Schedule

08:00 - 10:00 ▸ **Tea & Registration**

10:00 - 10:30 ▸ Inauguration of the Exhibition

10:30 - 1:00 ▸ **Parallel Workshop Session 1:** Workshops 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13,14

1. **Grandmaster Dr. Prof Nassar Mansour**, Institute of Islamic Arts, Amman, Jordan
- **Square Script for Identity Design** (VMCC Seminar Hall 1)

2. **Grandmaster Poosapati Parameshwar Raju**, Artist, Calligrapher, Researcher, Hyderabad, India
- **Exploring Mythical Narratives through Pictorial Calligraphy** (VMCC Seminar Hall 2)

3. **Padma Shri Grandmaster Achyut R. Palav**, Calligrapher/Typographer, Mumbai
- **The Magic of Fusion - A Calligraphy Workshop** (Rahul Bajaj Building 1st Floor B Des Classroom 4)

4. **Prof. G. V. Sreekumar**, Typographer/Calligrapher, IDC School of Design, Mumbai, India
- **Story telling and Narrative through Typography** (Rahul Bajaj Building 1st Floor B Des Classroom 1)

5. **Prof. Kumkum Nadig**, Head of Studies, Srishti Manipal Institute of Art, Design & Technology, Bengaluru, India
- **Typography is Poetry** (VMCC Seminar Hall 3)

6. **Prof. Tarun Deep Girdher**, Principal Faculty, Graphic Design, NID Ahmedabad, India
- **Shifting Narratives with Type Hierarchy** (VMCC Seminar Hall 4)

7. **Prof. Archana Shekara**, Professor of Graphic Design, Illinois State University, USA and
 Prof. Pouya Jahanshahi, Associate Professor of Graphic Design, Oklahoma State University, USA
- **Visualizing Social Impact Through Reflection** (VMCC Seminar Hall 5)

8. **Hiral Bhagat**, Calligrapher, Ahmedabad, India
- **What's your story? - A calligraphic expression** (VMCC Seminar Hall 12)

9. **Kailash Malaviya**, Typograher, EK Type, Mumbai and **Prof. Girish Dalvi**, Professor, IDC, IIT Bombay, India
- **Letters in harmony:** (Rahul Bajaj Building 2nd Floor Seminar Hall 1)

10. **Narayana Bhattathiri**, Calligrapher, Trivandrum, India
- **Dancing Malayalam Letters** (IDC 1st Floor IxD Classroom)

11. **Noopur Datye**, Type Designer and Co-founder, EK Type, Mumbai, India
- **Introduction to Letter Form Design** (VMCC Seminar Hall 13)

12. **Dr. Sherline Pimenta** K. Founder, Master Storyteller & Experience Curator, Pune, India
- **Telling Tales in Type: A workshop in Narrative Typography** (VMCC Seminar Hall 14)

13. **Mayur Vayeda and Thushar Vayeda**,
- **Images as Script** (VMCC Seminar Hall 15 / Rahul Bajaj Building 1st Floor Mini Theatre)

14. **Prof. Santosh Kshirsagar**, Typographer/Calligrapher, HOD, Sir J. J. School of Design and Director, Directorate of Art, Mumbai
- **How to think beyond basic Calligraphy skill** (IDC 1st Floor, M Des CD Classroom)

1:00 - 2:30 ▸ **Lunch & Networking**

2:30 - 4:30 ▸ Parallel Workshop Session 2: Continues Workshops 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 13, 14

4:30 - 5:00 ▸ Exhibition of the Workshop Outcomes at each of the Workshop Studios

5:00 - 5:30 ▸ **Tea and Snacks**
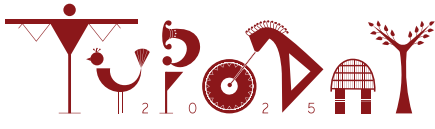
Schedule

08:00 - 09:00 — **Tea & Registration**

09:00 - 09:15 — Welcome Address: Director (IIT Bombay), Prof. Ravi Poovaiah, Prof. G V Sreekumar, Dr. Ajanta Sen, Prof. Anirudha Joshi

09:15 - 10:00 — **Keynote Address 1: Prof. R. K. Joshi Memorial Lecture**
Session Chairman: **Prof. G V Sreekumar**, Faculty, IDC, IIT Bombay, India
Speaker: **Poosapati Parameshwar Raju**, Typographer and Calligrapher, Hyderabad, India
Title: **Sacred Geometry: Traditional Indian Grids, Natural Forms, and Their Role in Visual Design**

