



IIID Design Confluence and Showcase

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Dates

2-3-4 September 2022

Venue

Hall No. 1, Chennai Trade Centre

Hosts



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Index

Conference Programme	3-4
Chennai : Gateway to South & Inauguration of Showcase	5-6
Inauguration of Design Confluence	7-11
Conference Day-1	12-14
Conference Day-2	15-17
Valedictory Function	18-19
Student Workshops	20-21
Exhibition - Showcase	22-23
Social Media Promotions & Newspaper Ads	24-25
Print Media Coverage	26-27
Online, YouTube & TV Coverage	28-29
Branding	30

Conference Programme

DAY - 1 02 September 2022

- 10:30** Inauguration of Showcase by
Ar. Jabeen Zacharias, National President - IIID
INAUGURATION OF DESIGN CONFLUENCE
Recitation of National Anthem
Recitation of Tamizh Thai Vazhthu
Lighting the Kutthuvillakku
Welcome Address by
Prof. D. S. Ramakrishna Rao, Founder Chairperson CRC & Advisor IDCS Chennai
Opening Remarks on IDCS – Chennai by
Ar. Kunnakudi V. Srinivasan , Convener, IDCS Chennai
Briefing on IIID CRC by
ID. Ravi Meenakshisundaram, Chairman – IIID Chennai Regional Chapter
Presidential Address by
Ar. Jabeen Zacharias, National President - IIID
Key Note Address by
Padma Shri Ar. C. N. Raghavendran, C.R.Narayana Rao Architects, Chennai
Inaugural Address by
Thiru. R. N. Ravi, Hon'ble Governor of Tamil Nadu
Vote of Thanks by
Mr. Kamal Khokhani, MD – Akar InfoMedia Pvt. Ltd., Ahmedabad
Recitation of National Anthem
- 14:30** SESSION : 1 | Solo Presentation on Spaces that Speaks
Presentation by
- 15:30** ID. Dipen Gada, Dipen Gada & Associates, Baroda
- 15:30** SESSION : 2 | Panel Discussion – Theme : Tracking Innovation : Designing the Future
Moderator : ID. Niraj Shah, Ido Design, Ahmedabad
- 16:45** Panelist 1 : Ar. Xavier Benedict, Anameka Architects and Designers, Chennai
Panelist 2 : Ar. Ashwin Lovekar, Lovekar Design Associates, Pune
Panelist 3 : Ar. Arvind Rangan, Arvind Varuna Associates, Chennai
Panelist 4 : Ar. Sandeep Saraswat, Srijan Shristi, Lucknow
Panelist 5 : Ar. Aditya Kambhatla, Project INC, Vizag
- 17:15** SESSION : 3 | Solo Presentation on Film Set Designs
Presentation by
- 18:15** Mr. Sabu Cyril, Film Production Designer, Hyderabad

DAY - 2 03 September 2022

10:30

SESSION: 4 | Panel Discussion - Theme: Bringing Ideas to Life

11:45

Moderator : Prof. D. S. Ramakrishna Rao, Director at Desirazu Associates-India, Mysore

Panelist 1 : Mr. Michael Foley, Foley Designs, Bengaluru

Panelist 2 : Ar. P. Govindraman, Goodwill Design Studio, Chennai

Panelist 3 : Ar. Tejas Sidnal, Carbon Craft Design, Hubli

Panelist 4: Dr. Vinod Gupta, Opus Indigo Designs, New Delhi

11:45

SESSION : 5 | Solo Presentation

12:45

Presentation by

Ar. Shabnam Gupta, The Orange Lane, Mumbai

12:45

SESSION: 6 | Panel Discussion - Theme: Dynamics of Sustainable Interiors

13:30

Moderator : Ar. Suneet Paul, Architect, Academician & Writer, New Delhi

Panelist 1 : Mr. Sandeep Sangaru, Sangaru Design Studio, Bengaluru

Panelist 2 : Ar. Shailesh Gajjar, SGA Architects, Anand

Panelist 3 : Ar. B. Sudhir, Architects' Consortium, Thiruvananthapuram

Panelist 4 : Ar. Maetri Buch, SFUURRNA AKRRIITT, Bharuch

Panelist 5 : Ar. Neelam Manjunath, CGBMT, Bangalore

14:30

VALEDICTORY SESSION

15:30

Welcome Address by

Ar. Kunnakudi V. Srinivasan, Convener, IDCS - Chennai

Address by

Ar. Ravi Meenakshisundaram, Chairman - IIID Chennai Regional Chapter

Best Stall Design Awards

Felicitation of the members of Core Committee of IDCS@Chennai

Valedictory Address by

Ar. Sheila Sri Prakash, Shilpa Architects, Chennai

Vote of Thanks by

ID. Praneeta Varma, Hon. Secretary - Chennai Regional Chapter

Chennai : Gateway to South _____

Chennai, the capital city of Tamil Nadu and the state's largest city in area and population as well, is the most prominent cultural, economic and educational centre of south India. With a population of 8.6 million according to 2011 census, Chennai's urbanized area is the most populous in southern India and the fourth most populous urban agglomeration in India. The traditional and de facto gateway of South India, Chennai has the fifth largest urban economy. Over a period of time, Chennai has emerged as a cosmopolitan city, playing an important role in the historical, cultural and intellectual development of India, representing still the distinct components of the highest form of Dravidian civilisation. In addition, it holds out an interesting fair of South Indian architecture, music, dance, drama, sculpture and other arts and crafts.



