

About Design X Design

Design in its many manifestations forms an integral part of every culture. Civilizations evolve and attain their full potential because of it. Design based creative communities in India are witness to a fascinating churning, necessitating a search for a vision that may inform their evolution beyond - spanning education, profession and the industry. Thus, involving exposes, roundtables, exhibitions etc. Design X Design is a step in that direction.

The energy behind the design of a pin or a city being the same, this joint initiative with Alliance Francaise de Delhi is also geared towards raising levels of appreciation within and nurturing connections across various creative industries – architecture, urban/ landscape/ interior design, product/ industrial design, textile/ fashion design, graphic/ communication design etc. Local and global in outlook, it is directed at the initiated and the uninitiated alike.

About: Design X Design Exhibition: 20under35

The exhibition component of Design X Design involves showcasing the work of emerging Indian designers to facilitate the reading of prevailing trends across various design based creative industries. Never easy to comprehend, the design story of a culture at any given moment, is perhaps best understood by looking at young design practices. Therefore, Design X Design Exhibition: 20under35, by sharing the philosophies, working methods and future aspirations of the twenty shortlisted designers under the age of thirty-five, aims to raise levels of appreciation, foster cross connections and inform the journeys ahead.

Exhibition Guidelines

1. Venue/Schedule

- Venue: Galerie Romain Rolland & Alliance Francaise de Delhi Grounds
- Mounting: Wednesday, February 24 till Friday February 26, 2021, (11 am to 8 pm every day)
- Light/Sound Check: Saturday, February 27, 2021 till noon
- Inauguration: Saturday, February 27, 2021, 4 pm (exhibition on till March 18,2021)
- Gallery Timings: 11 am to 6 pm every day
- Closing Walk: Thursday, March 18, 2021, 4 to 6 pm
- Dismounting: Thursday, March 18, 2021, 6 pm onwards till 8 pm, Friday, March 19, 2021 till noon

2. Inauguration

- The inauguration proceedings will commence on Saturday, February 27, 2021, 4 pm followed by refreshments.
- Participants will be presented to the assembled guests one by one. For their introduction they are requested to prepare a single, short, evocative statement which encapsulates the philosophical or methodological underpinnings of their practice.

3. Presentation

- Max. Ground Area / Participant / Island Arrangement 36 sqft /max length being 12 ft.
- Minimum Size / Participant: no limit, must be visible/ audible
- Maximum Height: strategy driven + dependent on available conditions at the chosen / allocated location

- Note: participants may check on location specific liberties possible, if any with the DXD Exhibition Coordinator

4. Contents

To be determined by the participant May include:

- Project/s: one or more
- Autobiographical sketch/ birth/education/experience/design philosophy/practice name/narrative: list of projects/future aspirations etc. (a copy of the same to be forwarded in advance for use in the Exhibition Brochure)
- Photograph/s: participant or participants in case of partnerships

5. Form / Expression

To be determined by the participant May be:

- 2 or 3 dimensional
- Direct/matter of fact
- Narrative/installation based

- Static/mobile/interactive
- Low-tech/high-tech/multimedia
- Medium may/may not be the message

6. Locations

Available locations within the gallery, courtyards and the grounds. (details to follow)

- Gallery based – Nos 1, 2, 3, 4
- Gallery Courtyard based – Nos. 5, 6
- AFD Grounds based – Nos. 7, 8,9,10,11,12,13,14, 15, 16, 17, 18
- Café' Terrace based – Nos. 19, 20

Note :

- Locations to be allotted on first come first served basis
- Participants must get in touch with D X D Exhibition Coordinator to fix their locations to avoid any last minute confusion
- All participants are expected to share their concept/idea of their exhibit/installation in advance with the DXD Exhibition Coordinator preferably by email. They are advised not to commence any fabrication without receiving his go ahead.

7. General

- All exhibits/installations should be mostly islands of any shape in ground plan.
- All exhibits/installations should be by & large self-supporting. However, anti-gravity systems may be employed wherever feasible.
- Subtle and suitable physical connections may be made between the exhibits/installations and the surrounding features available at the selected space.
- All outdoor based exhibits/installations (16 out of 20) must be fully or partially weather proof as it can rain in Delhi in the months of February/March.

8. Knowing the Premises

- Participants may visit the Galerie Romain Rolland & the AFD Grounds independently or by prior arrangement.
- Participants may refer to photographs and the drawings (plan, section) of the gallery and other locations.

9. Closing Walk

- All participants are requested to attend the 'Closing Walk' of D X D 20under35.
- The 'Closing Walk' is scheduled to take place between 4 & 6 pm on Thursday, March 18, 2021 at the Gallerie Romain Rolland and the Grounds and will involve a guided walk through the Exhibits by the participating designers, prior to the closing of the show.

10. DISCLAIMER

- Design X Design reserves the right to revoke a Participants inclusion in the exhibition without prior notice.