

# DESIGN: THE INDIA STORY



DESIGN: THE INDIA STORY celebrates the inventive and adaptive spirit of India. A spirit that equally reverberates through the country's pioneering entrepreneurs, grassroots innovators and disruptive designers.

The dual exhibits are a homage to adept skill and evolved thought that are reflected in the objects and ideas born out of the Indian context.

Through twin shows - across two befitting venues in Mumbai's art district - DESIGN: THE INDIA STORY contemplates the thought process and practice of design in the subcontinent.

300 everyday objects of India journey 150 years in Objects Through Time and document their historical origins and the cultural influences that have shaped their biographies.

A distillation of 8 philosophies provide the pillars of Ideas Through Time. Culled from Ancient Indian thinking these concepts are pertinent to the present and future of design globally.

## **ADANI GROUP**

COMPANY

The Adani Green Energy Ltd. subsidiary is dedicated to building integrated ecosystems that promote renewable energy. Currently, the company has power projects underway in nine states.

## **AIMÉ ARGAND**

PHYSICIST, CHEMIST

The patented Argand lamp made significant improvements to the traditional oil lamp by adding a circular wick, glass chimney and a mechanism to adjust the wick.

## **ALL INDIA RADIO**

NATIONAL RADIO BROADCASTER

AIR traces its history to 1927 and today it is the largest public network of its kind in the world, covering 99.18% of India's population through 419 stations that relay programmes in 23 languages and 146 dialects.

## **AMBRISH ARORA**

ARCHITECT

Studio Lotus, co-founded by Arora, is a multidisciplinary firm works to encourage local resources, building technologies and social practices.

## **DR. ANIL RAJVANSHI**

INNOVATOR

Dr. Rajvanshi is director of Nimbkar Agricultural Research Institute (NARI) and amongst other pioneering projects in rural development, he is credited with inventing the NARI Lanstove – a kerosene lantern-plus-stove.

## **ANITA LAL**

ENTREPRENEUR

Lal established Good Earth in 1996. Today, the brand is recognised for its trademark style of adapting traditional arts and crafts.

## **ARDESHIR CURSETJEE**

SHIP BUILDER, ENGINEER

Cursetjee is credited with introducing gaslight to Bombay. It is said that he set up a foundry at his residence, entirely on his own expense, to produce the fuel.

## **ARDESHIR GODREJ**

ENTREPRENEUR

This visionary established Godrej & Boyce in 1897 with the ambition of building an Indian company that was better than foreign brands. He acquired multiple patents in his lifetime and his inventions have crucially shaped the home security systems industry.

## **ARTHUR COMPTON**

PHYSICIST

Research reports by this Nobel laureate enabled General Electric Company's engineers to develop fluorescent lamps, now popularly known as 'tubelights'.

## **ASIAN PAINTS**

COMPANY

Founded in 1942 by Champaklal H. Choksey, Suryakant C. Dani, Arvind R. Vakil, Chimanlal N. Choksi, Asian Paints is India's largest and Asia's third largest paints company today. It has altered the perception of wall coverings with consistent innovation.

## ATOMBERG TECHNOLOGIES PVT. LTD.

COMPANY

Founded by IIT-ians Manoj Meena and Sibabrata Das, Atomberg is a start-up that aims to tackle the energy crisis of India by developing smart home appliances that are competitive on the price and design front.

## AYUSH KASLIWAL

PRODUCT DESIGNER

This Jaipur-based designer is known for adapting local and sustainable material and craft techniques to mass production of home objects.

## BENGAL POTTERIES LTD.

TABLEWARE BRAND

Bengal Potteries became the first Indian company to manufacture bone china, in 1955.

## B. E. S. T.

UNDERTAKING FOR POWER SUPPLY

Established in 1905, Bombay Electric Supply and Tramways Co. Ltd. was one of the main providers of electricity in Bombay. In 1926, the Company even set up a showroom to encourage the use of electric appliances, playing a crucial role in the adoption of new technologies.

## BHARATH RAMAMRUTHAM

PHOTOGRAPHER

Known for capturing Indian architecture and design through a lens that articulates the distinct time-culture that shapes the identity of a space.

