

Momentum India brings academia & industry on one platform

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Momentum India 2012, a Media and Education Design Forum organised by the National Institute of Creative Communication (NICC) and CII, was held in Bangalore on January 15-16, 2012. The conference provided an interactive platform for industry experts, academicians and the general public to showcase the role of design in the larger perspective, bringing education in line with industry parameters, opening up career prospects for students, and providing a platform to network.

The introductory session on January 15 at the JN Tata Auditorium began with a talk by Dr Akash Rose, Founder Director of NICC on the importance of design in various fields. The welcome address of the inaugural session was delivered by Vinay L Deshpande, former Chairman, CII Karnataka.

The various topics of discussion during the two-day event included 'India – Media & Design Destination', 'Media & Design Education Opportunities', 'Media and Design Careers in Industry', 'Industry-Education Collaboration', 'The Indian Media & Design Entrepreneur', and 'Recognise your Child's Talent'. The speaker line-up included Nick Talbot, Global Design Head at Tata Elxsi; Abhijeet Sojwal, Creative Head, Myntra; Vaibhav Tewari, VP - Innovation, and Business Head - Cloud Services at Microland; Amit Deshpande, Head - UI at ESPN; BR Swarup, Founder-Director, Stark Communications; and Michael Foley, Founder-Director, Foley Designs, among others.

Among the several talks given, the two that stood out were by BR Swarup of Stark and Michael Foley on Day 2. Swarup spoke about the need for well-rounded individuals in the industry in order to come up with intuitive and intelligent solutions. He gave the example of Hari Krishnan, currently Branch Head of Grey Bangalore, who joined the agency as a tongue-in-cheek student and succeeded because he had a well-rounded personality. Swarup advocated greater pursuance of the creative arts and also voracious reading among the present generation to develop an all-round personality and world view. He was followed by Foley, who gave a brilliant and wide-ranging talk on the various aspects of industrial and commercial design.