

Exhibition

Design made in Bangladesh

Deutsch know-how to promote "deshi" products

FAYZA HAQ

FRANZ Bauer, the German team leader of Design Technology Centre for Product Development talking about his origin and involvement with products shown at DTC, says, "I come together with my Designer colleague and wife Karin Bauer from Kassel, which is famous for its 'Documenta' an international exhibition of modern art. Being both trained industrial designers from Kassel Arts University in the 70s for the conventional five-year diploma, we have been practicing for 20 years in Europe, (with considerable experiences with Adidas, Blaupunkt and Lufthansa, and different sport labels and manufacturer of consumer goods) Having done all these projects with industries, as well as teaching at the University for Design in Offenbach, working in developing projects in countries like Egypt, Pakistan, Bangladesh and in Latin America is also challenging".

Asked what brought him to Bangladesh in particular, Bauer says, "I have been working here in Bangladesh for the last five years in the Programme for the Promotion of the Private Sector in Dhaka. It began in 1995-96, as a co-operation between the Bangladesh and German governments, and has been implemented by the Dhaka Cham-

ber of Commerce & Industry and German Technical Corporation (GTZ). Here I worked as a short-term expert for the Business Advisory Services (BAS) at DCCI, coming altogether about 20 times to Bangladesh, working with the leather and footwear sector, I held workshops on skills development and corporate design concepts.

"DTC, a design centre is another project under the frame of the Promotion of the Private Sector Programme with the same counterpart and implementing agencies, as mentioned earlier, GTZ and DCCI. This focuses on service provided to Small and Medium Enterprises in the wide field of product development services. This begins trend information and with creative design ideas and their visualisation, and goes from the first prototype up to the implementation of the design in the factories."

Elaborating further on the work that DTC does, Bauer says, "The enterprise coming as a client to DTC has usually somehow identified certain need for support concerning their products. We are first going to develop a support concept and we will do a survey in the company and find out where the problems with overall product quality are and we are going to offer e.g. improvement of existing products, implementation of international standards, new

products with sound design." Speaking about the people who had approached DTC so far, Bauer says, "We have some clients in the leather goods industry. We have some activities in the furniture line, with a new office modular system based on steel and glass. Apart from this, we deal with fibre products, which includes silk, jute, wood but which could go up to ceramic or other technical fibre. In an ongoing project we use 'jamdani' hand woven fabrics as a material, which can be used for interior design such as curtains and 'para vent' partitions and not just for traditional fashionable saris.

Dwelling on how he came to be captivated by our 'jamdani', Bauer says, "We have been to the villages where 'jamdani' is made because we believe in working close with the workers. As the best 'jamdani' comes from the Sonargaon area. We have examined the wider range of utilisation of 'jamdani' as a high valuable fabric." Continuing in the same vein about the DTC products, he says, "Incidentally we make innovative office desks which are as a modular system suitable for conferences and individual work at the same time. These are designed and manufactured here. Our aim is to make the products more innovative but following the human need and taste." Asked if there has been

special research in order to handle Bangladeshi products, "I have been working here for long time, although DTC itself commenced this May, and know the industry, the working conditions, the prospects of participation in international trade fairs for Bangladesh companies and I know the base that is required for that which at present is not very promising. The behaviour of Bangladeshi entrepreneurs at international trade fairs is sometimes unprofessional. When you go to a fair you show your product and someone comes as a customer and you should not be vague about the price of your product. There is no clear calculation of prices on the part of these entrepreneurs or clear knowledge of the acceptable and feasible."

Touching on the problems that he faced in his work, "Things always have their ups and downs at the outset." He adds, "Like other GTZ projects it will have at the maximum three phases which will consist of three years. As for the question of profit there must first be sustainability. As a service provider we have to charge an amount, as we must work on a cost-covering base. As for the second part of the training of designers the question of cost covering is undoubtedly there. We are also looking for input from other design centres. First co-operation endeavour for collaboration with other international universities, have started, one being based in China (Hong Kong) and the other in Germany.

"Our work is at a very initial stage at present. We have yet to work out the co-operation contracts and we will finally have exchange of students, teachers and joint-projects running at two different locations at the same time. Initially all this goes back to my personal contacts as I am in the design business for more than twenty years."

