

# FOR WARD TOGETHER THINKER

15, 16, 17 Dec. 2017  
Ekta Ground, Borivali (W),  
Mumbai-92.



# CREATING COMMUNITIES

The Aditya Group of Institutions has a vision of creating a dynamic, young India through training the youth of this country in systems of management, architecture and design with which they can actually benefit the community at large. We expect that our students will engage the populace in discussion and provide the public with an understanding of how good education can help an entire nation move ahead.

The Aditya Institute of Management Studies and Research (AIMSR) inculcates ethical management practices in its students through a variety of courses. The effort is to create a set of leaders with values.

The Aditya Institute of Architecture trains students in creating designs that are young, vibrant and modern. This is a quest to get India, and Indians, right to the top in lifestyle and space design.

The Aditya Institute of Design Studies comes with a vision to teach every student the importance of design and aesthetics in life. It hopes to impart new age skills to people who are looking at new age careers in design and artistic fields.

Together, these institutions intend to not just impart education to professionals, but also to encourage the spread of this knowledge to the population engaging them to come together and create entire communities that work as one towards a better and a more beautiful world.

# OUR VISION

A community of

Architects

Designers & Developers

Academics

Artists

Management Experts

Entrepreneurs

A platform for Architects, Designers & Developers, Academicians and Artists to exhibit their talents, designs and products. To reach out to the community in association with the local Municipal and other Government departments. To create a larger understanding about the role of artists, designers, Architects, Academician, Management experts, entrepreneurs in bringing Quality in today's life.



# MANY DREAMS, ONE DESTINATION.



India is on the cusp of global leadership. **MAKE IN INDIA** is a slogan that the world is looking up to. The Indian youth is dreaming big in every field; be it as a corporate leader revolutionising the corporate world, or as an architect who changes the skylines of various cities or even as a designer who creates fabulous pieces of art in the world of Fashion, Photography and Interior Decor. The Aditya Group of Institutions has always had the vision of encouraging the youth to dream. And we have made it our mission to help fulfill these dreams. No matter how big or how radical the dream, we shall stand by our students and make sure that their ambitions are realised. Come on India - dream big!

This quest for Indian greatness cannot be accomplished by mere academia. It takes communities to create change. To lead this process, AGI has started the BDF, a platform for various professionals to get together while affording the public at large a chance to interact with them. This event is slated to take place in Borivali, a suburb of Mumbai, in December 2017.



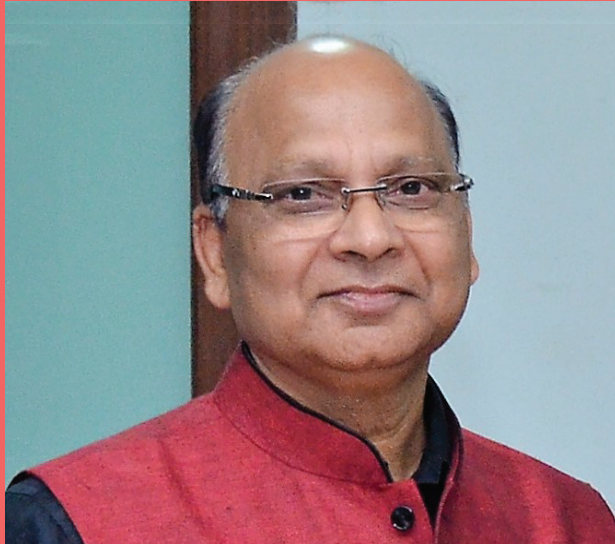


# THE RIGHT PLACE BORIVALI

Borivali, located in the suburbs (North-West section of Mumbai) is a prime location in Mumbai. Situated between 2 rivers, namely Tulsi and Poinzur, it has a rich history evidenced by Portuguese Churches, Mandapeshwar and Kanheri Caves which trace their history back to the 4th Century.

