

## DAY 1 | SALAO 1,2,3,4



### Designing Multi-Script Brand Identities

Sarang Kulkarni

Scripts from India are not only visually different from the Latin script but also distinctly different from each other. This hands-on typography workshop will focus on issues and considerations that are taken into account while designing and crafting multi-script logotypes.

*20 Participants, Students Only*



### ABSOLUT MASHUP- One Vodka, Endless Possibilities

Clayton Gracias

Here's your chance to learn the art of making cocktails with the ABSOLUT India Head Mixologist Clayton Gracias. We can assure you that this workshop will be a riot of colors, flavors and taste. From elaborate nouveau cocktails to the minimalist classics. With Absolut every glass is a crafted work of Art. So get your creative hats up and have fun with Absolut

*30 Participants, Open To All*



### Disrupting The Future

Five Sectors, Five Future Thoughts

Kurnal Rawat & Antony Parham

Join FITCH brand experience experts in a workshop to learn how brands are challenging conventions and creating compelling brand experiences fit for today's omnichannel world. Get ready to unleash your bold thinking and create your own brand that could be tomorrow's next big brand idea in India.

*20 Participants, Open To All*



### Building Brands

#### Dog And Pony | Pol van Haren

How to enable brands to speak with one clear voice? How to implement brand identity throughout a company? Amsterdam-based design studio Dog and Pony gives you insights on how identity design is at the core of any companies business activities.

*20 Participants, Students Only*

## DAY 2 | SALAO 1,2,3,4



### Designing Multi - Script Brand Identities

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*20 Participants*

*Open To Professionals & Young-Bloods*

ADDIKT



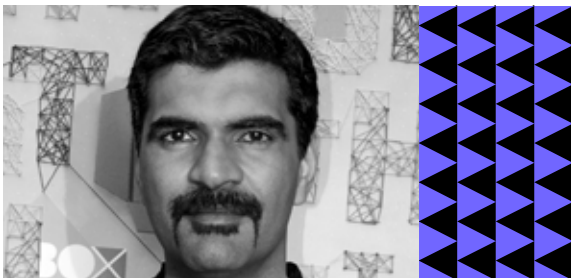
### Bridge The Gap Between Life And Death

Barry Schwarz & Koen Van Ovoorde

Brand identity is more than simply the face of a business. For a brand to come to life like this in the minds of its audience, it first has to be alive. In this workshop we will take you through the thinking process of how motion graphics and sonic design can create unique and ownable brand behavior.

*20 Participants*

*Open To Students & Young Bloods*



### Letterforms That Do

Rajesh Dahiya

The hand-on workshops aims at understanding characteristics of living beings (animals, birds...) and translate these into letterforms.

*20 Participants*

*Open To Students & Young Blood*



### Branding Beyond The Norm

Anthony Lopez

Over the past decade, Lopez Design has been involved in several projects that have encouraged them to be authentic and true to the brand and changing times. They have constantly looked at every brand with genuine intent, discovering its true nature to explore how best it can manifest and evolve.

*25 Participants, Open To All*



## DAY 1 | SALAO 5



### **Death Valley Of Craft**

Thijs Biersteker

Making digital-off art installations and the craft that goes in to the process.

*30 Participants*

*Open To All*

## DAY 2 | SALAO 5



### **Gap In Design & Thinking**

Ayan Pal

Understanding the why before we start designing is crucial, especially when it comes to Customer Centric Design. How can we connect and create a culture that encourages Innovation and impact, thus creating better experience and a stronger Return On Investment?

This session aims to explore that facet, and facilitate a better way to design.

*30 Participants*

*Open To All*

**TO REGISTER FOR WORKSHOPS CLICK HERE**