

whitenoise:

An agent for change

Redefining Hyderabad Design Week as a catalyst for transformation



HYDERABAD
DESIGN
WEEK

9th–13th October
2019



GOVERNMENT OF
TELANGANA

WORLD
DESIGN
ORGANIZATION

IDF INDIA
DESIGN
FORUM.

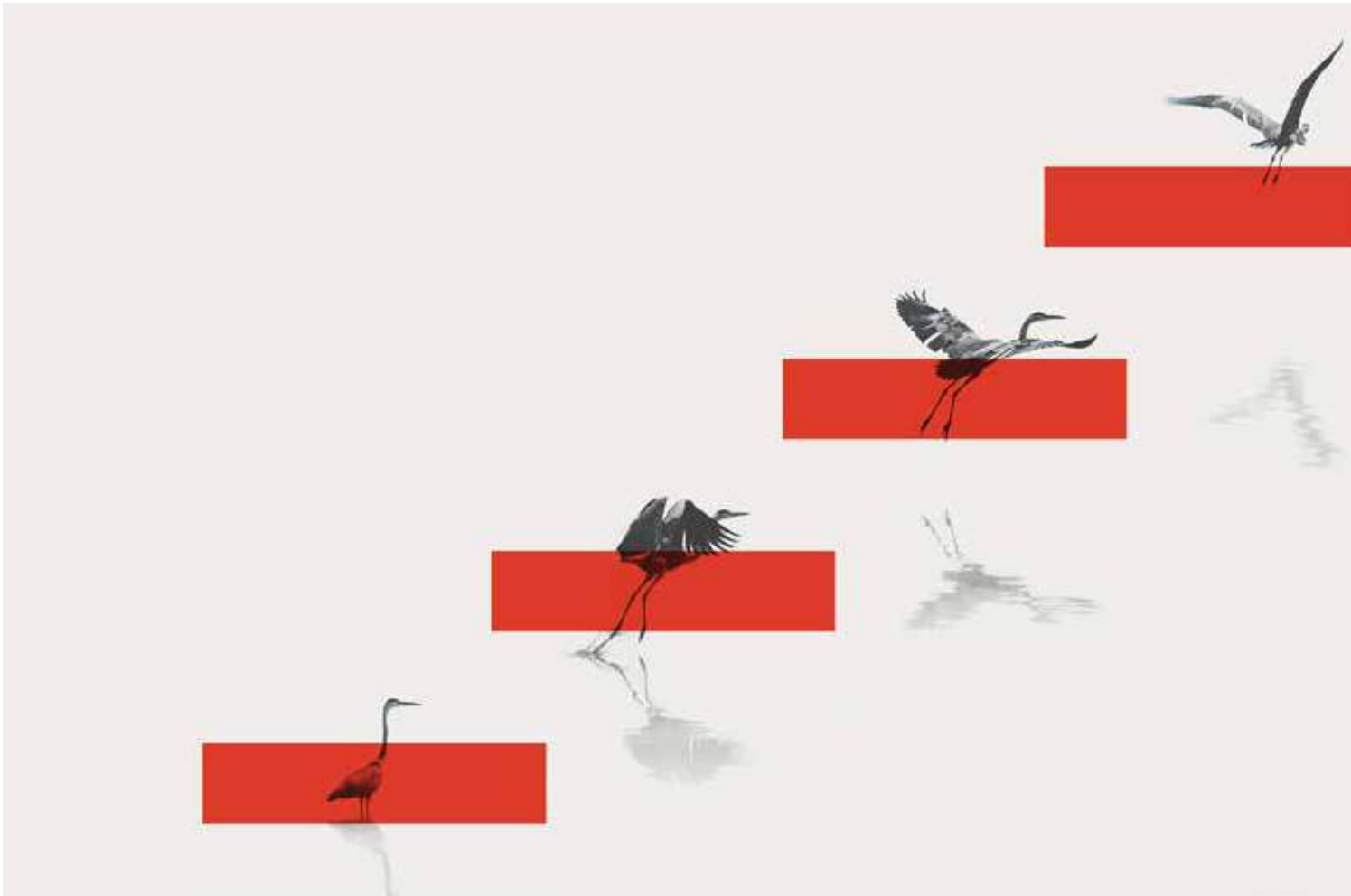
Hyderabad Design Week 2019 began its first edition with the theme of 'Humanizing Design', inspired by the World Design Organisation's efforts to demonstrate design's power to reach the Sustainable Development Goals set by the United Nations.