It contains Mumbai's only National Park and Asia's largest water theme park (Water Kingdom). Moreover, Borivali is the connection point of two major cities of Maharashtra (Mumbai and Thane). It host's Mumbai's biggest Navratri festival attraction with lakhs of people attending for 9 nights of music and dance. Already connected with major regions in Maharashtra and in the country through the NH8, soon the connectivity will become even better with the two metro lines set to pass through Borivali viz. Mumbai Metro Line 2 and Mumbai Metro Line 7. This has led to a growing demand for Real Estate and is a huge market for buyers.

All these factors combined make Borivali a great platform for Developers, Architects, Artists, Designers, Real Estate Buyers and Investors.



**Shri Harishchandra Mishra**  
FOUNDER TRUSTEE



**Shri Aditya Mishra**  
TRUSTEE



**Shri Ashish Mishra**  
TRUSTEE

# TRUSTEE'S MESSAGE

**“Hope is the pillar that holds the world”**

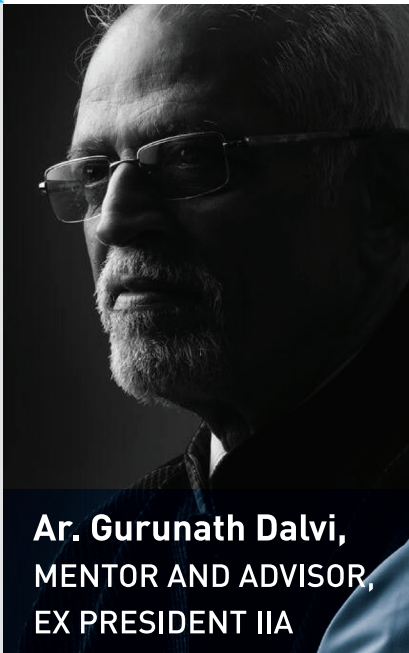
Shree Ameya Public Charitable Trust is the Parent Trust of the Aditya Group of Institutions (AGI) and has been formed with the mission of providing services towards nation building. What better source could there be for achieving this vision than thinking about and investing in education. Archimedes said, “Give me a place to stand and I will move the earth.” Ameya believes that this works for education as well-**“Give me an education and I will move the earth forward.”**

Aditya Group of Institutions (AGI) is passionate about helping the growth of individuals and the community. We believe in imparting education not for the short term, but for life. We believe in what Einstein said, “There are only two ways to live. One is as though nothing is a miracle, the other is as if everything is.” For us design is a miracle of daily life and this is why our mission is to use design to improve the quality of life. That is the reason AGI is a destination for quality education and research for Mumbai Suburbia.





# OUR INSPIRATION



**Ar. Gurunath Dalvi,**  
MENTOR AND ADVISOR,  
EX PRESIDENT IIA



**Ar. Aparna Surve**  
I/C PRINCIPAL OF ADITYA COLLEGE  
OF ARCHITECTURE



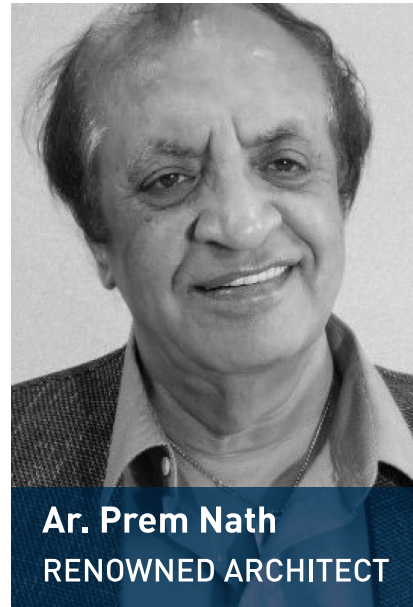
**Ar. Nitin Killawala**  
PROF. DESIGN CHAIR  
EX PRESIDENT IIID



