

ADI | Association of
Designers of India



Hi!

We are a

Registered Design Community

of professionals and students that is exceptionally skilled, extremely diverse, and active across many domains, which is aligned with the industry.



DESIGN STUDENTS

ARTISTS

ARCHITECTS

DESIGN EDUCATORS

DESIGN RESEARCHERS

INFORMATION DESIGNERS

APPAREL & LIFESTYLE DESIGNERS

HUMAN FACTOR DESIGNERS

EXPERIENCE DESIGNERS

AUTOMOBILE DESIGNERS

PACKAGING DESIGNERS

RETAIL DESIGNERS

TOY DESIGNERS

CERAMIC DESIGNERS

FURNITURE DESIGNERS

FILM MAKERS & ANIMATORS

TEXTILE DESIGNERS

CRAFT DESIGNERS

EXHIBITION DESIGNERS

INTERACTION DESIGNERS

COMMUNICATION DESIGNERS

INDUSTRIAL DESIGNERS

Community for Sectors

CRAFT

MEDIA

IT & SERVICE INDUSTRY

SME

MANUFACTURING

TEXTILES

EDUCATION

NGO & SOCIAL ENTERPRISE

BANKING

GOVERNMENT

RURAL SECTOR

HEALTHCARE

ENVIRONMENT

We aim to represent & highlight the design profession both in India and Globally by creating a meaningful interface with the industry, academia, users, and policymakers. We

