



Nov 16, Sat // The Lalit, BLR
www.bit.ly/EnterDesignverse

Enter The Designverse

School students - join us for an immersive, introductory tour through the wonderful world of Design

Sat, Nov 16 2019

The Lalit, Kumarkrupa Road, Bangalore

Time:

9am to 4:30 pm (attendees can join the closing keynotes of DesignUp Conference)

Cost:

Rs 2950 for students (14-18yrs)
Includes lunch, snacks, all workshop materials

Tickets via:

bit.ly/EnterDesignverse

More details:

www.designup.io/#designverse

We are opening up a special Masterclass for school students aged 14-18y who want to learn about Design. Part of the DesignUp Festival, this day-long session will expose students to the emerging value and importance of Design in tech and business. The masterclass will give them a taste of different fields of Design, help them appreciate and critique Design through the eyes of famous Designers and teach Design principles that they can apply in their school life and beyond.

Who can Attend?

School students aged 14 to 18 years, who're interested in Design. Just bring along your curiosity!

Interested? Read on...

Every now and then comes a beautiful and functional product that changes the way we live our lives. It could be the iPhone or the iPod, Youtube or Google Maps or even an unexpected experience to a new movie hall round the corner. Good Designers not only pay attention to how things look, but also to how things work and how people feel when using the stuff they Design.

Today, Design is an important fundamental skill in any industry. Companies are investing in Design and compete on good User Experience. Engineering, Management and Medical schools have started offering introductory Design courses. So why not learn a bit about Design and find out if that's something you will love as a subject, a career or even a calling?

This one-day masterclass is specially Designed for students between the age of 14 to 18 to introduce them to the wonderful world of Design. At a point of time, while they are asking themselves the big question: what do I want to become? Aimed at giving them a comprehensive understanding of this wide, deep and evolving field.

Students will leave with a sound understanding of what Design is through the eyes of several famous Designers and exemplary Design objects. It will expose them to various fields of Design and how they relate to business and technology, while giving away practical Design principles that they can use to Design things at school and in life.

Agenda on Nov 16, Sat

09:00 Masterclass Begins

10:30 Snack break

12:30 Lunch

15:30 Snack break

16:30 Masterclass ends, and students can join the DesignUp Festival Closing Keynotes.

Masterclass Materials

Get the key takeaways from the class, complemented by carefully curated list of material – books, courses, podcasts and more – to deepen your love for Design.

Part of the DesignUp Festival

In it's 4th edition - the DesignUp Conference has transformed into a 5-day Festival. The event has been called "the definitive Design-In-Tech Conference" by YourStory and listed amongst the World's "Most Exciting Design Events".

The venue at Lalit, opposite Windsor Manor, features Interactive Exhibits, Book store, Poster exhibits and much more - all of which are open for you to explore. **Festival Schedule and details on www.Designup.io/blr2019**



Your Designverse Guides



Visvapriya Sathiyam

Visvapriya Sathiyam fell in love with Design at a ripe age of 25. As a result, she is determined to introduce Design to young people very early so they do not wake up to the wonderful world of design late in their lives. She is a Design Director at Fractal.ai in Mumbai and learning the tricks to humanize artificial intelligence and technology with Design. Priya loves all things Design - design travels, books, design classes, design stories and designers.



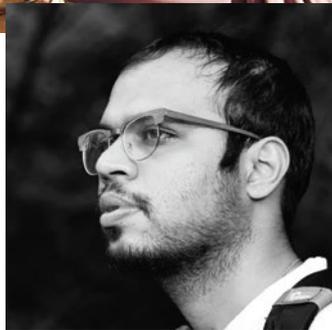
Aajjay Chavhaan

Aajjay likes to think of himself as "Your friendly neighbourhood UX Designer!". He has worked in Design studios in Automotive and IT industries. He evangelizes and teaches design to non-designers at SAP, where he is currently designing the future of enterprise software. Aajjay holds a Masters in Industrial Design and Architecture. He loves Design documentaries, museums, art galleries and heritage sites, while collecting a truck load of Design trash.



Nivedita Ganjoo

Nivedita believes Design should be democratised for its value to reach every sphere of life. She is a Principal User Experience Designer at SAP creating simple solutions for complex enterprise problems. She fanatically evangelizes Design with the engineering community inside and outside her organization and in colleges. She is a post-graduate in New Media Design from National Institute of Design.



Anand Karelia

Anand is a UX Designer, a Photographer & a Visual Storyteller from Bangalore. He works as a UX Design Specialist at SAP and holds a Masters in Product Design from National Institute of Design. Anand is also a visiting faculty at NID Bangalore, teaching students on Design and research methods. Anand loves to inspire young minds on Design and Visual Arts.

DesignUp Experience Centre, open for all

The venue at Lalit, opposite Windsor Manor has a **series of free activities and stalls lined up**: Interactive Exhibits created by Takuma Nakata (Japan), Pauline Saglio (Switzerland) and Debanshu Bhaumik (India). Experience these exhibits, speak with the artists behind the creations.

There's also a Design Book store with special discounts, Poster exhibits from School of Visual Arts, NY, curated DesignUp merchandise and much more coming soon! **Check our Festival Schedule and details on www.Designup.io/blr2019**