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STIR - Brand Profile 2019

Instituted in 2014, STIR was founded to promote, propagate and foster creativity and innovation in the fields of design, architecture and interactive art in India and across the world. Over the years, STIR has manifested through varying media to facilitate the exchange of ideas, enable collaborations, showcase trends and technology, and create a collective of enthusiasts from different streams of the creative realm.

In 2015, STIR launched its first initiative - mondo*arc india, a content-led and perspective-driven publication that soon became the country's fastest-growing design journal. It garnered popular acclaim as 'the well-read design magazine' and enjoyed an unmatched reputation among professionals, students and enthusiasts alike.

STIR Highlights:

- 20 issues of mondo*arc india in 4 years addressed design and art as a wholesome subject, however, focusing on the experience of the built environment as well as uncovering on-goings in the world of new media and experimental arts.
- Large format print publication with acute attention to the meticulous production and presentation of the journal.
- The 3rd Anniversary issue was a true collectable, Guest Edited by Gautam Bhatia, cover designed by BV Doshi, and housing within its 266 pages the professional works and leaves from personal archives of more than 50 architects and designers.
- Exclusive content, including interviews of industry stalwarts such as Pritzker laureates BV Doshi and RCR Architects, Piero Lissoni, Bijoy Jain, Campana Brothers and many more.
- Showcase of works by global design mavericks like Zaha Hadid, Daniel Libeskind, MVRDV, David Chipperfield, Gautam Bhatia, Charles Correa among others.
- Selection of the best products, innovations and technologies from across the world.
- Partnerships with global and Indian events such as the World Architecture Festival (WAF), 2A Awards, TAVA, Dialogues, FOAID, Raw Collaborative, BW Design Awards etc.
- Commemorated with the coveted Blue Elephant trophy for 'Best Design for Editorial' at the Kyoorius Design Awards, Goa, 2018.
- STIR as an organisation has also curated and organised a series of very successful events, conferences, workshops and dialogues,

STIRring Change

Now, as the tide turns from hard-copy media towards the digital revolution and increasing demand for easy and convenient content consumption, STIR has decided to shift attention from the print publication to a digital platform – and thus announces **www.stirworld.com**

The new avatar of STIR would be an extension of what STIR has always taken pride in doing – offering exclusively curated, carefully analysed and meticulously presented content, now consolidated in an online publication, along with arenas for cross-disciplinary collaborations, industry connects and community building in order to reach out to a much larger audience of design enthusiasts, consumers, next-generation creators and thinkers. Through these activities, STIR aims to become the bridge for local and global creative expertise and explorations.

STIR team

Currently the STIR team comprises of a diverse set with extensive experience in architecture, design, art, print publishing, digital media, content generation, brand consultancy and marketing.

Amit Gupta (Founder & Curator): With over two decades of experience in the architecture and design industry, Amit has founded and spearheaded a series of ventures - vis a vis, STIR, mondo*arc india, lightandyou.com, Dextra.

Mrinalini Ghadiok (Editor): As a trained architect with over 10 years of experience in design, research, writing and teaching, Mrinalini has led the STIR-published mondo*arc india journal as the Editor from its inception and is now heading the content team to develop the digital platform.

Samta Nadeem (Brand Director): Trained as a Product Designer, Samta has practiced Lighting Design for 10 years heading the creative team at vis a vis, and contributing as a curator to STIR since its inception.

Pramiti Madhavji (Consulting Content Adviser): Having worked in the publishing industry for almost two decades, Pramiti has been the Founding Editor of ELLE DECOR India and helmed it for 18 years. She now freelances as a design concept and brand strategy consultant.

Rahul Kumar (Consulting Editor, Arts & Interactive Media): Having switched from corporate consulting after almost twenty years, Rahul practices as a ceramic artist and writer, joining mondo*arc india and STIR as the Consulting Editor for Arts.

Neena Haridas (Consulting Editor, Lifestyle & Luxury): A writer and journalist for over 25 years, Neena specialises in fashion, beauty, art and lifestyle. She has been the Editor and Editorial Director of prominent publications such as L'Officiel, Marie Claire, Blouin Art Info among others.

Archana Pillai (Contributing Writer): Spending over 30 years in the media industry in India, Archana has worked across genres - business and marketing, lifestyle, design, interiors, fashion and living. She was the CEO of Ogaan Media, which publishes ELLE and Elle Décor and their online presence in India, and owns 'India Design ID'. Having moved to Italy in 2015, Archana now continues her association with design and media through collaborations and freelance assignments with print and online titles.

Susanna Björklund (Contributing Writer): As a trend analyst, Susanna is an expert in identifying changes and finding new phenomena. Her passion is to uncover possible futures, connect the dots and put her findings into a larger context. She is also a futures thinker, strategist and designer, who travels the globe and takes part in design fairs as a journalist and keynote speaker. She also teaches design schools, curates exhibitions and creates phenomena reports.

Sonal Shah (Contributing Writer): One of India's premier floral artists and the creative conceptualiser of Bageecha, Sonal was also Founding Deputy Editor of ELLE DECOR India for 14 years. With a doctorate in Political Science, she continues to pursue various creative passions, including writing about art, design and nature-floral related topics.

