

A panel discussion on championing Local Design elements in Graphic Design, Interiors and Architecture and the Culinary Arts

For Immediate Release

We all now are well-versed with a global design language. People, not just in cosmopolitan cities like Mumbai, have access to products, talent, and expertise from all over the world and professionals, vendors and brands can have access to clients they would not have otherwise. This has led to a blanket trend in 'internationalization' of design, where brands, products, interiors and buildings look like they can belong anywhere in the world. But some designers and thought leaders are coming back to supporting and being sensitized to local histories, decorative elements, materials and cultural sensibilities; making them the heroes once more.

Avid Learning in collaboration with **ELLE DECOR, Masque Restaurant and The Consulate General of The Kingdom of the Netherlands** present **Localizing Design: Best Practices**, a panel discussion on the processes and challenges to individualize and localize Design in fields like interiors, graphic design, architecture & urban planning and the culinary arts.

The description of the panel is below:

These experts will discuss the conscious move away they and other leading practitioners have made from 'templated', 'glocal' styles- which look like they belong anywhere in the world. They will discuss how they innovate by adding fresh ideas from within the context and environment of where they are designing for - in this case Mumbai. How do designers infuse stylish, well-designed branding, products, spaces and cuisine with local elements to make their designs unique?

Dutch Graphic Designer Marc de Roo, Head Chef at Masque Restaurant **Prateek Sadhu** and Curator and Space Stylist **Srila Chatterjee** will be in conversation with Architect and Designer **Rajeev Thakker**. This discussion will be the Opening Session of ID Satellite Mumbai: Design Trail at Shakti Mills a curated set of events that takes place at decor stores and restaurants in the city's Laxmi Mills Complex in the Shakti Mills lane brought by ELLE DECOR. This discussion will also be part of the Dutch Design Salons presented under the umbrella of Holland meets Mumbai, which aims to introduce the various design-based solutions for which the Netherlands is well-known for, and localize it for Mumbai.

Join us for a compelling discussion with international as well as local voices weighing in on bringing individuality, local flavour and a unique sense of place back into design.

Where: Masque Restaurant, Gala 3, Laxmi Woollen Mill, Shakti Mills Lane, Off Dr. E Moses Road, Mahalaxmi, Mumbai, 400011

When: Thursday 16th November 2017; 6.30 PM -6.00PM- Registration and Refreshments, 6.00 PM-7.30 PM- Discussion

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About the Speakers:

Marc de Roo is Creative Inspirator (and owner) of Link Design. After graduating from Design Academy Eindhoven in 1996 Marc has worked for several international design firms in The Netherlands and abroad before he became head of Link Design in 1998. De Roo transformed Link Design from a graphic design studio to a "creative business partner" which helps its customers achieve their business objectives through the use of media-independent creative solutions. Link Design's international design team (15 people) is strong in developing cross-media concepts and online strategies, for which Link Design has won several international awards such as the Wolda [Worldwide Logo Design Annual] Award (2x), the Webby Award (3x), the Lovie Award (1x) and the China Design Award (2x). In 2008 Link Design opened a second design studio in Shanghai where we help Dutch companies with the local adaptation of their branding for the Chinese market.

Srila Chatterjee is a Curator and Space Stylist. Srila has been a Producer for most of her life, running Highlight Films and making commercials. Her new avatar fits into her passions for art, design, people and travel – she styles interiors and has a furniture and home store, BARO, in Bombay. She strives to use her space to share the notion of slow living, doing things of quality that are intelligent, meaningful, equitable and inspiring.

Born and raised in Kashmir, **Prateek Sadhu** graduated from the Culinary Institute of America before stints at some of the world's finest kitchens including Alinea, The French Laundry, and Le Bernardin. A tenure at Noma drove home lessons of how to cook from the region and harness the soil; this food philosophy changed his life. He then moved to The Pierre Hotel in New York, followed by a return to India as sous chef at Le Cirque. In 2016, Prateek opened Masque in Mumbai, where he is head chef; the restaurant advocates holistic, indigenous cooking, inspired by the produce of India and has garnered numerous accolades since opening.

Rajeev Thakker received his BArch from Syracuse University and Masters in Advanced Architectural Design from Columbia University GSAPP and has worked for several offices like S.O.M. & the Arnell Group in NY on conceptual design & architectural projects. He came to Mumbai in 2000 to teach architectural design & theory and has been actively engaged in pedagogical activities at several institutions including KRVA, NMIMS & Raffles and ISDI and curated Columbia University's Studio X Mumbai from 2011-2016. He currently runs his own practice, a-RT, which engages design through a series of artistic, cartographic and architectural processes, provides consultancy & design services for architectural & interior projects. Over the past 13 years a-RT has designed and realized several projects in the Hospitality, Retail, Commercial, Residential and Art space segments. His works have been published in DOMUS India, IAB, Inside Outside and Home & Design Trends as well as other publications. As an artist, his work has been part of a group show at the Museum Gallery Mumbai in 2010 and most recently was invited as a participating artist at the Kochi-Muziris Biennale 2016 with his installation entitled 'HOME' and executed a series of collateral installations entitled 'Happy Medium'.

About Partners:

Masque introduces the city to the concept of botanical bistronomy, where fresh, local ingredients are used to create a seasonal menu with international flair.

Everything we use is sourced within India, and our menus change when the seasons do, ensuring that only the highest quality ingredients reach your plate. The menu revolves around products in their prime, some of which are grown on our own farm. Our food is driven by what farmers and purveyors offer on a daily basis. We offer carefully curated tasting menus, as well as wine and cocktail pairings and an extensive bar programme. In line with our philosophy, all the syrups and infusions we use at the bar are made in-house. Since its inception in 2016, Masque has swiftly gained a reputation of a pioneer in the field, creating delicacies beyond the boundaries of cuisines. In recognition of this, the restaurant was ranked amongst Food Tank's top ten restaurants in the world using sustainable practices. Masque was also voted the Best Global and Most Iconic restaurant in Mumbai by the Epicurean Guild, and Restaurant of the Year by Times Food Awards.

India Design ID is the country's most definitive guide to all that's fresh and path-breaking in design. It returns this February for its sixth year to bring together established and upcoming brands across the globe all under one roof. For three years now, ID Satellite Mumbai has been a precursor for India Design ID. To kick-start the festivities five design hubs nestled in the Laxmi Mills Complex in the Shakti Mills lane will come together to form a hip Art & Design Trail this November. Each store will collaborate with an art gallery to display stellar artworks and create a unique art and design experience.

"Holland meets ..." is a recurring format of events organized by the Consulate of the Kingdom of the Netherlands in Mumbai. This year, the theme for this is 'Dutch Design & the City'. From macro to micro – whether it is urban planning or whether it is decorating the inside of one's home – design and its associated factors have a key role to play. Every decision taken is somehow interspersed and laced with design subconsciously. Whether something is social, economic, political or cultural in nature – design plays a crucial part in all of it. Holland Meets Mumbai 2017 is set to bring a series of events across these verticals that explore the applicability of design in different aspects of our lives.

Avid Learning, a public programming platform and cultural arm of the Essar Group, has conducted over 750 programs and connected with more than 65,000 individuals since its inception in 2009. Driven by the belief that Learning Never Stops, AVID's multiple formats like Workshops, Panel Discussions, Gallery Walkthroughs, and Festival Platforms create a dynamic and interactive atmosphere that stimulates intellectual and creative growth across the fields of Culture & Heritage, Literature, Art and Innovation. Facebook : www.facebook.com/Avidlearning; Twitter : www.twitter.com/Avidlearning; Instagram: @avidlearning