Idcs@chennai

Chennai, with a rich and diverse backdrop, was host to the second edition of **IIID Design Confluence & Showcase - IDCS**. IIID Chennai Regional Chapter (**IIID CRC**) and Akar Info-Media Pvt Ltd (**AIM**) were host to this mega Show. This event was organised at Chennai Trade Centre during 02-03-04 September 2022. The agenda and focus of this event was pre-decided and it had three major components - **Design Confluence** for a design dialogue in the form of solo presentations, panel discussions etc; exhibition - **Showcase** for display and demonstration of new & latest products and technologies related to architecture products & building materials and **Student Workshops** for the benefit of students of Architecture and Interior Design.

Inauguration Of Showcase

The product exhibition Showcase was inaugurated on 2nd September 2022 by IIID's National President - **Ar. Jabeen Zacharias** amongst the presence of leaders of design fraternity from Chennai and different parts of the country. She had a quick round at the exhibition and after seeing at what all was displayed at the exhibition, her reaction was, "I am speechless!"



Inauguration of Showcase Exhibition at the hands of IIID National President, Ar. Jabeen Zacharias. Also seen in the participant (from L to R) are Prof. D S Ramakrishna Rao, ID Praneetha Varma, Ar. Leena Nimbalkar, Ar. Sandhya Mohandas, Mr. Kamal Khokhani, Mr. Snajay Thakur and Ar. Jayapandian K.

Inauguration Of Design Confluence

This was followed by the inauguration of Design Confluence at the worthy hands of **Thiru R N Ravi**, Hon'ble Governor of Tamil Nadu. The inaugural ceremony started with the National Anthem, followed by Thamizh Thaai Vaazhthu. This was followed by lighting of Kuthu Vilakku (lamp) by Hon'ble Governor. He was joined by IIID National President - **Ar. Jabeen Zacharias**; Key Note Speaker - **Padma Shri Ar. C N Raghavendran**; Founder Chairman of IIID CRC - **Prof. D S Ramakrishna Rao**; Chairperson of IIID CRC - **ID. Ravi Meenakshisundaram**; Convenor of IDCS-Chennai - **Ar. Kunnakudi Srinivasan** and MD of AIM - **Mr. Kamal Khokhani**.



Inauguration of Design Confluence seen in the Picture (L to R) are Ar. K V Srinivasan, Ar. C N Raghavendra, Ar. Jabeen Zacharias, Thiru R N Ravi, Prof. D S Ramakrishna Rao, ID Ravi Meenakshi Sundaram and Mr. Kamal Khokhani.

While delivering his Welcome Address, **Prof. D S Ramakrishna Rao**, expressed his overwhelming joy to see such a massive event, and he recalled how small IIID Chennai Regional Chapter (IIID CRC) was started in 1997 and congratulated the team on completion of 25 years of IIID CRC. He pointed out that IIID is the only platform where a dreamer and the person who converts the dreamer's dream into reality, can sit across the table and discuss. He asked the students to take advantage of the sessions, meet people and meet seniors who have done tremendous work and pick up something new for their future.



Prof. D S Ramakrishna Rao

In his Opening Remarks, **Ar. Kunnakudi Srinivasan** quoted poet Mahakavi Bharathi's famous Tamil saying, "Enniya Mudidhal Vendum, Nallave Enna Vendum. Thinniya Nenjam Vendum, Thelindha Nal Arivu Vendum. Nanniya Urimai Vendum, Naam Adhai Peravum Vendum. Kannile Oliyum Vendum, Kanni Tamizhai Kaaka Vendum." He extended his warm and hearty welcome to the Governor of Tamil Nadu, dignitaries, and the audience. He highlighted the humble journey of the institution marking its 50 years with 33 chapters and centres with 10,000+ members. He further explained the glorious achievements and principles of the institution. He said that the very motto of the IDCs event was to generate collaboration between the fraternity and society. He further added that today, IIID as an organisation, stands tall in the Indian building industry with its multifold aspects under one single hat!



Ar. Kunnakudi Srinivasan

In his address, **ID. Ravi Meenakshisundaram**, remembered the massive journey of IIID and how it focuses on young talents. He recalled that the IIID CRC was started in the Image auditorium with a vision to concentrate on students first and then the young architects, because they are missing opportunities to network and learn things that are not taught in classroom. Hence CRC kept on conducting seminars and workshops. He congratulated the entire team at IIID CRC and AIM for the hard work they put in for the success of this event.



ID Ravi Meenakshisundaram

National President **Ar. Jabeen Zacharias**, while delivering her Presidential Address, expressed her delightful joy to see shape of the event. Recalling the formation of IIID, she remembers how a handful of professionals and traders assembled in a small village in Tandeli in 1972 to form the IIID. Since then, the traders and professional have been working hand-in-hand. With 33 chapters and 10,000 members, IIID is celebrating its 50th year and growing strong, she highlighted. She added - "The most respectful design is equally complex in the recent challenging times. So, we hold a lot of responsibilities. We think about spaces and create great values and virtues. Quoting Winston Churchill, she said, "We shape our buildings and thereafter they shape us." Hence, design is a tool for making a change for better tomorrow for people and planet. Design is an instrument for social change.



