

### Siddhartha Das

I see myself as a cultural professional who works through art & design and have a strong interest in developmental issues addressed through it.

#### Exhibition + Spatial Design Projects: a. Museum Projects

- Design of a Film Museum & Centre for the proposed Multi Purpose Cultural Complex, Gawhati, for Assam State Film Corporation, Guwahati, Ongoing project
- Exhibit of my craft based design work in the forthcoming 100% Design 2009, the premier British design festival, to showcase work as the winner of International Design Entrepreneur Award 2009, instituted by British Council, UK, forthcoming
- Design of a Museum of Chai for an exclusive tea company at one of the most visited heritage monuments of the country, Amer Fort, Jaipur; for Chaitime, Mumbai, ongoing
- Design of interpretation centre, integrated signage, publications & souvenirs for the historic Rajput garden, Chokelao Bagh at Mehrangarh Fort, Jodhpur, Ongoing project
- Concept Design for a Museum for Children on the History of Delhi, for Archaeological Survey of India (Govt. of India), New Delhi, 2008
- Main design consultant for an envisaged Museum on Spirituality & Buddhism, near the Buddhist stupa at Sarnath, Uttar Pradesh, Ongoing project
- Design of display structures for the exhibition: Amarushataka, at Haus Zum Kiel Museum Rietberg Zurich, Switzerland, March 2006
- Exhibition & graphic design for 'Tribal Transitions,' an ethnographic photographic exhibition on Arunachal Pradesh, a project by the British Museum, SOAS, London; Arunachal University, for the British Council, India, 2005
- Exhibition, graphic design and curation for Indian Fans, at Haus Zum Kiel, Museum Rietberg Zurich, Switzerland, May 2005
- Co-Concept designer for the exhibition: "Encounters: the Meeting of Asia & Europe 1500 to 1800" at the Victoria & Albert Museum, London, UK, 2004-5
- Six month placement at the Victoria & Albert Museum's Design Department London, UK, 2004
- Concept design for a Museum on the 19th century queen, Ahilya Holkar, Ahilyafort, Maheshwar, Madhya Pradesh, 2002
- Hypothetical Temporary Exhibition on Philippe Starck, Domus Academy +Kartell, as a student project at Domus Academy, Milan, Italy, 2000
- Concept Design of "Chitra: Exhibition of Maps & Drawings of 18th cent Cities & Monuments of India" at the National Museum of India, for the Embassy of France, New Delhi, 1999-2000

#### b. Heritage + Public Space Projects

- Design of signage+street furniture, for the Gateway of India precinct, Mumbai, under the aegis of INTACH, for Municipal Corporation of Greater Mumbai, Ongoing project
- Design of signage and wayfinding system for 40-acres Khalsa Heritage Memorial Complex, designed by Boston based architect, Moshe Safdie with his associate architect Ashok Dhawan, Anandpur Sahib, Punjab, Ongoing project
- Design of signage, information, street furniture, visitor amenities and displays as a team member for conservation & revitalisation of three heritage sites in Amritsar, Govt of Punjab, Ongoing project
- Concept design of a public space for a new urban centre being developed Chiba Prefecture, near Tokyo, Japan, 2008

- Design of Signage system and Street Furniture (benches and bins) for an township (SEZ) being developed on 400 hectares in Gujarat, 2006-7
- Concept design for a pilot Arts Centre for Government schools that can be replicated around the country, (in collaboration with the cultural organisation: Spic Macay), for Government of India, August 2006
- Outdoor furniture, signage & Logo design for a two-acre seafront of Land's End, Bandra, Bombay, 2003
- Design of an exhibition Showcasing Master-craftspeople for the Golden Jubilee celebrations of the Crafts Council of India, New Delhi, 2002
- Co-designed the travelling exhibition, "Khadi", Indian Handloom fabric. Designed Knock down Display Systems, Hardwares, Graphics & Mannequins for the travelling exhibition, for Martand Singh (INTACH), New Delhi, 2002

#### Retail + Corporate Space Projects

- Design of a retail shop for Chaitime, Mumbai, an exclusive tea company at Amer Fort, Jaipur, Rajasthan, ongoing
- Design of Lobby for Incube Business Centre, a Corporate Office for Punj Essen (formerly Punj Lloyd), New Delhi 2008
- Redesign of a diamond jewellery shop: Naqsh, New Delhi, 2005

#### Graphic Design

- Design of branding and promotional publications for a new school Sampurna Foundation, Orissa, Ongoing project
- Design of promotional publications for the promotion of songket-weaving

community, a Malay heritage, for a foundation under the royal patronage of Her Majesty the Queen of Malaysia, which works with indigenous craft and heritage, for Yayasan Tuanku Nur Zahirah (YTNZ), Kuala Lumpur, Malaysia, ongoing