## BHARAT SANCHAR NIGAM LTD.

TELECOMMUNICATIONS PROVIDER

BSNL is a state-owned telecommunications provider that boasts of the widest connectivity, reaching close to 5000 towns and cities and over six lakh villages.

## BUSH RADIO

COMPANY

Amongst other foreign brands, Bush, Philips and Ekco radios became popular such that - over the years - these companies scaled up their operations, setting up manufacturing units in India to meet rising demand.

## BUTTERFLY GANDHIMATHI APPLIANCES LTD.

COMPANY

The Mixer Grinder is a staple in all Indian homes and catering to mass demand are brands like Butterfly that manufacture stylish models at competitive prices.

## CALCUTTA ELECTRIC SUPPLY CO.

COMPANY

India's electrification story began with the Calcutta Electric Supply Corp. Ltd. providing electricity to the city, through their India-agent Kilburn & Co. From 6,000 in 1912, today, CESC has more than 2 million subscribers.

## CAUVERY POWER SCHEME

HYDROELECTRIC POWER PROJECT

Backed by the princely state of Mysore, Cauvery Power Scheme (1902) was Asia's first hydroelectric project. At the time, it boasted of the world's longest wires that ran 140 kilometres and the plant is operational even today.

## **CROMPTON PARKINSON WORKS LTD.**

COMPANY

Established as a joint venture in 1937, the company was known for lighting and other electrical fixtures. Crompton Greaves (as it is now known) has expanded operations to products related to power generation, today.

## **DESIGN TEMPLE**

DESIGN STUDIO

Founded in 1999 as a multi-disciplinary design studio, Design Temple continues to function as a dynamic platform for contemporary Indian design.

## **DIEDI VON SCHAEWEN**

PHOTOGRAPHER

This German photographer captures habitats and has accrued international acclaim for her documentation of vernacular architecture in Asia and Africa.

## **DIVYA THAKUR**

DESIGNER, CURATOR

Through her various endeavours over the past 25 years, Thakur has been amongst the key contributors shaping and defining the contemporary Indian design language.

## **DOORDARSHAN**

PUBLIC SERVICE BROADCASTER

Television broadcasting began in 1965 and for several decades Doordarshan remained India's sole programming network. Even today it one of the largest broadcasters in the country, with 67 studios.

## **SIR DORABJI TATA**

INDUSTRIALIST

Sir Dorabji Tata established Tata Steel and Tata Power. Due to his untiring efforts the Tata Group grew from three cotton mills and the Taj Mahal Palace in Mumbai to a modern industrial conglomerate.

## **EARL SILAS TUPPER**

CHEMICAL ENGINEER

Earl Silas Tupper founded Tupperware in 1946 that revolutionized storage world over with stackable, airtight and colourful plastic containers.

## **ERCOLE MARELLI**

COMPANY

Ercole Marelli was an Italian firm and one of the largest fan manufacturers of the early 20th century. The company extensively exported its 'electrical air agitators' across the globe and is known to have introduced elegant and more practical designs for homes.

## **FABINDIA**

COMPANY

Established in 1960 by John Bisell, Fabindia preserves India's traditional handicrafts by linking more than 55,000 craftsmen to an urban audience, through contemporary and sustainable furnishings, fashion and lifestyle products.

## **GARIMA AGGARWAL ROY**

FURNITURE AND INTERIOR DESIGNER

An alumna of National Institute of Design, Garima's work is inspired by Mr. M.P. Ranjan's practice of working with sustainable material like bamboo.

## GEORGE NAKASHIMA

ARCHITECT, WOODWORKER, FURNITURE DESIGNER

One of the most prominent 20th century designers – Nakashima's utilitarian forms evolved from intense craftsmanship and integrity to structure and material.

## GENERAL ELECTRIC

COMPANY

A pioneer in all kinds of electrical technology, from lighting and fans to televisions, refrigerators and cooking appliances, GE of USA began its India-journey by facilitating the Cauvery Power Scheme.