Ar. Jabeen Zacharias

She further added how valuable the outcome of IDCS, where designers, professionals and trade will discuss, debate, ideate and flow together to a common destination, will be in enriching lives. She further added that Showcase is for the end-users to see and benefit. Good designs can touch lives, not for the rich and elite but for the poorest of poor and bring solutions to their lives and people. While concluding, she congratulated Mr. Kamal Khokhani of Akar InfoMedia for giving 'akar' to the event and wished the event all success. She also congratulated entire team at IIID CRC and AIM for putting up such an impressive and fabulous Show!

While delivering Key Note Address, **Padma Shri Ar. C N Raghavendran** pointed out the two phenomena that are crucial to the designing community. "What does the future expect from the design professionals, and how do we prepare ourselves for being future-ready"! By stating that India will soon be the largest economic power, he also stressed on equal opportunities for well-being and prosperity. Talking about the relevance of designs and its social and economic impact, Ar Raghavendran, emphasised that the power of design touches the lives and welfare of people of all walks of life in an inclusive sense.



He further added that considering the fact citing that India is becoming a top economic power, comprehensive in all fronts, designers have to move away from the daily challenges of business growth and develop a global view, considering the aspirations of next generation.

He highlighted that design can bring in vast social transformation of an enviable magnitude deeply touching the quality of life of millions. He also spoke about climate change as a threat to lives and welfare of people and planet. But he added, it has been created by human actions, greed and exploitation! Ar. Raghavendran emphasised that designers as the current custodians hold the key and we need to be attuned to the challenges in the role. Introspection and convergence are needed when humanity is in flux, and designers should rethink the value of what is important, focus on a new design thinking with a focus on resilient, regenerative and sustainable practices.

While concluding, he said that as designers, we have an important role to come up with design strategy for human survival, restore equality and justice for social impact. We need to address the under-served population, address human health, ageing population, climate and built environment and create climate resilient structures, connect back to land and social issues for fostering local engagement. Rather than client specific, designers should fulfil the aspiration of community for social impact and to improve the place and planet. He pointed out that practice of circular design thinking is needed to come from and return to nature. A new path forward is needed to mend the vision of materialistic relation with design and nature. For that, we can look back at our country where people lived close to nature and they never harmed nature. We need to take the essence and perform action to mend us for future.



Thiru R. N. Ravi

Release of Handbook – seen (from L or R) are Ar. C N Raghavendra, Ar. Jabeen Zacharias, Thiru R N Ravi

This was followed by the launch of “A Handbook on Design Tips Towards Design Literacy for All” brought out by IIID, at the worthy hands of Hon’ble Governor, Thiru R N Ravi. The Governor said that when he released the Handbook, he felt so engrossed and absorbed by noticing so many things latent in the designers’ minds and how it should be. He congratulated the team behind the production of the book as it is a very valuable addition, in creating mass awareness about interior designing.

This was followed by Inaugural Address by the Chief Guest of the function, **Thiru R N Ravi**, Hon’ble Governor of Tamil Nadu. “Transfer your ideas” was one focal points of his inaugural address. While elaborating, the Governor said that designing marks the phases of human evolution from primitive to what we are today. The urge of human being in the journey of evolution has been the journey from the gross to the subtle. Thousands of years back, people who created a habitat and now how the whole thing has changed over time. He said, it was the gross to the subtle journey and it is routed in the concept of evolution of our conscience that is our Indian concept. Giving a context to design, Governor said it is the evolution of consciousness which is so Indian and perhaps who expounded it most beautifully was Sri Aurobindo. Explaining how in the beginning there was only inner matter, he said, when conscious entered in some matter, life evolved. As it evolved, the complexity of life evolved becoming more complex- from Amoeba to human beings the difference is the level of consciousness, he exhorted. Quoting Rishi Aurobindo, he said that in the journey of consciousness some would move forward with their revolutionary individual consciousness. Similar to having thoughts on how to create more and more beautiful designs and people like designers will move to the higher level.

The Governor said that, we all know that we have entered a crucial phase of fourth quarter of national journey - the 4th quarter century of our Independence. This is what we call Amrit Kaal, period of comprehensive rejuvenation of our nation. It owes different meaning to different people, but there that must be with active collaboration of all. While talking further, he said that “Our country is a fast developing and progressing economy. It is one of the fastest growing economies and has achieved incredible feat in various fields. We keep targets and we have been achieving it before time! There is a new Indian energy and confidence manifesting all around and when we complete the century we will be at the summit of world leadership. It is not because of physical matters of or military power but because of our Indian characteristic. That’s the new India. Designs are not about just material prosperity. It has to add Indian characteristics.”

But in the process, there is some recklessness and adverse impact on the environment and climate, which is a major crisis. Though we should not close our eyes to the good things in the Western civilisation, we should not close our eyes and mind to that of our ancient wisdom.”

