

# the people's car: **TATA nano**

In January 2008, India's largest automobile company, Tata Motors showcased its dream, the 'People's Car' named Nano, worth 1 lakh rupees. The Nano had been manufactured targeting the Indian middle class – it is the least expensive care in the world providing low cost car for the masses without sacrificing quality and safety standards.



[www.tatanano.com](http://www.tatanano.com)



Hoping to make a real change in poorer areas is the

**GiraDora**, a portable pedal-powered washing machine produced at an affordable price.

Aimed at communities that lack the money and electricity to keep modern washing machines – where laundry tasks can eat up six hours per day – the GiraDora consists of a plastic tub with a foot-powered spinning mechanism. Currently in the prototype phase, the team behind the GiraDora have worked closely with communities in Peru that could benefit and have been recognized by several awards schemes, from the Dell Challenge to the International Design Excellence Awards.

[www.dellchallenge.org/projects/giradora-safe-agua](http://www.dellchallenge.org/projects/giradora-safe-agua)



## Design with the Other 90%: **CITIES**

The first exhibition in this series, Design for the Other 90%, sparked an international dialogue about how design could improve the lives of poor and marginalized communities around the world. Professional designers traditionally focused on 10% of the world's population, but that has dramatically changed in this new millennium. This new wave of designers are working in co-creation with people with limited resources, collaborating cross-sector to find appropriate affordable solutions, utilizing emerging technology that bypasses 20th century technology "leapfrogging" poorer communities into the 21st century.

<http://www.cooperhewitt.org/conversations/2011/06/20/design%C2%A0with%C2%A0the%C2%A0other%C2%A090%C2%A0cities>