Talking about whether the Bangladeshi products have a good sale prospect in the international market, Bauer says, "There is a market for 'good design' in Bangladesh itself and an increasing demand for product quality and besides this there is always a demand for high quality which can be recognised all over the world."



Asked to explain the necessity of his own presence in Dhaka, Bauer says, "These designs will be Bangladeshi as we are not interested in importing international designs for Bangladesh. Hence we decided to create a platform of local designers with German experts to lead them to work with them in order to find the specific Bangladesh design, which can stand the test in the international market as well. We was asked if we were interested in this job, We accepted it and are quite contented with it."

"The environment suits me well enough although if there was less air pollution I would have been happier. There are no doubt other serious problems here in Dhaka, which have yet to be solved. We need professional training for designers but also for the workers in the factories, which are able, to manufacture good products as requested. This is easy to say but almost impossible to do. What we are going to do is work together with interior designers, graphic designers, architects. We created an open platform for the exchange of ideas and experience integrating the existing basis and preparing the training modules."

"We are not, however, going to

train people such as 'jamdani' or leather goods designers. Designer training means teaching creative people. Designers for instance can work for steel product manufacturers in Tejgaon and also for a leather goods plant in Savar. One has to be able to work in a wider range with a reliable design concept, able to implement those concepts in the application of materials. This means that design training has to be based on the human factor e.g. Ergonomics, aesthetics and commercial elements too, so that these designs can be manufactured for a reasonable price and be based on the taste of the customer who is finally willing to pay for the product." Asked as to whom DTC aimed at, Bauer says, "We produce products that begin with a button but don't aim at Mercedes Benzes. We are going to design in fields in whatever echelon of society the manufacturer wants. Sure, society has different levels and what we keep in mind are the commercial aspects and the coverage of the designer training. On the long run we have to earn the money to finance the qualification of designer."

Giving more details about their section termed "information ser-

vices", Bauer says, "This means to know for example as what are the standards of the designs for the market where I like to sell my products as let's say for the manufacture of leather bags and footwear to be sold at Miami Fair, the producer must get some information in advance of what the demand in USA is like. He should know the eco standards e.g. say in Europe there are strict regulations based on the ecological framework. In order to get this information one should be aware of the consumer behaviour. Finally, in the selling of fashionable items adequate information must be gathered." Bauer concludes by saying "It would be an error to regard design as an aestheticization of objects. Design is the process of integrating the function, ergonomics, production logistics, aesthetics, ecology and symbolism of a product. In this complex mesh of objectives, some of which are of course in conflict with others, design finds a solution. Not the solution, as there are always several but a sound solution. If you want to make a product which is excellent value for money, that objective also requires a perfect design solution". Rolf Fehlbaum."



RECOMMENDATIONS

Liberation War Museum

Liberation War Museum has chalked out a 7-day schedule of cultural programs to celebrate the 30 years anniversary of the Victory and Liberation of Bangladesh. The weeklong programs at the Museum's Café Theater includes:

- December 24, Monday:** Discussion on the book 'Bangladesh: War of Liberation' written by Maj. Gen. Imamuzzaman.
- December 25, Tuesday:** Musical program by CHAYANAUAT at 5:00 pm
- December 26, Wednesday:** Patriotic songs by artist Mahmuduzzaman Babu at 5:00 pm
- December 27, Thursday:** Dance performance by Sharmila Bandhopadhyaya and her troupe at 6:00 pm
- December 28, Friday:** Tagore song by artist Shama Rahman at 5:30 pm
- December 29, Saturday:** Children's recitation by the group 'MUKTAKANTHA' at 5:00 pm
- December 30, Sunday:** Concluding program by UCEP students School at 5:00 pm

British women filmmakers

Special session of films by British women filmmakers 'Chick Flicks' will be held at the British Council auditorium at 4pm and 6pm on December 24 (Monday), 2001 on the occasion of 7th Short & Independent Film Festival, Dhaka 2001.

Alamgir Kabir Memorial Lecture

Fourth Alamgir Kabir Memorial Lecture, organised as part of the 7th Short & Independent Film Festival, Dhaka 2001, on Film and Literature will be delivered by eminent writer Hasan Azizul Haq on December 24, 2001 at Sculptor Novera Hall, National Museum, Shahbagh at 10:30 am.