- Design of Publications for International Center for Literacy and Culture, Tokyo
- Design of a range of handmade paper and products with the aim of working with sustainable livelihoods for TARA Handmade Papers, Development Alternatives, New Delhi + Orchha, Madhya Pradesh, Ongoing project
- Concept design of publications and credit titles for forthcoming feature film Firaag, directed by Nandita Das, India 2008
- Design of Brochures, publications for JD Centre of Art, Orissa, 2004-8
- Design of publications on Rural Tourism in India, for UNDP, New Delhi, 2007
- Design of publications for Khamir Craft Resource Centre which works across Kutchh, Gujarat, India, 2007
- Magazine Design for a thematic issue on Textiles to coincide with "Threads & Voices," for Marg (Publishers), India, 2007
- Design of a Logo and promotional publications for the first Knokke-Heist Indian Festival (KHIF) 2007, Belgium, October 2006
- Film titles for a documentary film: Remains of a Caravan Route, New Delhi 2005
- Catalogue, Poster and Invites for the British Artist, Roderick Buchanan's History Painting, the British entry for the Indian Art Triennale 2005, British Council, 2005
- Poster Designs for Aga Khan Foundation, New Delhi 2005
- Book Covers for Mapin, Faber & Faber, Penguin India, Harper Collin 2003-8
- Design of National Food Summit Report for UN World Food Programme, Delhi 2004
- Designed exhibition publications for the travelling exhibition of Traditional Hand fans

of the Indian Sub-continent for Crafts Museum, New Delhi; Victoria Memorial Museum, Kolkata; Fan Museum, London

- Poster for a Mahesh Dattani Play "Seven Steps Around The Fire", India Habitat Centre, New Delhi 2004
- Design of a presentation for a proposed Anish Kapoor Exhibition in India for The British Council, New Delhi
- Poster and other publications for Victoria & Albert Museum, London, UK 2004
- Symbol design, packaging and brochure for, India Chic, London & Delhi, 2003
- Brochure for Ratan Textiles, Jaipur, India, for Heimtextil, Frankfurt, 2003
- Brochure+Poster Design for a Retrospective exhibition of Drawings by Jatin Das New Delhi & Mumbai 2002
- Publications for the Finnish Independence Day, Embassy of Finland, Delhi 2002
- Leaflet for Sri Lankan World Heritage site, Sigiriya for Sri Lankan High Commissioner, New Delhi, 2001
- Illustrations for children stories on environment for Schoolnet.com, India, 2000
- Concepts for Graphic Image for South Indian Cultural Heritage site Dakshina Chitra, Madras Crafts Foundation, Madras, 1997

#### Craft + Accessories Projects

- My range of branded craft based products & accessories is retailed in Europe at Victoria & Albert Museum, London; Museum Rietberg Zurich; and Museum der Kulturen (Museum of Cultures) Basel, Switzerland, Ongoing project  
The range will soon be sold at a few leading stores in Paris, Tokyo, Stockholm, Helsinki, Delhi, Mumbai & Chennai by the beginning of 2010

- Range of hotel accessories for an upcoming 5 Star resort near Delhi, Ongoing
- Design of exhibition merchandise for ongoing exhibition: Garden & Cosmos at the Smithsonian Museum, Washington (2008); British Museum, London (2009), based on miniature paintings from the collection of Mehrangarh Museum Trust from the collection of Jodhpur's royal family for an exhibition, Ongoing project
- A line of products developed largely with craft communities (turned wood with natural lacquer, marble inlay, hand-woven textiles, handmade paper) and a limited range of ceramics through industrial processes, Self-funded ongoing Project
- Concept design of accessories for select Club Mahindra Resorts, 2006
- Strategy for development of skilled young traditional stone carvers at a national level over a period of three years, for Crafts Council of India. As part of the above strategy, Prototype Development Workshops were co-conducted by me for traditional stone craftsmen to produce a new range of utilitarian products, with the aim of creating sustainable livelihoods.  
for Crafts Council of India, 2005-7  
Workshops: Puri, Orissa, 2008 (workshop)  
Bagru (near Jaipur), Rajasthan, 2007 (workshop)  
Subsequent showcasing & marketing in International Stone Fair: Stonemart 2007 Auroville, Tamilnadu, August 2006 (workshop)  
Bidadi (near bangalore), Karnataka, January 2006 (workshop)  
Agra, Uttar Pradesh 2005 (workshop)  
Subsequent showcasing and marketing in International Stone Fair: Stona 2006, Bangalore. Given Best Stall Award in the Artisans village section (Shilpgram)
- Design of a range of utilitarian artifacts of Dhokra, traditional brass cast objects Mayurbhanj, Orissa 1995
- Apprenticed a family of Block Printers & (Natural) Dyers, Pipar, Rajasthan, 1994

- Study and Documentation of Traditional Crafts in District Patiala, Punjab for Indian National Trust for Art & Cultural Heritage (INTACH), New Delhi, 1994

