

Igniting design in every corner of the city, Bengaluru ByDesign commences

23 November - 2 December 2018



(l-r) Townhall wrapped in Aadyam Handwoven and *Stop & Stair - Unchained Symphony: Birds*, Blue Cat Paper at UB City, Bengaluru

26 November 2018: Bengaluru launched its very own Design Festival - **Bengaluru ByDesign** on 23 November which will be on until 2 December 2018 across the key landmarks in the city. The Festival celebrates creativity, encourage design thinking and is exploring the innovations in design today.

The 10-day Festival commenced with a press walk-through with Suprita Moorthy, Founder and Priyanka Shah-Bhandary, Co-Founder of the Festival who highlighted some of the key installations at UB City, Bengaluru. The installations included Karolina Merska Pajaki Chandelier made out of local flowers hanging from the ceiling titled *A Little Paper, A Little Poland*, Bluecat Paper's *Stop & Stair - Unchained Symphony: Birds* which covered the entire staircase at UB City with recycled and upcycled paper, *20+18 Chair Project* which is a showcase of one functional object interpreted in terms of process, material, form, quality and time, VU televisions' installation *A Different Point of VU* that aims to open a dialogue on the role of technology in our lives and *Tales of Indigo* by Asian Paints giving viewers a unique insight into the story of the colour - Indigo.

Other public installations included *Green is the Colour* by Total Environment at St. Marks, Bengaluru. This installation forms a twisted arch made of metal and jute covered with covered with baby spinach plants and watered periodically creating the appearance of a continuously twisting green ribbon and *When Buildings Come Alive*, where Townhall Bengaluru is wrapped with warps and wefts, exquisite weaves from Aadyam Handwoven's collection creating a disruptive sight capturing the public's imagination.

The walkthrough was followed by the opening of the country's largest design conference, *India Design Forum* who brought global thought leaders and practitioners of technology, innovation, and design, to Bengaluru for the first time. This year's theme was *Disruptive Design* and the speakers discussed how cutting-edge innovation and technology is creating lifestyle changes universally. From what we wear, to the way we consume information, to how we engage with our environment; to how we live is changing rapidly with disruptive businesses and products.

VU Televisions celebrated their highest sales in Bengaluru by hosting the first ever VU Design Party. **Devita Saraf** – Founder and CEO, VU played the perfect host and was seen welcoming her friends which included the Crème de la Crème of Bengaluru including Aditi Premji, Anisha Bhandary amongst others.



"Bengaluru ByDesign features a variety of events, exhibition, installations, debates, launches, design documentaries, pop-ups & parties across the city of Bengaluru. Whatever your experience of design is, I think somewhere on your journey around the festival you will be confronted by a new idea which challenges your thinking and inspires you. The best things to go see are not what you know but what you don't know."

Suprita Moorthy, Founder, Bengaluru ByDesign

"Design is not just for the elite, it is for everybody. With Bengaluru ByDesign, we want to democratise and demystify design. This year's festival is focusing on three key areas - Design and Public, Design and Business and Design and Education." **Priyanka Shah-Bhandary, Co-Founder, Bengaluru ByDesign**



(l-r) Jay Kothari Project Lead, X - The Moonshot Factory, USA, Sanjay Poddar, Project Lead, Accenture Labs in conversation with Rajshree Pathy, Founder, IDF

Key highlights of the IDF included sessions by Jay Kothari and Sanjay Poddar Project Lead, Accenture Labs, on the innovations that are changing the world - linking society's big problems with radical solutions and breakthrough technologies. The world-renowned gaming designer Chris Solarski and Biren Ghose, Country Head for India at Technicolor discussed how emergent technologies seen in gaming and experiential media shape and interrogate our relationships with reality, and help to solve real-world issues. Steve Lidbury, Managing Principal, Eight Inc. talked about designing for the experience economy: how today's consumer - more concerned with experiences and transformations than goods and services - is forcing designers and brands to tear up the rulebook and rethink their strategies. The internationally-acclaimed Graphic and Type Designer, Shiva Nallaperumal talked about the way he uses his work to disrupt expected norms, and the power of graphics and typography to be subversive.

