DESIGN NEWS









Celebrating Ideas, Inspiration & Impacts

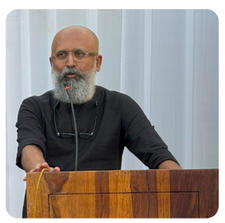
JK LAKSHMIPAT UNIVERSITY
Institute of Design



DESIGNING THE FUTURE *Together*

Jaipur Design Week, hosted by the Institute of Design at JK Lakshmipat University, has grown into a vibrant confluence of creativity, collaboration, and community.

The 2025 edition was starting on April 6th with a grand inaugural led by Prof. Dheeraj Sanghi (VC, JKLU), Dr. Alka Mahajan (Pro VC, JKLU), and Prof. A. Balasubramaniam (Director, Institute of Design). The highlight was an inspiring keynote by Param Venkataraman, co-founder of 3 Big Things, who reflected on design's evolving responsibility, mindfulness, and the power of change.



"In a world of noise and uncertainty, those who recognise patterns, anticipate change and act decisively will lead the future."

THE MAKING OF *Ideas!*

Workshops at JDW 2025 brought energy, reflection, and discovery. Vaibhav Kumaresh opened with "Keyframes and Inbetweens", a stop-motion animation workshop revealing the magic behind India's most beloved characters. Soo Basu followed with "Poetry, Presence & Practice", guiding participants through visual journaling and storytelling as tools for introspection.

Gaurav Juyal energized students with playful design thinking challenges, while Sweety Taur invited them to reimagine cities through inclusive, ecological futures. Somdutt Sarkar from P&G, offered strategies for thriving in corporate design. Together, these sessions sparked imagination, built practical skills, and encouraged participants to carry forward purposeful, thoughtful practice.







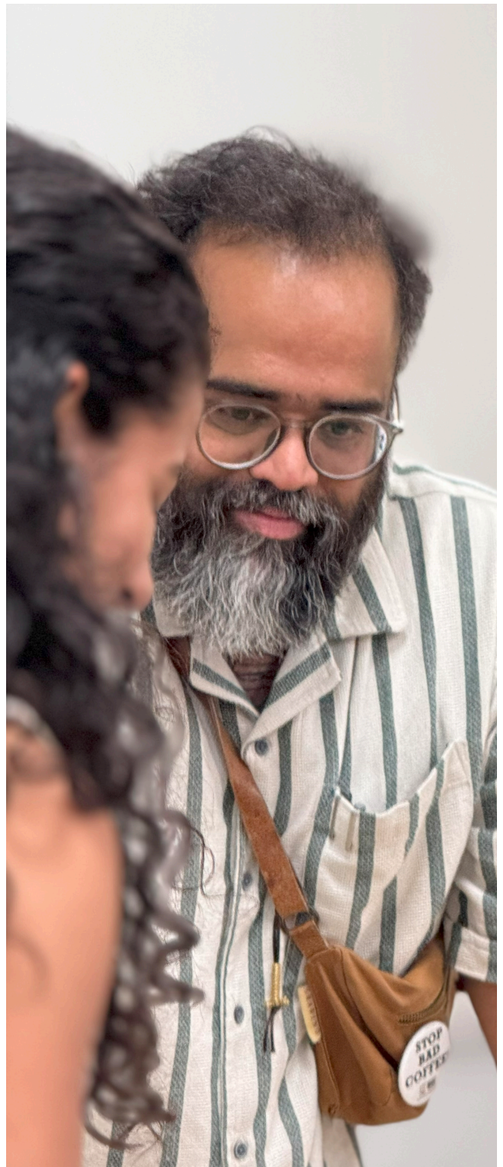
OPEN STUDIOS

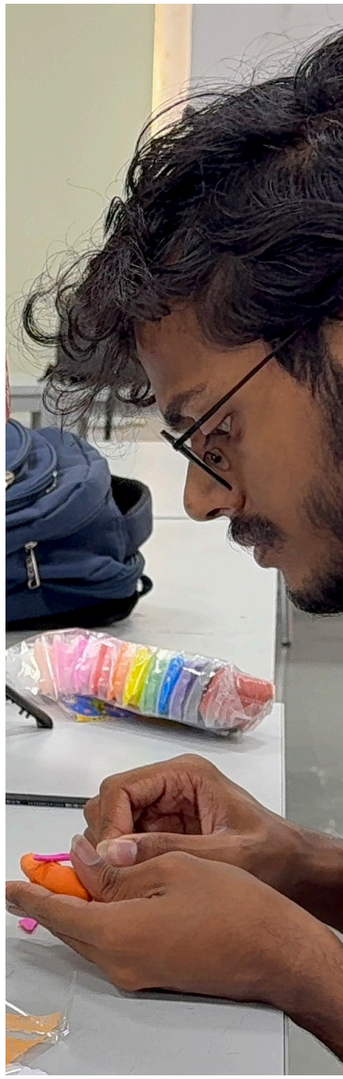
“Unfolding the Maker’s Mind”

The Open Studios at JDW 2025 transformed into live laboratories of ideas, energy, and imagination. Over the course of four days, seven diverse professionals invited students into their creative worlds, offering a rare chance to witness design as an evolving process rather than a finished product. These sessions thrived on exploration, collaboration, and the joy of experimentation.

