

Curriculum vitae

Permanent address

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Date of Birth 22|10|1981

Mayank Loonker

Education

2001-2006: Graduate Diploma in Exhibition Design, National Institute of Design (NID),
Ahmedabad

2000-2001: 1 year B.F.A at Faculty of fine arts, M.S.U, Vadodra

1999-2000: 1 year B.Sc. at Gujarat College, Ahmedabad

Professional experience

Since 2010: Working with National Institute of Design (NID) as a Teaching associate.

2008-2010: Co-founded Real Monkey Design Studio and worked in the areas of Communication design, Branding, Website Design & Environmental Graphics.

2008-2010: Associated with NID as a Design consultant for design development of IIJS Signature, Goa - an event organized by Gems and Jewelry Export Promotion Council, Government of India, annually since 2008 till date. My role has been:

- Site planning
- Signage design and planning
- Developing booth design and display systems
- Planning and coordinating Environmental graphics and branding, detailing and developing specification for the same.
- Specifically for year 2010 we decided to develop interactive experiences. To achieve the same we involved department of New Media at NID to develop digital art installations. My role was to orient the 15 students to event, vision and theme, to work closely with them to develop their concepts, help them build and fine-tune their prototypes, and final production of installations. This opportunity has exposed me to various digital tools, techniques and processes that are characteristic of such projects.

2007-2009: Associated with National Institute of Fashion Technology, Gandhinagar and National Institute of Design as a visiting faculty.

2008: Commissioned to design the Traditional Jewelry Pavilion by NID for Gems and Jewelry Export Promotion Council, Government of India. For the year 2008 we received sponsorship from DuPont. My task was to explore new possibilities of designing displays and furniture from Corian, an acrylic material from DuPont.

2007: Commissioned by NID to design and supervise on site fabrication of Traditional Jewelry Pavilion sponsored by Gems and Jewelry Export Promotion Council at India International Jewelry Show, Mumbai, 2007. The pavilion received 2nd prize for its design at the event.

2006-2007: Worked with Glue Design Pvt. Ltd. as a space designer, handling retail and exhibition design projects from 15th February 2006 to 31st June 2007. I was involved in conceptualization, visualization, design, detailing, production co-ordination and on-site supervision.

2005: Developed design proposal for Indian National Trust for Art and Cultural Heritage (INTACH) for a museum on 'Important Women of Delhi' at Qudsia Bagh, Delhi.

Research

2007-2008: Worked with NID as a Research Associate for 3 months, Conducted research on interactive technologies and influence of New Media on story-telling through spaces. It culminated in a paper and presentation 'Digital media in exhibition Design'. Published in Trellis December, 2010 issue.

Other training programs

2009: Attended a 3 day seminar and workshop, EXPO CD, held at Industrial Design Center, IIT Mumbai.

2007: Participated in a three day workshop on 'Emerging Trends in Interactive Retail Experience', conducted by Experiential Design Lab at NIFT, Delhi.

2001: Attended a 3 months program on Digital Video Production at Theater and Media Center, Ahmedabad.

Achievements

2008: While working at Glue Design I played a key role in developing Retail design solution for Apollo Tyres Ltd. Glue design was honored with the VM&RD Retail Design Award in the transportation category_for the same.

2007-2008: My design proposal for the Competition "Notions of Nation" (to design an architectural and engineering symbol that acknowledges, recognises and celebrates the spirit of contemporary India) conducted by 'Indian Architecture & Builder' and 'Tata Structura' was shortlisted among the 12 finalist from across the country and it was showcased in four major cities of India as a part of a travelling exhibition of shortlisted entries.

2011: Received Critics award for Pavilion Design among 1600+ stalls at IIJS, Mumbai.

Interests

- I am interested in furniture design and engage in making furniture prototypes from time to time due to my love for materials and processes.
- I love cinema, as it is a great medium to understand and study different cultures, times, people

& their stories.

Software skills

- Photoshop / Illustrator / CorelDraw
- AutoCAD / 3D Max