

1) Design Showcase



SID Design Show (**Awards Night, Exhibition & Fashion Show**) is an annual event presented by Symbiosis Institute of Design, showcasing the work of the design graduates. The institutional objectives is to facilitate placement activity by creating a good platform for our young design graduates and have industry stalwart's interaction and feedback for our students' work.

1. Objective:

To showcase portfolios of all the final year students belonging to all specializations;
before prospective employers

To provide equal opportunity and platform to all graduating Design students

To create a good platform for the young design graduates to interact with industry stalwarts

2. The Context:

Design in India is still at a very nascent stage therefore to promote the placement opportunities for the graduating students is one of the basic requirements. Design graduates have diversity in the projects that otherwise cannot be brought to visibility. The Design Showcase gives an equal opportunity and platform to all graduating students to present all stages of their projects from ideation, conceptualization and final prototypes.

3. The Practice:

In the eighth semester of the degree program it is mandatory that the student undergo a degree project. While doing so the students need to pitch their design ideas to the mentors and register

for the project. The students are given the flexibility to choose between a self-initiated project or an Industry sponsored project of 16weeks.

The culmination of the work after rigorous intermediate juries is displayed for the public and the design fraternity. The Diversification in the students approach towards the projects and the outcome leads to different platforms to be addressed for each specialization. Planning and layout of the Design Show thus requires budget, space and resources that need to be worked on every year.

Generally other institutes follow the old school method of laying out only the interviews for the graduating students. In case of Symbiosis Institute of Design, an interaction of the graduating students with industry representatives facilitates placement opportunities. Also, students get opportunity of getting one to one feedback from industry stalwarts on their work.

The SID Design Show (Exhibition, Fashion Show and Industry student interaction), is an annual event showcasing the work of the design graduates from all the four design disciplines (Fashion Design, Fashion Communication, Product Design and Communication Design) offered by SID. The institutional objective is to create a good platform for our young design graduates to interact with industry stalwarts and obtain a feedback for their work. The students degree work is collected along with their skillsets and the team works on innovative ways to display their work to the audience. Each year the Design Showcase also gets an identity and the display of the work with respect to space design, set design, ambience design, branding etc is accomplished under the common concept/ theme which is carried throughout the show.

4. Evidence of Success

Symbiosis Institute of design has been able to put up this marvellous Design Show since the graduating batch 2006. During the three day event this platform has clearly seen visibility in the media and got appreciation by the design fraternity. Each year there has been an increase in the guest that come and witnesses the show from illustrious panel on the jury, industry experts, parents, aspiring students, media and distinguished dignitaries.

The creative team works on innovative ways of layout/ display of the graduating students of all the four specialization under Bachelor's of Design. During the span of Design Show eminent experts from the design Industry are invited as chief guest and as guest of honor who give valuable feedback on the work of the graduating students.

The industry stalwarts are invited to the design showcase which in turn gives an opportunity of placement for the graduating students.

The Design Showcase 2019 facilitated showcasing best works and portfolios of all the final year students of 2015-19 batch belonging to all specializations; before prospective employers. This enabled smooth placement of the students for jobs. The student's works was displayed in a huge design exhibition which was followed by a Grand Fashion Show on 27nd April, showcasing 22 collections created by the final year Fashion Design students in the presence of fashion experts and industry professionals.

Mr. Sudhir Sharma, the founder and Chief Executive of **INDI Design inaugurated the exhibition and awards night on 25th April, 2019**. He believes "Brand is the Business" and not merely a function of marketing. Innovative business processes need to use design thinking to drive profits.



One of the Jury Panel for the Fashion show was from *Vaishali S*, an Indian label founded by Vaishali Shadangule that transforms authentic Indian Handlooms into wearable art. The second jury member was Aditi Surabhi, a 2005 graduate from National Institute Of Fashion Technology, Kolkata.



The design Degree show 2018 facilitated showcasing best works or portfolios of all the final year students belonging to all specializations; before prospective employers. This enabled smooth placement of the students for jobs. The student's works was displayed in a huge design exhibition which was followed by a Grand Fashion Show on 28th April, showcasing 22 collections created by the final year Fashion Design students in the presence of fashion experts and industry professionals.



The Jury Panel were from KA-SHA and Quirk Box, an Indian based labels founded by Ms. Karishma Sahani Khan and Mr. Jayesh Sachdev respectively. *The label* KA-SHA is known for its zero waste endeavors, thrive on ideas such as recycling and up-cycling. With a focus on craft and fair trade, each product is a form of storytelling, using design as a celebration of the everyday craft, culture and fashion. The Label Quirk Box, having Integrated It into a full service design studio. Quirk box is the Grazia India young fashion award and vogue India fashion award winner.



The design Degree show 2016 facilitated showcasing best works or portfolios of all the final year students belonging to all specializations; before prospective employers. This enabled smooth placement of the students for jobs. The student's works was displayed in a huge design exhibition which was followed by a Grand Fashion Show on 21st April, showcasing several collections created

by the final year Fashion Design students in the presence of fashion experts and industry professionals.



This year the exhibition was inaugurated by the Guest of honor Dr. Aparna Hebbani, Dean FoMCD, Chief Guest and Dr. Dinesh Katre is presently Associate Director & HOD of Human-Centred Design and Computing (HCDC) Group at C-DAC Pune. To recognize and celebrate the talent and achievements of our students of fourth year the awards for their excellence in various domains were given away by the Guest of honor, the chief guest and Director SID.

The Jury Panel for the Fashion Theatre was from 'JODI LIFE' an Indian based label co-founded by Gauri Verma and Karuna Laungani. *The label* was born out of their shared love of craft, culture, fashion, and travel. Their manifesto was really to hope to give a new lease of life to local craft techniques. Ms. Gauri and Ms. Karuna work with 100% natural Indian textiles and combine this with the artisanal process of hand block printing.

Like last year, this year too an industry interface was planned during the design show days; the purpose of which was to create a placement opportunity for our students. Recruiters from the fashion lifestyle industry, communication and Industrial design were invited to witness the show and have a look at the exhibit which resulted in a good placement opportunity for our students. Alumni were also invited to view the showcase.

Problems encountered:**Buy-in from stakeholders:**

- Challenges faced in realization of the idea of putting up the work of graduating students in such a grand way.
- Design being versatile, sourcing people from the industry with such diverse background is a challenge.

Resources:

Planning and layout of the Design Show thus requires budget, space and resources that need to be worked on every year.

Implementation:

Symbiosis Institute Of Design caters to four specializations which are very different from each other with respect to final product category. Thus planning a show that showcases and gives equal visibility to the work of each specialization is a challenge.