



## Report for Fundamental and Lakshya 2021

**Fundamental** is a student-run cultural fest organised by Symbiosis Institute of Design. Bringing forth the best talent in the fields of dance, music, and arts, it is known for its out-of-the-box events and creative attractions. In 2021, we bring to you a contemporary twist on retro aesthetic elevated by surreal ideas with the theme- Surreal Recall.

Paying homage to the 70s and 80s vibes, Surreal Recall is a modernized take on retro elements using surreal ideas where your limitless imagination is your prompt. Styling and reimagining retro designs with a splash of vibrant colours.

This three-day-long venture was a combination of the most exciting events that take place at SID. The task force brought out the best of the situation at hand and explored multiple arenas that we could never have imagined as a part of this extravaganza. More than 750 people were involved in this 3 day long event.

### Day 1 : FDM Events and Sundowners

FDM days are filled with exciting events, where there is something for everyone. A standard FDM held on campus in SID meant participation from Pune and neighbouring cities. However, given the pandemic, we were proud to host attendees from all over India as they showcased their skills along with our home teams.

FDM Events touched all fields of creativity and interested a large number of participants from all over India. To name a few, we organized Advertising, Rap Cypher, Film Design, Story Telling, lookbook amongst many other engaging events. Each event saw the presence of approximately 10 participants. The most exciting thing about conducting these events online was that age and distance were no barriers. FDM x Lakshya 2021 invited the most diverse crowd in the history of Fundamental.

We were privileged to welcome the presence of some highly renowned artists to be our judges for our Events and Sundowners. The events were judged and

appreciated by celebrities like Summer Jacobs, Aditya Mishra, Mikhail Sen, Simran Kulkarni and many other talented personalities.

We used platforms like Google Meet, Zoom and Youtube Live to their full potential in order to conduct the Events and Sundowners. Most performances were pre-recorded which allowed the participants to get more creative with their video filming skills and alternative media options. Our evenings were full of some stunning solo and group performances of Dance, Singing, Monologue and Runway Rage for Sundowners.

All the events saw the presence of at least 50 spectators which quickly crossed the limit of 100 people. It was absolutely overwhelming to see months of hard work falling into place and being appreciated by so many people.

### **Day 2 : Lakshya and Sundowners**

**Lakshya** is an annual Sketch-a-thon organized by Symbiosis Institute of Design, Pune. It covers live demonstrations and interactive workshops by experts and professionals in various domains of sketching. This year, Lakshya was organized for the sixth consecutive year and ran across a duration of 6 hours, with insightful workshops conducted by the best industry professionals and experts.

Taking the challenge of having to conduct everything online in its stride, the taskforce curated a very well thought out schedule for the event which focussed on sketching as much as possible. We also saw this as an opportunity and incorporated a few workshops aimed towards teaching the basics of various digital software.

It was a great privilege to welcome facilitators from all over the country and beyond to conduct these workshops. Every one of the 170 tickets for the event was sold out. The hype for Lakshya was at its peak when we revealed our chief guest for the event; Harun Robert a.k.a. Rob. Rob shared with us various experiences that he had as a creative individual and the entire audience had a lovely time reminiscing their old childhood days with him.

### **Day 3 : Headliners**

The Headliner for FDM X Lakshya was surely going to be different from what we have always seen. This year we planned the event in such a way that it fit the

'FDM from home' vibe. The event was called Musebox to fit the theme of the year. Our Headliner's this year were Swetha Deth, Himanshu Chavan and Naveen Richards. The audience was awestruck by the performance delivered by these artists even with the restriction of everything happening behind a screen. The two hours of headliners saw the presence of 170+ spectators who were surely vibing with the artists.

### **FDM X Lakshya KITS**

A new and well-received addition in this year's FDM X Lakshya was the introduction of kits. The idea behind this was to bring FDM right to your doorstep. The kit included a variety of goodies including:

- 3 postcards
- Stickers (fdm and lakshya)
- FDM t shirt
- Origami Elmar
- FDM keychain-cum-phone stand
- A packet of edibles from our snacking partner Halo

The kit was sent to all those who registered right to their home addresses. 170 kits were all sold out well before the actual days of the fest. Packaging of the kits happened from our SID campus and was dispersed to each registered address with the help of our shipping partner, Delhivery. We received an uprise of mentions on countless Instagram stories as students started receiving their kits at home. Their excitement knew no bounds. Such accessibility to the kits ensured maximum anticipation and participation on the days of the event.

## **WEBSITE**

Conducting a fest online had its own challenges, and having a dedicated website helped us overcome these challenges. The idea behind having a website was to make sure that we are able to reach out to as many people as possible. The Fundamental X Lakshya 2021 Website was the one-stop solution for any queries that any spectator might have.

The website provided the following information:

1. Schedule and information about events with registration links
2. Installations: cloud painting submissions and winners, puzzles links, wallpapers
3. Wall painting: winners, exhibition and voting links
4. Design store: product pictures and details
5. Taskforce contact details
6. Sponsors

## **PR Insights**

Over 200 curated posts and stories on Instagram and Facebook took the FDM page by storm this year. Due to the online status of the fest, Social media was one of the most important mediums connecting students and the public to the processes and updates of the entire fest.

The interaction breakdown is as follows:

**Instagram page:** @fundamental\_sid

**Total followers-** 1,421

**LIKES-** 25K+ likes

**REEL PLAYS-** 1.2lakh+ plays

**IGTV PLAY-** 40k+ plays

**Last 30 days:**

**Profile Visit-** 11.5k+

**Impressions-** 3.5lakh+

**Website taps-** 1.5k+

**Accounts Reached-** 53k+

**Content Interaction-** 17.5+

**Facebook page:**

**Total followers-** 4,340

**Reach-** 45k+

**Total page likes-** 4.2k+

Due to our social media outlet, the public was kept engaged throughout the FDM X Lakshya preparation and on the actual days of the events!