Radhika Gupta unfolded complex systems through the lens of service design, while The Leewardists translated the language of architecture into clever and engaging visual storytelling. Siddhartha Tripathi explored public narratives through the medium of animation, and Gurman Bhatia turned data into stories that were not only clear but deeply human. Mohd Osama dissected political branding, exposing







THOUGHTSPOTS

"The Making of Ideas that Impacts"

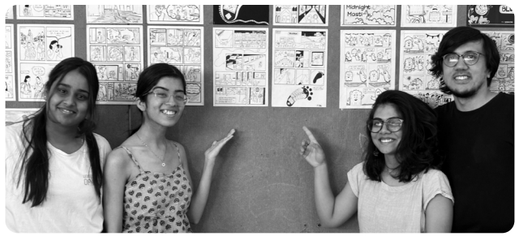


how campaigns and symbols shape democracy. Adding playfulness, Shradha Jain wove game design into thoughtful practice.

Far from static exhibitions, these studios became evolving conversations, where sticky notes, sketches, and dialogue sparked bigger ideas and lasting connections







"Humour and storytelling are bridges that make design accessible."

"The energy in the room was electric! Every exchange carried fresh sparks of curiosity. These conversations reminded students that design is not only taught but lived, evolving through stories, struggles, and shared experiences that go far beyond the classroom."

— The Leewardists



"Designing the future of mobility isn't just about vehicles, it's about creating intelligent, connected ecosystems."

The Thoughtspot talks gathered visionaries who are reshaping design across domains.

Siddharth Bathla shared the journey of Design Factory India, while Shantanu Jog traced Ather Energy's evolution in redefining mobility. Gurman Bhatia showcased how data becomes storytelling, and The Leewardists revealed humor as a tool for architectural communication. Christopher Richard walked through Studio Carbon's growth at the intersection of technology and narrative.

Together, these sessions highlighted how design today is more than just making, it's about systems, storytelling, and meaningful change.



"Be a dedicated advocate of strategic thinking and the thoughtful use of technology.



Can.Did

Can.Did conversations bridge classroom learning with professional design practice, giving students rare access to firsthand experiences. With stories of growth and resilience, Can.Did Conversations left participants with fresh inspiration and a deeper appreciation for the diverse paths shaping the design world.



EMERGING DESIGNER OF THE YEAR *Award*



Each year, JK Lakshmipat University honors an Emerging Designer to spark young minds and celebrate visionary design. This tradition encourages students to imagine their own bold, creative journeys ahead. We celebrated Manan Pahwa for charting a bold, curious path through design, from crafting furniture at NID to decoding behavior at Tata Digital. His talk was more than a narrative; it was a masterclass in listening deeply, designing thoughtfully, and reminding students that great design begins with asking the right questions.

A week of WONDERERS, WISDOM, *and* WILD IDEAS!



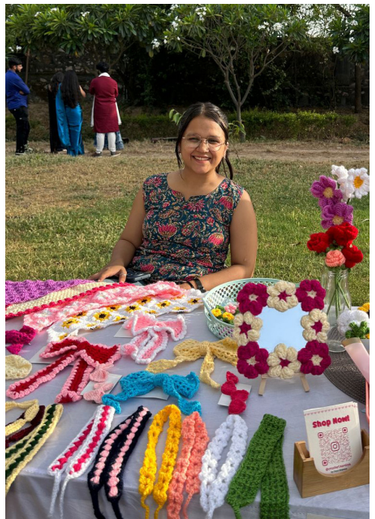
















GLOBAL RECOGNITION!

Prof. A Balasubramaniam honoured with Hills Millennium Award

Professor A. Balasubramaniam, Founding Director of the Institute of Design at JKLU, has become the first Indian to receive the prestigious Hills Millennium Award 2025, presented by the UK-based Institute of Engineering Designers (IED). Honoured for his lasting contributions to product design, he now joins an elite list that includes Frank Stephenson (Ferrari, McLaren) and Marcus Engman (IKEA). Prof. Bala's career spans iconic designs for Eveready, Eicher, Usha, Hero Motors, and contributions to UNDP and NIIT.