Focused on design being an instrument of change, HDW'19 was a five day event packed with fun activities, workshops, and exhibitions aimed at making designers rethink design for a more humane world.

HDW'19 urged designers to envision a world where the design ecosystem is conducive to change - by rethinking the perception of design. It attempted to change the design landscape in the city and the nation; to create an evolved design consciousness.



Identity



In keeping with these ideals, HDW was assigned with the brand archetype of an Alchemist - the changemaker, the one with the courage to envisage a new world. We wanted the brand personality to communicate all this and more.

Being the first event of its kind in the city (and the country), we wanted to create a visual identity that would create a lasting impression in the minds of the people by making no bones about what it was here to do. The passionate red paired with the classic deep blue, coupled with the simple and bold type, formed a striking combination that cut through the noise - both visually and metaphorically.

Acting as a vessel of change, HDW will guide the design community in creating a better world with smarter design choices. The logo effectively captures this sentiment with the stylised E's in Hyderabad Design Week alluding to an upward motion and representing the stepping stones to change. The abbreviated version maintained the intrigue and gave the logo an interesting direction.

After developing a strong brand identity, the challenge was to maintain its uniformity across all channels - workshops, exhibitions, installations, website, social media, conference, and promotional activities.

“The singular brand identity was eye-catching and acted as the perfect foundation for an entire design festival.”

Aakriti Prasad
Account Manager, WND

The language for the posters was constant, with the steps making regular appearances in the branding collateral in different capacities. All the brand touch-points were designed with a certain degree of uniformity; resulting in a personality that had great brand recall.

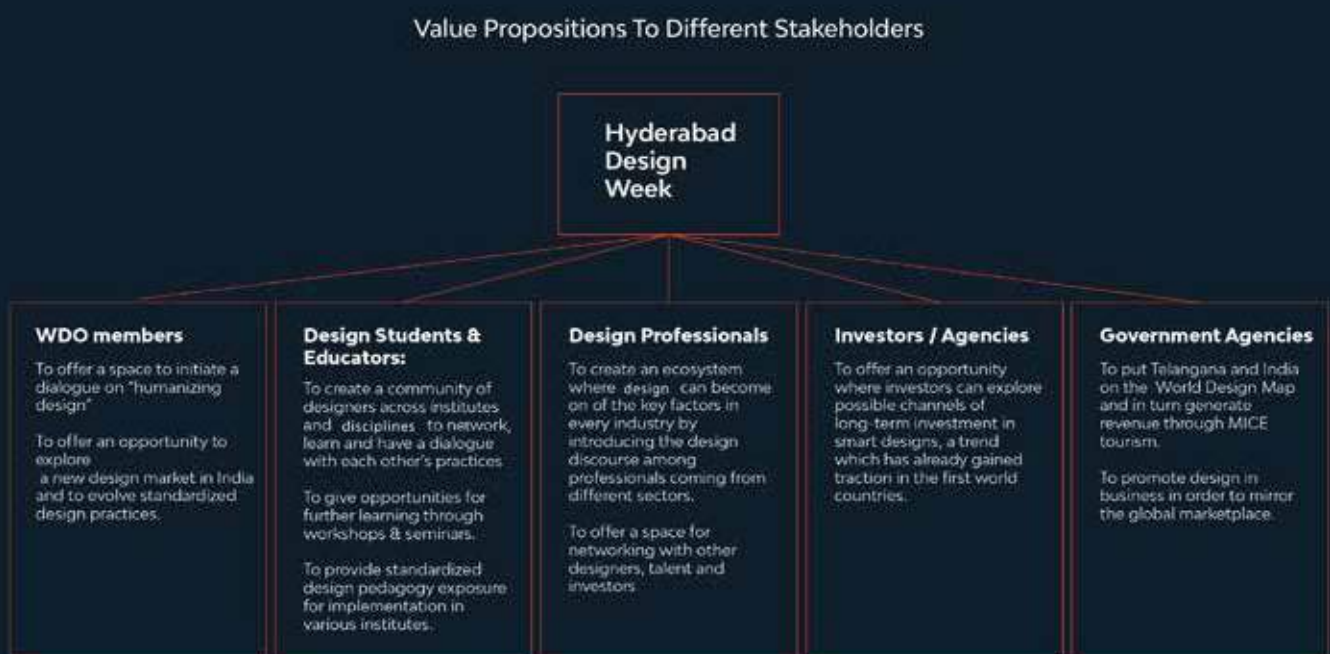


To map the user journey, we graduated from a macro viewpoint to a micro viewpoint - where we divided the journey into three distinct stages - Pre, During, and Post-Event.