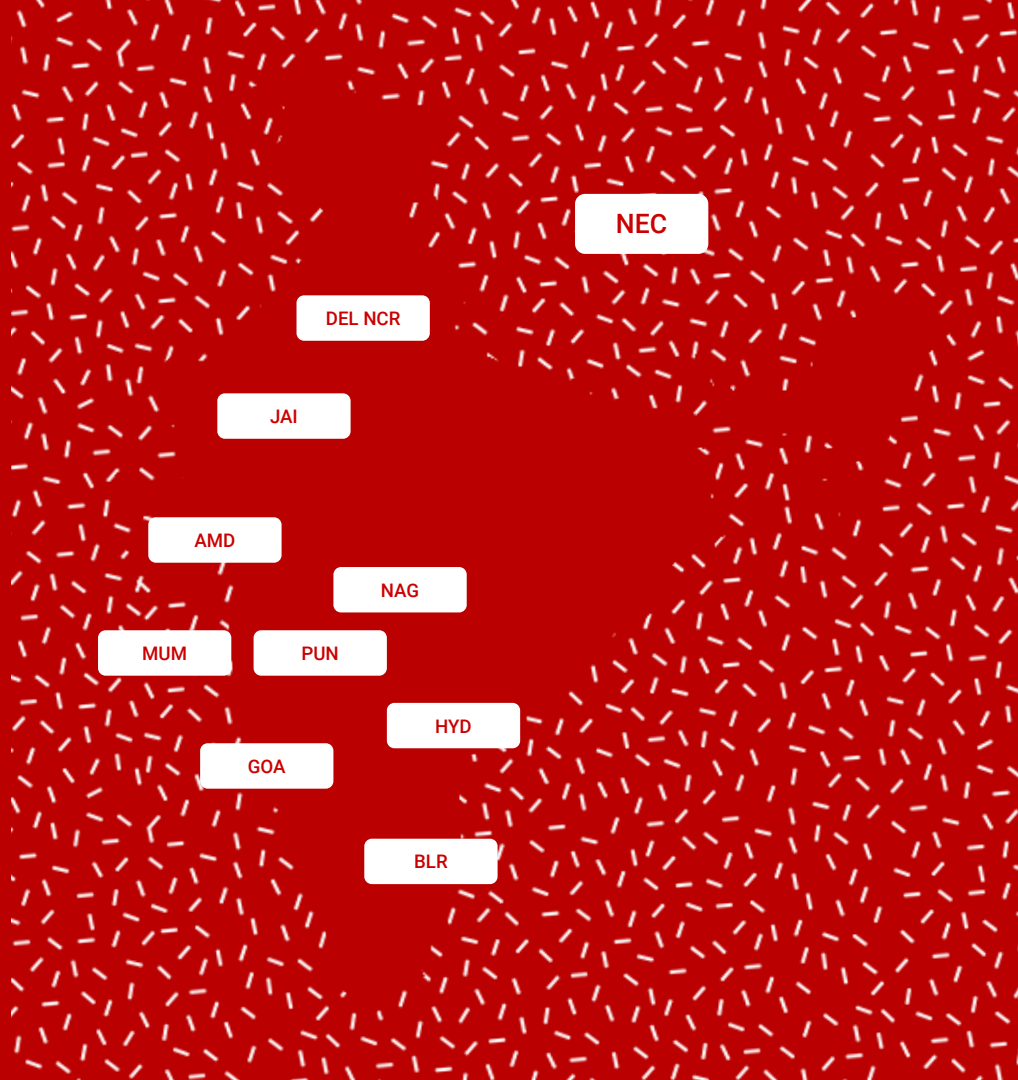
Create, Catalyze & Support

a vibrant, creative ecosystem in India &
a meaningfully engaged design community
having high professional standards.

In the last 10 years,
we have established ourselves as

A Strong Networking Platform

where designers meet with each other
and other professionals making the
community denser and active all round
the year throughout the chapters in
different parts of the country.



We Present, Learn & Upgrade

through our talks, lecture series, and conferences on varied design applications and practices. The format also is applicable to webinars that enable us to reach even a wider network.

ADI Association of Designers of India

RESURGENCE
APRIL 2020

RESURGENCE OF CRAFTS & INDUSTRY

What role might design play in the revival of crafts in India?

Friday, April 24
5:00pm - 6:30pm
A free event. Open to all.

Illustration by Tanvee Habar



TREND-WATCHING


ANNOUNCING
**2020
TRENDS**



ADI Association of Designers of India

ADI OFFLINE
presents
**VIRAL
IDEAS**

SATURDAY, MARCH 17
WEWORK, KORMANGALA
4:00 PM



ADI Association of Designers of India

Presents

BANGALORE DIARIES

Share your design stories

CALL FOR APPLICATIONS
4th OCT
* DEADLINE *

OCTOBER 2020

Designed by Poley Designs

Pearl Academy



ADI Association of Designers of India

DESIGN LOUNGE

Craft Mavericks
with Aditi Vitasta Dhar
Designer, Founder
Vivato Accessories

Rashmi Ranade
Founder & Creative Head,
Savio Group

Malvika Vaswani
Founder,
Studio Malvika Vaswani

Ep.6 July 3rd, 5 P.M



ADI Association of Designers of India

MASTERCLASS

REINVENT YOUR FUTURE

With **Sajith Ansar**

Sat, 9 May | 2:30 pm
₹ 1000





Workshops
Masterclass
Tutorials
Design Tips
Stories

MANY WORLDS OF TYPE

Registrations are still open!

ADI Association of Designers of India

ITF

The webinar will also be broadcast Live on the ADI Page on Facebook - @AssociationOfDesignersOfIndia

SATURDAY, SEPT. 12, 5PM
LIVE ON ZOOM | FACEBOOK

കാസരഗുഡ് ടൗൺ Kasaragod Town

ADI MUMBAI JOIN us for an exciting fiery fireside chat on **BRANDING** with

			
Shanoob Bhatia Founder, Director EuMo DesignIntelligence	Poojirama Burte Founder, Director Design Orb Pvt. Ltd	Krupa Sheth Creative Lead at Strategy Faculty at ISDI, Parsons, Mumbai	Isha Patel Design Manager & Faculty at ISDI Parsons, Mumbai

LET'S HAVE SOME BRAND FUN!
Brand stories | Trends | Processes | Execution

Date : On June 18th, 2021
Time : 5.30pm - 6.30 pm

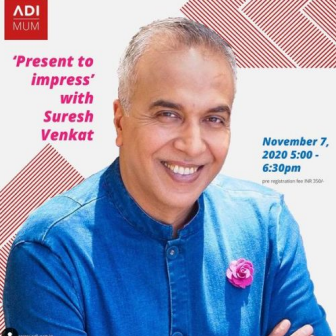
COMIC STRIP DESIGN WORKSHOP WITH AKASH CHOUDHARY



21.05.2021
5 - 6:30 PM

ADI MUMBAI REGISTER NOW

'Present to impress' with Suresh Venkat



November 7, 2020 5:00 - 6:30pm
pre registration by 08/10/20

TOYING WITH THE IDEA OF COMBINATIONS

a Fun workshop exploring the innate human tendency of making patterns using interesting combinations in light and shadow.