BUILDING CROSS-CULTURAL

Design Links

Prof. Amitanshu Shrivastava, faculty at the Institute of Design, JKLU, was recently invited to join the CII Design India Mission to South Korea, recognizing his growing contribution to design education. With over a decade of expertise in product design and storytelling, he engaged with senior professionals, policymakers, and academics to experience Korea's vibrant design ecosystem. The mission highlighted design's role in innovation and sustainability. As Prof. Amitanshu shared, such exchanges "help create bridges between cultures, institutions, and industries."





Dean Raj was invited to be part of the Adjunct Faculty panel at IIT Jodhpur and was engaged there for a week long academic exchange.





Prof. Binil is part of the Systems Design in Education Working Group at the Ethical Leadership: A New Frontier for Design conference, organized by L'École de Design Nantes Atlantique, France.



MEET THE *New Mind!*

Sonali is the founder and chief design officer at international design consultancy ‘Giraffe Design’. She lectures about design at creative conferences and leading universities across the country .

Prior to this she has worked with local and international corporate organisations and demonstrated high end creativity and innovation in all the projects. Worked for clients: Anglo American, Triumph International, SSP Group, Mondelez International while working with INFOSYS. She has been the recepient of ‘Rewards and Recognition’ award for 2 consecutive years at Infosys.
A graduate from Symbiosis International university and masters in design from Nottingham Trent University she is skilled in Design Strategy, Design Research, Graphic Design, Art Direction, User experience design, Design thinking.



NOTABLE FEATS





Student Achievement

Gauri Akar and Amishree Sharma, B.Des students at JKLU, emerged among the Top 3 finalists in the national-level BusCraft 2025 competition, initiated by IIT alumni. Their project, “Raahini”, proposed a bold and inclusive brand identity for Indian public transport, advocating for greater female representation in roles like drivers and conductors. From a striking bus exterior and safety-focused interiors to real-world marketing collaterals, the duo used their interaction design training to present a cohesive, socially impactful campaign.Their tagline, “Apni Raah, Apni Dastaan,” captured the spirit of self-authored journeys, earning them recognition for both design excellence and a powerful vision for change.

Student Placement

Gokulkrishnan K secured a role as Digital Media Designer at Peterson Technology Partners, an Illinois-based IT consulting firm. His YouTube project showcasing AI-driven design caught the company’s attention, leading to a successful pitch and hiring process. In addition to his main role, Gokul is contributing to the firm’s sister wing, Pete and Gaby, which focuses on AI-powered customer support solutions.



DESIGN VOICES

Industry Leaders at the Graduation Jury

Every year, the Graduation Jury at the Institute of Design, JKLU is strengthened by external experts who bring global experience, industry depth, and fresh perspectives. For 2025, six distinguished professionals joined us, guiding final-year students with invaluable critique and mentorship on their graduation projects and portfolios.



Currently the Design Director at P&G India, **Somdutt Sarkar** has 13+ years in branding, packaging, and marketing strategy for global brands like Pampers, Vicks, and Gillette. His mentorship emphasized balancing creativity with business impact, guiding students to thrive in corporate design environments.

Kavita Arvind is an accomplished educator and designer with a strong background in textiles and crafts. Having worked with grassroots communities and industries, she champions sustainable, culturally rooted design, guiding students toward meaningful, socially conscious careers.





Alpana Khare, a design professional with expertise in branding, identity, and communication, has worked extensively across creative industries. With years of teaching and consulting, she bridges design thinking with practical problem-solving, inspiring students to approach communication design with strategy and imagination.

Wasim Khan, Director at Lemon Design and Partner at Change by Design LLP, has over two decades of experience in branding, spatial design, and strategy. An NID alumnus, he has led transformative design projects while mentoring students to think beyond convention.





Trisha Mishra, an interaction designer turned health-tech professional, is a Senior UX Designer and Product Owner at Philips, shaping advanced medical imaging systems. With prior stints at Visteon and Harman, she brings experience in automotive UX, patents, and award-winning design innovation.

With deep experience in product and industrial design, **Neha Bharshankar** has led projects in user-centric innovation and systems thinking. Her career spans design education, product development, and consultancy, empowering students to integrate technical rigor with creativity in solving practical challenges.



