

**Kalakshar 2019**  
**International Seminar cum Workshop**  
**“Design Innovation through Socio cultural diversity from art and technology”**  
**from Thursday, 14<sup>th</sup> to Saturday, 16<sup>th</sup> February, 2019**

**Concept Note:**

**Dr. Manish Arora- Organising Secretary**

Kalakshar 2019 is an effort to invite the experts from typography, calligraphy, graphic design, academician, researchers and student at a platform to explore more about the current possibilities of Design Innovation in the field of calligraphy, typography through social, cultural diversity as well as available advancements in art and technology so far.

The modern designing era has presented so many options in form of different mobile and web software/ apps to create customized letter/ typography/ calligraphy design, which challenges the modern calligraphers/ typographers to create something unique and innovative. The modern easy going online designing solutions also decrease the real creativity and to some extent helps even a common man to become designer, which is good as well as bad. Good in the sense is that anyone can design and create his favorite design according to his liking and bad in the sense is that even designers take easy reference and might mix some of the previous typography/ calligraphy and create comparatively new/ unique calligraphy/ typography but not originally new/ unique.

This seminar cum workshop is being organized to discuss all the present possibilities of calligraphy, typography with the help of multicultural, social multilingual, and multiversity of all other indigenous design aspects of Indian subcontinent. The Indian subcontinent has so many sources to be inspired from to keep designing something new in calligraphy/ typography.

The conference has 1 day lecture and 2 days workshop where the participants will learn from the calligraphy expert's real experiences in industry, academy and design field. The participants might be able to find something new regarding calligraphy and during 2 days workshop they will be able to do the practice with calligraphy/ typography.

We have four mentors coming from different parts of India & this conference also focuses as on exploring some new insights/ ideas/ experiments of calligraphy with language, art, and technology to create something new which can be a source for new area study in visual communication source/ inspiration to researchers on a good learning experience that participants can take away with them after completing the conference.

We are very hopeful to add some new teaching-learning areas, experiences to keep motivating the calligraphers, typographers or anyone who loves the letter form and to write beautifully.

**Theme of the conference:**

- Calligraphy and Typography in the context of culture
- Calligraphy in the process of learning
- Indigenous Calligraphy
- Local Calligraphy
- Research Activity in Calligraphy and Typography
- Calligraphy in display and information graphic
- Use of calligraphy in graphic of street art, signage, fashion, advertising design and installation
- Calligraphy and meditation
- Calligraphy for Media, Movie, Titling movie, poster, subtitling
- Use of Calligraphy in visual identity programme- logos, sign, branding and transit signs