## GENERAL ELECTRIC COMPANY

COMPANY

Established in 1886 in London, GEC sold all kinds of electrical goods and components and gained superlative fame for its tungsten filament lamps. The company extensively exported to countries across the globe.

## GIRA SARABHAI

PHILANTHROPIST

Gira Sarabhai, along with her brother Gautam Sarabhai, played a crucial role in establishing the National Institute of Design, Ahmedabad. At her behest, the college hosted renowned designers like George Nakashima in the 1960s.

## GIROLAMO SAVONAROLA

PREACHER

The structure of the X-frame Chair or Scissors Chair - that developed in the 15th and 16th century - is popularly associated with Girolamo Savonarola.

## GODREJ ARCHIVES

BUSINESS ARCHIVES

Established in 1997, under the chairmanship of Sohrab Godrej, Godrej Archives documents and makes available for research the history the Godrej Group that is inextricably linked to the industrial design timeline of India.

## GOPALAN SUNDERRAMAN

INNOVATOR

Sunderraman is the dynamic force behind Godrej's Breakthrough Management and Disruptive Innovation initiative. Chotukool – a patented low-cost refrigerator – that cuts dependence on electricity and servicing costs is his brainchild.

## GREENWAY APPLIANCES

COMPANY

Founded in 2011 by Ankit Mathur, Neha Juneja and Shoeb Kazi, Greenway has developed an impactful replacement to traditional *chulhas* that works on all solid biomass fuels and yet significantly reduces smoke emissions.

## GUGLIEMO MARCONI

ENGINEER

Marconi received the British patent for inventing radio telegraphy in 1896. He established Marconi Wireless Telegraph Co. Ltd. to propagate his new invention and even played a fundamental role in founding the British Broadcasting Company (BBC).

## **HAWKINS COOKERS LTD.**

COMPANY

Established in 1959, Hawkins has three factories today and has sold over 72 million pressure cookers and cookware around the globe.

## **HERBERT JOHNSON**

ENGINEER

Herbert Johnson is credited with inventing the electric mixer in 1908. His Hobart mixer was meant for commercial enterprises and was employed by large bakeries and the US Navy.

## **HITKARI POTTERIES**

COMPANY

Hitkari ruled the Indian market for bone china for several decades and at its peak - in the 1980s - the brand exported to England, Australia, Canada and the US.

## **HYDERABAD ALLWYN LTD.**

COMPANY

Founded by the Government of Hyderabad in 1942, Allwyn was a white goods and engineering company. The brand is said to have manufactured India's first refrigerator in 1958 - in the same year that Godrej achieved a similar feat.

## **IGNACY ŁUKASIEWICZ**

PHARMACIST, INDUSTRIALIST

Lukasiewicz set up the world's first oil refinery in 1856 in Poland. He was also the first to distil kerosene from petroleum and successfully use it for lighting, thereby disrupting the whale-oil industry and initiating a brand new mode of technology.

## **INDIA ELECTRIC WORKS**

COMPANY

In 1924 India Electric Works Ltd. was established as India's first manufacturing unit for electric fans. The company's success encouraged other brands to set up factory.

## **INDIAN TELEPHONE INDUSTRIES LTD.**

COMPANY

ITI was set up in Bangalore in 1948 to provide telephone equipment to Independent India. Today the company has grown to six manufacturing units and also produces mobile equipment and GSM technology.

## **INDIA URBAN**

COMPANY

Working from the premise that good design is for all, India Urban mass-produces home objects that are simple and spare in form, and draw inspiration from the Indian way of life.

## **JAGDISH CHANDRA BOSE**

PHYSICIST, BIOLOGIST, BIOPHYSICIST, BOTANIST

In 1894 Bose became the first to demonstrate the use of electromagnetic waves crucial to wireless communication. He also invented an Iron-Mercury Coherer that was utilized to receive the world's first transatlantic radio signals.

## **JAMES BIARD**

ELECTRICAL ENGINEER

In 1961 Dr. Biard along with Gary Pittman discovered the world's first commercial light emitting diode (LED) and a year later, filed a patent for it.

