

Bengaluru ByDesign Design Takes Over Bengaluru with the first edition of the Festival

23 November - 2 December 2018



26 October 2018: The first edition of design festival ***Bengaluru ByDesign*** is all set to transform the city of Bengaluru from **23rd November to 2nd December 2018**.

Bengaluru ByDesign aims to celebrate creativity, encourage design thinking and explore the innovations in design today. The Festival 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 **9-day design programme, 23 November - 2 December 2018**, will shine 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.

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*. **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**.

"India is entering a new era when it comes to design. By 2025, there will be a requirement of a minimum of 20L designers in the country. In such a climate, Bengaluru ByDesign aims to influence key decision makers in education and policy, turning India into one of the leading countries in design thinking & technology, and bring in investment to boost the economy. We envision Bengaluru ByDesign as the next destination for design, in Asia, in the near future." - **Suprita Moorthy, Founder, Bengaluru ByDesign**

“Bengaluru ByDesign was conceived to shine a spotlight on Bengaluru and share India’s thriving design scene with the world. It will act as a showcase for the creative power that is generated when designers, innovators and organizations come together and demonstrate how it can impact our community and our culture.” - Priyanka Shah-Bhandary, Co-Founder, Bengaluru ByDesign

“As India's first design university, we are on a mission to expand access to high-quality design education for more and more young students in India. It is high time that design moves from being a niche specialisation to a more mainstream career option in India. We are proud to partner with Bengaluru ByDesign in its inaugural edition, to further the discourse on design education and to increase awareness about the power of good design to solve everyday challenges.” - Mr Pramath Sinha, Founder, ISB Hyderabad, Asoka University Delhi and Anant University Ahmedabad

“Bengaluru ByDesign is a fresh new concept in India which celebrates Design culture and promotes the role of design in the life of a common man. Titan and Design are synonymous with each other. In the last 30 years, we at Titan company have dedicated our efforts towards placing exemplary design in the hands of generations of Indians through our brands, products, stores and experiences. Partnering with BBD is a great opportunity to build awareness and heighten sensitivity towards Design among a larger audience, especially in the city of Bengaluru.” - Revati Kant, Chief Design Officer, Titan

“We are delighted to collaborate with Bengaluru By Design. At WeWork, we believe that a well-designed workspace can create a positive emotional experience and allow for creative thinking. We use our own technology to bring spaces to life. Local designers and architects from our in-house team think through the needs of our members and the unique characteristics of each neighbourhood. We strive towards creating an inclusive experience that makes our members enjoy going to work every day.”- François Gramoli, Creative Director, WeWork India

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.

DESIGN AND PUBLIC

Design will take over the city of Bengaluru, with large-scale public installations.



Green is the Colour, a project in collaboration with **Total Environment** will create green spaces with a group of arches, enriched with lush greenery at St. Marks Circle, Bengaluru. These temporary structures, which will be covered with real grass and watered periodically, will create the appearance of a continuously twisting green ribbon.



Tales of Indigo - a video installation featuring a story of the colour Indigo. This will give the general public an insight into this charming hue presented in association with **Asian Paints** as their annual tradition of *Colour Journey*.

A Little Paper, A Little Poland: Crafted from rye straw and paper, **Pajaki** are traditional Polish chandeliers which **Karolina Merska**, a Polish designer from London, in collaboration with the *Polish Institute* will reimagine and reinvent the old techniques to present large installations integrating local flowers. This will be followed by a workshop on this little-known art of paper chandeliers conducted by Karolina herself.



DESIGN AND EDUCATION

The Festival will educate the public and promote sustainable practices through its innovative installations, exhibits, talks and workshops. It aims at fostering leadership in design and creative thinking.

Bengaluru ByDesign will present **India Design Forum (IDF 2018)**, India's most prominent design conference covering the present and the future of design, innovation and sustainability. Speakers will include **Brian Parkes**, CEO at *JamFactory*, Australia, **Chris Solarski**, artist-game designer and author, Switzerland, **Kamal & Shibaneer Sagar**, Founders, *Total Environment*, India, **Brendan McGaterick**, Curator, *Global Grad Show*, UK, **Kai Richter**, Chief Designer at *SAP*, Germany and **Christian Girard & Philippe Morel**, architect, France amongst others.

To make design inclusive, educational and accessible, **TVS** and *Bengaluru ByDesign* will launch a Design Challenge wherein students and young professionals are invited to render colour and graphics to **TVS Apache RR 310** and **TVS NTORQ 125**.

Total Environment in collaboration with the Festival will conduct their annual event, *Think Design* at Whitefield, Bengaluru. The exhibitors of this event will focus on their large residential projects along with showcasing their capabilities in design, furniture production, music and food.

In addition, a series of workshops will also be curated with *Workbench Projects* to engage and educate the audience on Design & Making. **Chris Solarski**, Swiss artist-game designer and author, will also be conducting workshops with Industry specialists like Technicolor and other gaming companies and introduce the magic of Gaming Art & Design to a general audience.

DESIGN AND BUSINESS

The Festival will explore new design narratives and will work towards transforming the way the public interacts and responds to design in their daily lives. **Sarayu Hegde**, *Founder, Bombay Attic*, and **Virja Shah**, *Founder, Kit and Caboodle* will co-curate an exhibition that will focus on Indian contemporary fashion, ethical clothing for sustainable living and alternative fashion.

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 DISTRICTS

Bengaluru ByDesign will feature three design districts in different parts of the city, which will play host to various events. Whitefield ByDesign will showcase installations, *The Makers Market*, *Think Design Fest*, workshops etc taking design to a suburban audience.

Design Day at Titan - A series of talks curated by *Bengaluru ByDesign* on *Wearable Technology*, *Young Innovators* and the *Designing for the Future* will be an exciting meeting point for the neighbourhood of *Electronic City*.

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.

For more information on programming please refer to the highlights document attached.

Notes to the Editor



About Suprita Moorthy, Founder, Bengaluru ByDesign

A design enthusiast, curator & historian, Suprita Moorthy is the founder of *Bengaluru ByDesign*. Her passion is deep-rooted in culture, design and contemporary art. Over a decade Suprita has been involved in working with organizations like Sotheby's Australia, The Victoria & Albert Museum (Theatre Museum), Art Dubai and many independent projects. For the last six years, Suprita has been the Programme Director of India Design Forum. Her work has spread across various genres of theatre, art, contemporary movement arts and design. She has worked on several private art collections between London and Dubai and added to the Daniel Birnbaum 53rd Venice Biennale, The Indian Highway exhibition at the Serpentine Gallery, UK and many international projects. Educated in India and Australia, Suprita is passionate about promoting the social, cultural and economic value of creativity and design. Suprita is passionate about theatre, dance and is an ardent collector of dolls.



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

Priyanka is the Co-Founder of *Bengaluru ByDesign* and Branch Head, Bengaluru, at DY (erstwhile DMA Branding), a brand & design consultancy. Her forte lies in Design Thinking, Business Transformation and Culture led research and Workshops. A post Graduate from Mudra Institute of Communication Ahmedabad (MICA) in Design Communication Management, she is all about "Positive Attitude". She is responsible for conceptualizing and conducting several workshops and solving brand problems for leading organizations like Cadbury/ Mondelez, Bacardi, Unilever, Pepsico and so on. She is considered a Naming Expert and is responsible for conceiving a brand name

model-Identikit. She is a recipient of Godrej Superbrand Award and Brand Equity Award. She is also a national-level tennis player and has published articles in leading Indian newspapers.

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