

IDCS DESIGN WEEK

LUCKNOW

कला · संस्कृति · विरासत

IDCS

IIID Design Confluence
and Showcase

www.idcs.co.in

ATTRACTIONS

Design Conference
Product Exhibition
Design Awards
Student Workshops
Skill Development Workshops
Heritage Talk



DATES

17-19 March, 2023

VENUE

Indira Gandhi Pratishthan, Lucknow

LUCKNOW



HOSTS



akar
INFOMEDIA

LUCKNOW CALLING

Indian Institute of Interior Designers Lucknow Regional Chapter (IIID LRC) and Akar InfoMedia Pvt. Ltd. (AIM) once again present **IIID Design Confluence & Showcase (IDCS)** at Lucknow during 17 -19 March 2023.

This event will be held at Indira Gandhi Pratisththan, situated in the heart of Lucknow city. The **Design Confluence** and the three-day product exhibition - **Showcase** are being organised as a concurrent event in the same campus. Besides, there will be **Student Workshops** for the students of Architecture and Interior Design. This event will also have skill development workshops on some of the important industry trades.

In a nutshell, this mega event will provide an opportunity for knowledge sharing; provide glimpses of what is new in interior design products and forging alliances with the 'movers & shakers' of design fraternity.

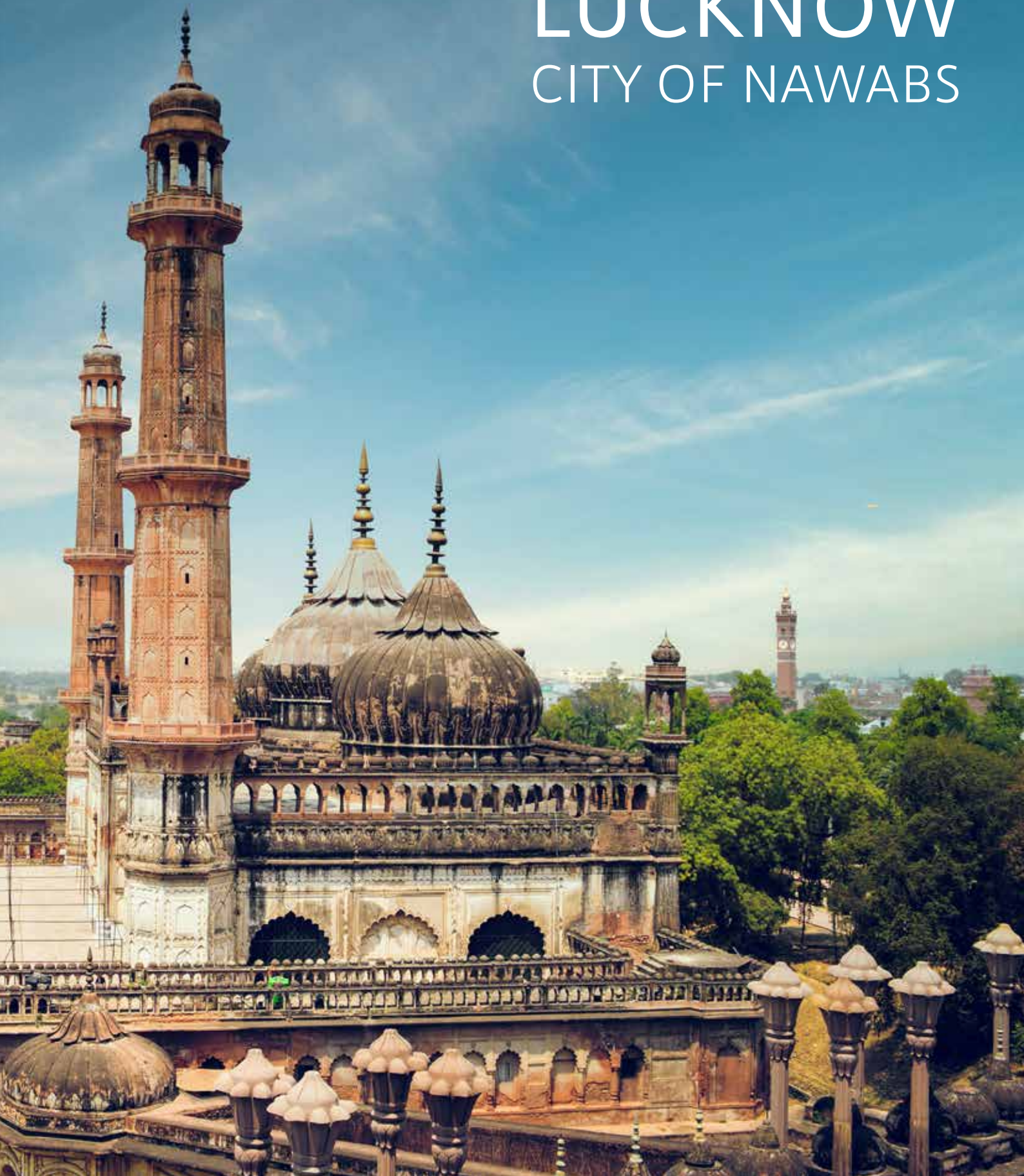


Kaiserbagh Palace, Lucknow

Entry to the exhibition is FREE !

LUCKNOW

CITY OF NAWABS



HIGHLIGHTS

- UP's largest exhibition of latest and innovative products related to interior architecture and building materials.
- IIA UP Chapter and UP Architect's Association have supported this mega event, organised by IIID LRC and AIM.
- Architects and Interior Designers from entire Uttar Pradesh, especially from places like Noida, Ghaziabad, Agra, Gorakhpur, Kanpur, Prayag Raj, Varanasi etc to visit the event. More than 500 designers are expected during this three-day event.
- National Executive Committee Members and Chapter Chairpersons of IIID chapters of the country to participate in this mega event.
- Participation of engineers from different infrastructure agencies of Uttar Pradesh like -UPRNN, PWD, Avas Vikas Nigam, C&DS and others.
- State level Design Excellence Awards will be given away during the Gala Night as a part of the event.
- National bodies of building services sector like Indian Plumbing Association (IPA); Fire & Security Association of India (FSAI); Indian Green Building Council (IGBC), Indian Society of Heating, Refrigeration & Airconditioning Engineers (ISHRAE) and Confederation of Real Estate Developers' Association of India (CREDAI) are Supporting Organizations to the event.
- Student Workshops are being organised for the students of Architecture and Interior Design.
- Skill Development Workshops for various trades like plumbing, carpentry etc will be organised as concurrent event in collaboration with leading manufacturers.



Kotwara House, Lucknow



Safed Baradari, Lucknow



कला · संस्कृति · विरासत

13-16 MARCH, 2023