**Links for reference:**

**Instagram page:** [https://www.instagram.com/fundamental\\_sid/](https://www.instagram.com/fundamental_sid/)

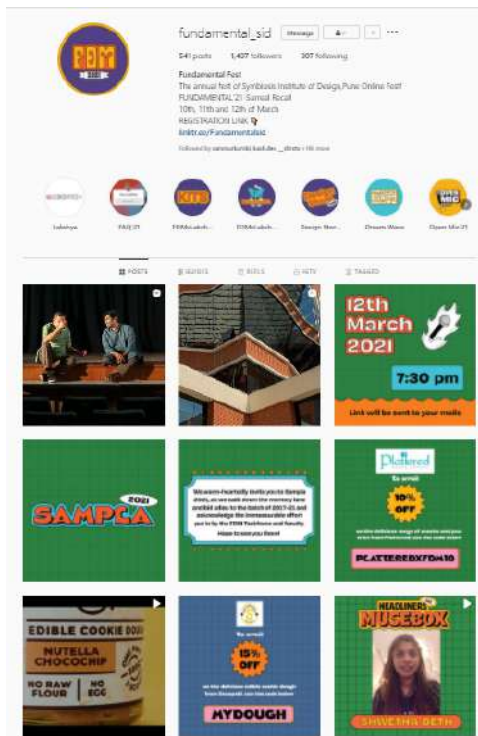
**Facebook page:** <https://www.facebook.com/FDMfest/>

**Website:** <https://fundamental.sid.edu.in>

**Aftermovie:**

[https://www.instagram.com/tv/CMj3lyEjABi/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/tv/CMj3lyEjABi/?utm_source=ig_web_copy_link)

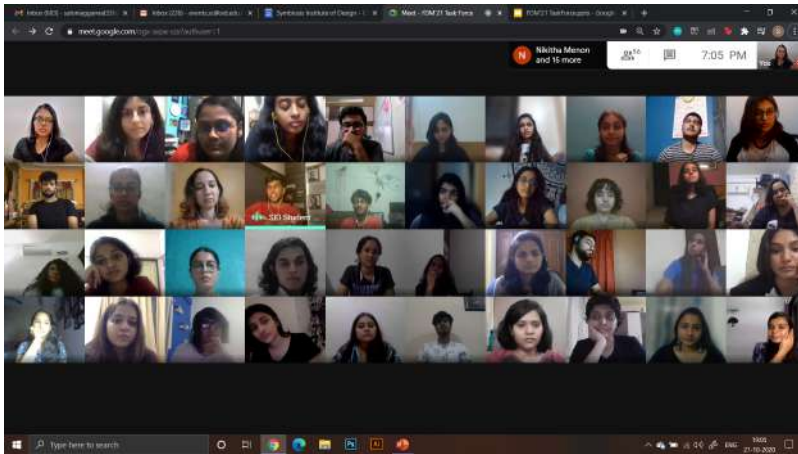
## Screenshots:



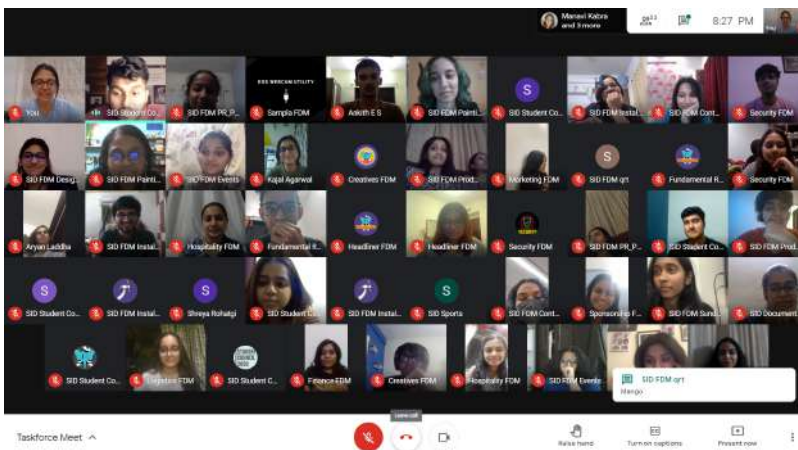
## Instagram Page



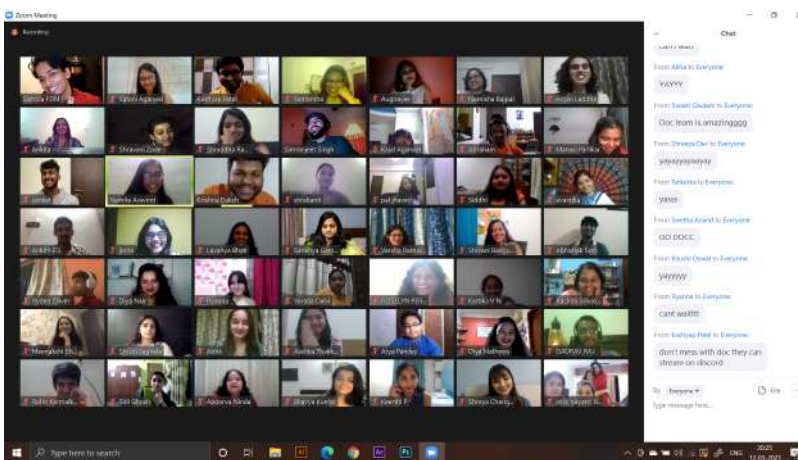
## Website Home Page



First Task Force Meeting (27/10/2020)



Last Task Force Meeting (08/03/2021)



(12/03/21)

Sampla