Shivani Chakrachhattari | **5th February, 1345 pm**


Just Mould It!



ADI brings you yet another therapy to rejuvenate your inner creative! Join us as we join hands with the expert instructors from Pidilite and bring to you an immersive experience of creating some beautiful art plates with Fevicol's Moulds.

On September 11, 2020
From 5-6:30 pm

Do the doodle




Lets play!
Name - Place - Animal - Thing

#theADIdoodler
Live On Zoom | Facebook

01 Nov, 2020, 11:30 am
Age, 9 to 15 year olds

THE CURIOUS CASE OF BUTTON MASALA



A workshop by **ANUJ SHARMA**
Friday, 24th July, 2020
4:00 pm

ADI MUMBAI Association of Designers of India

SHAPE THE STENCIL

a hands-on typography workshop

by ZENAB

SAT, 28 APRIL | 2.30 PM - 5.30 PM | 91 SPRINGBOARD, INDIRANAGAR



Go from Zero to Hero

HERO'S UX WORKSHOP



30th SEP | 10:30 AM - 01:00 PM | SPREAD DESIGN BARN
*1st FLOOR | 100-300 | 06-30 PM | CROWDS NEW INDIRANAGAR



Honouring Stalwarts
 who have inspired us into
 this creative journey.

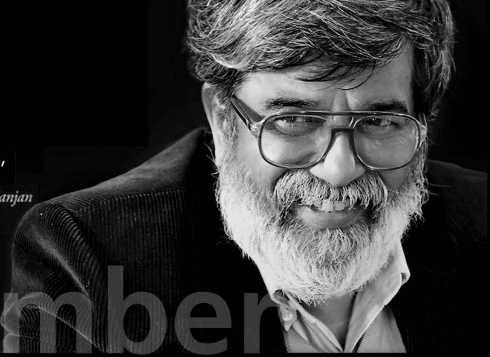
Event Supported by
MIT INSTITUTE OF DESIGN
 MAHER
 Pune Region
 2010

ADI
 Association of
 Designers of India

National Design Guru Day

In memory of Prof M P Ranjan

“Never lose an opportunity to educate or learn”
Prof. M P Ranjan



9th November



NID Alumni Association
 In Collaboration with
 Association of Designers of India

felicitates
Mahendra Patel
 Type Designer, Typographer, Professor, Mentor

9th November 2016

JK LAKSHMIPAT UNIVERSITY
 Institute of Design

Felicitates
Prof. Vikas Satwalekar
 Graphic Designer, Educator, Mentor
 Former Executive Director, NID, Ahmedabad

JK LakshmiPat University, Institute of Design is proud to organize **DESIGN GURU DAY** in memory of **Prof. MP Ranjan** on his birthday. We hope that on this occasion to celebrate **Vikas Satwalekar**, former director of NID, on his long stint of teaching design.

JK LAKSHMIPAT UNIVERSITY
 Institute of Design

MP RANJAN MEMORIAL LECTURE 2020

Dr. Don Norman
 Design Educator
 Cognitive Scientist | Author
 Director, Design Lab, Uo San Diego
 Co-Editor & consultant, Nielsen Norman Group
 Former Vice president at Apple
 Former Member of the IDEO & Board of Trustees of IIT ID, Chicago

NID Alumni Association
 In Collaboration with
 Association of Designers of India

felicitates
Sudarshan Khanna
 Industrial Designer, Toy Innovator, Educator, Mentor

9th November 2017

DESIGN GURU DAY

Programme

- Design Talk Panel Discussion for Prof. Vikas Satwalekar
- Panel discussion in collaboration and meeting with professionals
- Interaction with mentors and leading industry experts