#### Photography Projects

- Short Term Fellowship Program 2009-10 from Japan Foundation, Tokyo for a self initiated photographic research project on "Relevance of Museums & Art / Cultural Centres as Urban Cultural Spaces", Japan 2009-2010
- An Arts Grant from Pro Helvetia, The Swiss Arts Council, to do a photographic project with a singer in Zurich, Switzerland, Zurich 2009-2010
- Currently involved in two self funded photography projects, Delhi, Ongoing project
- Selected work showcased in Bajaj Capital's (Photography) Art Folios, India, 2008
- Participating in the Group exhibition, Continuum: The Cycle of Life, in support of Udayan Care, Hyatt Regency Hotel, Delhi, 2008
- An exhibition of my photographs used in the book "Threads & Voices," for the book launch at India International Centre, New Delhi, India, 2007
- Photography & Book Design for "Threads & Voices," on Indian Textiles edited by Laila Tyabji for Marg (Publishers), India, 2007
- Participation in a Group show based on textiles of India and 60 years of India's independence at Johannesburg, South Africa, 2007
- Photography for a book on India crafts by Jaya Jaitly, for Wisdom Tree, India, 2006
- Cover photographs for books: Faber & Faber, Harper Collins, Penguin India 2001-4
- Learnt Photography under the Magnum Photographer, Raghu Rai, 1994

#### Teaching Experiences + Lectures

- Textiles for Spaces, a course for textiles students, National Institute of Design, Ahmedabad 2009, ongoing
- Students & Educational & Cultural Movement Of Ladakh School. Ladakh, 1995
- At Rishi Valley School (a J Krishnamurti school). Andhra Pradesh, 1994
- At Fabindia (Rural) School. Rajasthan, 1994
- Lectured on designing for cultural heritage, built and indigenous crafts at Penang Heritage trust, Penang, Malaysia, 2009
- Lectured on designing in collaboration with Japanese counterparts at meet organised by Japan Foundation, Waseda Hoshien University, Tokyo, Japan, 2007
- Lectured on Designing for Crafts, for British Artists in Residency at the Sanskriti Foundation on the HAT programme, New Delhi, 2007
- Lectured on Crafts & Textile Traditions of India at Fachhochschule Nordwestschweiz, Hochschule für Gestaltung und Kunst, Institut Mode-Design (Department of Fashion Design), Basel, Switzerland, 2006
- Lectured on designing for a Museum, "Recreating the Indus- a challenge to the designer"; Indian Museum. Kolkata, 2002

#### Miscellaneous

- One of the 36 international participants of the forthcoming international Design Workshop: Interdesign Monterrey 2009 on the theme of "The Design Avenue. A Path to Meaningful Innovation;" dealing with issue of strategies, sustainability, responsibility and opportunities. Organised by Design Department at ITESM Campus, Monterrey, Mexico, & The International Council of Societies of Industrial Design (Icsid), Canada, Oct 2009

- Participant in the month-long South Asia Future Forum organised by The Japan Foundation, for "emerging leaders of South Asia", Tokyo, Japan, 2007
- Participant in the Asia 21 Young Leader Summit, bringing together Asia and America's emerging "leaders" to address critical issues facing the Asia-Pacific community today. Organised by the Asia Society, New York; Singapore, 2007
- Advisor / consultant to a residency programme of British Designers in India, for A Fine Line (a HAT project), UK, ongoing Project
- Directed a four-minute film on Beta on the Khadi exhibition co-designed by me, New Delhi, 2002
- Learnt pottery under Sardar Gurcharan Singh, Delhi Blue Art Pottery, 1992

#### Fellowships + Awards

- International Young Design Entrepreneur Award 2008, for creating an enterprise linking traditional craft communities to urban markets, be it India or abroad, through design that is modern, and a business model that provides a sustainable livelihood from the British Council UK
- Short Term Fellowship Program 2009-10 from Japan Foundation, Tokyo for a self initiated photographic research project on "Relevance of Museums & Art / Cultural Centres as Urban Cultural Spaces", Japan 2009-2010
- Grant for an arts project in Switzerland, Pro Hevetia (Swiss Arts Council), 2009-10
- Young Design Entrepreneur Award for innovative entrepreneurship from the British Council India 2008
- Charles Wallace India Trust's Curatorship Award for the six month-long internship at the Victoria & Albert Museum, London, 2003
- UK Travel Award from the Nehru Trust for the Indian Collections at the Victoria & Albert Museum, London, 2003

- Scholarship from Zero, Italy, to participate in the Domus Academy Course on Workshop on Exhibition & Museum Design

#### Featured in

- Featured in forthcoming book of Rolli Books on Indian Design
- Designs featured in 100% Design Festival, the principle British Design Fair, London 2008
- Featured in the quarterly: Design Architecture & Cultural Relations, Autumn-Winter British Council, UK, 2008
- Featured in October 2008 issue on Design in the art & design journal: Platform, 2008
- Featured in CII's India Design Resource Book 2008
- Featured in Japan Foundation's Journal, 2008
- Featured in Swiss Magazine of contemporary arts & design, Soda 28, 2006
- Featured in various national newspapers and Swiss newspapers

#### Educational Qualification

- Exhibition Design, National Institute of Design, Ahmedabad, 1996-2002
- Course on Exhibition & Museum Design, Domus Academy, Milan, Italy, 2000
- BA History (hons), Hindu College, University of Delhi, 1994
- Rishi Valley School (Krishnamurti Foundation of India), Andhra, 1984-1991