



# IDCS

IIID Design Confluence  
and Showcase

[www.idcs.co.in](http://www.idcs.co.in)



INDIA'S PREMIER DESIGN CONFERENCE+EXHIBITION OF  
ARCHITECTURAL PRODUCTS AND BUILDING MATERIALS

# VIJAYAWADA

(ANDHRA PRADESH)

## 07-08-09 July, 2023

Meet architects, interior designers, building industry  
professionals and key decision makers at one place



### Supporting Organisations

Regional

National

Patron Sponsor

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Registration Sponsor



## ■ Introduction

IIID Design Confluence & Showcase or simply IDCS, is a collaborative platform, jointly created by country's premier body of interior architects – Indian Institute of Interior Designers (IIID) and B2B conference & tradefair company - Akar InfoMedia Pvt Ltd (AIM).

IDCS is aimed at connecting the whole eco-system of building industry through three major initiatives - providing a forum for design deliberation amongst design professionals on a pan-India scale; providing a platform for display and demonstration of latest products and technologies related to interior & exterior spaces and lastly, involving students of architecture and interior design to bring the next generation of designers at the Show and expose them to the current market trends.

The prime objective behind this collaborative initiative is to bring best of both the worlds on a single platter, as IIID brings strong institutional support and all-India connect whereas, AIM brings organisational expertise. The resultant outcome is creation of a forum, where knowledge-sharing and business-networking go hand-in-hand, smoothly and effortlessly!

As a result of this spirit of partnership, IDCS has emerged as a platform, where the manufacturers can meet the right type of target audience with display and demonstration of latest products & technologies and explore opportunities for forging alliances and get connected with leading industry professionals from across the country. Not only that, with the involvement of students of Architecture and Interior Design from local design colleges, IDCS also provides a unique opportunity to catch-up with the next generation of design professionals, as an added advantage! In a nutshell, with participation at IDCS, companies dealing in building materials get connected with the entire eco-system of design industry!!

With the completion of 3 successful editions of the show, IIID and AIM are now happy to announce the next edition of their show at Vijayawada.



## HIGHLIGHTS

Large exhibition of latest and innovative products related to interior architecture and building materials.

Design conference for knowledge-sharing, where eminent designers from across the country will participate and interact with the delegates

National Executive Committee Members and Chapter Chairpersons of IIID chapters from different parts of the country will visit the Show

Architects and Interior Designers from neighbouring cities like Hyderabad, Guntur, Kakinada, Rajahmundry, Warangal, Visakhapatnam, Tirupati etc to visit the event.

More than 500 designers expected to visit the Show during the three days

National bodies of building services sector like Indian Plumbing Association (IPA); Fire & Security Association of India (FSAI); Indian Green Building Council (IGBC), Confederation of Real Estate Developers' Association of India (CREDAI) and Indian Society of Heating, Refrigeration & Air-conditioning Engineers (ISHRAE) are the Supporting Organisations to this Show. This will ensure footfalls of building industry professionals also at the event.

Student Workshops will be organised with the involvement of local design institutions School of Planning and Architecture, Vijayawada; ANU College of Architecture and Planning, Guntur; School of Architecture, KL University, Guntur; Maestro College of Architecture and Planning, Vijayawada; Vaishnavi School of Architecture and Planning, Vijayawada; MRK College of Architecture, Bheemavaram; National Institute of Design, Guntur; Dr. YSR Architecture and Fine Arts University, Rayalapanthulapalle, as a concurrent event. This will ensure footfalls of the next generation of architects and interior designers at the Show.

Display of local arts and crafts at the Show will generate interest amongst the visitors

IIA Andhra Pradesh Chapter; NAREDCO Vijayawada Chapter and BNI Vijayawada Regional Chapter have supported this mega event, organized by IIID ARC and AIM.

Participation of engineers from different governmental agencies also expected.

**Entry to the exhibition is FREE !**



Kondapalli Fort, Vijayawada



Undavalli Caves, Vijayawada



Prakasam Barrage, Vijayawada

Source: fabhotels.com



# PROPOSED CONFLUENCE PROGRAMME

## DAY – 1 | Friday | 07 July 2023

09:00 - 11:00	Registration/Fellowship
11:00 - 11:30	Inauguration of Showcase: Expo
11:30 - 12:00	Visit to Showcase: Expo by Dignitaries
12:00 - 12:30	Inauguration of Student Workshops
13:00 - 14:00	Lunch Break
14:00 - 16:00	Student Workshop 1: METAL JUNK ART
16:00 - 18:30	Inauguration of Design Confluence KEY NOTE ADDRESS by Prof. CharanJit Singh Shah

