Institution's Logo

Title of the Event
Motivational Session by Successful Innovators: Pioneering Design and Innovation

Objective of the Event
The primary objective of this event was to inspire and motivate students and professionals by showcasing the achievements and insights of successful innovators in the field of design. The session aimed to provide practical knowledge, share real-world experiences, and foster a creative mindset among attendees.

Speaker Details

Kashyap Murali
(Bio Art and Design)

Kashyap Murali is a distinguished designer and innovator with a rich background in bio art and design. After earning his Master's degree at the University for the Creative Arts (UCA), Kent, he further honed his skills with a year of experience at Channel [V] in Bombay. In 2016, he founded Spoilt Ideas and launched autopilot, an experimental design studio.

Under his leadership, autopilot, based at the art gallery 1 Shanthi Road from 2016 to 2019, evolved into a comprehensive virtual design studio by 2020. Notable projects include "Killing the Stereotype" (I and II), "The Golden Age," and "The Collaborative Canvas." Spoilt Ideas has collaborated with major brands like Tesco, Intel, The Economic Times, and The Week.

Murali has also developed visual identities for prominent brands such as Dunzo, Venezia Authentica, Gorilla Barfare, Bengaluru ByDesign, Astroyogi, and Mycelium.

In his academic career, Murali has imparted his expertise at institutions such as UCA, Karnataka Chitrakala Parishath, Strate School of Design, and currently at Pearl Academy, Bangalore. At Pearl Academy, he leads both Masters and Undergraduate programs, covering subjects such as Culture Studies, Visual Inquiry, Design History and Culture, Historical Narratives, and Creative Enterprise. His teaching philosophy emphasizes hands-on learning and building industry connections, fostering a dynamic environment for emerging designers.

Beyond his professional and academic pursuits, Murali has a profound passion for music and sound design. He has been blending his musical interests with visual art, creating micro-videos or "#musïquegıfs," reflecting his unique approach to integrating sound and design.

Participants: 83 Students and 10 Faculty.

Key Outcomes

1. **Inspiration Boost**: Attendees were inspired by Kashyap Murali's success story and innovative projects.
2. **Educational Perspective**: Insight into effective academic and professional development was shared.
3. **Interdisciplinary Approach**: Participants saw the value in combining different creative fields, like sound and visual design.
4. **Networking**: The event facilitated valuable connections between attendees and industry professionals.
5. **Hands-On Learning**: Emphasis on practical experience encouraged a more hands-on approach to learning and creativity.
6. **Creative Thinking**: Attendees were motivated to think critically and creatively about their own projects and careers