Film Festival

Organised by Bangladesh Short Film Forum, the 9-daylong '7th International Short and Independent Film Festival Dhaka 2001' is due to start from December 22 at the Central Public Library auditorium. 120 films from 32 countries will participate at the festival.

TV GUIDE

BTV

3:10	News Headlines
3:20	Open University
3:45	Shukhi Poribar
4:00	Khabar
4:05	Animation Film: Totally Tuned In
4:30	Pushthithatha
4:45	Programme for the children
5:00	News Headlines
5:10	Shashthathatha
5:25	National Television Debate
6:00	Khabar
6:10	Taruchaya
6:35	Programme from Chittagong station
7:00	News Headlines (English)
7:05	Mati O' Manush
7:30	Barta Probaho
8:00	News in Bengali
8:30	Drama
9:00	News Headlines
10:00	News at Ten (English)
10:25	Ontorongo Aloke
11:30	Khabar / The News
11:45	Closing

EKUSHEY TV

12:00	Ekushey Middy
12:30	Shoptaho Ghura Deshjure
1:00	Expedition to the Animal Kingdom
1:30	Documentary Programmed - Japan Video Tropic
1:50	Classic Cartoons
2:10	Surer Prodeep
2:40	Drishiti
3:00	Ekushey Headlines
3:05	Drama serial - Othi Apon
3:30	Kena Kata
4:00	Surer Prodeep
4:30	Expedition to the Animal Kingdom
5:00	Circus Circus
5:30	Drishiti
5:50	Ajker Potriyak
6:00	Ekushey Headlines
6:05	Classic Cartoons
6:30	Charidike
6:55	Ekushey Headlines
7:30	Ekushey News
7:58	Ek Minute
8:00	Mukto Cholochitro Mukto
8:30	Surjer Neeche
9:00	Ekushey News
9:05	Sumprotique
10:00	News : Simulcast from BTV
10:30	Ekushey Business
11:00	Ekushey Late Night News
11:30	Nirbachon Shonglap
12:00	Ekushey Headlines

BBC WORLD

6:00	BBC News
6:30	Holiday
7:00	BBC News
7:30	Hospital
8:00	BBC News
8:30	Correspondent
9:00	BBC News
9:30	This Week
10:00	BBC News
10:30	Mastermind India
11:00	BBC News
11:30	India Business Report
12:00	BBC News
12:30	Wheels
1:00	BBC News
1:30	Hardtalk India
2:00	BBC News
2:30	This Week
3:00	BBC News
3:15	Bubble Trouble
4:00	BBC News
4:30	Click Online
5:00	BBC News
5:30	Hospital
6:00	BBC News
6:45	People's Century
7:00	BBC News
7:30	Top Gear
8:00	BBC News
8:30	Dateline London
9:00	BBC News
9:15	Road To Riches
10:00	BBC News
10:30	Hardtalk India
11:00	BBC News
11:15	Bubble Trouble
12:00	BBC News
12:30	Hospital
1:00	BBC News
1:30	People's Century
2:00	BBC News
2:30	Top Gear
3:00	BBC News
3:30	Dateline London
4:00	BBC News
4:30	Asia Business Report/Asia Today
5:00	BBC News
5:30	Asia Business Report/Asia Today

HBO

6:30	Trespass
8:30	First Daughter
8:30	Magic in the Water
12:30	Tales from the Crypt: Demon Knight
2:30	Band of Brothers 09: Why We Fight
3:45	My Girl 2
5:45	Magic in the Mirror
7:30	Cleuesse
9:30	Scrooged
11:30	The Presidio
1:30	Tales from the Crypt: Demon Knight
3:30	Official Denial
5:15	Last Man on Planet Earth

STAR MOVIES

7:00	Drama: Mercury
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Project

9:00	Thriller: The Willies
11:00	Comedy: Fart the Movie
12:30	Action: Atomic Twister
2:15	Thriller: Hide And Seek
4:00	Action: Titan A E
5:45	Comedy: Queens Logic
7:45	Action: Atomic Twister
9:30	Sunday Megamovie: Plunkett and Macleane
11:15	Drama: Harlan County War
1:00	Comedy: Fart the Movie
3:00	Action: Managua
5:00	Drama: Harlan County War

