entertainment events in the evenings

Highlights of the parallel side events are **Used in India** and **Art Lab**. **Used in India** is a virtual museum that traces the history of ICT design in India. **Art Lab** explores the intersection of technology, art and culture through new media installations by artists.

2.2 Who can I expect to meet, collaborate with, and learn from?
Doors brings together people from various fields of study and practice. These include:

- Emerging market strategy heads of leading edge technology houses
- Leading researchers, academicians and experts of design and ICT
- Independent designers, thinkers, innovators and artists
- Policy drivers, influencers, strategists, architects and urban planners

Institutions that are expected to be represented at Doors include:

- Microsoft’s Asia Center for Interaction Design (Beijing and Redmond)
- HP Labs (India, China)
- Nokia Research (Japan)
- Philips Design (India)

Designers from more than 12 institutions worldwide are expected to present design projects and participate at Doors 8. Some of them are:

- Royal College of Art (UK)
- University of Art and Design Helsinki (Finland)
- Interaction Design Institute Ivrea (Italy)
- National Institute of Design (India)
- Art Center Nabi (Korea)
- IAMAS (Japan) and Keio University (Japan)
- University of California San Diego (USA)

Regional specialists from all major developing regions of the world will be present to provide their valuable inputs in closed-door workshops and conference events. Delegates will benefit from sharing insights and collaborating with this diverse set of invitees, on emerging economy initiatives and strategies for different sectors. An archive of past conferences is present at <www.doorsofperception.com>
### 3.0 Special Doors Events

#### 3.1 How is Doors 8 different from other conferences of its nature?
Doors 8 will address technology issues through discussions, strategy sessions, workshops, and side events. However, unlike nearly all other Internet and design events, Doors prioritizes social and cultural needs over technology-push for innovation.
- **Doors 8 concentrates on a hands-on creative structure for tomorrow’s services**
- **Doors 8 extends ICT partnerships, invites, & media coverage to a select circle**
- **Doors 8 is a space for high-end and undoubtedly effective branding, marked by the lack of aggressive sales pitches and static display booths at the venue.**
- **Doors has affiliations with international CHI and Design groups, as well as network groups (TiE, NASSCOM) while clearly maintaining its own identity.**

Specifically, while Doors 8 is about emerging technologies and the re-configurations around existing ones, some of the discussions would emerge around:
- Wireless access, mobile VAS around emerging scenarios of user communities
- Social software and enterprise software opportunities
- RFID based service design and IT services
- Location and Identity sensing
- Filtering, Event triggering, context and presence in social networks

#### 3.2 What is ‘Used in India’?
Used in India is a unique opportunity for delegates, corporate sponsors, and institutional affiliates to get a glimpse into technology history and the social and cultural practices around technology in India in the 20th century.

Used in India is a Design History museum that will bring together a range of media devices, both personal and professional, used in India in the 20th century. From the cyclostyle machines of the sixties to the telephone meters of STD/PCO booths, this hyper-textual inventory would refer to applications, technologies, and services that constitute the heterogeneous world of Indian media culture and design.

The documentation of individual and institutional histories of use of media devices in India attempts to represent this rich technology history for Design and Innovation. These media devices have played a critical role in creating material, real-time and virtual media artifacts specific to the Indian context. Through this unveiling of media devices and practices in India, we hope to set stage for a new consideration of media culture and design for emerging economies.

#### 3.3 What is the Emerging Economy workshop?
An exclusive strategy workshop on designing and delivering Information and Communication technology (ICT) for emerging economy markets will be held on March 20th at New Delhi. This CKS hosted workshop offers corporate sponsors and institutional affiliates an opportunity to collaborate with decision makers, assimilate insights from expert narratives, and design for different scales of opportunities.

The session will focus on 5 key emerging markets and 4 verticals of Education, Healthcare, Financial Services, and Governance. We expect to generate key insights on integration of product development cycles with user research and design ethnography in emerging user communities across verticals and countries, as well as provide an opportunity to sponsors to share key insights with the Doors community and collaboratively annotate these scenarios on a common platform.
4.0 How to Partner?