The User Journey

The heart of designing a user experience lies in identifying the different stakeholders and understanding how we can add value through the event.

In the Pre-Event Stage, the first step for us was to raise awareness about the event and instill the desire to attend HDW'19 through installations, emailers, promotional activities, and spin-off events.



“True to its archetype of an Alchemist, the campaign will make people pause, think, and rethink practices that they have taken for granted and never questioned.”

Ramya Kadiyala
Brand Strategist, WND



HDW'19 was focused on design for designers, and the challenge was to take it beyond the design field - to the everyday people. We searched for the perfect avenue to include them in the five day design event, and the solution came to us in the form of an outdoor advertising campaign.

With hoardings across the city, the advertising campaign had a large reach. We took this opportunity to explore HDW's role as an agent of change - we wanted to affect transformation and make people realise that old ways would never open new doors.

The campaign "ReThink" began with an aim to make the people of Hyderabad reevaluate their practices in life, by posing simple, yet, penetrating questions.

The Build Up

The build up to the conference was filled with a plethora of workshops, exhibitions, design challenges and events for the inquisitive.

The 15+ workshops conducted were targeted at involving audience of all ages, with DoScience organising workshops for children on the art and science of building a kite and flying it, building a Rube Goldberg Machine and the art of weaving with natural fibres.

A variety of workshops were organised by JNAFAU on Urban Design and Craft Revitalisation; Hamstech organised a workshop on Fashion Design by Neeta Lulla, and on Tie & Dye; Authentic Design focused on using Design Swarms to solve a social challenge; and NASSCOMM Design4India educated people on how to design for humans and the skills required to navigate the design field. A fractals workshop was also conducted by DesignAware that used recyclable material to create installations that were inspired by organic farms and structures.





Not leaving the indigenous crafts of India behind, the Indian Institute of Crafts and Design, Jaipur organised workshops that focused on Kaavad, Charpai Weaving, Tessellation in Weaving, and the lesser known Sacred Geometry in Crafts; Microsoft organised a workshop that helped participants design digital experiences adhering to cultural contexts; and a performance of shadow-puppets called the Tholu Bommalata was showcased by the National Institute of Fashion Technology, Hyderabad.

The Bordeaux Métropole & Etat du Telangana organised a workshop on the transformational approaches to urban design and design methodology development; the Confederation of Indian Industry (CII) organised an industrial design workshop on designing the next generation consumer experiences; and IxDA + Spread Design and Innovation conducted a workshop titled “SenseMake” to discuss the changes in technology and design.





5+ tours were conducted across the city; DesignAware offered a tour of a school that is the perfect amalgamation of architecture with the topography in Golconda; St+Art offered a tour of 40 murals in the art district of MS Maqtha; ASLI Hyderabad offered a variety of tours, namely, a tour through the UNDP weavers crafts village; one that took people major design destinations, including MS Maqtha; a Ramoji Film City tour; and the cherry on the cake was a treasure hunt that revealed the city's history as the game progressed.

9 exhibitions were also conducted as part of HDW'19 with a focus on design for change. An exhibition was held by Hyderabad Urban Labs that focused on how Hyderabad's urban history was being shaped by design; Mihika Lakdawala's exhibition termed "Unlearn" raised awareness about sustainable living practices; and a Young Designers Showcase was organised by NIFT, IIT Hyderabad, Woxsen, Hamstech, and JNAFAU-ENSAP that exhibited young talent; and the CII India Design Show showcased India's best design innovations; and South Asia's leading photography event, India Photography Festival was organised at the State Gallery of Art as part of HDW'19.





WDO showcased 51 posters related to United Nations SDGs. NIDs, DPIIT, CIPAM and Trade Mark and GI departments also put up their displays. Companies such as Wacom, W-Design, Studio Design Bound, Ikea, The User Connect, Social Hardware, Microsoft and Red Tin showcased their products. Telangana GIs and upcoming Government projects such as Image Towers,

T-Works and T-Hub Phase 2 were also displayed at the exhibition. Organizations such as Nasscom Design4India, Bamboo Association, St+Art India Foundation, Asli Hyderabad, IXDA, Avantika University, Indiefolio with their Hiring Booth, Indian Institute of Crafts and Design and UNDP with displays of local women initiatives also participated in the exhibition.