GRADUATION PROJECTS

Project by

Jasmine Kaur

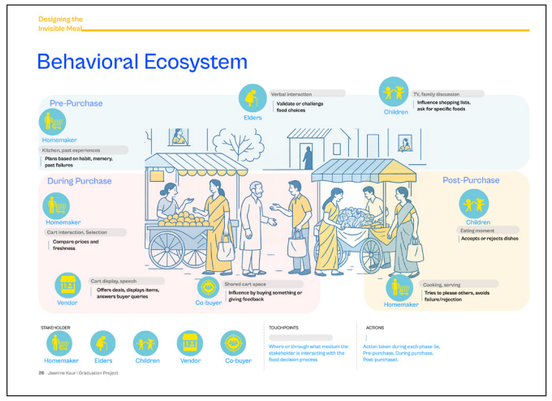
B.Des Interaction Design

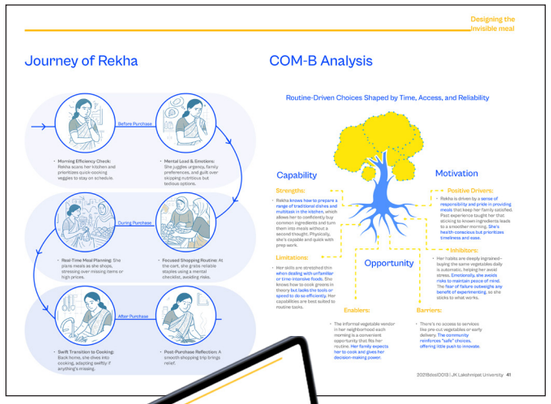
Mentor : Devanuj Kanta Balkrishan



Designing the Invisible Meal

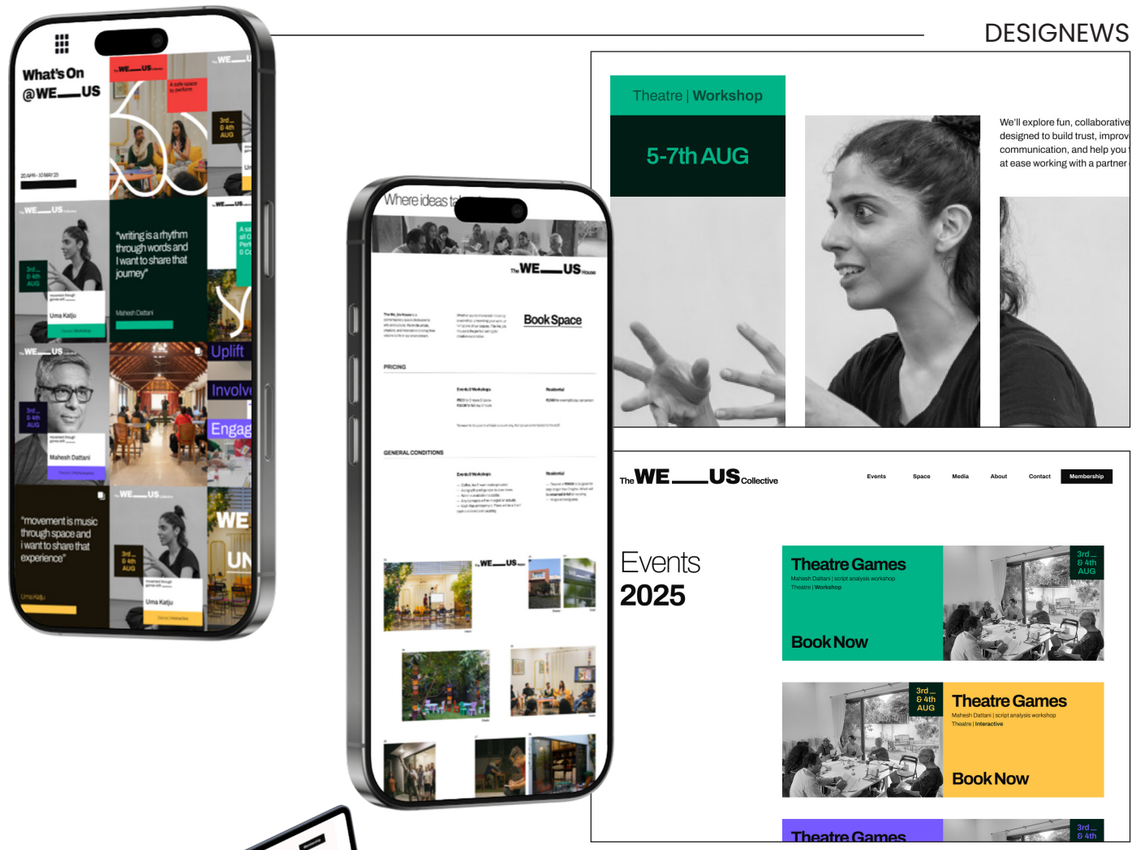
Influential Communication Strategies for Nutritional Purchases in Informal Market







Partnering with Quicksand Design Studio, this project studied Delhi's informal markets to uncover barriers to nutrition. It proposed three "nudges": vendor health-tip conversations, a playful Nutri-Mandi redesign, and a seasonal meal calendar, encouraging healthier choices without burdening households.



