

## **AVID Online presents a live masterclass on the role of design in developing and enhancing cultural spaces with Siddhartha Das**

### **For Immediate Release**

What brings a cultural space alive? How does one design a museum, theatre, art centre or exhibition space for the 21<sup>st</sup> century and beyond? And how does a designer harness our rich cultural heritage and translate it into bricks and mortar through spatial design?

The design of cultural spaces has the power to make enormous additions to the cultural landscape. The best of them are multi-dimensional contributions to the world of art and culture, which serve not just as a repository for artefacts and collections or as a space for cultural consumption, but also as an interactive hub which facilitates human engagement and cross-disciplinary exchange.

The process of designing for culture goes beyond aesthetics and appeal to also encompass functionality and practicality. Design – in this context – serves a higher purpose of looking beyond the tangible and spatial elements of a space and also addresses the intangible aspects while seeking to significantly contribute towards the promulgation of cultural activity, consumption and engagement.

**Avid Learning** presents **Tradition Meets Modernity: Designing and Presenting Heritage** – a fascinating live masterclass on designing cultural spaces with *Founder, Siddhartha Das Studio and Vice-Chairman, JD Centre of Art Siddhartha Das*. In this masterclass, participants will learn about the various nuances and skills required for exhibition design, adapting heritage buildings, curating museum galleries and theatre spaces and designing to showcase craft traditions.

How can design bridge the gap between tradition and modernity and between expert knowledge and public audiences? In modern times, what is the changing role of design and its contribution to interpretation in the increasingly audience-centred cultural environment? What is the designers' creative role in connecting with the needs and desires of audiences to reshape both the institution of a cultural space and visitors' experience? What are the key interpretive design considerations of concepts, contexts and narratives as a guide to the design approaches employed in contemporary and traditional museums? How can modern design effectively showcase our centuries-old cultural heritage?

The instructor, Siddhartha Das will draw upon his experience as a cultural consultant for various organizations including UNESCO (India), V&A (London), British Council (India) and the Crafts Museum (New Delhi), and from his practice over the past two decades in which he has worked with a wide variety of cultural projects. His body of work includes curating and designing museums and exhibitions at the Museum Rietberg, Zurich; revamping the Jodhpur Museum and adapting the heritage building of Jal Mahal; creating the JD Centre of Art which comprises of a collection of Artist, Jatin Das' works; designing art installations for the likes of Southbank Centre in London as well as designing for leading theatrical productions. He also works closely with artisans and craftspeople in an attempt to bridge tradition and modernity through his design approach.

### **Masterclass Highlights include:**

- Curating and designing museums, exhibitions and installations
- Responsible and holistic design for cultural spaces
- Working with craft communities

- Building an educational experience based on cultural heritage

Join us to learn how to best showcase our tangible and intangible heritage through design!

**When:** Saturday, 4<sup>th</sup> July 2020 | 5:00 PM – 6:30 PM

**RSVP:** [www.avidlearning.in](http://www.avidlearning.in)

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### **About the Speaker**

**Siddhartha Das** graduated as an Exhibition Designer from the National Institute of Design (NID), Ahmedabad and did his Bachelors in History from Hindu College, University of Delhi. Siddhartha is a curator, designer and a visual artist. He is a featured speaker at prestigious forums and educational institutions. He is an Asia Society, Charles Wallace and Nehru Trust Fellow and also has received various international fellowships for study tours. Siddhartha was awarded the British Council's International Young Design Entrepreneur in 2009. He is a visiting faculty at NID, CEPT, Ahmedabad, Central Saint Martins, London and Willem de Kooning Academie, Rotterdam. He has been a cultural consultant to various organizations including UNESCO (India), V&A (London), British Council (India) and the Crafts Museum (New Delhi). He has worked with over 2,500 craftspeople in 15 states. For three years he was a contributor to the Arts Illustrated magazine. In 2002, he founded a multi-disciplinary Studio in Delhi that works on responsible design and cultural spaces. Over the last 18 years he has worked on more than 100 projects across eight countries.

### **About AVID**

**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>