**JAMSETJI NUSSERWANJI TATA**

ENTREPRENEUR

The Taj Mahal Palace, Mumbai was conceived on a grand scale by J N Tata. The imposing edifice predates the Gateway of India and stands testament to the finest forms of creativity in India - with chandeliers, furnishings, and exquisite chairs, loungers and cabinets collected over the past century.

**JAY ENGINEERING WORKS LTD.**

COMPANY

The company began marketing its sewing machines and fans under the brand USHA in the mid-1930s. And for decades now, 'Usha' has persisted as a household name for electrical appliances in India.

**JIGAR SHAH**

ENTREPRENEUR

Shah is the founder of SunEdison, one of the world's largest companies invested in generating and promoting sustainable energy.

**J.K. TV**

COMPANY

J.K. Electronics in Kanpur became the first licensed company to manufacture television sets in India, in 1969. In the early years it enjoyed virtual monopoly and, backed by the Singhania Group, even as other brands entered the foray, it remained a strong market leader.

**JOHN CHAM**

INNOVATOR

US-based John Cham designed and acquired an early

patent for the simple wooden folding chair in 1855.

**KASSEL FANS**

COMPANY

In the early years medium-sized manufacturers such as Kassel Fans were set up to meet the local government's requirement for electric fans. Generally such units had a limited lifespan.

**KILBURN & CO.**

COMPANY

In 1897, Kilburn & Co. became the first company to be issued license to provide electricity to Calcutta. By an Act passed two years before, the license would be valid for 21 years and covered an area of 5.64 sq. miles.

**KING INTERNATIONAL**

COMPANY

Wholesalers like King International are successfully balancing price and product attributes to ensure that stainless steel remains a 'fashionable' kitchen material.

**KISHENCHAND KAYCEE**

ENTREPRENEUR

Kaycee founded Radio Lamps Work Ltd. in 1938 to produce electrical lamps in India. Despite World War II, he succeeded in setting up factory and even registered a turnover of Rs. 3 lakhs. The company was renamed Bajaj Electricals in the 1960s - and today it is one of the leading players for LED lighting.





## **KLOVE**

DESIGN STUDIO

Klove – founded by designers Prateek Jain and Gautam Seth – is known for decorative lighting installations. Their designs are experimental, inspired by Indian elements and most often custom-made.

## **LAOPALA RG LTD.**

COMPANY

Founded in 1987 by Sushil Jhunjunwala, the company holds the distinction of being the first in the industry to export opalware. It is also the first tableware brand to be listed as a Public Limited company.

## **LAURIE BAKER**

ARCHITECT

This British-born Indian architect was deeply influenced by Gandhi and ardently championed the sustainable use of space and vernacular resources.

## **LOCKWOOD DE FOREST**

PAINTER, INTERIOR, FURNITURE DESIGNER

Forest was an eminent figure of the Aesthetic Movement and played a pivotal role in disseminating the decorative arts of India to Western audiences. In 1881, he co-founded the Ahmedabad Wood Carving Company along with Mugganbhai Hutheesing.

## **MAHADEO HAVAJI BACHCHE**

ENTREPRENEUR

In 1890 Bachche started the *dabbawallah* system that has, in recent times, been credited with a Six Sigma rating for its impeccable accuracy in delivering lunch tiffins.

## **MAHANAGAR TELEPHONE NIGAM LTD.**

COMPANY

MTNL is a state-owned enterprise that provides telecommunication services to the metro cities of Mumbai and New Delhi.

## **MANSUKHBHAI PRAJAPATI**

INNOVATOR

Mitticool, a terracotta refrigerator that works without electricity, is the brainchild of Mansukhbhai Prajapati from Gujarat. In just a decade, today, his company has expanded its offering to other kitchenware and has exported to more than 40 countries world over.

## **MARCEL AUDIFFREN**

PRIEST, PHYSICIST, INVENTOR

Named after its inventor, Audiffren was one of the first refrigerators to run off electricity. The unit was marketed in France in 1911 but cost twice as much as a car.

