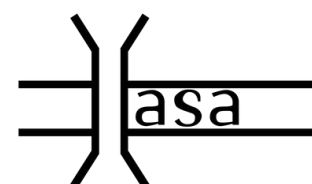


# Architalk

a lecture and workshop series

## LECTURE-2 EVENT REPORT



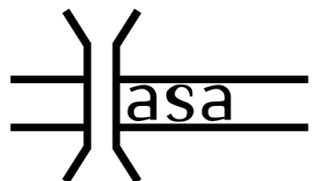


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As part of the **Diamond Jubilee** celebrations of the institute, the Department of Architecture organized the second event in the **ARCHITALK** series titled:

**“VISUAL ART, COMMUNICATION, AND DESIGN - A DESIGNER'S PERSPECTIVE”**

27.03.2024

VENUE

Department of Architecture, NIT Trichy

RESOURCE PERSON

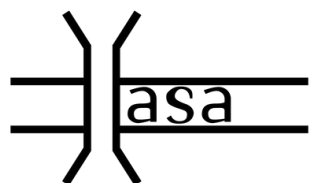
**AR. SARAVANA RAJA**

EXPERTISE

Advertising, Business Tactics, Exclusive Photography

NOTABLE WORKS

His works have been featured in movies like Kolamaavu Kokila, Thadam, etc.





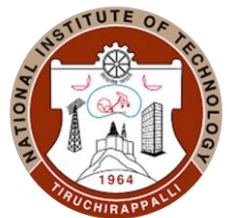
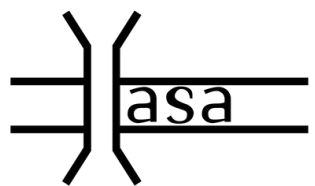


# INTRODUCTION:

The Department of Architecture was pleased to have its proud alumnus, **Ar. Saravana Raja**, an eminent personality renowned for his creative thinking and innovativeness for the second session of the **ArchiTalk series**.

Titled the **Digital Brahma** by the Dinathanthi, Ar. Saravana Raja has mastered the art of extracting the essence of things and representing them pictorially.

An expert in conveying serious messages to society in a simple language, he is a strong believer of the notion that opposite words weaved together can create a greater impact.



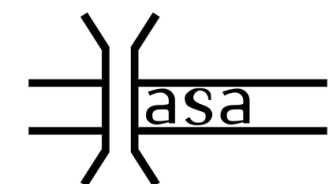


It wouldn't be wrong to say that there is no field that he hasn't explored. **From Art to Advertising to Photography**, he has experienced all possible fields with immense zeal and passion. This has equipped him with collective knowledge, which is crucial for problem solving.

He recollected his long-term goal, which was to see his name on cinema wall posters and it took him around 30 years to achieve it.

Ar. Saravana Raja expressed his sincere gratitude to his alma mater, for giving him the freedom to explore things, which has enabled him to develop his protean quality.

His ardour and devotion has won him many accolades. His creative works have been selected & published in **IDEA, Vogue**, etc.

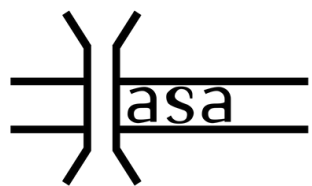






# KEY TAKE AWAYS:

- Insight into the number of varied skills that Architecture teaches us
- Importance of practical way of working and the need for systematic planning
- Discovering all possible fields to attain collective knowledge and problem solving skills







- His lecture has kindled an interest among the young minds to explore various fields and to appreciate practical way of working. The entire audience were taken into a different realm, where creativity converged with functionality and aesthetics seamlessly merged with practicality.

- Ar. Saravana Raja was felicitated by HOD, Dr. K. Premkumar and Faculty Advisor, Prof. Amalan Kaushik.

- His insights have inspired us to delve deeper into the realms of artistry and strategic thinking, igniting a newfound passion within us.