## DAY – 2 | Saturday | 08 July 2023

10:00 - 12:00	Student Workshop 2: LEATHER PUPPETRY ART
10:00 - 19:00	Showcase Exhibition
10:30 - 11:30	Session 1: Design Talk on “LUXE INTERIORS”
11:30 - 12:30	Session 2: Design Dialogue - “COFFE WITH IIID”
12:30 - 13:30	Session 3: Panel Discussion- “THE ENTWINED: CAN LUXURY MEET SUSTAINABILITY”
13:30 - 14:30	Lunch Break
14:00 - 16:00	Student Workshop 3: 3D PRINTING
14:30 - 15:30	Session 4: Panel Discussion - “THE BUSINESS OF BUILT ENVIRONMENT “
15:30 - 16:30	Session 5: Design Talk on “FUTURE READY”
16:30 - 17:00	Tea Break
17:00 - 18:00	Session 6: Panel Discussion - “AI.TECH: THE NEW ERA OF DESIGN”

## DAY – 3 | Sunday | 09 July 2023

10:00 - 12:00	Student Workshop 4: AUGMENTED REALITY
10:30 - 11:30	Showcase Exhibition
10:00 - 19:00	Session 7: Design Talk on “INSTITUTIONAL CAMPUS ARCHITECTURE”.
11:30 - 12:30	Session 8: Panel Discussion - “DESIGN EDUCATION: A NEW DIRECTION”
12:30 - 13:30	Lunch Break
14:00 - 16:00	Valedictory Session.

# ESTEEMED SPEAKERS



Prof. Charanjit  
Singh Shah



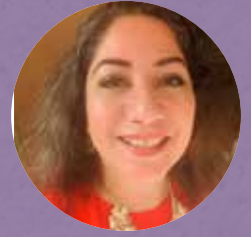
Ar. Hiren Patel



Ar. Kavita Sastry



Ar. Anshul Chodha



Ar. Swanzal  
Kak Kapoor



Ar. Riddhi Shah



Mr. Mehul Kamdar



Mr. S Vasu  
Prakash Rao



Ar. Atit Vengurlekar



Ar. Senthil Kumar Doss



Ar. Sushant Verma



Ar. Smaran Mallesh



Ar. Sujit Nair



Ar. Manas Bhatia



Ar. Shantanu Poredi



Ar. Srinivas Daketi



Ar. Priya Johnson



Ar. Dr. Amitava Sarkar



Prof. Sekhar Mukherjee



Ms. Samana Moosavi



## National IDCS Committee



Ar. Sarosh Wadia  
President



Ar. Jignesh Modi  
President Elect & Treasurer



Ar. Shamini Shanker  
Hon. Secretary



Ms. Sunita Varghese  
NEC Member



Ar. Jabeen Zacharias  
Immediate Past President



Mr. Kamal Khokhani  
MD - Akar InfoMedia



Mr. Akshat Khokhani  
Director - Akar InfoMedia

## IID Amaravati Centre Managing Committee



Mr. Jai. H. Desai  
Vice Chairperson



Ar. Komal Gilda  
Hon. Secretary



Ar. Nagaraju Kaja  
Hon. Treasurer



ID. K. Sasi Manoj  
M.C. Member



Ar. Swathi Boghineni  
M.C. Member



Ar. R. Lakshmi Sahithya  
M.C. Member



Ar. Satya Narayana  
M.C. Member

## IDCS@Vijayawada Core Committee



Ar. Balarka Therli  
Convener & Chairperson - ARC



Ar. Pavan Suryadevara  
Advisor & Inm. Past  
Chairperson - ARC



Ar. Suhitha Jala  
Co-ordinator



Ar. Srinivas Daketi  
Co-Convener (Confluence)



Er. Trinadh Nanduri  
Co-Convener (Showcase)