## **MARCEL BREUER**

ARCHITECT, FURNITURE DESIGNER

Breuer was a student at Bauhaus and was first recognized for his bicycle-inspired tubular steel furniture in the 1920s. His designs were emulated and adapted by manufacturers world over.

## **MARTIN ROWLANDS**

DESIGNER

Martin Rowlands developed the Tone Ringer Illuminated Model (TRIM) phone in the 1960s, for the General Post Office (GPO) in England, as a fashionable alternative to existing models.

**MAX GRAETZ**

INVENTOR

In the early 20th century, Max Graetz invented the Petromax lantern in Germany and today, his invention's prominence is such that 'Petromax' is synonymous with kerosene mantle lamps in general.

**MICROMAX**

COMPANY

Micromax is the world's 10th largest mobile company and amongst other merits, it was the first to launch a phone with 30-day battery life and dual-SIM capacity in India.

**M K GANDHI**

POLITICAL LEADER

It may be said that Gandhi was the chief architect of India's Swadeshi Movement, envisaging the *charkha's* potency as a symbol for nation- and identity-building.

**M P RANJAN**

ACADEMICIAN, FURNITURE DESIGNER

This NiD professor dedicated nearly 40 years of his career to experimenting with the potential of bamboo, working with artisans from North East India. His work on sustainable design has inspired an entire generation of contemporary designers.

**MUGGANBHAI HUTHEESING**

PHILANTHROPIST

Such was its renown that Ahmedabad Wood Carving Company - co-founded by Hutheesing in 1881 - was called upon for significant projects like the Falaknuma Palace, Gateway of India and the Prince of Wales Museum.

**MURPHY**

COMPANY

Founded in 1929, Murphy Radio was a British radio and TV company. In India, the brand's little ambassador - the 'Murphy baby' - became a popular culture icon and is still fondly remembered by older generations.

**NAOROJI GODREJ**

INNOVATOR, INDUSTRIALIST

Naoroji Godrej, fondly known as Naval, was the youngest son of Pirojsha Godrej and joined Godrej & Boyce in 1933. Amongst other projects, he successfully developed the company's typewriter and refrigeration arms of business.

**NATIONAL EKCO**

COMPANY

National Ekco Radio & Engineering Co. Ltd. (Bombay) was founded in 1949 as a joint venture with E. K. Cole Ltd. of Southend, England. From radios and other electronic products, the company diversified to computer-based systems and television sets from the 1980s.

**NIKITA BHATE**

DESIGNER

Bhate is a Pune-based designer known for her stripped-down designs that give contemporary voice to routine objects from the Indian way of life.

**NILAYA**

COMPANY

Founded in 2016 by Asian Paints, Nilaya is an industry leader for wall coverings. The brand nurtures a creative lab where material, texture, technique and patterns are experimented with to design one-of-a-kind wallpapers.



## ONIDA

COMPANY

Established in 1981, Onida became one of the leading producers of colour televisions in India. Presently, its facility at Wada in Maharashtra boasts of a manufacturing capacity of over 3.4 million televisions.

## PHILIPS

COMPANY

This Dutch brand began its India journey in 1930, selling electric lamps and later manufacturing radios in Calcutta. 85 years on, the brand's popularity only grows, with an expanded offering of electronics and other products.

## PHILLIPS ANTIQUES

ANTIQUÉ STORE

Established in 1860, Phillips Antiques is probably the oldest custodian of India's bygone material culture. The store collects furniture, toys, artworks, pottery and instruments amongst other objects.

## PIERRE JEANNERET

ARCHITECT, DESIGNER

During his stay in Chandigarh in the 1950s, Pierre Jeanneret crafted a range of furniture that expressed the Modern idiom, which underscored the aesthetics of newly-Independent India.

## PIROJSHA GODREJ

INNOVATOR, INDUSTRIALIST

Under Pirojsha Godrej's leadership, the Godrej portfolio expanded to furniture and steel *almirahs* through which the brand developed deep roots in the Indian home - a bond that persists even today.

## PRANAV MOKSHMAR

INNOVATOR, ENTREPRENEUR

Mokshmar has recently acquired a patent for his Vaayu chiller that equips traditional coolers with air-conditioning compressors. His innovation is such that it has heralded a brand new sub-category of products.