Project by

Rohan Rajesh

B.Des Integrated Communication Design

Mentor : Aastha Gohil



Designing for a Collective

Expanding the Identity and Web Presence of The We _Us Collective in Hyderabad



A cultural initiative by Almond House Foundation, We_Us curates theatre, music, dance, film, and community programs in Hyderabad. The project expanded from a website to creating its complete visual and verbal identity, strengthening its role as an inclusive creative ecosystem.





Project by

Yukthart Mishra

B.Des Integrated Communication Design

Mentor : Aastha Gohil

Sugri Shala

In collaboration with Khamir Foundation, this documentary showcases Sugri Shala, a school initiative integrating craft into curricula in Kutch. It highlights experiential, multisensory learning, inspiring educators to rethink education rooted in cultural wisdom and holistic engagement.



Project by

Saumya Sahay

B.Des Integrated Communication Design

Mentor : Aastha Gohil

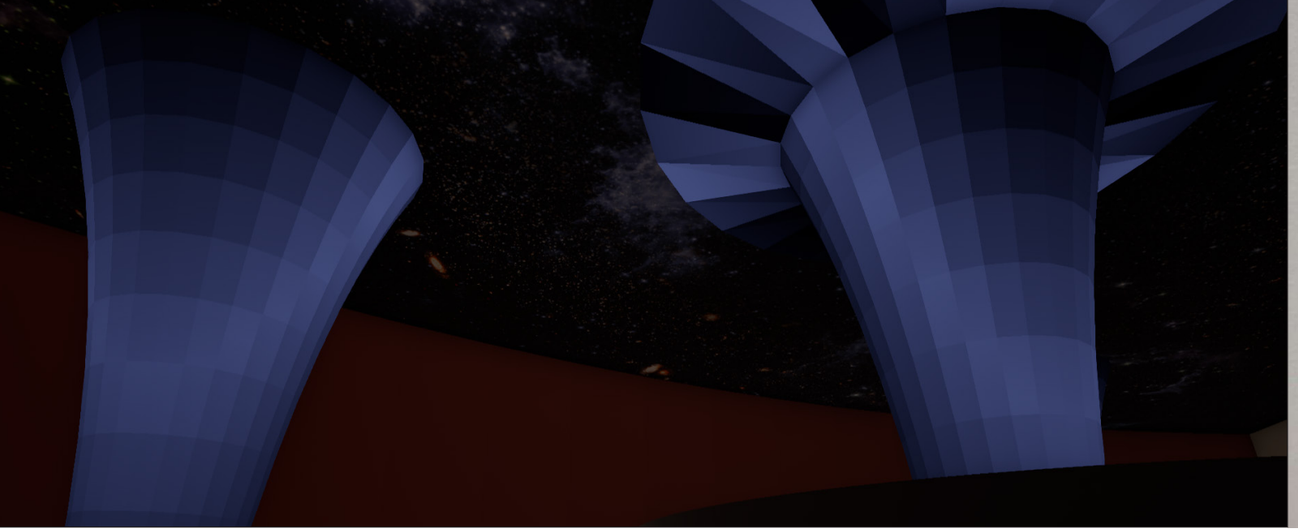
Which knowledge is valuable?

This documentary on the Sapera community questions standardized education in diverse India. It reveals how indigenous performing arts hold rich wisdom, urging policymakers and educators to embrace contextualized learning that values children's lived realities and cultural heritage.









Project by

Arjodeep Dasgupta

B.Des Integrated Communication Design

Mentor : Suranjana Satwalekar

Spatial Design: Samavasaran Museum

A spatial design vision on Lord Mahavir's life, this project mapped narrative structures and layouts to translate his journey toward keval gnan into an immersive museum experience, condensing biography into key lessons and accessible storytelling.



Project by

Manaswini Palvai

B.Des Integrated Communication Design

Mentor : Yash Raizada

Ammu Ammamma Bathukamma

A picture book on the Bathukamma festival for ages 5–8, blending vibrant illustrations, narratives, and interactive features. Published by Manchi Pustakam, it preserves Telugu heritage while engaging children and fulfilling parents' nostalgic wish for meaningful cultural storytelling.









"The team behind our flagship design event Jaipur Design Week 2025"

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