



## Adobe Galgo Design Awards 2005

The Jury meet. 29<sup>th</sup> April 2005. New Delhi, India

On 29th April , the serene lawns of Mayfair, at the foot of the Qutab Minar, saw dialogue and discussions where eminent personalities from the world of design congregated to go through hundreds of entries across 10 categories.

### Members of the Jury:

**Piyush Pandey** - Chairman O&M India & National Creative Director

**Vahid Mehrinfar** - Chief Brand Futurist of Vahid Associates, Bahrain/Dubai / Qatar, and Executive Principal, Idea, of Lowe Contexture, Bahrain associates of Lowe & Partners Worldwide,

**Ashoke Chatterjee** - Former Director for over two decades of India's premier design college, The National Institute of Design , Ahmedabad

**Raghu Rai** - World Renowned Photographer,

**P Narendra Rao** - MD Pragati Offset Pvt. Ltd.

**Mohit Gujral** - Esteemed Architect



## Here are some thoughts on Design and the Awards from the Jury.

According to **Piyush Pandey, Executive Chairman, & National Creative Director, OGILVY, India.**

"Around the world design is integral to communication, and plays a huge part in it's effectiveness. I am glad that this grossly undervalued weapon of communication is now being recognised and celebrated in India."

"Design is an assembly of elements in spontaneity and understanding of the space. Design is something that makes the space come alive with the elements it contains in a refreshing and provocative way. I do not believe in design for design's sake, as I do not believe in art for art's sake." - **Raghu Rai - Eminent Photographer**

**Mr. Vahid Mehrinfar, CEO & MD Lowe Bahrain**, coming all the way from Bahrain for the Jury meet and the Awards said, "I am delighted, and I consider it an honor, to be invited to participate as a judge in the Adobe Galgo Awards in India. Coming from a design background in the States, and having had to fight it out in the tough Middle-Eastern region, a market like India that we have just entered holds a great deal of potential for mature design as it has the clients, the talent, the 'buzz' and the indigenous industry to support it. I am looking forward to see what I usually advise my clients to demonstrate - bravery in design... to drive the fortunes of brands and concepts by looking through the front windscreen rather than the rear-view mirror."

**Mr. Mahesh Bhatt**, the renowned filmmaker, who would be presiding as **the Guest of Honour at the Awards** on the 5th of May said, "The eyes are the windows to the pockets. We film makers have for long known that the choice of font in logos and our poster designs greatly influences public perception of our product. They convey an emotion to the viewer which is crucial for the film."

**Mr Ashok Chatterjee, former Director , NID**, has his unique view point on Design, and the Adobe Galgo Design Awards.

"Design is about service, about solving problems and improving the quality of everyday life through 'designed' solutions. The design process should reflect an optimum combination of creativity, technology and material --- all these responding to a genuine understanding of what needs to change or what needs to be improved. In this, the designer's unique role is as a catalyst for thought, integration and teamwork. An ability to play that role effectively gives the designer a special place, and a special responsibility, in industry, in media and in society. The Adobe Galgo Design Award can be an important benchmark for quality to encourage and recognise this ability. It will I hope inspire India's remarkable design talent in its pursuit of excellence within a most demanding and competitive environment."

"Design is the barometer of society. Design is ever changing and never constant. It is influenced by everything we see and the way we live. Its always good to see opportunities that put design in the forefront." Said **Mohit Gujral, renowned architect**.

"Print media - the oldest in the media is still one of the strongest. Adobe Galgo Design Awards is a way to salute the best in this profession" Said **Narendra Rao, MD Pragati Offset Pvt. Ltd.**

According to **Subodh Jain, MD Santosh Multimex**, "Having close to 200 entries was very heartening."

"The fact that the very first Adobe Galgo Design Awards were honored by such an esteemed Jury, cutting across diverse fields that respect Design, was a unique amalgam, and provided a fresh and multi-hued evaluation of the entries." said **Navroze Dhondy, CEO Creatigies**.

The Award categories aim at facilitating all the designers, marketing companies, advertising agencies, illustrators, photographers, printers and corporate who recognize and work towards higher standards in their fields.

Only work done during the calendar year of **1<sup>st</sup> January 2004 to 31<sup>st</sup> December 2004**, and originating in India, would be eligible.

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