IDCS Design Week is a joint initiative of IIID Lucknow Regional Chapter (**IIID LRC**) and Akar InfoMedia Private Limited (**AIM**) - the organisers of **IIID Design Confluence & Showcase (IDCS)**. The objective behind this week-long programme is to celebrate कला, संस्कृति और विरासत of Lucknow - the City of Nawabs, on one hand and to take design to the masses, on the other hand. IIID LRC team is all set to create much-needed awareness about importance of good design and to provide glimpses into the world of interior design and architecture through multiple activities as a part of IDCS Design Week. Leading architects, interior designers, eminent citizens of Lucknow and students of Architecture and Interior Design will be participating in this celebration in large numbers.

Day - 1 | 13 March 2023 | Monday



Visiting Trade Partners

While designers create good spaces, they are always powered by good and innovative products. With this objective in mind, the members of IIID LRC will be **Visiting Trade Partners**, in the domain of architecture products and building materials, at their establishments/showrooms in the city of Lucknow. This will provide a unique forum to understand latest products and technologies. Through this novel initiative, the designers will gain first-hand knowledge and exposure about what is new in the market, which in turn, will help them in designing sustainable, safe and secured spaces. This will also strengthen ties between the fraternity of designers and trade members.



Day - 2 | 14 March 2023 | Tuesday

Design Yatra

Architects, interior designers, students of various design institutions and leading citizens from a large cross section of society will participate in the **Design Yatra** which will pass through some of the landmark locations of Lucknow city. As a part of this Yatra, street plays (*nukkad natak*) will also be organised at select locations. Through this initiative, a message about importance of good design will be sent to public at large and an effort will be made to burst certain myths and pre-conceived notions about architecture and interior design. The thought behind this Yatra is to take design to the masses and enrich lives of public at large by way of appropriate design interventions.



Photography & Sketching Competition

The thought of design is not limited only to create beautiful spaces but to document and showcase it through sketches and photographs. With this objective, the professionals, students and sketching artists will be invited to participate in **Photography & Sketching Competition** to capture the beauty of heritage properties and monuments of Lucknow through sketches and also to click outstanding and awe-inspiring interior spaces through the lense of camera. Selected sketches and photographs will be displayed at the IDCS event for public viewing at Indira Gandhi Pratishthan in the heart of the city. Through this initiative, IIID LRC will acknowledge the skills and creative pursuits of some of the citizens of Lucknow.