10:00 - 10:15 — Discussion & Q A

Session 1 - Typography and Storytelling
Session Chairman: **Prof. D Udayakumar**
Faculty, Department of Design, IIT Guwahati

10:15 - 10:30 — **Expressive Devanagari : The Visual Storytelling of Kamal Shedge**
Apurva Milind Vaidya, Sophia Polytechnic, India

10:30 - 10:45 — **The Impact of Typography Over Storytelling: Revolutionizing Arabic Learning from Script to Screen**
Fahad A. Dhawi, American University of Kuwait, Kuwait

10:45 - 11:00 — **Type-less: The fluid form of typography in zines & 'non-books' serving as an inclusive medium of cultural storytelling**
Sayali Milind Phadke, Dentsu International, Mumbai, India

11:00 - 11:15 — Discussion & Q A

11:15 - 11:45 — **Tea & Networking**

Session 2 - Typography and Local Scripts
Session Chairman: **Prof. Santosh Khirsagar**,
HOD, Sir J. J. School of Design and Director, Directorate of Art, Government of Maharashtra, Mumbai, India

11:45 - 12:00 — **Typographic Devotion: The Role of Script and Style in Ramnami Samaj Tattoos**
Nivedita Laxman Thakur and Dr. Avadhut Atre, Vishwakarma University, Pune, India

12:00 - 12:15 — **Creative Coding in Devanagari Typography: Techniques, Challenges, and Possibilities**
Tejas Nerlekar, Ektype, Pune, India

12:15 - 12:30 — **The making of Nithya Ranjana**
Nupoor Datye, Type Designer and Co-founder, Ek Type, Mumbai

12:30 - 12:45 — Discussion & Q A

12:45 - 02:00 — **Lunch and Networking**

2:00 - 2:45

Keynote Address 2:
Session Chairman: **Prof. Ravi Poovaiah**, IDC, IIT Bombay, India
Speaker: **Padma Shri Achyut Palav**, Calligrapher, Typographer and Visual Communication Designer, India

2:45 - 3:00   Discussion & Q A

Session 3 – Typography and Culture
Session Chairman: **Prof. Tarun Deep Girdher**, Principal Faculty, Graphic Design, NID Ahmedabad, India

3:00 - 3:15

A moribund language – an intangible cultural heritage – understanding how Kodava language can be taught without having a prevalent script, even after several attempts to develop a script were made since the 1800's
Kavana Khanna, Doon University, India

3:15 - 3:30

Excerpts to Edifice: Phenomenological Writings as an instrument to Spatial Design for well-being
Mohesh Babu Radhakrishnan, CARE School of Architecture, Trichy, India

3:30 - 3:45

Scripted in Style: The Aesthetic Reclamation of Malayalam Typography in Contemporary Design
Ashish Mathai, Unitedworld Institute of Design and **Jesna Jose**, St. Stephen's College, Uzhavoor, India

3:45 - 4:00   Discussion & Q A

4:00 - 4:30   **Tea and Networking**

Session 4 – Typographic Explorations – Student Presentations
Session Chairman: **Dr. Ajanta Sen**, Director, Solar Project and Jellow Labs, Mumbai

4:30 - 4:45

Visual Storytelling Through Typography: A Study of Marathi Book Covers and Genre-Specific Design
Monali Balwant Chopkar and **Vaishnavi Vijay Patil**, MIT Institute of Design, Pune, India

4:45 - 5:00

Beyond Aesthetics: Typography's Role in Shaping Stories
Saqib Kaleem, IIT Roorkee, India

5:00 - 5:15

Typography as Cultural Storytelling: A Typeface Inspired by Assam's Indigenous Food Heritage
Aitijya Bharadwaz and Dr. Abhijit Padun, Central Institute of Technology, CIT, Kokrajhar, India

5:15 - 5:30   Discussion & Q A

5:30 - 6:00

Keynote Discussion 3:
Session Chairman: **Dr. Ajanta Sen**, Director, Solar Project and Jellow Labs, Mumbai
Speaker: **Gita Wolf**, Tara Books with **Mayur Vayeda** and **Thushar Vayeda**

6:00 - 6:15   Discussion & Q A

6:15 - 6:30   **Typo Quiz Group Formation**

6:30 - 7:30

Typo Quiz
Conducted by **Prof. Udaya Kumar**, Faculty, Department of Design, IIT Guwahati