STAR GOLD

10:30	Geet Bahar
11:00	Geet Bahar
11:30	Geet Gata Chal
12:00	Rahein Na Rahein Hum
1:00	Sunday Noon Show Shaadi Ke Baad (Jeetendra, Rakhee)
3:30	Barsaat Ki Ek Raat (Amalith Bachchan, Raakhee)
7:00	Geet Bahar
7:30	Saturday Blockbuster Ek Musafir Ek Hasina (Joy Muherjee, Sadhana)
11:00	Geet Gata Chal
11:30	Zehreela Insaan (Rishi Kapoor, Neetu Singh)
12:30	Zehreela Insaan (cont'd)
3:00	Geet Bahar
3:30	Shankar Sita Ansuya (Mahipal, Shahu Modak, Nirupa Roy)
7:00	Ek Musafir Ek Hasina (Joy Muherjee, Sadhana)

STAR PLUS

6:00	Mirch Masala
6:30	Geet Bahar
7:30	Aatma
8:30	Dharam Aur Hum
9:30	Surabhi
10:00	Family Fortunes
10:30	Kaun Banega Crorepati Junior
11:30	Chalti Ka Naam Antakshiri
12:30	Chhupa Rustam
1:00	Musafir Hoon Yaron
1:30	Mirch Masala
2:00	Hit Filmlein Hit
2:30	Mail Milap
2:40	Star Sunday Matinee
6:00	Hit Filmlein Hit

TODAY'S HIGHLIGHTS

EKUSHEY: 7:00 p.m. *Desh Jure*. In this episode of the regional news programme of the country there will be a story of a successful school of Gaibandha. The story of a village post master will be in the section 'Amar Odhikar'. There will also be a feature on Boro Shibalo Mondir of Joypurhat. In the section 'Amar Gram' the highlighted village is Rayerkathi of Pirojpur.

STAR WORLD: 5:30 p.m. *3rd Rock From The Sun*. Charitable Dick: Dick attends his first auction with Mary. It is to benefit the Rutherford Boy's Home. He gets caught up in the bidding frenzy with his arch-nemesis, Vincent Strudwick, and ends up with buying a painting for seventeen hundred dollars. Dick enjoys all the applause and adoration he receives for his generosity, but as soon as the attention is over, he realises that the art actually stinks.

STAR WORLD: 8:00 & 11:30 p.m. *Star Trek: The Next Generation*. Imaginary Friend: As the Enterprise begins an investigation of a nebula, Ensign Sutter and his young daughter Clara are in Troi's office, where Clara is talking about her imaginary friend Isabella. Ensign Sutter, whose Starfleet career has not allowed him to stay in one place long enough for Clara to make any friends, is concerned that Clara's insistence on Isabella's existence is abnormal, but Troi does not think it is anything to worry about.

6:30	Sangeet Fox Kids Sunday
7:30	Son Pari
7:55	Jubilee Plus
8:30	Ji Mantriji
9:00	Star Event Kambakht Ishq
12:00	Hit Filmlein Hit Sangeet
12:30	Shagun
1:00	Sonpari
1:30	Kalash
2:00	Kaahin Kissii Roz
2:30	Jubilee Plus
3:00	Pal Chhin
3:30	Saahil
4:00	Sansar
4:30	Chhupa Rustam
5:00	Meni Saheli
5:30	Hit Filmlein Hit Sangeet

STAR NEWS

8:30	Star News English
9:00	Star News Hindi
11:30	Star News English
12:00	Star Business Week
12:30	Star News English
1:00	Reality Bites
3:00	Limelight Hindi
6:30	The Big Fight
8:00	Star Talk
8:30	We The People
9:30	Star News Sunday
10:30	Star News Ravivaar
11:30	Star News English
12:30	Star Business Week

AXN TV

4:00	High Actin Adrenalin
4:30	World's Most Amazing Videos II
5:30	Rollerjam
6:30	David Blaine : Magic

PICK OF THE DAY

Scrooged
On HBO at 9:30 p.m.
If there is one thing that the youngest network President in television history knows about Christmas, it is how to exploit the holidays for every rating point their worth. Meet Frank Cross (Bill Murray) the definitive scrooge the man who makes everybody miserable. But he better watch out, because the yuletide season, a trinity of Christmas ghosts will be working overtime to make him on an unforgettable ride.