Day - 4 | 16 March 2023 | Thursday

Design pe Charcha

Lucknow is popularly known as City of Nawabs, with a huge legacy of beautiful heritage properties and monuments, spread across the city. Keeping this in mind, IIID LRC has planned to organise a design talk - **Design pe Charcha** at one of the leading heritage properties of Lucknow. Here, leading designers, eminent citizens and students of architecture and interior design will participate in design discussion pertaining to art, culture and heritage of the historic city of Lucknow. The ambience and mood here will be informal but the deliberation will be meaningful for keeping the rich traditions alive and for conservation and upkeep of priceless and amazing heritage of Lucknow.



Day - 5, 6, 7 | 17-18-19 March 2023 | Friday, Saturday, Sunday

IIID Design Confluence & Showcase (IDCS)

IIID LRC and AIM are jointly organising a three-day exhibition of architectural products and building materials - **IIID Design Confluence & Showcase (IDCS)**, to be organised in an air conditioned exhibition dome at Indira Gandhi Pratishthan. Deliberations on design trends will also be organised as concurrent event in the same campus. Besides, there will be interesting workshops for the design students and skill development workshops on various industry trades. There will be interesting art installations at the venue, apart from a display of sketches and photographs. Large number of designers from different parts of Uttar Pradesh and also, from different parts of the country are expected to participate in the design conference and also witness an interesting array of product display at the exhibition.

IDCS DESIGN WEEK AT A GLANCE

DAY NO.	DATE	DAY	PROGRAMME
1.	13-03-23	Monday	Visiting Trade Partners
2.	14-03-23	Tuesday	Design Yatra
3.	15-03-23	Wednesday	Photography & Sketching Competition
4.	16-03-23	Thursday	Design pe Charcha
5.	17-03-23	Friday	IIID Design Confluence & Showcase
6.	18-03-23	Saturday	
7.	19-03-23	Sunday	

PARTICIPATION@IDCS

There are multiple options for participation at IDCS and each option provides adequate opportunity for brand-recall, product promotion, networking, forging alliances and so on.

EXHIBITION PARTICIPATION

The exhibition Showcase will be organised in an air-conditioned hangar structure. Exhibitors will be provided bare space i.e. carpet and light point. Participation charges also include round-the-clock security service, housekeeping service and general lighting. In case the exhibitor wishes to have octonorm panel walls, it will be provided on request without any additional charges, subject to structural stability.

