

# For the love of Design

With the advent of multinational companies trying to find a foothold in Indian markets and Indian companies wanting to explore international avenues, design and originality in innovation has become the need of the hour. This year Kyoorius has widened their umbrella of design awards to accommodate students of design as well. **Srishti Jain**, talks to **Mr. Rajesh Kejriwal**, Founder CEO, Kyoorius to discuss the motive of introducing these awards and the future of Indian design as he sees it.

Today innovative designs are seen as giving an edge to the owner. The unique finishing and 'one of a kind' tag that is labeled onto commodities across the market gives the consumer the gratification of being a class apart from the herd. Young designers are also making products and commodities that are more user-friendly, simplistic and attractive. They are the masterminds behind the beautification of our consumer world who redesign and add twists to products and essential commodities which have been a part of human life since times immemorial to make them suit the requirements of the time and age we live in like, 'eco-friendly refrigerators', 'the solar car' etc.

**What led to the inception of the Kyoorius Awards for Student Designers being conceptualized?**  
The Kyoorius Awards for students came from a simple idea - to showcase what real talent can do for a real client with a real world brief. Students rarely have the chance to work and contribute to projects at large studios straight out of college. Kyoorius Awards provides them a platform to really exercise their creative muscle and be recognized for their thinking and approach - while being judged on the same platform as their peers - regardless of which college they come from.

**Do tell us about the various categories that are being awarded?**  
This year we have nine categories for professionals - Identity, Packaging, Communication, Digital, Space, Books, Editorial, Craft and Design for Good. And six for students - Identity, Packaging, Book, Typography, Illustration and an Open Brief.

**What do you think of talent seen in the field of design today and the different innovations you have noticed?**

Design and creative practice is quickly becoming less of a bohemian career choice in India. Both students and their parents across India are realizing that design and communication is a unique and progressive career choice. We are seeing a significant rise in design professionals from Tier 2 and 3 cities in India and this is really fan-



tastic. It's a new perspective and is giving rise to a truly Indian design sensibility and is not just borrowing from the west.

**Design is a part of every industry because presentation and innovation is of utmost importance, what do you see is the future of design in Indian and international?**

One big change is in the perception of what design can do - design is not art and therefore is not just about presentation. Design is function and businesses in India are realizing the value creative professionals bring to the table. Design is really too broad a heading to define the many things designers do. Creatively is how designers approach their work - and in thinking outside the Excel sheet and Powerpoint, designers are able to develop solutions right from the

way brands communicate, to the way they package products, to the way they interact with audiences and even in some cases they way they do business. Design is about being a strategic tool and not just aesthetics.

**Tell us about the winners of the awards and what made their work stand out.**

Firstly, I would like to mention that the awards and jury session is yet to be held. But to answer this in a different way — Together with D&AD, a specialist jury panel has been selected comprising some of the best and most inspirational creative professionals from around the world. All jury members will gather in Mumbai for the jury session - to review, discuss and select the best of the best over three intensive days. All voting is private, never by a show of hands.

During the judging process the jury members will base their decision on three criteria, reviewing if the entry is an original and inspiring idea, well executed and finally if it is relevant to its context. They may also debate prior to choosing the final award.

**How well equipped are the design institutes of India to train the future generation in design, also what suggestions would you give to the design institutes to improve their training?**

Design institutes in India have been evolving, some more rapidly than others. But most have not been able to keep pace with the change that the industry itself has undergone. Curriculums and syllabuses do need to evolve but they need to involve the real world in a more meaningful way. The MBA model is a great example of how the institute can bring in real world influence both from clients and professionals alike. But the responsibility does not lie solely with the institute. Alumni really need to get involved and give back to schools and help nurture future talent.

**What is the next step for the Kyoorius Awards for Student Designers next year? Any future initiatives?**

Apart from the many initiatives that Kyoorius is building for the community as a whole, we are really excited about our efforts with the student community. In the next year, we will be launching an initiative called the Kyoorius Grant - this will be a fund that Kyoorius will set up. Students with great project ideas that normally never see the light of day because of the lack of funding can now submit that idea to Kyoorius.

A jury will narrow down to the best 10 potential ideas to then become a project will then sanction the Kyoorius Grant. Typically this will form a part of the Student Diploma Project - but we want deserving students to work on a project that they have ideated.

**Advice for students who wish to pursue a career in design?**

That you should work hard and be committed. But with design, I'd say work smart, listen, see the world around you, don't be overzealous and stay adventurous and curious.

## Wristwatches: Now jewels of technology



This year at CES it was the turn of Smartwatches - timepieces that bring data from the Internet right onto your wrist - be it emails, Facebook messages, texts. The design of the watches I saw on display at their CES booth was pretty attractive and they come in a variety of flavours from sporty to bejeweled with a price range from \$ 150 to \$ 2,000.

**I'm Watch (\$349) -**

Probably the most high-tech watch at the show, i'm Watch is a smartwatch that interacts with your smartphone allowing you to have calls, text messages, e-mails, notifications, music, agenda, weather, photos and any app you could want or invent, directly on your wrist.

### « GADGET OF THE WEEK

You can leave your smartphone in your pocket, in your purse or on your desk and reply directly from your i'm Watch. You can link it to heart-rate monitors, pedometers and other sensors. It's compatible with iPhones and Android phones. This watch is all about apps, and it supports features like on-demand music and cloud connectivity. It has a 1.55-inch, 240-by-240 color display, and comes with 4GB of built-in storage. It's powered by a 450MHz Atom 9 processor and 128MB of RAM. Apps like Facebook, Twitter, the news and a calendar are all pretty cool to have right on your wrist. You can take photos with your smartphone and, thanks to cloud technology, they will be displayed simultaneously on your i'm Watch.

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