

Design!public

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I write to invite you to a select high-level conclave on the value and role of design thinking in addressing the challenges of governance. The event is called 'Design Public.'

We would like you speak briefly about your own experiences and knowledge in this area, while also critically responding to others and collaboratively framing answers to key questions being raised at our event. These are:

- *What is the role of innovation in achieving excellence in public services?*
- *How does design thinking work and what benefits has it brought?*
- *How can governments best use designers and design thinking?*
- *Can physical, informational and interaction design improve public services?*
- *What is the role of media in promoting design thinking in India?*

Leading thinkers in the area of governance and design will attend the event, as mentioned in the attached conference note. The conclave will be held at the Taj Vivanta, New Delhi, on the 18th of March, 2011.

If you could confirm your participation, we can discuss further about how best you might share your experiences and perspectives with us.

On behalf of my fellow organizers, I look forward to further dialogue before, during and after the conclave. Meanwhile, I seek to remain

yours very truly,



Dr. Aditya Dev Sood

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