**Dr. Nilay Yajnik**  
DIRECTOR OF  
ADITYA INSTITUTE OF  
MANAGEMENT STUDIES  
AND RESEARCH



**Ar. Hafeez Contractor**  
PADMA BHUSHAN



**Ar. Prem Nath**  
RENOWNED ARCHITECT



**Ar. Sukumar Dharmadhikari**  
PROF. DESIGN CHAIR



**Ar. Rasika Chodankar**  
PRINCIPAL I/C OF  
ADITYA COLLEGE OF  
DESIGN STUDIES



# A GLIMPSE

# OF THE

# PAST

## Borivali Design Fair 2016 Highlights

Last year, during the 3 days of 'The Borivali Design Fair' we invited eminent Architects, Interior Designers, Classical Singers, Dancers along with various other artists and provided them a platform to showcase their talents. This made the event an event of joy, fun and frolic with stalls showcasing various building materials and live workshops and demonstrations of various arts and crafts. Not only was it instrumental in giving our students exposure to the real world of design, it also provided the community a place to interact with various facets of the creative world.



Padmabhushan Ar. Hafeez Contractor, Shri H. S. Mishra a





and Hon'ble Ram Naik lighting up the lamp.



L-R Principal Ar. Aparna Surve, Shri H. S. Mishra Founder Trustee, Hon'ble Shri Ram and Mentor Ar. Gurunath Dalvi



Ar. Gurunath Dalvi, Padma Bhushan Ar. Hafeez Contractor, Shri Ram Naik Hon'ble Governor-Uttar Pradesh and Shri Harishchandra Mishra singing the National Anthem.



# OUR PARTNERS 2016

Partner



Press media partner



Partner



Partner



Partner



कामये दुःखतमानाम्।  
प्राणिनाम् अतिनाशनम्॥

Radio media partner



Press media partner

**CADD**<sup>®</sup>  
**CENTRE**

Outdoor media partner





# EVENT ITINERARY 2016

TIMINGS	15 DEC	16 DEC	17 DEC
10 AM - 12 PM	<p>Inaugural function of BDF IDC Award Ceremony</p>	<p>Talent competition for Sr. Citizen above 60 yrs.</p>	<p>Drawing competition for Children below 12 yrs.</p>
2 - 4 PM	<p><b>Workshops</b> Tribal Warli Art, Calligraphy, Tie &amp; Dye, Rangoli</p> <p><b>Seminar</b> 10/15 min presentation for stall owners</p>	<p><b>Workshops</b> Clay Art, Abstract Paintings, Geometric Pattern 2D to 3D, Cartooning</p> <p><b>Seminar</b> TedTalks</p>	<p><b>Workshops</b> Gond &amp; Madhubani, Terracotta, Metal Wire, Magic of music &amp; patterns, Cooking Competition</p> <p><b>Seminar</b> Borivali Speaks</p>
4.30 - 6.30 PM	<p>Entertainment program by students of Aditya Group of Institutions</p>	<p>Intercollegiate Dance Competition</p>	<p>Dance Competition open to all</p>
7 - 10 PM	<p>Cultural Night</p>	<p>Youth Fest</p>	<p>Valedictory function, award ceremony function, closing ceremony</p>

# LIFE IS ART AND ART IS LIFE.

As a part of Aditya Group of Institutions's program to bring design into everyday life, the cultural event was conducted showcasing talents of various groups in the Borivali region through the medium of dance, theatre and other traditional performance arts.