ESPN

6:00	English Premier Football League
8:00	Nfl Football Oakland, CA USA
11:30	Racehorse Digest
12:00	American Muscle 2001
12:30	South Africa Cricket India Tour of South Africa Port Elizabeth, South Africa and 2 nd Test, Day 5, 2 nd & 3 rd Session
2:30	South Africa Cricket India Tour of South Africa Port Elizabeth, South Africa and 2 nd Test, Day 5, 2 nd & 3 rd Session
5:30	Crickit Programming Super Selector January Launch
6:30	English Premier Football League
7:50	Super Sunday Preview

STAR SPORT

7:30	Golf Programming Golfglobe 2001
8:00	Sailing Sailing world
8:30	Max Power
9:30	World Cup Mix
10:00	Nba Inside Stuff

ZEE ENGLISH

12:30	Benny Hill Show
1:00	Homicide Life on the Street
1:30	Mini Series : Dangerous Lady
3:00	Heartbreak High
4:00	Charlie Chaplin
4:30	Mowgli
5:00	Heartbreak High
6:00	Over The Edge
6:30	Mini Series : Dangerous Lady
7:30	Heartbreak High
8:30	Movie Stars
9:00	Homicide
10:00	Mowgli
10:30	Charlie Chaplin
11:00	Over The Edge
11:30	Police Academy
12:30	Brand Champs
1:00	For Your Love
1:30	The Sopranos
2:30	Friends7
3:00	La Femme Nikita
4:00	Mini Series : Black Scorpion
5:00	Veronica's Closet
5:30	Heartbreak High
6:30	Suddenly Susan
7:00	ER
8:00	Living Single
8:30	Jesse

ZEE MGM

1:30	Desperately Seeking Susan
4:00	Pink Nights
6:30	Wild Orchid
9:00	The Ambulance
11:30	Breathless

SPORTS

10:30	Stuff Futbol Mundial
11:00	Crickit Programming Super Selector January Launch
12:00	Sports Unlimited Wimbledon Lawn Tennis Championships Best of Wimbledon 2001 London, United Kingdom Jennifer Capriati @ Justice Henin Women's Singles Semifinal
3:00	Rally RACING 2001 Fia World Rally Championships Review
3:30	Rally RACING On The Limit Jgic Sepang
4:00	Yachting Rolex Women's Int'l Keelboat Championship 2001 Annapolis, MD USA
4:30	Football Asia
5:00	Spanish Football League 2001/02
5:30	Spanish Football League
6:00	Spanish Football League 2001/02
7:00	Sports India
7:30	Zimbabwe Cricket The Coca-Cola Cup
8:30	Zimbabwe Cricket The Coca-Cola Cup

ZEE TV

12:30	Bournvita Quiz Contest
1:00	Aaj Bhi...Ateet
1:30	Dollar Bahu
2:00	Hip Hip Hurray
2:30	Zee & You
3:00	Feature Film News
6:00	Yaadon Ke Pal Aalaap
6:30	Yoga For Life
7:40	Jagran
7:50	Zee Gym
8:00	Guldasta
8:30	Nickelodeon on Zee
9:00	Jai Jai Tridev
10:30	National Challenge Antakshari
11:30	Baazi Kiski
12:30	Bournvita Quiz Contest
1:00	Hip Hip Hurray
1:30	Rist Take/Top of the Tops
2:00	Dollar Bahu
2:30	Zee & You
5:00	Cinema Hits
6:00	Ek Nazar
6:30	Nickelodeon On Zee
7:30	Neelam Ghar Bid Bid
8:30	Razzmatlazz
9:30	Sansaar
10:30	Aap Jo Bolein Haan To Haan Aap Jo Bolein Naa to Naa
11:30	India's Most Wanted
12:00	Gudgudee

ZEE CINEMA

1:30	Kamma
4:30	Mamta
7:30	Nai Roshni
10:30	Mehbooba (Rajesh Khanna, Hema Malini)
1:30	Do Raaste (Rajesh Khanna, Mumtaz)
6:00	Barsaat (Twinkle Khanna, Bobby Deol)
10:00	Laadla (Anil Kapoor, Sridevi)

ZEE MUSIC

12:35	Phoren Maal
1:05	Zee Music Box
1:30	Jharokha
2:00	Hit Pe Hit
3:00	Just Jammin
3:30	Tara Rum
4:30	Phoren Maal
5:30	Sizzlers
6:00	Zee Music Com
7:00	Aalaap
7:30	Tara Rum
8:30	Hit Pe Hit