## PRAVINSINH SOLANKI

ACADEMIC, FURNITURE AND INTERIOR DESIGNER

Solanki heads the Bamboo Initiative Department at National Institute of Design (NID), Ahmedabad and his designs hold the distinction of being displayed at the World Bamboo Museum, Damyung, South Korea.

## RAJIV MAJUMDAR

ARCHITECT

Majumdar is one of the co-founders of Bengaluru-based interior and architecture firm, Praxis. Praxis is known for its versatile designs that masterfully play with material and draw on indigenous building practices.

## SIR RATANJI TATA

INDUSTRIALIST, PHILANTHROPIST

Sir Ratanji Tata invested his fortunes in several philanthropic works that have harvested great practical benefits over the years. Also a great connoisseur of the arts, CSMVS has a section displaying his collection.

## RAYDEN DESIGN STUDIO

DESIGN STUDIO

Started by Parul and Mooshir Vahanvati in 2010, this Pune-based studio is known for its delightful products and minimal aesthetic.

## **RELIANCE COMMUNICATIONS LTD.**

COMPANY

Established in 2002, today, Reliance telecommunications operates in all 22 telecom circles of India, and offers services on GSM and CDMA platforms.

## **RELIANCE POWER LTD.**

COMPANY

The company predominantly develops, constructs and operates power projects in the country. Reliance Power is also the sole provider of electricity in suburbs of Mumbai.

## **ROOSHAD SHROFF**

ARCHITECT

Shroff's multi-disciplinary studio is known for handcrafted design that blends traditional material techniques with the current, global sensibility.

## **RUKMANI COOKER**

COMPANY

Details on its history remain shrouded but it is known that in 1919 Rukmani acquired a patent for its brass carry-along steam cooker that became a coveted object of utility in affluent homes.

## **SAHIL & SARTHAK DESIGN CO.**

DESIGN STUDIO

Founded by Sahil Bagga and Sarthak Sengupta in 2009, the studio's work is distinguished by its vibrant, ethnic style. The duo holds the prestige of having displayed their work at V&A Museum, London, at the India Now exhibit in 2012-13.

## **SANDEEP SANGARU**

DESIGNER

Sangaru is an alumnus and former faculty member of NID. Deeply influenced by M.P. Ranjan's work, for a decade now, he has been working with bamboo and other craft clusters in India.

## **SOLIDAIRE INDIA**

COMPANY

Established in 1973, Solidaire started in a humble way, manufacturing black and white television sets. But the company soon grew in popularity and remained one of the leading names, even after the advent of colour TV.

## **TARUN CHOPRA**

WRITER, PHOTOGRAPHER

Through 12 publications, Chopra has relentlessly documented the art, architecture, heritage, landscape and people of India.

## **TATA GROUP**

COMPANY

Founded by Jamsetji Tata in 1868, the Tata group canopys more than 100 companies that operate in 100 plus countries. The group has played an integral role in India's journey as a modern nation - and with constant innovation, continues to lead the way.

## **TELEVISTA INDIA PVT. LTD.**

COMPANY

Based in Delhi, Televista was one of the early brands for television sets in India.

## **THE ARTWORKS CO.**

COMPANY

The Artworks Co. offers exquisite and affordable wall-art and everyday objects that embrace all forms of visual arts ranging from graphics and photography to tribal and folk expression. The brand aims to provide fair practice and a level platform to creative minds - both urban and rural.

## **THE BOMBAY PRESIDENCY RADIO CLUB LTD.**

INSTITUTE

The Radio Club of Bombay created history in 1923 when it broadcast India's very first radio programme independent of any government or industrial support.

## **THE TAJ MAHAL PALACE, MUMBAI**

LUXURY HOTEL

When it opened in 1903, The Taj Palace, Mumbai boasted of its own power plant and became the first in India to use electric passenger lifts and modern refrigeration. Similar milestones have dotted its legacy ever since, ensuring their continued patronage of design and technology.