Traditional dance being performed



Children participating in Drawing Competition



Student showcasing their talent



Classical dance performance



Students performing in competition



Hon'ble Gopal Shetty paying visit to BDF



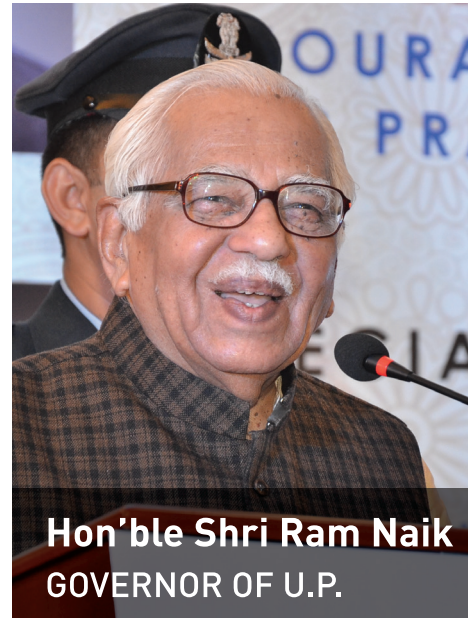
Participant showing enthusiasm



# OUR HONOURED GUESTS: **ADDING STATURE TO BDF**

In the first year of the BDF (2016) we have had the pleasure to have the presence of the Hon'ble Governor of Uttar Pradesh Shri Ram Naik for the inauguration of the BDF. We also had the honour of hosting 'Shri Gopal Shetty' Hon'ble Member of Parliament. The attendance of Padmabhushan Ar. Hafeez Contractor at the event to see our students work and provide them appropriate guidance simply added glitter to the BDF.

With this success we are inspired to grow bigger and better this year and aim for more success and support.



# Celebrating Design in BDF INTERNATIONAL DESIGN COMPETITION

International Design Competition is an ACA-initiative, ever since its inception to reach out to the wider context of student communities across the world and share our common concerns and cultural understandings. The objective of the competition is to facilitate ideation, innovation, creativity, dialogue and sharing among student communities belonging to varied nations of IUA (International Union of Architects).

Last year we received around 100 design entries from 20 countries other than India, expressing their ideas about "The Architecture of Boundaries", a brief that aimed at provoking students all over the world to answer the question of how architecture can bridge, negotiate or mediate boundaries and edge conditions. Eminent Jury Panel comprising of Ar. Prem Chandavarkar, Ar. Ratan Batliboi, Ar. Jayantha Perera, Prof. Jayshree Deshpande, Ar. Vijay Garg, Ar. Rajesh Patel, Ar. Arjun Malik and Mr. Pratap Jadhav were the eminent Members of the Jury on 11<sup>th</sup> and 12<sup>th</sup> of November, 2016.

The winning student teams from **Bangladesh, Spain, China, Sri Lanka and India** were presented with awards in the BDF & UDAAN inaugural and IDC Awards Ceremony on the 16<sup>th</sup> December, 2016 at the hands of Ar. Hafeez Contractor who is the recipient of the Padmabhushan Award.

**ACA'S 4<sup>th</sup> INTERNATIONAL DESIGN COMPETITION**

**IDC 2016**

**"T**  
he boundaries of buildings and connecting at the same time. They mark the transition between different modes of existence, they transmit and control exchange between territories. They are the playground for discovery and conquest."  
— Richard Rogers, 1958

**113 COUNTRIES**  
**MULTIPLE AWARDS**  
**JURY OF EMINENT ARCHITECTS**  
**GLOBAL EXCHANGE OF IDEAS**

**STAGES**

**STAGE 1 - WORLDWIDE LAUNCH** Online Registration of entries starts on the 18<sup>th</sup> of August, 2016. For more details visit us at [www.idcawards.com/2016](http://www.idcawards.com/2016).

**STAGE 2 - SUBMISSION WINDOW** Entries to be received by the International Academic Schedule globally at the stage of the Competition's Submission Window shall open on the 15<sup>th</sup> of September, 2016 and close on the 30<sup>th</sup> of November, 2016. Online Submission of entries shall be accepted during this window only. Selected teams shall be allowed to update their submissions till the 15<sup>th</sup> of November, 2016.

