

A fascinating live session on discovering and developing sustainable materials in design with *Material Explorer* Spriha Chokhani

For Immediate Release

Urgencies related to environmental issues and the human impact on our planet have contributed to a wealth of cultural, artistic and architectural experimentation and innovation. The convergence of the worlds of art, design and science is creating a new niche of cultural experimentation. How can designers today negotiate their concepts, learnings and practices within the context of the devastating impact of human activity on our planet's natural resources and issues of environmental decline and degradation?

Sustainability, for many designers, begins with raw materials- which enable them to build ecological products of use that have reduced environmental impact from conception, production, use and eventually even as waste. Raw materials play a fundamental role in achieving Sustainable Development Goals (SDGs), but their production and consumption can also have negative impacts. How can designers today source and create responsibly while innovating?

Chhatrapati Shivaji Maharaj Vastu Sangrahalaya (CSMVS) and Avid Learning present Sustainability NOW: Rethinking Materials – a fascinating live session with *Material Explorer Spriha Chokhani*.

Please read below for more details:

In this unique presentation, Spriha will elaborate on the importance of the right material, the various alternatives available and the impact of using and swapping materials on product, on individual practice, on industry and on the Earth as a result. Using thought-provoking case studies and drawing on her own experience as a material explorer through her experiments at her studio- Pulp Factory, Spriha will have participants re-look at and re-evaluate issues of impact as well as the new spaces of creativity and innovation these issues open up as a result.

The session will also include short and engaging live demonstrations and activities that will encourage out-of-the-box thinking and provide inspiration and solutions for responsible design that is ethical from inception.

Highlights Include:

- Investigating the meaning and fundamentals of material
- Exploring the impact of different materials
- Examining the role of the circular economy
- Understanding material innovation through inspiring innovators and international best practices
- Understanding material innovation through the lens of the local
- *Live Demo:* Homemade recipes of bio-materials/ make plastic like material at home
- Tips on how to pitch, explain and educate your sustainably designed products to retailers and consumers in the context of responsible materiality

This session will be the concluding segment of **Sustainability NOW: Conversations for a Greener Future (3rd – 8th Aug 2020)**, a week of programming which is dedicated to continuing and strengthening conversations around ecological struggle, innovations, attitude and industrial shifts, government and individual responsibilities and much more.

Please read on below for more on the series:

Sustainability NOW is a thematised and targeted series of discussions, AVID Online videos and masterclasses that are aimed at converting audiences into change makers and active catalysts and custodians for a greener future. The series thus far, has touched upon sustainable innovations in jewellery design and the culinary arts, green approaches in architecture, emergence of slow fashion and future trends in the fashion and textile industry, the importance and benefits of recycling and upcycling waste and the development of eco-friendly materials, as well as the role of the arts in spreading awareness about environmental degradation. Speakers include artists, designers, material researchers, chefs and culinary entrepreneurs, architects, filmmakers, creative practitioners, policymakers, environmentalists, urban planners, educators, scientists, social media influencers, philanthropists, scholars, technologists, business leaders and many more voices. Forthcoming live sessions will cover topics such as radical shifts in the field of materiality and the fashion industry, the future of food and conscious consumption, and the emergence and growing importance of green technologies – all centred around sustainable practices and philosophies.

Join us to learn more about material innovation in design in the context of the environmental crises of today.

When: Saturday, 8th August 2020 | 5:00 PM – 6:30 PM

RSVP: www.avidlearning.in

Press Email / Call: Ayesah Dadachanji on ayeshah.avid@gmail.com / +91 9820155297

About the Speaker

Spriha Chokhani is a Indian product designer educated from the Srishti school of art design and technology, Bangalore, India. Her work is focused on research and fluid experiments around material and craft. She is the founder of Pulp Factory. The studio follows circular design and circular economy by making 100% biodegradable, paper furniture and handwoven paper fabric. Spriha was shortlisted for Lexus global Design award 2020. Her work was showcased at Collect 2020, London and will also be part of London Craft Week 2020.

About Partners

Chhatrapati Shivaji Maharaj Vastu (CSMVS) is one of the premier art and history museums in India. Founded in the early 1900s, Chhatrapati Shivaji Maharaj Vastu Sangrahalaya is a Grade I Heritage Building and part of the UNESCO world heritage precinct in Mumbai. Today, it projects itself as a Museum of Ideas for the future and brings to the fore histories and narratives from the past that promise to shape our future. Through a wide and dense network of educational programming, exhibitions and talks the Museum promotes a cross disciplinary and plural idea of the arts. It also aims at creating awareness and sensitivity towards our rich heritage through a visitor-friendly space for the purposes of education, study and enjoyment of the public. The Museum offers a perfect leisure day out for all its visitors where you can engage with a world-class art collection and participate in fun-n-learn activities. In 2019 it opened the new children's museum, a facility for young visitors that can help them think critically.

Avid Learning, the cultural philanthropy arm of the Essar Group founded in 2009 has, over the past decade, grown into one of Mumbai's leading public programming platforms and is firmly entrenched in the country's wider cultural ecosystem. Our thoughtfully curated and diverse events embrace the spirit of collaboration to bring together the best of Indian and international writers, artists, intellectuals, cultural experts, policymakers and industry leaders across Visual Art, Literature, Culture and Heritage, Education, Design & Technology and the Performing Arts through engaging and dynamic formats like panel discussions, workshops & master classes, roundtables, lecture demonstrations, festival platforms, symposiums & conferences, multidisciplinary performances and walkthroughs. To date, AVID has conducted over 1250 programs and connected with more than 150,000 individuals, a widely eclectic group of life-long learners including students, patrons, practitioners, influencers, thought leaders and cultural & creative enthusiasts in Mumbai, Delhi, Jaipur, Bangalore, Goa and Gujarat. We have also made our mark internationally, with events and collaborations in Dubai and New York. We regularly collaborate and partner with institutions, organisations and initiatives like the National Gallery of Modern Art (NGMA), (CSMVS) Federation of Indian Chambers of Commerce and Industry (FICCI), one of the apex bodies that impact cultural policy and the creative sector as a whole. We have been at the helm of programming at the Royal Opera House, Mumbai India's only surviving Opera House since its reopening in 2016. We believe in the importance of arts for social change and we regularly offer our support and platforms for Social Advocacy. In April 2020, we launched **AVID Online**, an online further learning campaign on our social media platforms for our followers to engage with a range of varied topics across the breadth of the arts. Our eclectic faculty of experts, thought leaders, practitioners and innovators continue to share their learnings, expertise and knowledge on our social media platforms with tailored content featured weekly for AVID's online community and beyond. In collaboration with long-term and new partners, we have since dimensionalised the campaign by re-introducing our existing offline formats and IPs and enhancing them for digital engagement. We have taken our content live with engaging masterclasses and virtual panel discussions and also built robust tangential campaigns and series in support of worthy causes and highlighting topical issues. To keep updated on our programmes, like us on <https://www.facebook.com/avidlearning/>, follow us on <https://twitter.com/AvidLearning> and Instagram: @avidlearning or log onto <http://www.avidlearning.in> #LearningNeverStops!

Watch all past AVID Online episodes on our dedicated YouTube Playlist:

<https://www.youtube.com/playlist?list=PLYt7Q44R5xkd4dRefvV3nFloOHEePgLAZ>