NID Alumni Association
 In Collaboration with
 Association of Designers of India

felicitates
AGK Menon
 Architect, Urban Planner,
 Conservationist, Educator

9th November 2017

In celebration of the
DESIGN GURU DAY

TO CREATE A BETTER SOCIETY

NID Alumni Association
 In Collaboration with
 Association of Designers of India &
 World University of Design

felicitates
Iftikhar-Mulk Chishty
 Architect, Designer, Educator,
 Design Evangelist

23rd November '18 3 pm

Venue
Sushant School of Design
 Amal University
 Golf Course Road, Sector 55
 Gurgaon, Haryana 122 003

ADI Association of Designers of India
WU World University of Design

Venue
World University of Design
 Plot No. 1
 Rajiv Gandhi Education City
 Sonapat, Haryana 131 002

ADI Association of Designers of India
WU World University of Design

Venue
World University of Design
 Atrium, Plot No. 1
 Rajiv Gandhi Education City
 Sonapat, Haryana 131 002

ADI Association of Designers of India
WU World University of Design

We Showcase

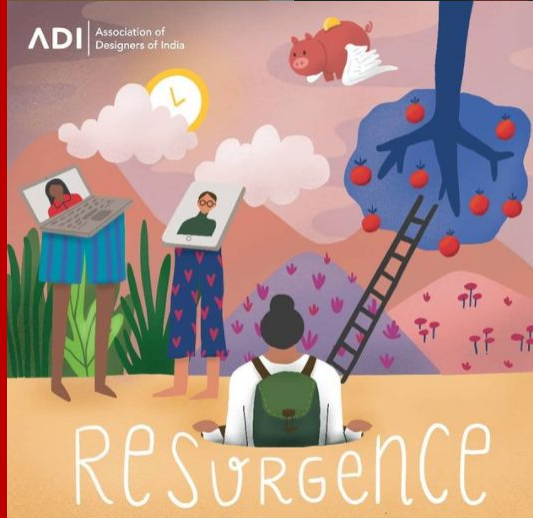
the creative works done by both professionals and students, promoting them to the industry and appropriate audience.



We Actively Respond

to environmental and social issues with measures and aid whenever possible.

ADI | Association of Designers of India



RESURGENCE

APRIL 2020

Illustration by Tanvee Nohar

ADI | Association of Designers of India

GET. SET. VACCINATE.



The vaccination drive organised by members of ADI (Pune Chapter),

STARTS 2ND JUNE 2021

We'll share the detailed schedule soon, for you to pick a convenient slot. Make sure to be there, if you have registered.

DON'T FORGET TO:

Carry your Aadhar Card | Double mask up | Have a handy sanitiser | Maintain social distancing

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THE VIEW FROM OUTSIDE

MAY 2020

Illustration by Sameeh Kumar

ADI | Association of Designers of India

RESURGENCE APRIL 2020

A NEW WAY OF WORKING

Six design professionals share their stories, perspectives, fears and questions.

Fri. April 10
5:00pm - 6:00pm
A free event. Open to all.



Illustration by Tanvee Nohar

CLEAN GREEN

An Indo-Danish Dialogue Series

Presented by Danish Embassy

RENEWABLE SUSTAINABLE

Episode 2

DESIGN FOR SUSTAINABILITY



30th OCT 2020
FRIDAY
5PM ONWARDS (IST)
ON ZOOM

Moderated by Suresh Venkat

ASSOCIATION OF AMERICAN AFFAIRS OFFICES
PUNE IN COLLABORATION

PARTNERS:

CLIMATE COLLECTIVE

etnos!!

ADI

Association of Designers of India

ADI PUNE | Association of Designers of India



All of us are sailing in different boats. But we are caught up in the same storm.

Inspired by a thought from Rajesh Deshpande

KARUNA STORIES

Power of Gentleness & Grace



What if the new normal is more compassionate and caring?

Submission Deadline on or before 30 June, 2020
To know more www.karunastories.org

Supported by: ADI | Association of Designers of India

ADI | Association of Designers of India

RESURGENCE APRIL 2020

DESIGN FOR ECONOMIC RESURGENCE

What role might design play in the revival of our economy?