**STAGE 3 - RESULTS ANNOUNCEMENT** Results shall be declared on the 15<sup>th</sup> of November, 2016.

**STAGE 4 - AWARDS CEREMONY** Final Declaration of results, the winning participants would be invited to attend our Annual Festival 'UDAAN' on the 16<sup>th</sup> of December, 2016. They will be invited to present their work during the festival and shall thereafter be affiliated with the prize amount.

**AWARDS**

Winning entries of the IDC 2016-17 shall receive Certificates and a Prize amount as follows:

Global Category	1 <sup>st</sup> Place - IN: 1,00,000/-   US \$1500
	2 <sup>nd</sup> Place - IN: 75,000/-   US \$1125
	3 <sup>rd</sup> Place - IN: 50,000/-   US \$750

**CITATIONS** - Certificates shall be awarded to 8 Exemplary Entries. National Category (Student Teams from India)

1 <sup>st</sup> Place - IN: 50,000/-
2 <sup>nd</sup> Place - IN: 30,000/-

**CITATIONS** - Certificates shall be awarded to 3 Exemplary Entries. International Category (Student Teams from India)

**ELIGIBILITY AND TEAMS**

The competition is open to all International Students from All Years of their Undergraduate Program at all member institutions of the International School/Collaborative in their University/Institutionally recognized/affiliated by their respective Education Board or Education or Technical/Professional Associations. No inter-Collegiate/Participation shall be allowed. Participants from their respective countries and 3 members and a maximum of 3 students.

**NOTE** - For REGISTRATION, SITE & DESIGN PARAMETERS and SUBMISSION DETAILS visit us at [www.idcawards.com/2016](http://www.idcawards.com/2016)

**JUDGING CRITERIA**

The jury will evaluate entries on a number of factors including originality, innovation, form, sustainability and also on how your design has:

- Addressed the requirements of the brief
- Engaged in your take of the brief's challenge
- Employed your method to connect

**JURY**

Ar. Prem Chandavarkar, Ar. Ratan Batliboi, Ar. Jayantha Perera, Prof. Jayshree Deshpande, Ar. Vijay Garg, Ar. Rajesh Patel, Ar. Arjun Malik, Mr. Pratap Jadhav

**CONTACT US**

In case of any queries feel free to write to us at [idc@adityacollege.com](mailto:idc@adityacollege.com) or visit us at [www.adityacollege.com/idc/register](http://www.adityacollege.com/idc/register)

**REGISTER NOW** [www.adityacollege.com/idc/register](http://www.adityacollege.com/idc/register)

**Christopher Alexander** In his book *Pattern Language* emphasizes the importance of having boundaries in order to create a healthy "mosaic" of neighborhoods. He further suggests "Let this boundary be natural - wilderness, boundary, boundary, boundary, boundary, minor roads, parks, schools, some housing. Along the seam between two suburbs, and the prevailing practice, shared features, territory each other."

**The Architecture of Boundaries...**

**The architecture of boundaries. The Competition paper asks your answer consists of three "spaces" or "places" that represent a core transformational condition, theme or an event within your part of the world. For this you may need take a deep dive into the substance of the sites you belong to and immediately take a leap out of it to embrace the world beyond it.**

**The English inventor John Lennon immortalized an important aspect of a world free of boundaries, barriers and borders at a time when it seemed like control over them were the only thing that could give representation.**

**"Imagine there's no countries  
It isn't hard to do  
Nothing to kill or die for  
And no religion too  
Imagine all the people  
Living life in peace... You—  
You may say I'm a dreamer  
But I'm not the only one  
I hope someday you  
would join us  
And the world will live as one."**

— Excerpt from "Imagine" by John Lennon (1971)

**ADITYA COLLEGE OF ARCHITECTURE**  
WORLDWIDE STUDENTS



# BDF 2016 IDC AWARDS

Hafeez Contractor an eminent Architect and Padmabhushan awardee, was the Chief Guest for the Annual IDC awards function to felicitate and encourage winners of the ACA's 4<sup>th</sup> IDC.



