

THE ECONOMIC TIMES

AD

ARCHITECTURE & DESIGN SUMMIT
2017 - 5th Edition

DESIGNING FOR DIVERSIFIED INDIA

20 SEPTEMBER
2017 - MUMBAI

06 SEP
DELHI

12 SEP
BANGALORE

15 SEP
GUWAHATI

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ET Edge
An Economic Times Initiative

Preface

The Economic Times always strives to contribute towards the cause of nation building by creating community led initiatives across industries and segments. In our pursuit to be the creators of values as well as reflectors of the values that each segment is creating and contributing, we take focused approach and steps towards creating these compelling platforms of relevance.

The architecture and design sector is one such area that we are working very closely with. It's a sector that is ever evolving and takes a more majestic form laden with newer opportunities. Being a creative segment with lots of commercials involved, architecture and design as a segment is both an art and a commerce.

While the segment is ripe with potential, it is also poked with some inherent and latent problems. To begin with, the value chain including the builders, architectures, interior designers, technology solutions providers or materials professions work in silos. Secondly, India, with its diversity, where each state within India has different language, living style, culture, habits and climatic differences, makes it a very complex market. That's a challenge as well as an opportunity for the A&D community.

This reality necessitates a need to increase the 'Collision Frequency', and with this thought as our True North, The Economic Times in its 5th Edition of Architectural and Design Summit strives to bring unique experience to its attendees by providing dynamic yet thought provoking session on the theme "Designing for Diversified India" where industry experts would come forward to discuss the key elements that need to be kept in mind while designing a Living space, new product and material entrants in the market. It is an opportunity for participants to share best practices and new ideas in a comfortable, yet focused business setting.

An Economic Times Initiative

The Economic Times launched Architecture & Design Summit in 2013, bringing together the Architecture & Design professional under one roof. Over the years we have excelled in bringing about a change in the architecture and design sector by focusing on the major trending challenges of the respective year and adopted relevant themes. We have been constantly communicating with the industry leaders and experts and have curated content with the inputs from our panel of advisors and our delegates.

In 2013 we launched the A&D Summit with the theme "Designs matching pace with rapid developments", and the 2014 edition was themed Tradition and Modernity in Contemporary Practices. These two editions discussed some key topics such as "Synchronizing Architecture and Real Estate for Sustained Growth", "Blending creativity with sustainability", "Innovation and Contemporaneity through Tradition & Modernity -A Marriage of Opposites, "The Making of the global Indian cities - creating city identity" etc. The last two editions of the A&D summit were themed "Transformation 2020" in 2015 and "Design and Texture" in 2016. We believe that this metamorphosis makes our content stronger and helps us in creating value for our audiences.

Once again, Economic Times is here with its 5th Edition of Economic Times Architectural and Design Summit with the theme "Designing for Diversified India"

What to look at the A&D Summit?

- Opportunity to explore the design trends spread across regions pan India
- Design Talk by leading Architect on imbibing the diversified India through our design
- An interesting chat Men Vs Women design thinking
- Opportunity to learn the art of transforming spaces, serving the diversified India
- Opportunity to enhance your knowledge about the latest products and materials trending in the market
- Imagination Station: Creativity Lab for Designing Pros
- Delegate Diary an interesting session that will help them bring views forth
- The Proceedings of the discussion during the summit will be then presented through a whitepaper post the event that will include the deliberations from the regional events as well

Programme Schedule

09:30 - 10:30	Registration
10:30 - 10:40	Opening Remarks
10:40 - 11:00	Vantage Point: Conserving Culture in Borderless world
11:00 - 11:45	Chaos Theory: Designing for diversified India
11:45 - 12:30	Interior Diversity: Design dynamics for Diversified India
12:30 - 13:00	Project Diversity: Poster Presentation
13:00 - 13:30	Material Diversity: Pecha Kucha - Materials of Yesterday, Today, And Tomorrow
13:30 - 14:30	Networking Luncheon
14:30 - 14:50	Product Diversity: Lightning Talks - New unique Product entrants in the market
14:50 - 16:30	Imagination Station: Creativity Lab for Designing Pros
16:30 - 17:00	Chat: Gender Inclusivity: Architecting the next Curve together
17:00 - 18:00	Execution: Designing for Diversified India
18:00 - 18:25	Awarding: Best project team is honoured and awarded
18:25 - 18:30	Closing Remarks
18:30 onwards	Hi Tea

IMAGINATION STATION

Creativity Lab for Designing Pros

An interesting challenge focused on bringing together the developers, architects, interior designers, builders, PMC's, and solution providers to design a Living Space for a city by keeping in mind the diversified India, climatic conditions, tastes and preferences, and available materials in particular place. The participants are expected to disseminate their ideas to come up with Realistic, Holistic, Green Sustainable, Self-sufficient and Futuristic project driven by technology on the theme: "DESIGNING FOR DIVERSIFIED INDIA".

Why Partner?

- The Economic Times Architecture & Design Summit 2017 will present an opportunity to showcase your products, services and solutions to over 500+ architects and builders from varied regions
- Opportunity to further raise profile of your organisation, enhance your brand image and establish yourselves as a thought leader
- Build a brand that identifies with excellence and innovation in the architecture community
- Reinforce your position and project market dominance
- Excellent networking opportunity to retain old clientele and develop new relationships
- Derive maximum return on investment and capitalize on the strategic marketing plan that utilises the power of mass media, direct B2B campaigns and niche industry engagement programs

Why Should You Attend?

- Get inspired by some of the most exciting designs
- Hear various designers share their vision and ideas
- Integrate learnings from best practice case studies shared by leading architects, to your projects
- Discover best designing products and innovative ideas
- Network with most inspirational designers from India & abroad

Attendees Profiles

- Developers / Builders
- Architects
- Interior Designers
- Consultants
- Product Designers

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