To give attendees a taste of the arts and crafts of the state, the Government of Telangana organised a market against the backdrop of Hitex Exhibition Centre; and NIFT Hyderabad and the Salarjung Museum organised “Sherwani”, a costume narrative from the courts of the Nizams; Taiwan Design Centre organised an exhibit that showcased the blueprint for the future possibilities of design; and Studio 318 organised an interactive exhibit, “Title: Untitled” that made participants understand, define, ideate, and prototype.

HDW’19 also served as a backdrop to a variety of events, ranging from networking dinners at the Taj Falaknuma and Hitex to a sustainable fashion show curated by Bibi Russell, Rina Singh (eka), and Mouna (Hilo Design), Uday Surya, Jayashree. WDO’s Research and Educational Forum also happened in conjunction with the 31st World Design Assembly; the IDF Awards recognised the country’s creative talent; DPIIT organised a workshop that helped them navigate the legalities of Intellectual Property Rights; LV Prasad Eye Institute organised an event that focused on humanised design for healthcare and wellbeing; and AutoDesk organised a fun night out at Zero40 Brewery by exploring how technology can transform our lives.





The event also included **unique design challenges** that were open for public participation, with KrishnaKrithi Foundation offering a Merchandise Design Challenge that offered the winners a chance to sell their merchandise at the design conference; JNAFAU organised a Sustainable Cities workshop and a Street Design hackathon; CII collaborated with the Government of Telangana on a design challenge that encouraged accountability towards solving pressing global issues; and not to be left far behind, InquiLabs offered an opportunity to stimulate creative thinking and problem solving skills among school children.





As far as **installations** go, HDW'19 facilitated the establishment of some truly stellar designs. A prime example of that was the Loo Cafe x Water Loop designed by Jane Withers Studio in collaboration with British Council India, GHMC and Anupama Kundoo Architects. A Pochampally Ikat Project was installed at RGIA by Alcubis Design Solutions to celebrate its rich legacy; and the St+Art Foundation's installation in the Hussain Sagar awakened everyone's social conscience and acted as a much-needed call to action. Indiefolio provided auto prints by designers that served as mobile installations.







IIT Hyderabad used VR to take people on a tour through the lavish grandeur of the Qutb Shahi Tombs. The tour followed the most influential ruler of her time, Hayat Bakshi Begum; DesignAware set up a series of urban installations titled WeaveX and a crowdsourced installation at IKEA called FLOCK. But what left many in awe, was an interactive multimedia installation titled VIA by Béatrice de Fays and Mathieu Constans organised by the B2Fays Creation and Fil d'Ariane Association that generated a real time artwork based on the movement of visitors.

These events, workshops, tours and installations served as the perfect beginning to the celebration of design that was the HDW'19 Conference.



The Design Experience

The design experience was specially crafted for the two-day conference curated by India Design Forum and World Design Organisation. The goal for the second stage of the event experience was to facilitate the sharing of knowledge and abilities, in addition to creating a space for the design community to engage in purposeful dialogue.

The venue for the HDW'19 Conference was designed with the intent to leave the attendees in awe and form an avenue that would encourage design thinking for a better world. The event communication, set, stage, exhibition setup, speakers and installations were all set up to realise this goal.



“Designing the user experience for an event that strove to rethink design to re-envision a new world was no mean feat.”