4.1 What are the different levels of corporate participation at Doors 8?
Doors 8 has different levels of partnerships and participation for delegates. Technology companies and service businesses have access to Lead, Premier, and Event Partnerships. The benefits to corporate partners are described in detail in the Sponsor Cards sheaves.

We also have a limited number of theme sponsorships towards specific activities: Connectivity (Wi-Fi), Media, Hospitality, Event management, F&B and Travel and select Stalls and exhibit areas that are open for discussion.

4.2 What will happen at corporate side events?
Side events are spaces for Doors sponsors to talk to their audience, test a new idea or simply build their respective brands. This could take the form of:
- Targeted recruiting and outreach strategy with leading international schools
- Media blitz strategy around a new product, office, or concept launch
- Closed doors ecology building exercise with exclusive Doors participants

Lead sponsors have the opportunity to create significant brand communication through a targeted side event that can benefit their investments more granularly than trade shows, academic conferences, or sales pitches.

4.3 What are the outstanding benefits of becoming a Doors 8 Lead Sponsor?
Lead sponsorship allows corporates to interact with a large number of product and service designers who are interested in creating technologies for the emerging economy world. Doors 8 will also afford unique opportunities for recruiting young and innovative designers, researchers, social scientists and technologists.

Lead sponsors will be able to send cross functional teams for the Emerging Economy Workshop. This is a very rare opportunity to communicate, share, and learn from Regional specialists from all major developing regions of the world, other strategic and design personnel, and distinguished Doors 8 speakers and invitees. Sponsor teams could benefit from critical feedback and benchmarking their emerging economy initiatives and strategies in different world areas.

The other opportunities exclusively afforded to a lead sponsor, are:
- Blanket access to all public and closed-door events for 10 nominees
- Premier stall space to showcase Lab innovations and activities
- Special meeting room for closed-door discussions and/or recruiting
- Special access to Doors speakers and showcased designers
- Prominent branding at all supported events and activities
- Special coverage in Business Today, the Doors 8 Media Partner
- Special media access at all evening events

Please refer to the Doors sponsor cards to view different possibilities for sponsorship.

Please refer to the Doors booklet and the Doors East 2 booklet for a glimpse of lead sponsors benefits and experiences.
5.0 Other Details

5.1 What is the Doors 8 potential for Small and Medium Enterprises?
There is a limited number of theme sponsorships available for 5K Euros for small and medium enterprises with core competences in areas critical to emerging economy growth. These could include competencies and innovation themes on Healthcare, Business Process Outsourcing, IT Services, Finance, Kiosk Computing, Apparel, Manufacturing, Consulting Services, or Knowledge Management.
We also present the limited option of a stall only partnership for 1K Euros. We can help you design a dynamic interactive stall to attract most visibility.

5.2 What media coverage will Doors 8 sponsors and institutional affiliates get?
Doors has been described as “the nearest thing the design world has to a World Economic Forum” (by Hugo Manassei of Nesta in London). India’s Economic Times described Doors East, in 2003, as “the most avant garde event the IT world has seen”. And for Charles Leadbeater, Tony Blair’s favourite futurist, our invitation to DoorsEast was “probably the most interesting invitation I’ve had in ten years”. For a taste of what they are describing, check out: <www.doorseast.com or http://flow.doorsofperception.com>
Additionally, Doors 8 will be exhaustively covered within:
- Doors of Perception website and mailing list
- The Times of India, BT, Rediff, and the Economic Times
- International media: Wired, Interaction Design, Fast Company
- International Design and Innovation blogs, wikis, and online forums

5.3 What are the next steps in the participation and sponsorship process?
The Sponsor forms will be online at <www.doors8delhi.doorsofperception.com>. The site is proposed as a real-time updatable wiki, which will allow delegates and participants to collaborate and share their insights through the website.
Sponsor forms will also be available by post or email. There are also limited scholarships and delegate packages in special cases. The delegate entry passes are available at different rates for International and Indian corporate and academic/institutional participants.

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