Quoting the Vedic mantra from Rig Veda, 'Aano bhadra krtavo yantu vishwatah' he highlighted the tolerance of Sanatana Dharma and said that let all noble things, thoughts come to us from all directions.

He exhorted the gathering to take the western wisdom but to give it an Indian character. It is essentially that in our civilisation, humans not only worshiped the nature, but were living in harmony with the creation - that is our characteristic. This core element is unique to our civilisation this is what defines our character and with the power of dream we create things in a way in harmony with environment. "Designing is the base of civilization. Unlike western civilization, which is materialistic, we are unique and the thousands of years, old monuments and the intricacy of designs are living examples of it," he said.

While addressing the students, he said, "Getting adequate light, utility from limited space, and how to harmonize it with environmental awareness is what we should concentrate on. We are the catalysts, and we're the one who's pulling it up"!

While concluding, the Governor said that the world has started looking at India with expectation - expectation for solution, solutions for future problems. He said, "We will be showing the light to the rest of the world."

Towards the end, he also urged everyone in the confluence to visit places like Mahabalipuram, Thanjavur temple, etc. which are our places of pride of our rich legacy.

The Inaugural Ceremony concluded with Vote of Thanks. While offering the Vote of Thanks, Mr. Kamal Khokhani expressed his sincere gratitude to Tamil Nadu Governor Thiru R. N Ravi. "We are indeed thankful and obliged to you for the valuable time and it is a major milestone of our activity," said Mr. Khokhani. He extended a big thanks to team Chennai, sponsors, exhibitors and his own team at AIM for their unstinted support.

Thiru R N Ravi delivering his inaugural address



Conference

Day-1

Solo Presentation 'Spaces that Speaks' by ID. Dipen Gada



ID. Dipen Gada

The Inaugural ceremony was followed by a Solo Presentation by one of the most talented designers, - **ID. Dipen Gada**.

While making his wonderful presentation, ID. Dipen Gada, stated that nature is a design and is the soul of built design. He quoted, "We borrow from nature the space upon which, we build. The materials alone don't work, but nature helps us with design experience. Design is over persisting and enjoyable." He then shared his recent projects and his exciting journey. He gave out some of his working strategies for successfully executing projects during his presentation. He said, "The sunlight, wind, and air should play a major role, while designing. More than newer techniques, we believe in core values and subjects. Any design is possible only when you earn trust from the clients," he remarked. He further added, "When you are designing for a low-budget client, make sure you give them a sophisticated look in an affordable way. There is nothing called the latest designs. Whatever you do/approach is the latest design. Doing lots of business doesn't make you any different but making a difference makes you different."

ID. Dipen Gada making his presentation



Panel Discussion on Tracking Innovation: Designing the Future

Post the enchanting solo presentation by ID. Dipen Gada was the time for a panel discussion on Tracking Innovation by some of the most renowned designers from across the country.



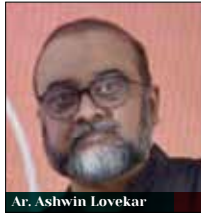
ID. Niraj Shah



Ar. Xavier Benedict



Ar. Arvind Randgan



Ar. Ashwin Lovekar



Ar. Sandeep Saraswat



Ar. Aditya Kambhatla

This panel discussion witnessed the presence and participation by leading architects and designers like Ar. Xavier Benedict, Ar. Ashwin Lovekar, Ar. Arvind Randgan, Ar. Sandeep Saraswat, and Ar. Aditya Kambhatla, with ID. Niraj Shah as the moderator. As the moderator, Niraj Shah threw light on the current architectural values in terms of creativity and innovation. At the same time, the panelists were also forthcoming with their thoughts and beliefs as well as perceptions about both the aspects. Some of the topics which were tossed in the discussion are - Difference between innovation and creativity; Are we overdoing creative products when we don't need it? The panel discussion gave a new perspective about the two design aspects - creativity and innovation. The panel cleared many doubts and several questions during the discussion. After the panel discussion, they launched the book on Bamboo construction manual penned by Ar. Neelam Manjunath titled - Let's Build with Bamboo.



