

**Bengaluru ByDesign to launch three design districts during the 10-day Festival  
Whitefield, Electronic City and Yalahanka**

23 November - 2 December 2018



**13 November 2018:** **Bengaluru ByDesign (BBD)** is pleased to announce three design districts - **Whitefield, Electronic City and Yalahanka** which will play host to a programme of events during the 10-day design festival held between **23 November - 2 December 2018**.

Some of the key highlights of the **Whitefield ByDesign** are [The Makers Market](#) that will feature more than 25 designers who have been handpicked for their exceptional work and inventive design aesthetic. **Total Environment** in collaboration with the Festival will conduct their annual event, [Think Design](#) where the exhibitors will focus on their large residential projects along with showcasing their capabilities in design, furniture production. The event will also showcase how craft beer is made, feature a specially curated food menu by Windmills Craftworks and have world-class music from the Total Environment Music Foundation. Swiss Gaming Artist & Game Designer [Chris Solarski](#) will present conduct a workshop on disruptive game design framework inspired by traditional art principles that offer a pure art approach to game design at Technicolor. In addition, **TVS** will create an experience zone at **VR Bengaluru**, that aims to make design inclusive, educational and accessible to the general public.

**Electronic City ByDesign** will include a series of curated talks on *Designing For Future, The Future Of*

*Wearable Technology, Ideas That Shake The World.* The Titan campus will open its doors to *D:Talks* where industry experts will share their thoughts on the present and future of design and innovation. The entire Electronic City community will be invited to a Dialogue on the future of design.



BBD & Srishti Institute of Art, Design & Technology will jointly present workshops, design talks and exhibitions to engage with design students and the public on design education as a part of **Yelahanka ByDesign**. The [exhibition](#) features posters of 15 Japanese graphic designers, created between 1980 and 1990, a period known as the *Bubble Economy* in Japan. During this period the economy flourished and Japan saw an increase in awareness of environmental problems, leading to the creation of a number of posters for international meetings and expositions.

*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 **10-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 **Srishti 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 and Hospitality partner Oakwood.*

### **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.

Website: [bengalurubydesign.com](http://bengalurubydesign.com) | Instagram: [@bengalurubydesign](https://www.instagram.com/bengalurubydesign) | Facebook: [@BengaluruByDesign](https://www.facebook.com/BengaluruByDesign)

PROGRESS PARTNER



COLOUR PARTNER



PRODUCTIVITY PARTNER



DESIGN DISTRICT PARTNERS

TotalEnvironment  
Homes



CONTENT PARTNERS



EDUCATION PARTNER



DESIGN PARTNER



HOSPITALITY PARTNER



ENABLED BY



SUPPORTED BY