## IDCS@Vijayawada Advisory Committee



Ar. Mallikarjun  
Pawaskar



Ar. Manoj Wahi



ID. Ravi  
Meenakshisundaram



ID. Hasmukh Shah



Ar. Kavita Sastry



Ar. Suresh Kumar Bandaru



Dr. Kranthi Kumar  
Myneni



Er. Ravi Anchuri



Ar. Praveen Kumar .N



Ar. Atit Vengurlekar



Dr. Praneeta Varma



Ar. K. Radha Krishna



Ar. V. Venu Gopal



Ar. C S Prakash



Dr. Saandeepani Vajje



Ar. B. Sridhar Reddy



Ar. G. Sridhar



Ar. Sudhir Reddy



Ar. Srinath



Ar. Vishwa Shilpi  
Maheshwaram



Ar. Jayakiran Pidikondala



Mr. Muktheswara Rao



Mr. K. Rajendra



# IDCS@Vijayawada Development Committee



Ar. Mobina Farhath



Prof. M. Subramaneswara Rao



Prof. K. V. Nirupama



Ar. A. Priya Johnson



Ar. G. Karteek



Ar. Mohan Babu



Ar. S. Sai Sudhakar



Ar. B. Kiran Kumar



Ar. D. Shravanya



Mr. D. Purnachandra Rao



Ar. B. Srinivas



Ar. B. Surya Kumari



Ar. Karthik Chadalawada



Ar. M. Abhilash



Ar. I. Rudra Murthy



Ar. Bharath Sharma



Mr. P. Anvesh



Mr. B. Deva Kumar



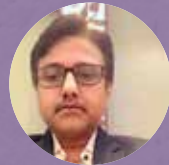
Mr. B. Sundar Reddy



Mr. Chalasani Venkata Raman



Mr. K. Praneeth



Mr. Rajesh Kumar Jain



Mr. Srikanth Jetti



Mr. Rajesh Gorrela



Mr. j. Leela Krishna



Mr. Ram Nagarjunakonda





## ■ Display Profile

Acoustic Systems, Adhesives, Sealants, Air Conditioners, Air Coolers, Aquariums, Architectural Hardware, Artefacts, Bathroom Fittings, Bathroom Furniture, Bathtubs, Beds, Mattresses, Blinds, Doors, Windows, Cables, Switches, Carpets, Rugs, CCTV Systems, Chimneys, Construction Chemicals, Drainage Solutions, Electrical Equipment, Electronic Surveillance Systems, Elevators, Entertainment Electronics, Exhaust Systems, False Ceilings, Fire Fighting Systems, Flooring Materials, Fountains, Furnishing Material, Furniture, Fixtures, Garden Equipment, Glass, Mirrors, Grills & Gates, Handicraft Items, HVAC Systems, Insulation Materials, Kitchen Equipment, Kitchen Sinks, Laminates & Veneers, Light Fixtures, Modular Kitchens, Natural Stones, Office Automation Products, Office Furniture, Outdoor Furniture, Paintings & Picture Frames, Paints, Coatings, Paver Blocks, Pest Control Systems, Pipes & Joints, Plywood, Panel Boards, Pumping Systems, Rainwater Harvesting Systems, Roofing, Cladding Materials, Sanitaryware, Sauna Systems, Shower Enclosures, Signages, Solar Energy Systems, Solid Surfaces, Swimming Pools, Tableware, Tiles, Vinyl/ PVC Floorings, Wallpapers, Water proofing Chemicals, Water Heating Systems, Water Storage Systems, Water Treatment Systems, Wooden Floorings and many more.

## ■ Visitor Profile

Architects, Interior Designers, Real Estate Developers, MEP Professionals, Fire Safety Professionals, Surveillance & Security Professionals, Green Building Professionals, HVAC Professionals, Hoteliers, Landscape Designers, Utility Managers, Hospitality Consultants, Academicians, Product Specifiers, Turn-key Contractors, Kitchen Designers, Urban Planners, Lighting Designers, Suppliers, Franchisees, Dealers & Distributors, High Networth Individuals and so on.

## ■ Participation@IDCS

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

## Delegate Registration

IDCS facilitates knowledge-sharing and meaningful interaction with eminent 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.





## students workshop

### JUNK METAL ART

07.07.2023 | 14:00 - 16:00



Mr. P. Srinivasa Rao

Mr. Padakandla Srinivasa Rao, a renowned artist, has gained recognition for his remarkable work in recycled automobile metal scrap art. As an Asst. Co-Ordinator at Acharya Nagarjuna University, his dedication and passion for his craft are evident. His talent has been acknowledged through prestigious awards and mentions by influential figures like Hon'ble Prime Minister Shri. Narendra Modi. Mr Rao's unique art forms, created with eco-consciousness, make him an inspiring figure in the field of fine arts.



### LEATHER PUPPETRY

08.07.2023 | 10:00 - 12:00



Mr. Delavai Thirupal

D. Thirupalu is an experienced artisan specializing in leather puppets and arts. With over 20 years of expertise, he has expanded his repertoire to include customizable products such as lampshades, wall clocks, door hangings, partitions, keychains, key hangers, hand fans, footwear, and jewelry. He is also skilled in sewing, stitching, painting, and creative design, and offers captivating puppet show performances.



### 3D PRINTING

08.07.2023 | 14:00 - 16:00



Ar. Mohammad Hasan

Ar. Mohammed Hasan is a mid-level architect specializing in architectural design for commercial, public, and residential buildings. With extensive expertise in 3D modeling and model making, he brings a unique blend of creativity and attention to detail to his projects. Known for his leadership skills, he has successfully guided project teams to deliver high-quality solutions. Ar. Mohammed Hasan firmly believes in the power of conventional design methods, aligning with architectural traditions and the tangible impact they create. His passion for the conventional approach is evident in every project he undertakes.



### AUGMENTED REALITY

09.07.2023 | 10:00 - 12:00



Ar. Gowri Shankar

Ar. Gouri Shankar, the CEO of CYMAX Infotainment Pvt. Ltd., is a visionary leader in the AR/VR industry. With three decades of experience, he has pioneered innovative technologies, receiving accolades such as the "UDYOG RATNA" award. Combining technology and spirituality, he has developed a VR Techno-Park and is creating the largest Spiritual Theme Park in Tirupati. Ar. Shankar's commitment to pushing boundaries is reshaping the AR/VR/MR domain, driving dynamic growth.





# ■ Snapshots of Previous IDCS





# Brand Presence at IDCS





## ORGANISERS



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 a vast experience of organising a total of 60+ conferences, exhibitions and roadshows at various destinations, across the country.

## CONTACTS



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**Mr. Amit Vyas** : +91 93260 94479



## SUPPORTING ORGANISATIONS

