



## Designs on Milan

FOR Garima Aggarwal, Roy, Meera Narula, Kulveer Bhatl, Anish Dasgupta and Uzpal Pando, the Home Review Designquest has been a dream come true! An initiative by Home Review magazine, the Designquest aims at giving young designers and architects a chance to experience world class design firsthand. This year, over 1,300 designers uploaded their ideas and work on the Designquest website. Over 80,000 people from 120+ countries visited their profiles and voted for them. After 40+ days of three grueling rounds, five winners of Designquest emerged. And as the grand prize, they will now travel to every designer's dream destination — Milan — to attend the Salone, a world famous furniture and design expo and visit other design destinations in Europe.

### The mind game

This year's theme of Designquest was to get young designers to 'Open Their Mind'. To help them do so, Designquest created a website presenting a platform for exchange of ideas and conversations around design. While many such sites exist abroad, almost none showcase Indian design. In just a few weeks of opening the website, it was buzzing with activity. The end result being the five winners who will travel to Milan.

But going one step further, Home Review and its title sponsor Hansgrohe

have added another incredible experience to this trip. Hansgrohe, one of the world's leading bath fittings brand with designers Leo Patoia Uboldi and Philipp Starck, will be flying the winners to their head quarters in Germany to get an exclusive tour of the facilities and interact with the team of Hansgrohe.

When asked about their partnering Designquest for the second year in a row, the managing director of Hansgrohe India, Dr Nicholas Matten, said, "Our tie up with Designquest is intended to raise the bar of design in India. And what better way to do it than address the youth, the future of design in the 21<sup>st</sup>."

### The winning stretch

These five winners had to beat some intense competition to get here. In the finals, held at Blue Frog recently, 15 designers presented their ideas to a jury made up of architects and designers. Said Nuru Karim, founder director, LIVE — Laboratory for Interactive Visionary Environments, Mumbai, "It was a learning experience for me as much as it was for the finalists! The future of Indian design is alive and kicking." We congratulate

1. (L to R) Anish Dasgupta, editor of Home Review, and Dr Nicholas Matten (centre) present the winners Garima Roy, Meera Narula, Kulveer Bhatl and Anish Dasgupta with a cheque
2. The Designquest winners