IDC 2014 - Awards Ceremony Chief Guest Ar. Mubassar Hussain former President of ARCASIA being felicitated by Founder Trustee Shri H.S. Mishra



Ar. Shires Ber presenting the award to the First Prize winner of International Design Competition 2015 from China



IDC 2016 - Padma Bhushan Ar. Hafeez Contractor felicitating 2016 winning student from China



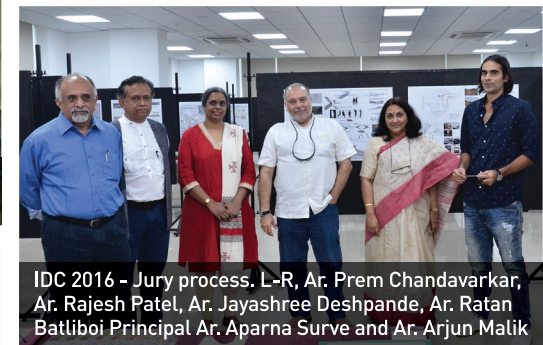
Prof. Mads Gaardboe (AUSTRALIA) addressing the students of Aditya College of Design Studies



IDC 2015 - Jury process, Ar. Neelkanth Chhaya reviewing the entries



IDC 2015 - Jury members assessing entries L-R, Ar. manoj Parmar, Ar. Sameep Padora, Ar. Pinkish Shah, Ar. Neelkanth Chhaya



IDC 2016 - Jury process. L-R, Ar. Prem Chandavarkar, Ar. Rajesh Patel, Ar. Jayashree Deshpande, Ar. Ratan Batliboi Principal Ar. Aparna Surve and Ar. Arjun Malik



Ar. Uday Gadkari, Hon'ble President Council of Architecture receiving Honour.



Former President, Peeta, Ar. Shirish Sukhatme sharing valuable knowledge on Architectural Education.



Former President, Indian Institute of Architects. Ar. Prakash Deshmukh addressing ACA students



IDC 2016 - Jury Members in Seminar L-R, Ar. Jayantha Perera, Srilanka, Ar. Vijay Garg -Vice President COA, Ar. Prem Chandavarkar

# BDF 2017

## STALL INFORMATION AND LAYOUT

### Stalls

- 3m X 3m stall
- 3m X 2m Stall
- 3m X 6m Stall

- Entry gate: 5m wide
- Exit gate: 5m wide
- Food court stall

- Food Cart
- Promotional stall  
(Bank Kiosk)
- Flag poles / Dangels



99.5 [296'-11"]

GROUND AREA  
7749.28 SQ.MT  
(83412.55 SQ.FT)

GENSET

Gents  
TOILETS

Ladies  
TOILETS



GROUND AREA  
7749.28 SQ.MT  
(83412.55 SQ.FT)

REGISTRATION  
COUNTER, STAGE  
& ACTIVITY  
AREA  
675.44  
SQ.MT

STALL AREA  
3599.75 SQ.MT  
(38747.40 SQ.FT)

FOOD AREA  
742.42 SQ.MT  
(7991.34  
SQ.FT)

LEGEND

	Ground leveling + blue carpet
	Ground leveling + garden green carpet
	4in platform synthetic carpet
	4in platform + garden green carpet
	SKILL/DESIGNERS (3m X 2m)
	INSTALLATION

LEGEND

	CAETERIA SHADE CANOPY WITH TABLE	5
	AIR CURTAIN	
	Tower Fan	
	Planters	

LEGEND

	3m X 3m COMPLIMENTARY STALL	12
	3m X 3m PREMIUM STALL	8
	3m X 3m STANDARD STALL	47
	Table PROMOTIONAL SPACE	15
	3m X 2m OOD STALL	10
	2m X 2m OOD CART	10



7749.28  
SQ.MT

99.5 [296'-11"]

92.5 [303'-6"]

94.02 [298'-8"]

64.29 [168'-3"]

