

#LetsTalkDesign
Bengaluru ByDesign presents India's largest design conference
India Design Forum (IDF), 23 - 24 November 2018,
as part of
Bengaluru ByDesign: 23 November - 2 December 2018



23 - 24 NOVEMBER 2018

SPEAKERS FOR 2018 INCLUDE:

 JAY KOTHARI, PROJECT LEAD, X - The Moonshot Factory (a Google division)	 STEVE LIBURDY, MANAGING PRINCIPAL, Eight Inc. (conceptualised the first Apple Store)	 KAI RICHTER, Chief Designer, SAP	 BRENDAN MCGETTRICK, Director, Global Grad Show (the world's largest exhibition of graduate design and technology)
 BIREN GHOSE, CEO, Technicolor	 SANJAY GARG, Founder, Row Mango	 SANJAY PODDER, MD Accenture Labs, Asia Pacific	 ABHIMANYU NOHWAR, Founder, Kiba Design
 GUNJAN GUPTA, Furniture Designer and Founder of Whisp	 KAMAL & SHIBANE SAGAR, Co-founders, Total Environment (shortlisted for the 2018 World Architecture Festival)	 SHIVA NALLAPERUMAL, internationally-renowned Graphic Designer (recently named in Forbes India's 30 under 30)	 CHRIS SOLARSKI, Founder, Solarski Studio
 BRIAN PARKES, CEO, JamFactory	 MALIKA VERMA KASHYAP, Founder, Border&Fall	 MANIL & ROHIT GUPTA, co-producers, The Creative Indians (NDTV and Netflix)	 PRATEEK JAIN, co-founder, Klove Studio

5 November 2018: Bengaluru ByDesign presents IDF 2018 during the 10-day design festival held between 23 November - 2 December 2018. A key highlight of the festival is **IDF TALKS 2018**, the largest design conference in the country which will be held on **23-24 November 2018 at UB City Amphitheatre, Bengaluru.**

The Festival aims to engage diverse audiences via a series of design interventions. The collaboration with IDF 2018 aims to provide a platform for industry experts, professionals and emerging design talent to interact and debate with their counterparts from around the world to create awareness on the power of design in India.

For 2018, discussions will focus on the best design trends and technologies shaping the future as well as introducing new concepts, products and services that demonstrate how design is transforming contemporary living.

Renowned Indian and international design practitioners and thought-leaders will speak about the most exciting and impactful developments in design today. Some of the key International speakers include **Brendan McGetrick**, Curator, Global Grad Show, UK, **Brian Parkes**, CEO, JamFactory, Australia, **Chris Solarski**, Artist/Game Designer, Switzerland, **Christian Girard**, Co-Founder, Digital Knowledge, France, **Kai Richter**, Chief Designer, SAP, Germany, **Karolina Merska**, Artist/Designer, UK, **Philippe Morel**, Co-Founder, Digital Knowledge, France and **Steve Lidbury**, Managing Principal, Eight Inc. London amongst others.

Speakers participating from India include **Abimanyu Nohwar**, Founder, Kiba Design, **Biren Ghose**, CEO, Technicolour, **Francois Gramoli**, Creative Director, WeWork, **Gunjan Gupta**, Furniture Designer and Founder of Wrap, **Kamal & Shibanee Sagar**, Co-Founders, Total Environment Building Systems, **Karthik Vaidyanathan**, Founder, Varnam Craft Collective, **Malika Verma Kashyap**, Founder, Border & Fall, **Prateek Jain**, Co-Founder, Klove Studio, **Revati Kant**, Chief Design Officer, Titan Company Limited, **Sanjay Garg**, Founder, Raw Mango, **Sanjay Podder**, Managing Director, Accenture Labs and **Shiva Nallaperumal**, Graphic Designer amongst others.

'We are very excited to bring IDF to Bengaluru for the first time as a part of Bengaluru ByDesign. People in India need to engage more with design - understand it, evaluate it, like it, hate it and adopt it. IDF is an amazing platform for people to engage, listen and converse with the leaders and influencers of the design world. Technology is changing the way we look at design and the design processes, and this year's IDF will shine a spotlight on the role of technology in design'... **Suprita Moorthy**, Founder, Bengaluru ByDesign

"IDF is a platform for the design fraternity to come together and discuss the magic of design. Conversations are key to creativity and innovation. IDF is a great opportunity for people to network with the design community, exchange thoughts and ideas, and understand unique perspectives. We invite you all to be a part of this conversation and experience design in a new way"... **Priyanka Shah**, Co- Founder, Bengaluru ByDesign

This year, *Bengaluru ByDesign* will focus on demystifying design and making it more accessible to the public through installations, exhibitions, workshops, conferences, events, screenings, pop-ups, talks and more. Three key themes will be explored throughout the Festival: **Design & Public**, **Design & Education** and **Design & Business** to promote public participation, education, innovation, sustainability and creativity via design. 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.

The Festival is in collaboration with **TVS**, Progress Partner, **Asian Paints**, Colour Partner and **WeWork**, Productivity Partner. **Titan**, **Total Environment**, **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**.

For more information on the programmes of the Festival, please refer the website: www.bengalurubydesign.com

To register for India Design Forum conference, please visit www.bengalurubydesign.com / www.indiadesignforum.com

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.



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.

About India Design Forum

India Design Forum (IDF) was founded in 2012 by Rajshree Pathy and Aishwarya Pathy as a pioneering initiative to promote innovative design and create an awareness of the power of design in India. As the largest and most influential forum of its kind in the country, IDF spans all disciplines under the purview of design: fashion, furniture, textile, industrial, product and architecture. IDF focuses on the evolution of design in India, its position in the context of global trends, and its engagement with the international design world. IDF was started as an inclusive design conference for dialogue, debate, consensus and action on how design can change and enhance the manufacturing sector in India. It provides an invaluable platform to experts, professionals, established names, and emerging talent to interact with their counterparts from across the world. It fosters design thinking in India and creates an infrastructure that encourages and enables young designers in India.

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