Panel Discussion in progress



Action-packed audience



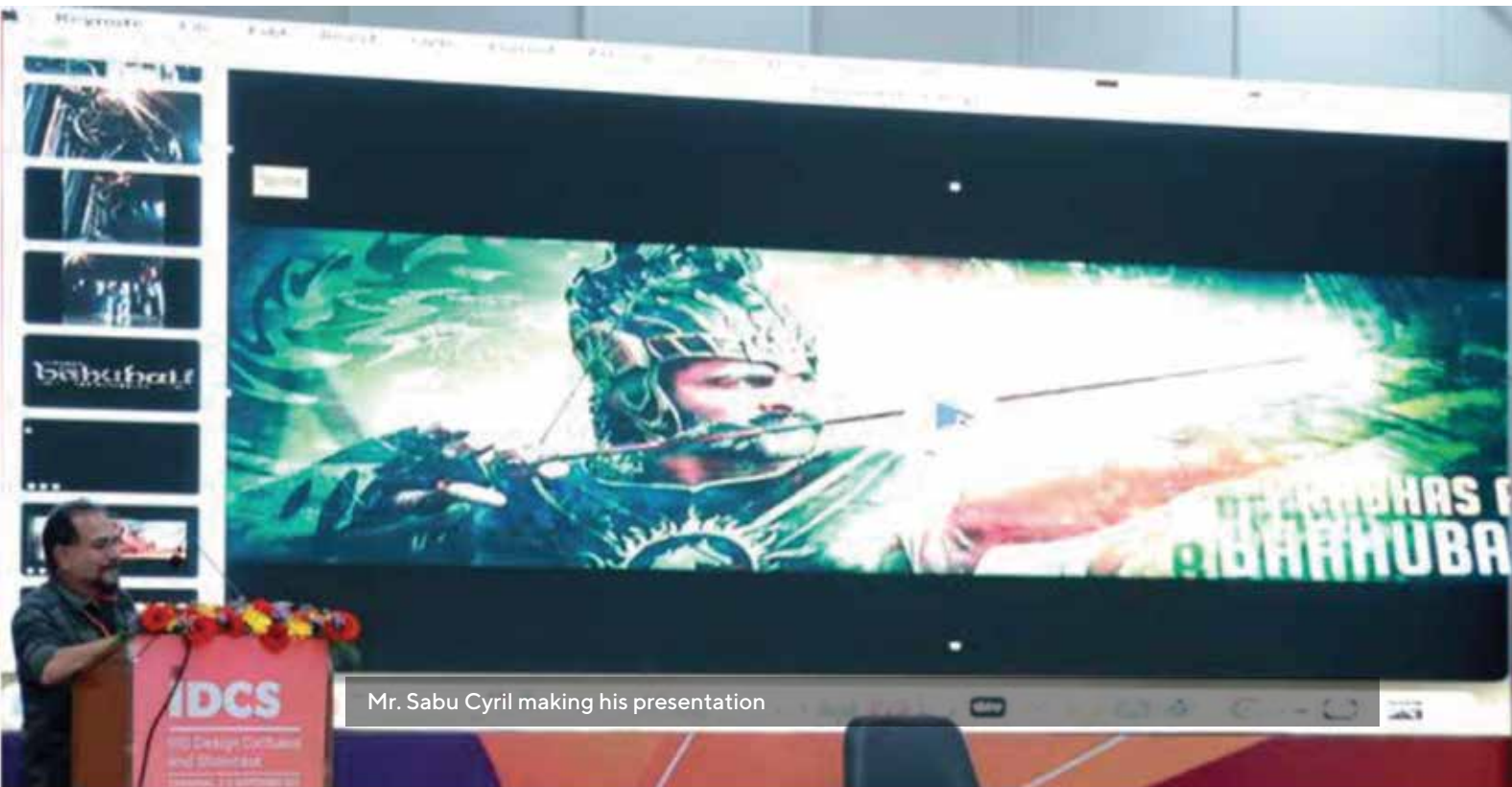
Launching of book Jacket seen in the picture (L to R) are Ar. Suneet Paul, Ar. Neelam Manjunath, Ar. Jabeen Zacharias, also seen is Ar. Kunakudi V. Srinivasan and ID Praneeta Varma.

Solo Presentation by Mr Sabu Cyril on Film Set Designs



Mr. Sabu Cyril

The panel discussion was followed by one of the most awaited sessions of the day and also one of the highlights of the show, which was the presentation by leading art director **Mr. Sabu Cyril**.



Mr. Sabu Cyril making his presentation



Felicitation of Mr. Sabu Cyril by Ar. Jabeen Zacharias, also seen is Ar. Kunnakudi V. Srinivasan

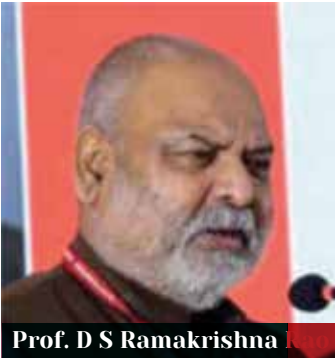


Audience watching presentation by Mr. Sabu Cyril

Conference

Day-2

Panel Discussion on Bringing Ideas to Life



The Day 2 of the confluence started with a panel discussion titled - Bringing Ideas to Life which witnessed participation by architects and designers working on different aspects.

This panel discussion was moderated by a Prof. D S Ramakrishna Rao and the panelist's were Mr. Michael Foley, Ar. P. Govindraman, Ar. Tejas Sidnal and Dr. Vinod Gupta. Prof. Rao addressed the gathering with his speech that quoted that when you give a piece of wood to a carpenter and tell them what you need, he has to bring that idea to life. It is where the whole conversion takes place!



Audience enjoying to panel discussion



Mr. Michael Foley



Ar. P. Govindraman



Ar. Tejas Sidnal



Dr. Vinod Gupta

With this observation, there was an interesting panel discussion amongst the panelists. Some of the points which were raised during the discussion were - What would be the singular thought/quality idea for a quality life? What is one good idea which can transform our lives? By the end of the panel discussion, everyone understood the practical application of sustainable design ideas and the importance of establishing balancing designs. The moderator Prof. Rao, ended by saying, "Let's look at several new ways to explore, let's look into a new, green, and clean India. These can be the best ideas to put into our lives."

