Report of the Activity

<u>MOXIE – Festival of Innovation</u>

Date: 31/10/2023 – 01/11/2023
Venue: Karnavati University Campus
Time: - 09:00 AM to 5:30 PM
Number of Participants: - 57

Unitedworld Institute of Design at Karnavati University, IIC, KIIF and SSIP organized a two-day fest titled "MOXIE" for students of Global Design Program. The fest had expert sessions where experts taught students about basics of Designing and Innovations and then the students displayed their creativity through a demo day.

The experts invited for the talks were:

1. Arjun Rathi, A Mumbai-based architect running a multi-disciplinary studio working across Architecture & Lighting Design called Arjun Rathi Design.
2. Gerard Rebello, an alumnus of Rachana Sansad, Bombay, with over 25 years of experience in design and other creative leanings

Mr. Arjun Rathi conveyed his talk walking through the concepts of lighting, designs fixtures and installations that can capture our imagination and can inspire us in these spaces. He presented case studies: The World Towers, Crystal DNA and The Lodhi Hotel which gave brief insights of the light installations, how they managed production, logistics etc.

Mr. Gerard explained that designing is much like embarking on a thrilling adventure. He explained that a designer must plan meticulously but embrace the unexpected, adhere to guiding principles but be open to explore unconventional paths, invest that extra effort, and ultimately, savour the breath-taking view.

He presented case studies like: Suhana brand environment and Suzlon Campus brand experience which reflected on the brand identity developed by him explaining the elements that defined the user experience.

The event ended with through immersive installations to intricate visual art showcase organized by the first-year students of the Global Design programme, featuring their innovative designs.