



NAME
CONTACT

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LANGUAGES
KNOWN

Hindi, English, Bhojpuri, Bengali

ACADEMIC
DETAILS

2008-10: (PG) Lifestyle & Accessory Design at National Institute of Design, Ahmadabad, India
2004-08: (UG) B.F.A Sculpture from Banaras Hindu University, Varanasi, India

CORE COMPETENCY

Color & form semantics, strong cultural identity in design, Material use in unconventional way, Imagination and Abstraction, 3-D Visualization, Participatory research, Consumer behavior, Mind Mapping, Persona and scenario building, Trend Forecasting (spotting, mapping, analysis),

WORK EXPERIENCE

2006-08: Worked part-time as a designer in Glass Design Studio, Indoria Glasses, Varanasi.

Key Responsibilities: Design of glass furniture, glass murals, bathroom mirrors, gift and souvenirs, glass shelves and stain glass work

2000-03: Faculty of Arts at Rabindara School of Arts, Jamshedpur

Key Responsibilities: Teaching school children the art of drawing, sketching, oil painting, water-color painting and crafts.

ACADEMIC PROJECTS AT N.I.D.

Fashion Accessory: Designed evening bags for the designer SABYASACHI MUKHARJEE by understanding his design language and while maintaining its essence in the product, giving a new dimension to it.

Jewelry Design: Designed emotive jewelry by understanding the historical evolution of jewelry in the Indian context and the changing socio-cultural context in the lifestyle of the Indian consumer. The final design addressed the emotion of loneliness in people with the jewelry as a means to alleviate it.

Craft to Brand: Understood the social, cultural and economic environment of the Kutch Leather Craft industry through participative research. Using insights from the same and from comparative analysis of similar global brands, designed a branding strategy and a range of footwear that complemented the branding strategy, while maintaining the identity of the craft. Thus, used design as a strategic tool to not only build a “glocal” brand but also make the craft a sustainable option for the craftsmen.

Green Future: One of the future trends forecasted in a workshop with Renault India was Green Future Mobility. On the basis of the trend, visualized the lifestyle of a virtual persona in India in the year 2030, and designed around it the exterior and the interior of his living space. Detailed out the dining space and dining furniture for the futuristic scenario, retaining the deep-rooted cultural aspects of Indian dining.

Design for Elderly: This project addressed the biological, psychological and social issues with ageing in the elderly and was aimed at enhancing the quality of their lives. The results of participatory research highlighted the problem of hearing impairment in the elderly as a critical problem, affecting their social relationships (e.g.: preference of different audio levels by different family members) and psychological health (e.g.: self esteem, unwillingness to use hearing aids). The final design was an installation for the recreation of the elderly where through sound focus, they can get better sound experience and are not embarrassed of their hearing impairment.

3D Textile: Used the textile design technique of “Rouching” in a new way by giving a third dimension to 2-D textile. Took form inspiration from “smoke” as the textile, after rouching, bore resemblance to “smoke”, and color inspiration from the movie “Dev D” as the psychedelic color scheme of the movie correlated with the settings of the product designed, which was Floor Lighting for an Indian Bar – “Chandni Bar”.

Exterior Luxury: Designed Interactive Furniture and Mural Lighting for the NID open-air cafeteria. This project was a materialization of the need in the campus of interactive and invigorating spaces that serve as areas of relaxation, imagination, sharing thoughts and emotions and experiencing luxury after the rigors of work.

ACADEMIC PROJECT AT B.HU:

Ganga Aarti: Monumental sculptures for *Godawlia Chowk* A place at the heart of the city of Varanasi, near which the famous *Ganga Aarti* takes place. The sculptures were expressions of the rich cultural heritage and identity of the place. This project was hypothetical.

Moksa at Banaras: It is a belief shared by many Indians across India – “If you die in Varanasi, you attain salvation or *moksha*”. This terracotta sculpture expresses my thought and belief on *Moksha* – “If you live your life in Varanasi you attain *Moksha*”

My bucket: This sculpture is a translation of my association with buckets as a child. It is reminiscent of the old, rusty buckets of water in which I used to enjoy seeing my reflection.

Snan: Wall mural (terracotta) depicting the beauty of women during snan or ablutions at the *Ganga ghat*.

School girl: Life size 3-D sculpture inspired by a small, school going girl in my neighborhood whom I would watch going to school early in the mornings. It expresses the overloading that the school did on the little girl.

Chromosome: Sculpture that represents fusion of the identity of men and women, thereby creating a new identity.

Apple as a form: Sculpture that explores the beauty of apple's form & structure and combines it in a composition with other resembling forms to enhance the aesthetic of the form.

Myself: Wooden torso that expresses through exaggeration my slim physical identity.

Mental block: The sculpture depicts the state of my mind when I wanted to do many things but was constrained mentally due to lack of money and resources.

Jostle for life: The fiber-glass sculpture shows the Jostle For life, at its very inception, where a sperm has to struggle with millions of other sperms to bring its life to form. That biological event is as real as and indicative of the outer world that we live in.

WORKSHOPS: Trend Forecasting

Think Tank trend workshop NID, India: Forecasting Urban Trends for Ahmadabad in 2019.

Trend for Samsung Digital, India: Forecasting color, texture and material trends for home appliances, mobile phones and other consumer durables for the year 2010.

Trends in Mobility for the year 2030 for Renault India: Forecasting trends in mobility for Renault, India in the year 2030.

Colour next Trends for the year 2011 for Asian Paints & CKS:

Forecasting color scheme for Asian Paints with CKS for the year 2011.

Design workshop

Workshop on sustainable product design, manufacture, recycle and reuse at IDC IIT Bombay, India

Silver Workshop for exposure to silver jewelry making tools, techniques and processes, at N.I.D, Ahmadabad.

Workshop on Intimacy with MR Jogi Panghaal, at NID where I learnt about the role of intangible emotion in a product and intimate materials and processes.

Art Workshops

Art Camp 9th National Youth Festival
Prakiriti 04 Art Camp
Kala Mela Allahabad, UP, India

EXHIBITION:

2008-Solo F.O.V.A BHU Varanasi
2006- Group Regional Art Exhibition

INSTALLATIONS:

Life an Enigma: This installation was made by transparent fish carry-bags filled with blue water. The color blue, to the human mind, relates to problems and sadness. But there was a bag in the center that had two live fishes that symbolized how life, which in itself is an unsolved sum, is negotiated by living it. Thus this installation was a statement on the enigmatic nature of life.

Achievements of a Drinker: This installation was made by using disposable glasses. It is a satire, where on one side is a pile of thousands of glasses and a trail of glasses lead to a gutter on the other side, with both the pile of glasses and the gutter being the “achievements” of a drinker.

ACHIEVEMENTS:

2005 and 2008: Won Annual Award, Faculty Of Visual Arts, Banaras Hindu University

SOFTWARE SKILLS:

Coral Draw14, Photoshop CS 5,
Alias Sketchbook Pro 2010,
Alias Studio 2010,
Alias Show case 2010,
In design CS3 Illustrator CS3

FREELANCE PROJECTS:

2006 Taj Ganges and hotel India in Varanasi,
2006 Set Design for theatre in *Nagri Natak Mandali*
2007 Experiential Space Design for New Year celebration at hotel
JHV Ramada,
2008 Varanasi Temporary Temple Structure Design in Varanasi,
wall and glass Murals

HOBBY:

Travelling,
Listening to Music, Group Discussions.

REFERENCE:

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