Fri. April 17
5:00pm - 6:30pm
A free event. Open to all.

Illustration by Tanvee Nohar

We Encourage & Guide

the student community through reviews, feedback on projects from industry experts who bring in the relevance and expectations, setting better standards for the future.

ADI | HYD
MIXER

Guftagu

EDU-CONNECT
Calling all Design Students
In & Around Hyderabad
Ask us anything!



Sat, Jan 30
5:00pm to 6:00 pm

To become a member, visit adi.org.in

ADI | MUMBAI

We prepare you for
the world!

call for
*portfolio
reviews*

01
MAY
2021
2:00pm

Present your best work in 10min and
get feedback from subject experts!

Graphic + Branding Industrial + Product
Digital Designs Textiles
Interior Spaces Fashion

register today

Limited seats available

V-SIGN

Inauguration | ADI VIT,
Student Chapter

DEC 18, 2018 | 11:30 AM | VIT, Vellore

By
Mr. Manu Neelakandhan
(Jt. Treasurer, ADI NEC)
&
Mr. George Mathews
(President, ADI BLR)

ADI | Association of
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Designers of India

Online Portfolio Review
with Industry Experts



MICHAEL
FOLEY

Founder
@ Foley Designs

PRODUCT
DESIGN



AMITHA
MADAN

Co-Founder & Architect
@ Treelight Design

ARCHITECTURE &
INTERIOR DESIGN



AMIT
MIRCHANDANI

Design Director
@ Lucid Design

UI / UX
DESIGN

Mega Events

sum it all up and display a plethora of this limitless world of the creative minds in a forum that includes workshops, presentations, awards, and much more!

ADI | Association of Designers of India



21st - 27th February 2021



ADI Association of Designers of India

MAKING
DESIGN
VISIBLE

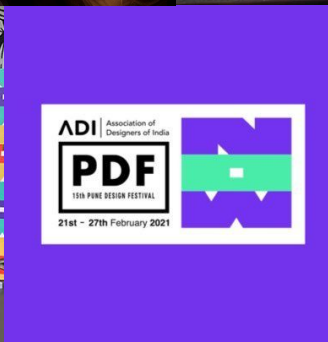
ISDI
Pearl Academy

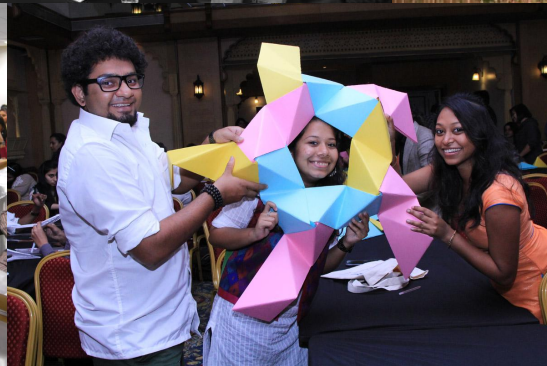


BLR
DESIGN
WEEK

Sep 29 - Oct 6, 2018

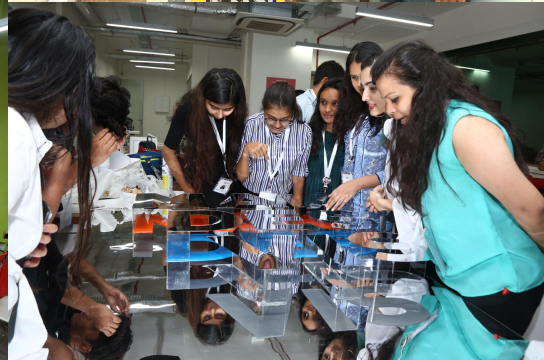
Pune Design Festival





Making Design Visible





Bengaluru Design Week

DESIGN CONFERENCE

SAT, OCT 6



DESIGN SHOW CASE

SUN, SEPT 30
- FRI, OCT 5

Bengaluru talks design.