Solo Presentation by Ar. Shabnam Gupta



Ar. Shabnam Gupta

While the panel discussion ended giving the audience food for thought, the confluence progresses to the second highlight of the show which was a solo presentation by Ar. Shabnam Gupta.

Ar. Shabnam Gupta, who is a well-known architect and interior designer, displayed some of her works, providing a glimpse into her spectacular journey in the amazing world of interior design. An interior designer by chance, Shabnam presented four homes and two hospitality spaces before the audience. While walking the audience through her journey, she said that she and her team believe in finding the extraordinary in the ordinary and offer completely customised spaces. She said that she, along with her team of design enthusiasts, did some 'spirited work' to suit the persona of the client. While talking about her design philosophy, she said, "I often say that a powerful design aesthetic can only stem from the right work ethic, one that keeps people before design and function before form. As an interior designer, I understand the dynamics of design shared with people and hence the responsibility that comes with it." The projects she presented were simply amazing and electrifying - they kept the audience, mesmerised! The designs, settings, accessories and overall outcome of each project was awe-inspiring, especially for the young students. While addressing these upcoming designers of the future, she said - "I always want originality to flourish through my design and my intent is to create timeless stories that are exclusively and artistically endowed." While talking further, she added that, "Starting work without a solid pre-plan will never work out. So, proper on-ground work happens only with a well-designed pre-plan."



Ar. Shabnam Gupta's presentation in progress



Audience engrossed to watch to presentation by Ar. Shabnam Gupta

Panel Discussion on Dynamics of Sustainable Interiors

The solo presentation by Ar. Shabnam Gupta was followed by a panel discussion on Dynamics of Sustainable Interiors.



Ar. Sumeet Paul

Ar. Suneet Paul moderated the panel discussion, which had Mr. Sandeep Sangaru, Ar. Shailesh Gajjar, Ar. B. Sudhir, Ar. Maetri Buch, and Ar. Neelam Manjunath as panelists. In his opening remarks, Ar. Paul observed that, "I would like to look at contemporary India positively. India is the fifth largest economy in the world, and designs play a significant role. Purposeful experimentation is important for all of us." This led to an interesting discussion amongst the panelists on topics like sustainable practice, traditional methodology, affordability, durability, environmental context, reciprocating to proximate natural resources, wisdom of the past etc. The panel discussion's focal point was the recognition of crafts and craftsmanship. It was

also discussed how important it is to stick to the core design values and how we shouldn't hesitate to bring them back along with sustainable solutions. Another important aspect was the oath taken by the designers to add more 'R's, which are - Reduce, Reuse, Recycle, Resistant, Refuse, and Repurposing.



Panel Discussion in progress



Mr. Sandeep Sangaru



Ar. Shailesh Gajjar



Ar. B. Sudhir



Ar. Maetri Buch



Ar. Neelam Manjunath

Valedictory Function

The Valedictory Session began with the overall observation and assessment by the Convenor of IDCs, Ar. Kunnakudi Sreenivasan, which was followed by observations by the Chairman of IIID CRC – ID. Ravi Meenakshisundaram. This was followed by the Valedictory address by Ar. Sheila Sri Prakash.



Ar. Kunnakudi V. Srinivasan



ID. Ravi Meenakshi Sundaram



ID. Praneeta Varma



Ar. Sheila Sri Prakash

In her valedictory address, Ar. Sheila Sri Prakash recalled how the times have changed and how there are major changes in the architectural practice the world over. Now is the time, she added, where everyone has to think differently and collaboratively and think from everyone's perspective. While recalling when she started in 1979, they used to draw/design what they liked and convinced the clients. "Now the client is first, everyone has a contribution. But designers should have a holistic story to say. It's a constant and anxious thing to convince a client. So, the biggest challenge is to retain the sanity and design thread" She further added, "Your intuitive judgment may not always be the best. Understand what it takes to design a space that's inspiring. How to integrate nature with our design? Designing is never a separate compartment from nature. One single person should majorly handle a design. The reciprocal architecture depends on what is available and getting a balance in the design. Creating a balance is important, and the designers' role is even more responsive to the stakeholders." While talking about the role of designers, she said, "Regarding aesthetics, our fashion designers have imbibed our own culture and craftsmen. So, we, as architects, should look out for our instincts and what makes us stand out from others. We have to restore our craftsmanship and restore their innovation."



ID. Rashmi Prasad Yadav

This was followed by the presentation of awards for best stall designs. In the beginning, ID. Rashmi Yadav explained about the whole process about formation of jury, which consisted of around 30 renowned architects and interior designers from Chennai, and the assessment criteria. She also explained that awards were being announced in two categories - Small stalls (upto 18 sq mtr size) and Large stalls (more than 18 sq mtrs) and each category will have three winners. Then after, Mr. Kamal Khokhani and ID. Ravi Meenakshisundaram announced the awards which are as under -

Awards For Best Stall Design In Small Stall Category



First Prize
WOOD STORIES



Second Prize
SAINT GOBAIN



Third Prize
KUSAL FLORA

Awards For Best Stall Design In Large Stall Category



First Prize
DORMA KABA



Second Prize
MAGNIFIC FANS



Third Prize
ALLIANCE GRANIMARMO

After this, came the felicitation of the members of IIID CRC Managing Committee and IDCS Development Committee for their untiring efforts to make IDCS@Chennai a successful mega event. The felicitation was done by giving away memento at the hands of Ar. Sheila Sri Prakash, Ar. Kunnakudi Sreenivasan, ID. Ravi Meenakshisundaram and Dr. Praneeta Verma.