Ronitaa Italia (Contributing Writer): A prolific writer and journalist with 20 years of experience, Ronitaa has helmed premier magazines - ELLE DECOR India, GoodHomes, Home & Design TRENDS. She is known for her engaging content, piquant ideas, and reportage of design trends.

Pragnya Rao (Contributing Writer): Trained as an interior designer, Pragnya has spent 15 years in the design field. She was the Features Editor at ELLE DECOR India and Architectural Digest India, and more recently, the Editor at beautifulhomes.com. As a designer, she has styled shoots for leading brands and also been a part of India Design Symposium for 5 years.

Meghna Mehta (Features Writer): An architect and design journalist, Meghna has been writing for

mondo*arc india and STIR for two years and continues her teaching practice at various design institutes.

Zohra Khan (Features Writer): An architect by training, Zohra has worked in design communication for more than two years, generating content for mondo*arc india and STIR, and their social media activities.

Sukanya Garg (Features Writer): As a practicing artist and writer, along with a protracted experience in the public sector enables Sukanya to meticulously straddle her disciplines and approach writing for the arts in a critical and productive manner.

Apurva Dutta Bose (Contributing Writer): A trained architect, Apurva is an author and architectural journalist. She offers an experience of 14 years of collaborating and writing for global multimedia publications, firms and organisations related to the architecture, design and building industry.

Karan Gill (Business Development): Having worked in marketing and sales for various publications, Karan has been working on developing business opportunities for STIR and advertising sales for mondo*arc india.

Kewal Singh (Senior Designer): With nearly two decades of experience in magazine publication, Kewal has been responsible for the production of mondo*arc india and worked on the Art team for STIR since their inception.

Vipan Kumar (Web Designer): Trained as a web designer, Vipan brings his graphic skills and technical know-how to develop, maintain and update the STIR website and its various channels.

Aavantikaa Wassan (Graphic Designer): Having graduated as a graphic designer, Aavantikaa has worked on visual communication for a number of brands and initiatives, taking the lead for STIR, vis a vis and www.lightandyou.com's recent events and presentations.

The STIR team is supported by additional members who take care of accounts, databases, logistics and other day-to-day tasks. We also collaborate with a number of eminent professionals and enthusiasts for content generation, features coverage and various areas of contribution from within the country and across the world.

Expanding The Team

Given the potential and magnitude of www.stirworld.com, we are looking at building a collective of individuals that can contribute to the development of this platform and take it to new heights. We are seeking design experts and design enthusiasts alike to generate content through in-depth research of relevant subjects, source timely news pieces, connect with appropriate industry professionals and author articles that offer credible content.

www.stirworld.com is envisioned as an international platform with global content that offers a distinct perspective and unique outlook to the fields of architecture, design and art; and we look forward to engaging with these communities to create a network of relentless knowledge-share and limitless opportunities.

If you are keen to join our team, please send us a brief note about yourself and your experiences in the field design, research or journalism. Email us: info@stirworld.com

STIR Initiatives, 2019

While we are working on building the upcoming digital platform, we continue other endeavors.

Materiology: www.materiology.in

Opened: 11 January 2019

Curated by **Amit Gupta** (Director, STIR) and **Pramiti Madhavji** (Creative Brand Consultant, The Blue Pencil Design Company), *Materiology* as a term has been coined from the idea of taking a diverse palette of materials and through them expressing a tale of what the future may hold (astrology). Therefore, 9 designers have chosen a material each (ranging from concrete, wood, plastic, ceramic, steel, bamboo, leather, fabric to technology), using which, they have created 9 unique installations, the experience of which, foretells the future. As one traverses the exhibition, their engagement with design, space, materials and perspectives allows them to thread together their own story of what may lie ahead and deliberate on *“What Happens When Tomorrow Becomes Today?”*

Lullaments:

Opened: 02 February 2019

This is the most recent iteration of **Thukral & Tagra**'s ongoing exploration into the idea of 'play' from a cultural, strategic and psychological perspective. This series of works considers the meditative aspects of play, while simultaneously trying to illustrate Hindu mythology through the terminology of Ping-Pong. The idea of narrating mythology through the vocabulary of a sport that challenges the preconceived notions of cultural matter as pedantic knowledge.

India @ WAF:

Opened: 14 February 2019

INDIA @ WAF is a celebration of the 17 shortlisted and 2 winning Indian projects at the **World Architecture Festival 2018**, held in Amsterdam. An exclusive exhibition of these works showcases the design concepts and ideologies of each of these works in addition to the an indepth insight into the idea of how the projects resond to a sense of 'Identity'. The preview evening kick started the exhibition with presentations of the two winning projects – The Street by Sanjay Puri Architects and Thiruvalluvar Bridge by Monk Mackenzie + Novare. This was followed by a conversation on 'Architecture of our Identity' between eminent architects Sanjay Puri, Sonali Rastogi and a very participatory audience.

For further details, please follow: **Website:** www.stirworld.com | **LinkedIn:** STIRworld

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