



Sanandan Sudhir Bags IDSA's International Design Excellence Award

Sanandan Sudhir, Vice President, Design at Innovative Design Engineering Animation has been awarded "*Silver Award*" for the design of Discovery MR, a Medical and Scientific product by Industrial Designers Society of America (IDSA). The award will be presented during an international conference in Florida on 23- 26 September.

Sanandan Sudhir designed the product with team at GE HealthCare. The Discovery MR helps minimize patient anxiety when undergoing an MRI procedure. The table is removable, so patients can be prepped in a separate room away from the imposing device. The touchstrip and in-room console allow the technologist to remain at the patient's side while completing the setup procedures in the scan room. These design-driven features also increase efficiency: One patient can be scanned while another is being prepped.

For More information please visit

<http://www.idsa.org/IDEA2009/gallery/>

http://images.businessweek.com/ss/09/07/0729_IDEA_awards_silver/26.htm

Or to schedule an interview contact

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Sanandan Sudhir, VP, IDEA (Innovative Design Engineering Animation)

Sanandan is an accomplished strategic & dynamic design leader with twelve years of valuable & diverse business experience and proven technical skill set in product designing & management, graphic designing, user interface designing, surface designing, design education & business development.

Prior to joining Idea, he was the lead designer at GE Healthcare. Founder of the GE Global design studio in 2000, he became the key person to define the vision for Industrial design, innovation & concept development for GE's Indian operations. Winner of the GE Healthcare Engineering award (2004), Excellence in Industrial design award (2005), Management award (2006) & "You are a Hero award (2007), Sanandan is known for his ability to evolve unique design processes integrating best practices across the globe. Passionate about education, he has also taught courses like "Industrial Design process", "Representation & rendering techniques" & "Bad design" in reputed design institutes like NID & NIFT.

Sanandan Sudhir did his Bachelors' in Engineering from Jamshedpur & Masters' in Industrial Design from NID, Ahmedabad. His understanding of both local & global perspectives in relation to market differentiation, industrial design practices, consumer preferences & trends will surely help leverage the strength of Idea's Design, Business & Marketing team in this highly competitive industry.