



## **I.DOT 'BUSINESS OF DESIGN' EVENTS**

During the I.DoT Mumbai exhibition a number of events have been organized to make the most of this unique opportunity to meet and swap ideas and contacts. Given the increasing importance of Design in India and the significance of India as a potential market, partner and source of talent for Italian producers, the events scheduled for February 12<sup>th</sup>-22<sup>th</sup> will be of great interest to all concerned. As more details come to hand, this release will be updated.

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### **CONFERENCE**

**When:** February 13<sup>th</sup> from 10am

**Where:** Sir JJ College of Architecture

**Creating identity for design in the global market**

A day long conference which will examine the importance of brand identity. The identity of a brand is something which is carefully studied and calibrated to maximise appeal and marketability. Though 'intangible', the identity or cachet of a brand can be relied upon to set it apart from its competitors and create interest and demand in the market. In the design industry, which has often been criticised as creating objects and products which might easily be substituted with less expensive alternatives, the identity of the brand is key in underlining those characteristics which define the brand and its offerings.

#### **the italian example**

Italy is a country in which companies with strong brands seem to dominate: Alessi, Danese, Triade are all examples of companies who have succeeded in creating and defining their brand through carefully planned collaborations and targeted and studied marketing to the extent that their names bring immediately to mind images of quality, uniqueness and 'the Italian lifestyle'.

#### **identity and indian design**

Indian companies are at an interesting stage in their development: while the output and creativity of many Indian brands is on a par with that of their Italian counterparts, often it is a lack of strong brand image and identity which prevents these worthy companies from launching themselves and making headway in the global market. The conference will present a series of lectures from leading designers, architects, journalists and scholars from the Indian and Italian design community. Each will address this issue in light of their particular expertise seeking to promote reflection, debate and development in this most interesting and vital aspect of design marketing.

The final list of speakers is in the process of being compiled and will be communicated in the near future.

The conference is free of charge, but admission limited to 200 design professionals (architects, designers, retailers, manufacturers, design students etc) with compulsory registration online at [www.idot.it](http://www.idot.it)

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## **BUSINESS DINNER**

**When:** February 13<sup>th</sup> from 7pm

**Where:** to be confirmed

**international networking event  
presented in association with the Pune Design Centre**

Following the day-long design conference, there will be a special dinner organised for leading members of the Italian and Indian design communities. The goal of the dinner is to allow design professionals to meet one another and to swap ideas and exchange information in an informal setting. The dinner will give Italian designers a chance to talk to Indian manufacturers, give Italian manufacturers an occasion to make contact with potential Indian designers, allow retailers and manufacturers to meet. During the dinner there will be a series of presentations.

### **presentations**

Leading Italian design producers will deliver brief presentations of their latest products, innovations in production methods and 'overviews' of their company and its activities. There will also be a special presentation of the Pune Design Centre to the assembled guests. This project, the largest of its kind in India will create a 'design hub'. Construction of the centre will be complete, and the building, designed by leading Indian architect Kamal Malik, will host a series of showrooms, and spaces dedicated to both international and Indian design.

Attendance is limited and restricted to design professionals with RSVP is required. While a list of invitees has been drawn up, those interested in attending can contact IDA-Italian Design Agency to request an invitation. ([o.chidley@idagency.it](mailto:o.chidley@idagency.it))

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## **BUSINESS TOUR**

**When:** February 14<sup>th</sup> + 15<sup>th</sup> + 16<sup>th</sup>

**Where:** tour around Mumbai

For those Italian producers who attend the design event, a special business tour will be organized. This tour will take attendees to visit and speak with local designers, producers, retailers and manufacturers. In a city of the dimensions of Mumbai, it is often difficult for foreign visitors to know exactly where to find and get into contact with the right people. Thanks to a highly developed network of contacts in India IDA can take their guests to visit the right people. The tour will be the occasion to gather information about the market and its trends and developments, speak with architects retailers and producers about their needs, observations and comments. To get a feel for the current state of the design industry in India.

A visit will also be scheduled to the newly completed Pune Design Centre, just outside of Mumbai, the centre will host international showrooms and will be the largest ever constructed in India.

The business tour will be spread out over two days and provides those interested with an up close glimpse of the Indian design system and one of the world's most dynamic markets.