"IDF2018 @Bengaluru has been a great success for us. Our USP has always been our curation and the topics were relevant to the current debates on technology interventions, Design education, craft in modern luxury retail, designing for the Millennials and sustainable practices in architecture. IDF2018@Bengaluru is a huge success with a riveted audience and highly inspiring Speakers. Congratulations to BBD for an amazing city-wide celebration of events and installations will be back next year!" **Rajshree Pathy, Founder, India Design Forum**

Sanjay Garg, Founder, Raw Mango, talked about contemporising fashion traditions and breaking away from the established industry structures such as fashion weeks and runway shows. Maximiliano Modesti, the French-born Founder of Les Ateliers 2M, the Indian embroidery partner for major international luxury brands such as Hermes, Isabel Marant, and Chanel, spoke about changing perceptions of craft and of making in India.

Gautam Vazirani, Curator, Lakme Fashion Week and IMG Reliance, was in conversation with Parvinder Marwaha, Design Program Manager for the British Council, UK, on craft in a world of rapidly evolving

technology and the visual mediums being used to pass down these stories - showcasing projects with Storyloom Films for the global Crafting Futures campaign.

Kamal Sagar, founder of the architecture and building firm Total Environment talked about 'big city life' and the design innovations that will change our urban environments - to make cities safer, cleaner, and more livable. Rahul Mishra, spoke about the need for innovation in the production and consumption of fashion.

Other pioneering design industry influencers and practitioners speaking at IDF Bengaluru include Malika Verma Kashyap, Border&Fall; Brian Parkes, CEO, Jamfactory; Jahnvi Dameron Nandan, The Perfume Library; Revathi Kant, Chief Design Officer, Titan; Bandeep Singh, Photo Editor, Fortune India; and Abhimanyu Nohwar, Founder-Director, KibaDesign.

Bengaluru ByDesign focuses on demystifying design and making it more accessible to the public through installations, exhibitions, workshops, conferences, events, screenings, pop-ups, talks and more. The **10-day design programme, 23 November - 2 December 2018**, shines the spotlight on India's design talent whilst also functioning as a platform for global creative dialogue, featuring a strong participation from design professionals from across the world. This year's Festival aims to cover three key themes: **Design & Public, Design & Education and Design & Business**. The Festival will promote public participation, education, innovation, sustainability and creativity via design.

The Festival is in collaboration with **TVS, Progress Partner, Asian Paints, Colour Partner and WeWork, Productivity Partner**. **Titan, Total Environment, VR Bengaluru, Technicolor** and **Shrishti Institute of Art, Design & Technology** have come on board as *Design District Partners*. **Workbench Projects, The Swissnex India, The Polish Institut New Delhi, Institut français en Inde, The Japan Foundation, Pro Helvetia - Swiss Arts Council, Goethe Institut/Max Mueller Bhavan** are the *Content Partners* and **Anant National University**, the *Education Partner*. The Festival is supported by **VU Technologies, Aadyam, Aditya Birla Group, Nicobar, Hospitality partner Oakwood & Logistics Partner : Star Worldwide**



(l-r) 20-18 Chair Project (Spun Chair by Thomas Heatherwick) at UB City and *Green is the Colour* by Total Environment at St. Marks, Bengaluru

To make design inclusive, educational and accessible, other activations around the city included *Museum of Everything* curated by **Sarayu Hegde**, Founder, *Bombay Attic*, and **Virja Shah**, Founder, *Kit and Caboodle* will focusing on Indian contemporary fashion, ethical clothing for sustainable living and alternative fashion.

TVS and *Bengaluru ByDesign* launched a [Design Challenge](#) wherein students and young professionals have been invited to render colour and graphics to **TVS Apache RR 310** and **TVS NTORQ 125**.

Total Environment in collaboration with the Festival conducted their annual event, *Think Design* at Whitefield, Bengaluru and focused on their large residential projects along with showcasing their capabilities in design.