Akhil Reddy Sura
Designer, WND



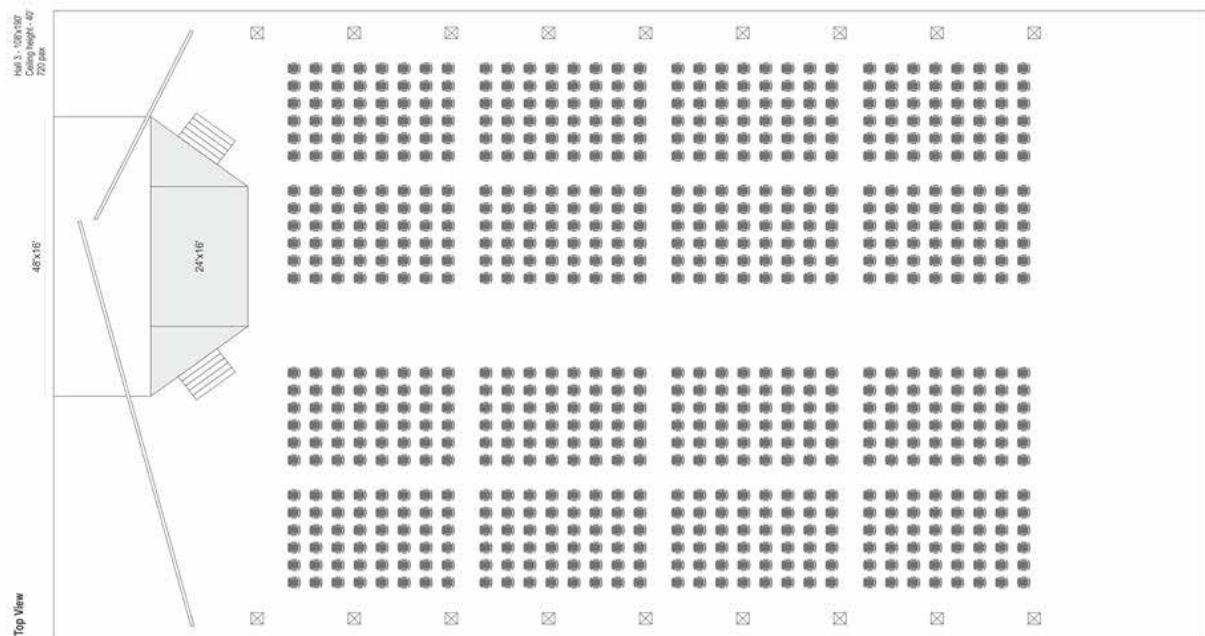
The stage was the heart of the conference. Shaped like an irregular hexagon, it was lit up in a classic black and white, and was situated at the point where two angled LED screens of varying lengths met behind the stage.

Focused on making people realise that the time has now come to err on the side of caution, the two-day conference began with an opening act designed to ease the audience into what HDW wanted to achieve - to re-visualise a more humane world.



The opening act was a spectacle of light and sound armed with thought-provoking insights into existing design practices. The monologue was accompanied by a riveting play of lights that captured the attention of the audience in a bid to make way for an evolved design consciousness.







The conference was conducted simultaneously with the exhibition that was designed to flow organically. The space for the exhibitions was interspersed with installations designed with HDW's theme in mind.

Conference signages typically followed the same pattern, and we were itching to do something different with HDW. The signages for HDW'19 were created using curves rather than the widely popular straight lines.

“The conference served as a fitting end to the celebration of design that was Hyderabad Design Week 2019.”

Ram Sunkara
Designer, WND



The conference featured a wide array of speakers who discussed topics that were of utmost importance. Marcus Fairs, the founder and editor-in-chief of Dezeen, spoke about the Good Design for a Bad World initiative, which explored if and how architects and designers can help tackle global issues such as climate change, the refugee crisis and terrorism.

Tim Kobe, the founder of the globally recognized strategic and experience design firm Eight Inc, took a deep dive into the strategic approach of how design, business, and innovation intersect to create meaningful human experiences and why it matters.

Jane Withers, a leading design consultant, curator and writer, presented a new model for ecological public toilets that also creates an experiential model for education.

Cristiano Ceccato, Associate Director at Zaha Hadid Architects (ZHA) in London, spoke about Infrastructure Design as a Catalyst of Global Urbanisation with the example of the newly constructed Beijing Airport.

Shiva Nallaperumal, a Graphic Designer, Type Designer and Art Director, spoke about Innovation and Identity in Typography in the Indian context.

Other speakers included Ruchika Sachdeva, Jayanti Reddy, Pratap Bose, Henry Skupniewicz, Rakesh Jetli Priyanka Khanna, Emma Greer, Sandeep Sangaru, Takbir Fatima, and Pete Draper.



Both days of the conference were followed by networking galas at the historic Falaknuma Palace and Hitex respectively. The dinner at Falaknuma offered attendees a chance to network with the best minds in design from across the world, while the dinner at Hitex featured a sustainable fashion show followed by a networking dinner with a delicious fusion of Telangana and French cuisine.





Sri Srinivasan from Lumium, the newly-elected president of WDO has had a commendable journey at the organization. He aims to enhance membership through various communication channels and actively makes WDO more accessible. Emphasizing the importance of restarting research and education programs, he strives to reduce the gap between Industry and Design Education.