SPONSORSHIP OPPORTUNITIES

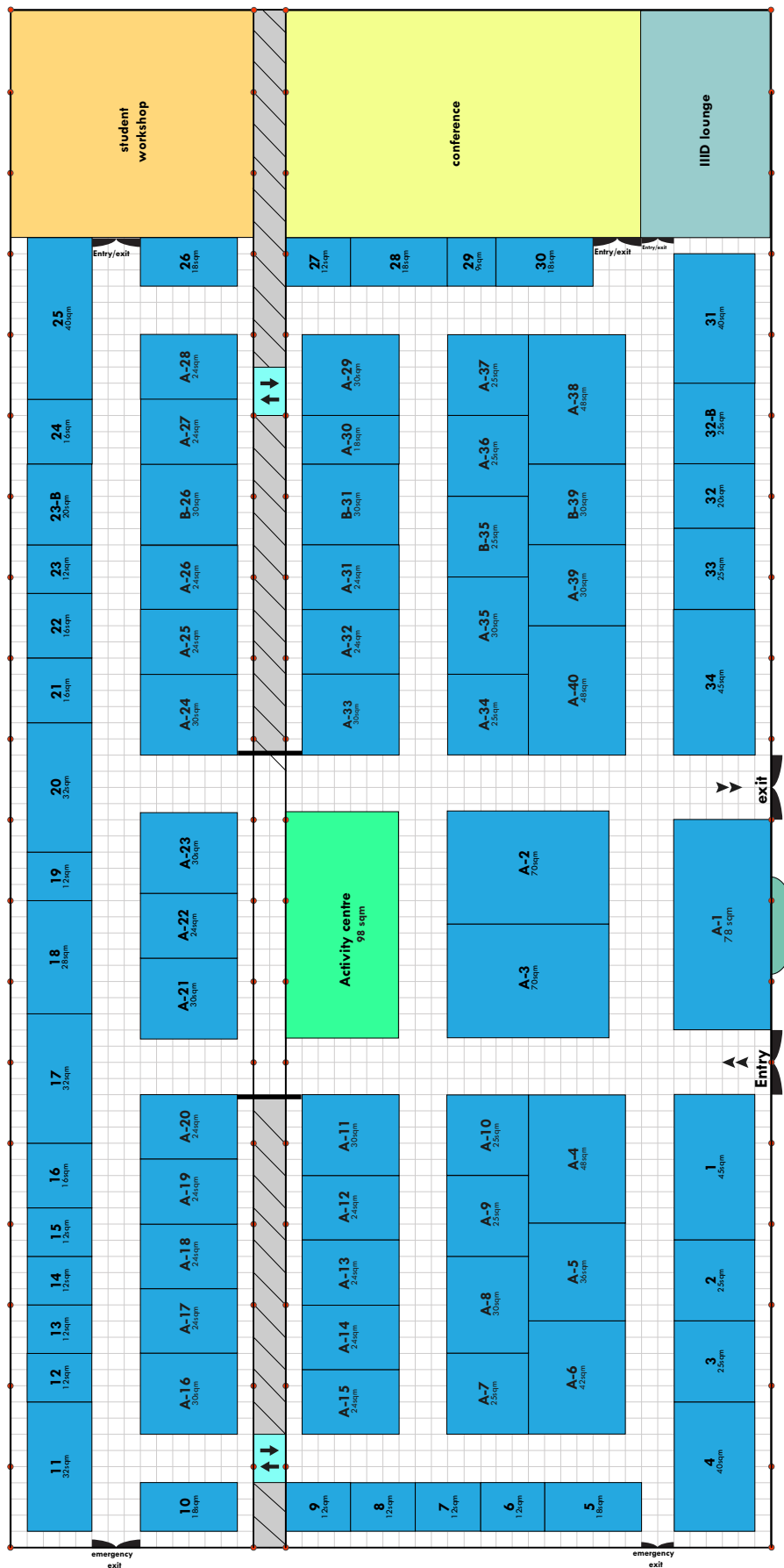
IDCS will provide great branding opportunity as well as product visibility amongst the design professionals through certain high profile sponsorship opportunities. These sponsorship slots offer large number of benefits including allotment of complimentary stall and presentation opportunity at the confluence.

DELEGATE REGISTRATION

IDCS will facilitate knowledge-sharing and meaningful interaction with enlightened speakers as well as fellow professionals, from across the country. Thus, participation as delegate will bring 'value for money'. At the same time, presence of large number of architects, interior designers, realtors, MEP professionals from all over India would facilitate meaningful interaction and networking opportunity.



EXHIBITION LAYOUT FOR IDCs@LUCKNOW



Notes :

- Exhibition participation charges : Rs.10,000 per sq. mtr. exclusive of GST
- Stall sizes mentioned are outer dimensions
- Stalls will be offered on 'first-come-first-served' basis
- Payment to be made in favour of Akar InfoMedia Private Limited

SPONSORSHIP OPTIONS

1. PRINCIPAL SPONSOR- Rs. 15,00,000

- Complimentary stall ad measuring 48 sq mtrs
- Vantage location of stall
- Presence in newspaper ads and advertorial
- Presence in FM Radio promotion
- Branding on social media posts
- Logo presence on event website
- Logo presence on marketing collaterals
- Commercial Presentation slot of 20 mins
- Logo presence on wings of the backdrop
- Logo presence on Welcome Delegates banner

2. PATRON SPONSORS- Rs. 11,00,000

- Complimentary stall ad measuring 36 sq mtrs
- Prime location of stall
- Presence in newspaper ads and advertorial
- Presence in FM Radio promotion
- Branding on social media posts
- Logo presence on event website
- Logo presence on marketing collaterals
- Commercial Presentation slot of 15 mins
- Logo presence on wings of the backdrop
- Logo presence on Welcome Delegates banner

3. GALA DINNER SPONSORS- Rs. 7,50,000

- Complimentary stall ad measuring 24 sq mtrs
- Prime location of stall
- Branding on social media posts
- Logo presence on event website
- Logo presence on marketing collaterals
- Sponsorship Acknowledgment at dinner venue
- Logo on dinner invitation card
- Commercial Presentation slot of 10 mins
- Logo presence on wings of the backdrop
- Logo presence on Welcome Delegates banner