BLR DESIGN WEEK

 Acacia Leroy Trendwatching	 Manu Chandra Monkey Bar	 Sujata Kesherani Varana	 Kabeer Biswas Dunzo	 Rashmi Daga FreshMenu
 Dhiman Parekh The Better India	 Jenny Pinto Dorjaa	 Ashlesh Shah AAHomes	 Deepa Bachu Pensaar Design	 Aniruddha Mukhedkar Restore/ PlanB
 Soham Sarda lective	 Arvind Pani Revolve	 Pradeep James Urban Leader	 Kartik Iyer Happy mccarybowen	

BLR DESIGN WEEK

Sep 29 - Oct 6, 2018



DESIGN COLLAGE

SUN, SEPT 30
- FRI, OCT 5



AFTER PARTY

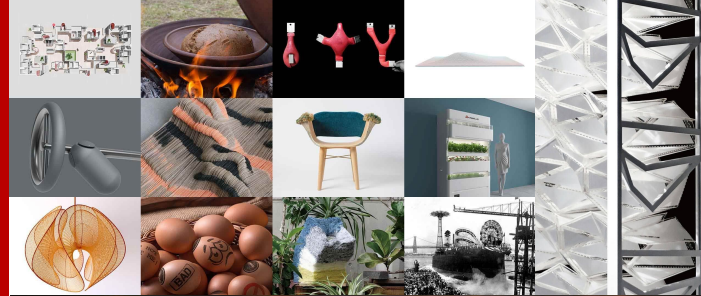
SAT, OCT 6



We launch

Competitions & Awards

with the vision to provide a visible envelope to Design in India and bring to fore creative talent and intensity of work done by the Design community.



LEXUS
DESIGN
AWARD
2020



We offer

Legal Formats

that can be adopted by the members for their up and coming design business. We also constantly organize sessions on design right, IPR and other legal formats by experts for awareness.

ADI GOA

#TICKTALKS



Created by kconmind.com from the Neuen Project

IPR FOR DESIGNERS
AN ONLINE SESSION BY
ADVOCATE SHALINI MENEZES
www.slimsimadvisory.com

16th JUNE | 4 PM

#TICKTALKS a monthly session by ADI Goa
on what makes design tick, tock and more



In association with **ADI** Association of
Designers of India

Start your day with a 30 to 45 minutes stimulating
discussion on finance - a subject that affects everybody's
lives and is yet understood by so few.

ADI
PUNE Association of
Designers of India

A DESIGN MIXER TO CHAT ABOUT
**INTELLECTUAL
PROPERTY
& OTHER INTERESTS**

*Intellectual Property Protection &
Commercialization Expert & Entrepreneur*
Raghavendra Ponshe
will be joining us

Fri, September 25th
7:00 - 8:00 pm
For ADI Pune Members Only



ADI
AMD Association of
Designers of India

IDEA TO REALITY

Who is it for? Start Ups, Inventors, Designers & Corporates

Sanandan Sudhir
President & CEO
InventIndia Innovations Pvt Ltd
www.inventindia.com

**BRANDING
DESIGN
DEVELOPMENT**

Tarun Khurana
Partner - IPRD - IP &
Technology Consulting & Licensing Firm
Khurana & Khurana
Advocates & IP Attorneys
www.khuranaandkhurana.com

**INTELLECTUAL
PROPERTY**

Identify, Create, Protect, Promote & Commercialize

Brand Registration, Copyrights, Trademarks,
Design Registrations, Utility Patents

Date: **9th Jan 2021, Sat**
Time: **3 to 4 pm**

We

Appreciate

every single effort made to benefit the design community. ADI also provides certificates to members and volunteers that can be added to your accolades.



Make a
Chapter

Minimum 20 designers from the city
A Core Management Council of 10 members
Apply to ADI

You can also join the

**Core
Management
Council**

of a chapter and contribute with your
skills expertise to enhance the network.

Together

we can influence policy, catalyze opinions, and create a long-lasting impact on the industry and also help young creative minds grow under good mentorship and guidance.

Inspire new thinking

Share ideas, knowledge, experience

Enable design thinking and selling

Influence positive change

Champion design in our society



Join Us!

to share, network, and learn from various design practices. Every chapter helps you to gain a local focus and easy reach to any design need, making a stronger representation of this profession.

www.adi.org.in