Tanyaradzwa Manager, Former Innovations Manager, Adidas, believes that design is a service; a solution through creativity; that it is love, respect, and collaborations. Tanyaradzwa is a strong advocate for imbibing the circularity of nature - where fashion, design and any other form of production can be reused or revisited. "Beginning with the end, humans are the only beings capable of changing realities, the technology used in the right way are tools to solve world problems, choose well."



Hari Nair, CEO, Design for Winning, took the attendees on a trip around the evolution of designing with purpose. He pointed out that all design goes through a journey as it blends with other disciplines and breaks down from within. In that journey, we are at the stop where "humane design for social change" is our focus.

Nan O Sullivan, Program Director, School of Design and Innovation shared extensive insights on the need to harness knowledge from the indigenous or native cultures for an enduring future. Drawing inspiration from the Maori culture, O'Sullivan emphasized on learning to respect differences and sharing experiences to inculcate certain self-determination and guardianship into the design.





Reinforcing the Message

The event began with the aim to guide the design community on a path towards a smarter world by changing their perception of design and has made definite inroads into creating an evolved consciousness.

The goal for the last stage would be to keep reinforcing the message that HDW'19 wanted to deliver - even after the conclusion of the event.

The installations put up across the city add to the narrative of HDW'19, and will serve as reminders to the people of Hyderabad of the journey that they have all undertaken - to design for change





Conducting events such as workshops or speaker sessions that encourage design thinking and feature innovative design solutions will further bring change in the right direction. Using social media as an instrument, to post original content appreciating out of the box solutions would further the idea of design for change and would go a long way in staying relevant.







The first edition of Hyderabad Design Week may have come to an end, but the change that it wanted to bring has just begun. This is the first step in what is sure to be a long journey to a better world - a world designed by you and I for a brighter future.



Few words from our I&C Minister

Hyderabad Design Week hosted the World Design Assembly on the second day of the conference, where the Minister for Industries and Commerce, ITE&C and MA & UD, Kalvakuntla Taraka Rama Rao welcomed the gathering with interesting insights on the design industry and what the Government of Telangana was planning to do to increase awareness about design, and tackle the problems faced by the industry.

The day was an engaging mix of speeches and panel presentations that discussed the future of design by the speakers of the World Design Assembly 2019. WDO also chose the World Design Assembly as a platform to announce Srini Srinivasan as the President of the Board of Directors.



K.T. Rama Rao

I&C Minister, Telangana

“Despite the increase in awareness of the importance of design, the design industry is still nascent in terms of profitability, the number of full time professionals, and original content creation.”

- KTR, I&C Minister, Telangana

“The Government of Telangana recognises the potential of design and is giving ample focus on design, and design projects. Bringing the World Design Assembly to Hyderabad is only one step in that direction.”

- KTR, I&C Minister, Telangana

Credits

Hyderabad Design Week 2019 would not have been possible without the collaborative efforts of Andrea and Khatidja from WDO; and, Naomi and Rajshree from India Design Forum.

We thank all our citywide project partners and collaborators including Takbir from Designaware; Aparna from DoScience; Anant from Hyderabad Urban Labs; Beatrice from B2Fays; Mihika, and Vivek from Inquilabs; St+Art foundation team; Roshini from British Council; Elizabeth from Alcubis Design; Toolika from IICD; Avirup from Indiefolio; Pooja from CII Delhi; Ashish from LVPEI; Rajib and Deepak from Microsoft; Shalini from Nasscom; Acquin from State Gallery of Art; Pinchian from Autodesk; Alok from IXDA; Prashant from Krishnakriti foundation; Nagarjuna from Asli Hyderabad; Lolaine from Bordeaux Metropolis; Surya Vanka from Authentic Design; Shailendra from CII Hyderabad; Swapna from Ikea; Dibya from UNDP; Michael from Taiwan Design Centre; Rachana from Studio 318; and staff from JNAFAU, NIFT, Hamstech, Woxsen and IIT Hyderabad.

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A big shoutout to Naresh Kumaran for the music; Sachin Sudhakaran for the sound; and, Nirmala and Vasumana from Black Sheep Media House for Online Marketing and PR.

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We thank our Hon' Minister for being the guiding light and inspiring us to bring this event to Hyderabad; Prl. Secretary Mr. Jayesh Ranjan for his constant support and guidance during the difficult stages of the project; and OSD Ms. Vatsala Mishra for leading the event management and entire coordination on behalf of the government and bringing the event to a successful conclusion.