## **THOMAS ALVA EDISON**

INVENTOR

This genius acquired 1093 patents in his lifetime. Along with inventing the first practical electric light bulb, Edison also enabled a power-distribution system that helped illuminate common homes. Today, his company lives on as the General Electric Co.

## **TROPICAL FANS**

COMPANY

Like Kassel Fans, Tropical was another early, medium-sized

manufacturing unit. Its electric fans were mainly used by the government, at railway stations, schools, under public arcades and in hotels.

## **TIRUVALLUR THATAI JAGANNATHAN**

INDUSTRIALIST, INNOVATOR

TT Jagannathan is the Executive Chairman of the TTK Group, an 88 years old conglomerate that deals in various products, ranging from cookware to healthcare. Jagannathan holds a patent for Microchef, the first pressure cooker to be fully compatible with microwave cooking.

## **TTK PRESTIGE LTD.**

COMPANY

The company was set up in 1928 by TT Krishnamachari, who later served two terms as the Finance Minister of India. Today the TTK Group comprises of 7 group companies that offer 30 product categories and register a turnover of over Rs. 30 billion.

## **VIBHOR SOGANI**

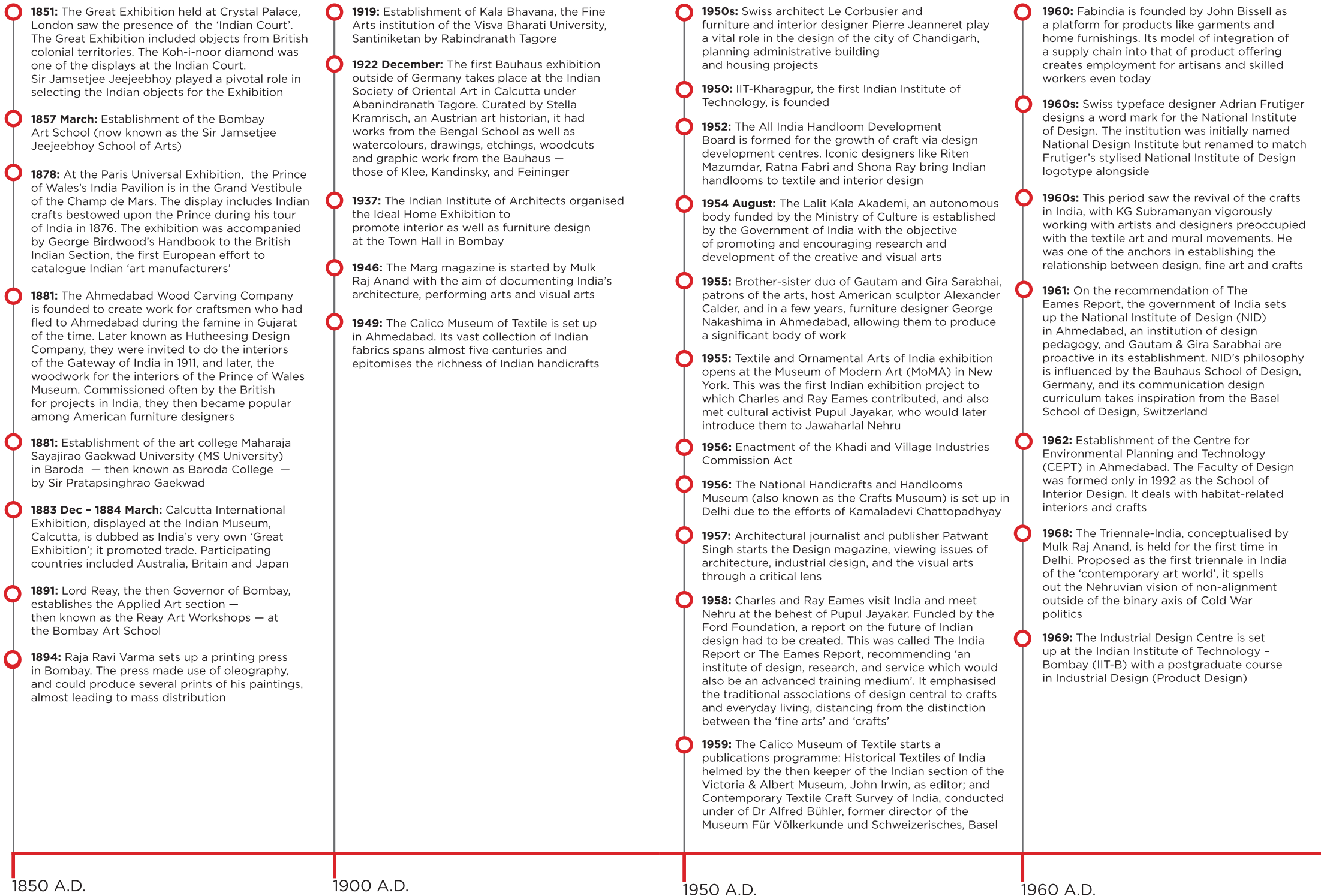
DESIGNER

Sogani reigns the fluid space between art installation and sculptural design, working with a range of material to create dramatic lighting fixtures.

## **VIDEOCON**

COMPANY

Once colour TV was introduced, Videocon became one of the key brands for cable television sets. Continuing in a similar vein, today, it is the third largest picture tube manufacturer in the world.





- 2010:** India Design Mark or 'I Mark' is conceptualised by the National Design Council with the Japan Institute of Design Promotion. It grants manufacturers 'excellence in form, function, quality, safety, sustainability and innovation and communicates that the product is usable, durable, aesthetically appealing & socially responsible'
- 2012:** The first edition of the India Design ID event, in conjunction with Elle Décor magazine, is held in Delhi, aiming to make design accessible to the masses. It has four broad verticals — ID Exhibit, ID Symposium, ID Satellite and ID Talks
- 2012:** Launch of the India Design Forum (IDF), a platform for highlighting the evolution of Indian design in a global context. Conceived by the Coimbatore Centre for Contemporary Arts (CoCCA), and spans architecture, fashion, furniture, industrial, product and textile