The function ended with a very warm and heartfelt Vote of Thanks by the Hon. Secretary of IIID CRC - Dr. Praneeta Verma. She carefully remembered each contributor and thanked all of them for their commitment and dedication to the work assigned to them, which culminated into a very successful event without any glitch, which added a feather in the cap of IIID CRC.

With the Vote of Thanks the Design Confluence was announced as concluded.

Student Workshops

As a part of the IDCS, with a view of engaging the students and grooming them for the future, the organizers had planned four workshops for the senior students of Architecture and Interior Design which were organised as concurrent events. As many as 500 students participated in these workshops and benefitted from the same. Here is the brief write up about each workshop -

(1) KOKEDAMA WORKSOP

Ms. Kalpana Yuvarraj was the Resource Person for this workshop where students were taught this 17th century Japanese art of Kokedama, which is to plant herbs and ferns in a ball of soil, whose surface is covered with moss, jute thread etc. These soil balls can be suspended at homes and offices.



(2) STEREOTOMY OF SOLID GEOMETRIES

This workshop, undertaken by Ar. Mohafiz Riyaz taught and explained the students about stereotomy - the art and science of cutting three-dimensional solids into particular shapes, be it uni-directional, bi-directional or multi-directional. It also touched the topic of waffling, based on bi-directional strategy that uses planer sections to build free-form objects. Besides, this workshop also touched on the usage of essential software like Rhino.



(3) SCULPT YOUR IDEAS

This workshop, mentored by Ar. Kaathu Saravana Raja, was curated to render hands-on modelling for the students, designers and professionals in the design stream. In this workshop the participants were taught to perceive a form and translating it into a 3D model. The technique of pins with thread connections to build the model was also explained and demonstrated.



(4) MAKING SEED PENCIL FROM WOODEN TWIG

Mr. Gopal Khatri was the Resource Person for this interesting workshop, wherein he demonstrated how to make a pencil from rustic wooden twig, which is recyclable. He explained, as to how one end of pencil is used for writing and the other end is customised to hold seeds and once the pencil is used completely, it can be planted which can help in growing more trees and saving the environment.



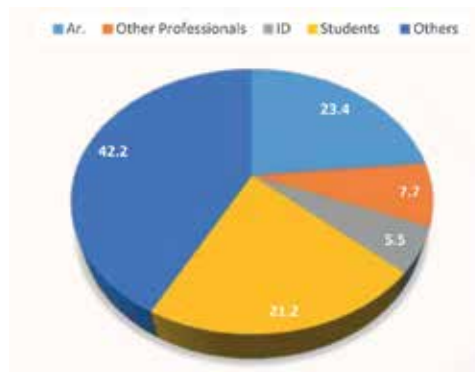
Exhibition Showcase

Apart from the design confluence, IDCS also had a large product exhibition – Showcase which was a three day affair and was organized simultaneously in the same premises. The exhibition witnessed participation by many nationally renowned companies as well as some of the most prominent local companies who displayed their products to the numerous architects and interior designers visiting the show from across the country and especially from Chennai. The show also got an excellent response from some of the larger companies who decided to join as the sponsors.

With a total of 750+ sq. mtrs. of area occupied and 45+ companies participating, the exhibition witnessed product displays ranging from mattresses to marbles and fans to fittings. A better idea of

The show had a total footfall of 7000+ people over the period of three days which consisted of participation by architects to interior designers to students to builders to consultants to contractors and also the public at large who were enthused by the large show which was happening in the city and were keen to understand about the new products available in the market. The broader categorywise break-up of visitors is as follows –

Apart from this, the organizing team had also surveyed the visitors to the show to understand the purpose of their visit. The results of the same can be classified as under –