Schedule

08:30 - 09:15 ▶ **Tea & Networking**

09:15 - 10:00 ▶ **Keynote Address 4:**
Session Chairman: **Dr. Ajanta Sen**, Director, Jellow Labs, India
Speaker **Dr. Prof. Nassar Mansour**, Professor of Islamic Art/Arabic calligraphy, Institute of Islamic Arts, Amman, Jordan.
Title: **Square Kufic Script: Between Sacredness and Everyday Use**

10:00 - 10:15 ▶ Discussion & Q A

Session 5 - Typography and Experimentation
Session Chairman: **Prof. Kumkum Nadig**
Faculty Member, Head, Visual Communication Design, Srishti Manipal Institute of Art, Design, and Technology, Bengaluru

10:15 - 10:30 ▶ **Speaking Volumes: Celebrating typographic diversity and storytelling in old regional periodicals in Gujarati and Tamil**
Jayasri Sridhar, National Institute of Design, Ahmedabad, India

10:30 -10:45 ▶ **Eternal Letters and their Immortal Stories**
Ashok Gopal Parab, Advertising Professional and Visual Communication Designer, India

10:45 - 11:00 ▶ **Enhanced Reading: Exploring the Principles of Typographic Storytelling from Message to Narration**
Alexander Tibus, Berlin International University of Applied Sciences, Germany

11:00 - 11:15 ▶ Discussion & Q A

11:15 - 11:45 ▶ **Tea & Networking**

Session 6 - Typography Explorations – Student Presentations
Session Chairman: **Prof. Santosh Khirsagar**,
HOD, Sir J. J. School of Design and Director, Directorate of Art, Government of Maharashtra, Mumbai, India

11:45 - 12:00 ▶ **Exploring Child Psychology through Writing Patterns: Emotional Expression, Storytelling, and Experimental Typeface Design**
Ahchana Fariha and Dr. Abhijit Padun, Central Institute of Technology, CIT, Kokrajhar, India

12:00 - 12:15 ▶ **Visual Voices of Kerala's Politics: A Study of Hand-Painted Political Graffiti**
Neetha Joseph Kalappurakkal and Prof. Ankita Roy, Indian Institute of Technology, IIT Hyderabad, India

12:15 - 12:30 ▶ **Anthropomorphism of the Phone Directory, Storytelling: one Character at a time**
Tejaswini Anil Rajput, Rachana Sansad College of Applied Art and Craft, India

12:30 - 12:45 ▶ Discussion & Q A

12:45 - 02:00 ▶ **Lunch and Networking**

2:00 - 2:45	Keynote Address 5:
	Session Chairman: Prof. Ravi Poovaiah, IDC, IIT Bombay, India
	Speaker: Prof. Ramesh C, Gaur, Dean (Admin) / Director & Head Kalanidhi Division, IGNCA, India

2:45 - 3:00 Discussion & Q A

Session 7 - Typography Explorations – Student Presentations
Session Chairman: Dr. Ajanta Sen, Director, Solar Project and Jellow Labs, Mumbai

3:00 - 3:15 Bridging Heritage and Design: A Typeface Inspired by the Cultural Identity of Majuli
Udit Dutta and Dr. Abhijit Padun, Central Institute of Technology, CIT, Kokrajhar, India

3:15 - 3:30 Ornamental Heritage in the Digital Age: Reimagining the Kaithali Script for Contemporary Use
Pramiti Borah and Dr. Abhijit Padun, Central Institute of Technology, CIT, Kokrajhar, India

3:30 - 3:45 A homage to Sukumar Roy through type design with the Bangla script: Introducing Hiji-bij-bij
Adrija Mukherjee , University of Petroleum and Energy, India

3:45 - 4:00 Discussion & Q A

4:00 - 4:30 Tea & Networking

Keynote Address 6:
Session Chairman: Prof. G. V. Sreekumar, IDC, IIT Bombay, India
Speakers: Archana Shekara, Professor of Graphic Design, Illinois State University, USA and Pouya
Jahanshahi, Associate Professor of Graphic Design, Oklahoma State University
Title: Designing Peace in the Indian Socio-Cultural Context

4:30 - 5:00 Discussion & Q A

5:00 - 5:15 Closing session + Awards

5:15 - 5:30 Prof. Ravi Poovaiah and Prof. G V Sreekumar
Lifetime Achievement Awards

5:30 - 6:20 Concluding Remarks

6:20 - 6:30 Tea & Networking