4. CO-SPONSORS - Rs. 7,00,000

- Complimentary stall ad measuring 21 sq mtrs
- Presence in newspaper ads and advertorial
- Branding on social media posts
- Logo presence on event website
- Logo presence on marketing collaterals
- Commercial Presentation slot of 10 mins
- Logo presence on wings of the backdrop
- Logo presence on Welcome Delegates banner

5. DELEGATE GIFT SPONSOR- Rs. 4,50,000

- Complimentary stall ad measuring 18 sq mtrs
- Branding on social media posts
- Logo presence on event website
- Logo presence on marketing collaterals
- Acknowledgement of sponsorship alongwith the gift in befitting manner
- Logo presence on wings of backdrop
- Logo presence on Welcome Delegates banner

6. LUNCH SPONSORS- Rs. 3,50,000

- Complimentary stall ad measuring 12 sq mtrs
- Branding on social media posts
- Logo presence on event website
- Logo presence on all marketing collaterals
- Sponsorship Acknowledgment at lunch venue
- Logo presence on lunch invitation card
- Logo presence on wings of the backdrop
- Logo presence on Welcome Delegates banner



7. KIT BAG SPONSORS- Rs. 3,50,000

- Complimentary stall ad measuring 12 sq mtrs
- Logo presence on event website
- Logo presence on marketing collaterals
- Logo presence on delegate kit along with event logo
- Logo presence on wings of the backdrop
- Logo presence on Welcome Delegates banner

8. REGISTRATION SPONSOR - Rs. 3,50,000

- Complimentary stall ad measuring 12 sq mtrs
- Branding on social media posts
- Logo presence on event website
- Logo presence on marketing collaterals
- Logo presence on wings of the backdrop
- Logo presence on Welcome Delegates banner
- Logo presence on Registration Counter as well as Delegate Badges alongwith event logo

**FOR DISPLAY PROFILE AND VISITOR PROFILE
VISIT OUR WEBSITE: WWW.IDCS.CO.IN**

9. SESSION SPONSORS- RS. 2,00,000

- Complimentary stall ad measuring 9 sq mtrs
- Logo presence on event website
- Logo presence on marketing collaterals
- Sponsorship Acknowledgement at respective session
- Logo presence on Welcome Delegates banner

NOTES

- Sponsorship charges are exclusive of GST, as applicable
- Payment to be made in favour of Akar InfoMedia Private Limited
- Sponsorships will be offered on 'first-come-first-served' basis



Lal Baradari, Lucknow

BRAND PRESENCE AT IDCS



SNAPSHOTS : IDCS@LUCKNOW 2022



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Ms. Sunita Varghese
NEC Member



Ar. Jabeen Zacharias
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Convenor



Mr. Prateek Agarwal
Co-Convenor

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Ar. Prasenjit Sanyal
Chairman Elect



Mr. Sanjay Mittal
Vice Chairman



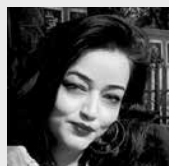
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Hon. Secretary



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Ar. Vishal Jain



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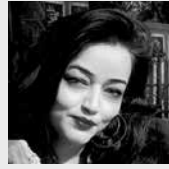
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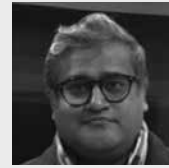
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Ar. Vipul Varshney



Ar. Aninda Sircar



Ar. Neeraj Kushwaha



Ar. Anjani Singh



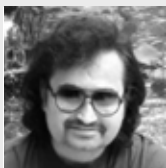
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Ar. Swati Bhatia



Ar. Vibhav Anand



Ar. Vishal Mathur



Ar. Shivam Srivastava



Ar. Alok Kumar



Ar. Ankit Gupta



Ar. Priyanka Rastogi



Ar. Pankaj Mishra



Ar. Apoorva Srivastava



Ar. Prabhat Mishra

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Ar. Ajay Bahl



Ar. Hema Agarwal



Ar. Sandeep Kr Saraswat



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Ar. Ariz Ali



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Ar. Amit Verma



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Ar. Deepti Sagar



Ar. Vikram Singh



Ar. Anurag Jain



Ar. Rahul Jadon



Ar. Shiva Gupta



Ar. Brijesh Kumar Verma

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Ar. Mukesh Raj



Mr. Sanjay Mittal



Mr. Prateek Agarwal



Ms. Nidhi Rastogi



Mr. Nitin Kesarwani



Mr. Shubham Singhal



Mr. Ayush Jain

Indian Institute of 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 10,000 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 fulfillment 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.

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