64.01 [210'-1"]

74.87 [232'-8"]

10 [32'-10"]

10 [32'-10"]

6 [19'-8"]

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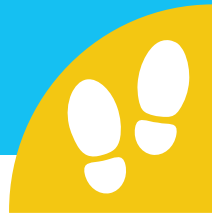
6 [19'-8"]

# BE A PART OF BDF



## Value

- Value gained for being a part of the Borival Design Fair
- Showcasing of student work
- Showcasing of IDC participants work
- Activities for Visitors e.g. Origami, Pottery
- Construction and building Industry exhibiting their work
- Upcoming / Ongoing projects by Builders on display



## Footfall

- Exposure to Aditya Group of Institutions 2000 Students + Parents
- 500+ Professionals: Eminent Architect, Builder and Others (PETA, IIA, COA and Visitors)
- 100+ Builders and Contractors
- 2000+ Local Residents
- Student from other colleges and international students.
- Consulate Members from other countries.

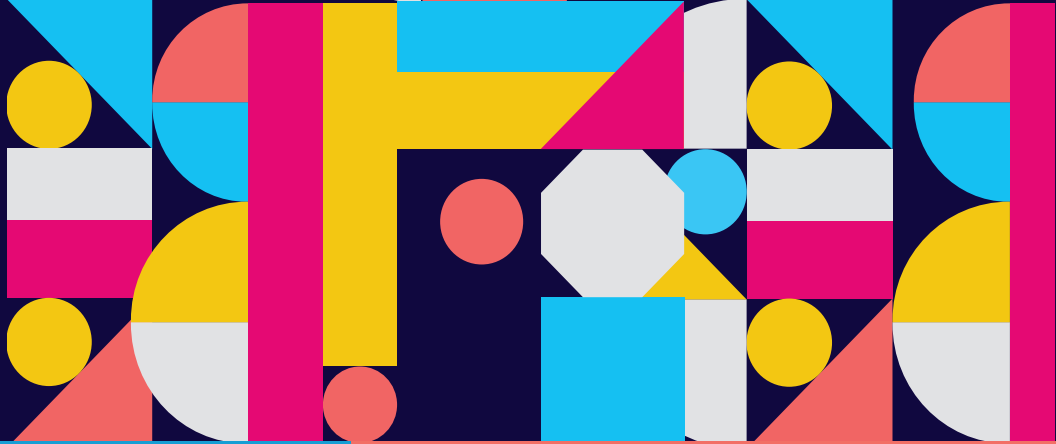


## Outreach

### Advertisement in

- Various Newspapers
- Various design magazines
- Various social network promotions by students / faculty / parents
- IDC design portal and event website
- Various websites
- Radio FM / TV Media

# PARTNER BDF, PARTNER CHANGE.



## Title sponsorship

**25 LAKH**

- Logo on the title
- Logo on Press Heads
- Logo on Hoardings
- Logo on bus panels
- Logo on all printing material
- Logo on venue Board
- Logo on LED screens

2 stalls for the company

## Associate sponsor

**10 LAKH**

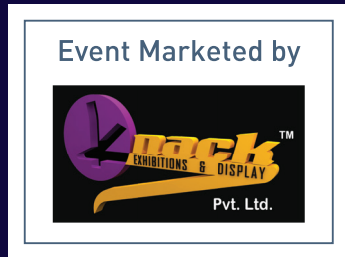
- Logo on Press heads
- Logo on Hoardings
- Logo on Venue Board
- Logo on LED screens
- Logo on all printing material

## Stall price

**70 THOUSAND**

- Stall Size - 3m x 3m

# CONTACT DETAILS



**Milli Oza** | M: 99206 44875

**Ketki Oza** | M: 99878 78540

## CAMPUS:

### ADITYA EDUCATIONAL CAMPUS

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@ [www.adityacampus.org/arghya](http://www.adityacampus.org/arghya)