- 2013:** Brand consultancy CoDesign's publication Dekho: Conversations on Design in India, an anthology on design in contemporary India, is nominated for the London Design Museum's Designs of the Year (Graphics) award. Other notable books follow -- India Contemporary Design by Divia Patel (Roli Books, 2015) addresses the concept of 'craft' in independent India, and Sar: The Essence of Indian Design by Swapna Tamhane & Rashmi Varma (Phaidon, 2016), exploring objects integral to the Indian way of living
- 2013:** The government of India embarks upon a plan to establish four more NIDs across India — in Bhopal, Jorhat, Hyderabad and Kurukshetra
- 2015 Oct - 2016 Jan:** The Fabric of India exhibition opens at the Victoria & Albert Museum, London, and comprises a comprehensive selection of Indian textiles from the 3rd century to the present day
- 2016 Sep:** The Utopia by Design segment of the London Design Biennale features the installation 'Chakraview' by artist-performer Avinash Kumar, artist Hanif Kureshi, and typographer Rutva Trivedi, with Sumant Jayakrishnan as scenographer. The 'This is India' pavilion on the works of ten emerging and established designers and brands across products, textile and furniture is also presented
- 2016 Dec:** The twin shows of DESIGN: THE INDIA STORY open at two influential art venues in Mumbai. Presented at Chhatrapati Shivaji Maharaj Vastu Sangrahalaya and extensive in its scale, 'Objects Through Time' traces design development in India through more than 300 everyday objects. 'Ideas Through Time' at Goethe Institut presents 8 philosophies from the Ancient Indian approach that are pertinent to the future of design globally

2010 A.D.

Established in 1999, Design Temple is a dynamic platform for contemporary design in India. Dedicated to building a visual vocabulary that is indigenous in syntax yet universal in outlook, the studio engages in several multi-disciplinary pursuits and houses a cultural and creative space for engagement and experiments. To give design from India a global platform, Design Temple also spearheads exhibitions and shows across design capitals like London, Milan, Stockholm, Paris, New Delhi and Mumbai.

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