EVENTS AHEAD

There are still many exciting events, Design Documentaries, talks, workshops, pop-ups etc that will take place in the coming week as a part of the Festival. A series of workshops is curated with *Workbench Projects* to engage and educate the audience on Design & Making. **Chris Solarski**, *Swiss artist-game designer and author*, will be conducting workshops with Industry specialists like Technicolor and other gaming companies and introduce the magic of Gaming Art & Design to a general audience at their Whitefield campus. Other workshops include an Origami workshop at *WeWork*, a toy-making workshop at *Bommanahalli*, 1D, 2D, 3D – A 3D printing workshop, a lighting design workshop and laser cutting workshop at Workbench Projects. Additional details on the workshops are available website [here](#).

Design Day at Titan - A series of talks curated by Bengaluru ByDesign at the Titan Campus in Electronic City with keynote speaker **Antony Parham**, *Creative Director, FITCH* who will be speaking about ***Designing For Future***. **Ravi Bhogu**, *Founder and CEO, Monitra Healthcare*, **Anshuman Singh**, *Founder, ReTiSense* and **Abhishek Sharma**, *Chief Marketing Officer, Goqii* will discuss ***The Future Of Wearable Technology*** moderated by **Somprabh Singh**, *Business Head, Titan - Wearables* and P.A.D. and companies including **Under 25**, **ToneTag** and **Banyan Nation** will cover the topics on ***Ideas that Shake the World***.

The Makers Market at Whitefield Design District in VR Bengaluru will include more than 30 designers featuring exceptional work. Handmade, designed and collectable pieces including textiles, jewellery, ceramics and homewares will be for sale by the designers. This will be a great opportunity for the public to directly network with the designers and buy their collectables.

Design at Srishti: A contemporary Japanese poster exhibition featuring works by 15 Japanese Graphic Designers that were made during Bubble Economy in Japan will be hosted by **Srishti Art & Design Institute**. The creation of these posters which were then made for international meetings and expositions was influenced by an increase in awareness towards environmental problems as signs of globalization started becoming visible.

Wework Galaxy will play host to showcase **Design Documentaries** including *Haus Tugendhat* on the 26th, *The Modern City* on the 27th, *The City of Tomorrow: Experimental Ground Asia* on the 28th and State-Theatre #1-6 LAgos, Tehran, Berlin, Detroit, Beirut, Monchengladbach on the 29th of November.

For more information on programming, please refer the website: bengalurubydesign.com

To download high-res images of the installations and speakers from IDF please refer the link [HERE](#)

Notes to the Editor

About Suprita Moorthy, Founder, Bengaluru ByDesign

A design enthusiast, curator & historian, Suprita Moorthy is an art aficionado with a deep-rooted passion for culture, design and contemporary art. A post graduate in arts, administration and cultural management from University of New South Wales, she has worked with organizations like Sotheby's Australia, The Victoria & Albert Museum (Theatre Museum) and Art Dubai for over a decade. She has worked on several private art collections in London and Dubai and added to the Daniel Birnbaum 53rd Venice Biennale, The Indian Highway exhibition at the Serpentine Gallery, UK and many other international projects. For the last six years, Suprita has also been the Programme Director of India Design Forum. She has received the Dr. Gene Sherman Award for her exceptional curatorial work. Suprita loves dance and the theatre and is an ardent collector of dolls. (Image: l-r: Priyanka Shah-Bhandary and Suprita Moorthy)



About Priyanka Shah-Bhandary, Co-Founder, Bengaluru ByDesign

A branding and design professional, Priyanka's expertise lies in Design Thinking, Business Transformation, and Culture led research and Workshops. A post graduate in design communication management from Mudra Institute of Communication(MICA), she is responsible for conceptualizing and conducting several workshops, and solving brand problems for leading organizations like Amazon, Titan, Cadbury/ Mondelez, Bacardi, Unilever, Tata Group, Mahindra, and Pepsico. She was the Branch Head at DY (erstwhile DMA Branding), a brand & design consultancy. She is considered a naming expert and is responsible for conceiving the brand name model-Identikit She has received Godrej Superbrand Award and Brand Equity Award. Priyanka is also a national- level tennis player and considers sports as a metaphor to life.

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