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Exhibition



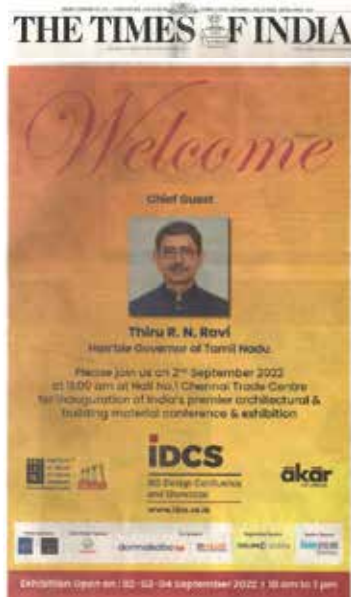
Social Media Promotions



Print Media Coverage



September 3, 2022
Tamil sudar



September 2, 2022
TOI



September 3, 2022
Thinaboomi



September 4, 2022
The Hindu



September 3, 2022
TOI



September 2, 2022
Rajasthan Patrika



September 3, 2022



September 3, 2022
Dina Kural Pg-4



September 3, 2022
Sakshi



September 3, 2022
Eenadu News



September 3, 2022
Maalai Express



September 3, 2022
The Hindu

TV Coverage

Velicham TV



Zee Tamil News



Captain News



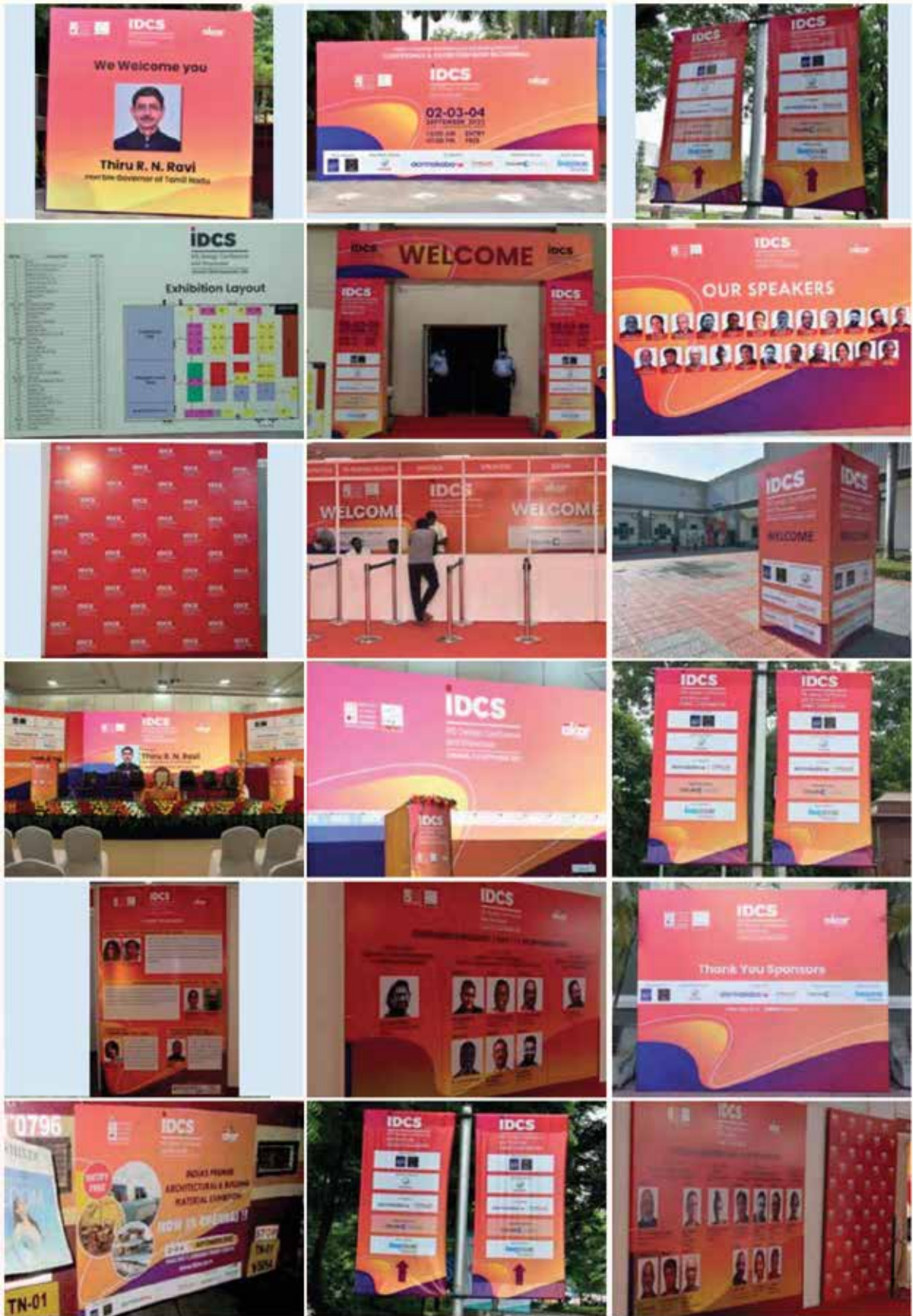
Mathimugam TV



Tamilan TV



Branding



Institute of Indian Interior Designers (IIID) was founded in 1972 to establish good professional & trade practices and ethics amongst its members and to highlight and enhance the image of the interior design profession and exchange know-how with similar organizations within the country & abroad, Today, with over 8,000 members in 33 chapters & centres across India, IIID is true representative of the Interior Design fraternity within and outside the country. IIID has well defined aims and objectives towards fulfilment of its duties towards the fraternity & profession and society at large.

Akar InfoMedia Private Limited (AIM) is essentially a B2B media and convention & tradefair platform, established in 2006. AIM has published IIID's official publication INSITE for more than a decade and had been publishing India's only plumbing magazine, Indian Plumbing Today for a decade and half. AIM has vast experience of organising conferences, exhibitions and roadshows at various destinations, across the country. It has so far organised 23 regional conferences & exhibitions, 3 state level conferences & trade fairs; 14 national conferences & expos; 7 international trade fairs on various subjects. Apart from this, AIM has also managed 9 high profile state events which were attended by corporates as well as political leaders.

Thank You



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Partner Organisations



IDCS

IIID Design Confluence
and Showcase
CHENNAI, 2-4 SEPTEMBER 2022

WELCOME



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