



Department of Tourism

Park View Thiruvananthapuram 695 033

Kerala India Fax: +91-471-2322279

Tel: +91-471-2326579 2321132

Email: info@keralatourism.org

marketing@keralatourism.org

www.keralatourism.org

PRESS RELEASE

CM to inaugurate design policy workshop on Jan 26
Three-day event jointly planned by Tourism Dept, PWD

Thiruvananthapuram, Jan.25: Tourism and Public Works departments will jointly conduct a three-day workshop from January 26, aimed at framing a holistic design policy and practices in consonance with Kerala's traditional design concepts while imbibing new trends and also foreseeing future needs to add a distinct touch to the state's physical assets.

Chief Minister Shri Pinarayi Vijayan will inaugurate the workshop at Craft Village at Vellar, near Kovalam, at 6 p m on Thursday. Tourism and Public Works Minister Shri P A Mohamed Riyas will preside over the function.

Since physical assets like tourism infrastructure, public spaces, signages, bridges and streets are crucial in enhancing the total experience of tourists, the workshop, 'Future by Design', aims to evolve a thorough design policy for designing and preserving them aesthetically.

Chief Secretary, Government of Kerala, Shri VP Joy will deliver the keynote address at the inauguration of the workshop while Kerala Tourism Principal Secretary Shri KS Srinivas will welcome the gathering. Tourism Director Shri P B Nooh, State Planning Board Members Dr K Ravi Raman and Shri Santhosh George Kulangara, will be present.

The workshop will feature design experts from prestigious institutions in India and abroad. Director of National Institute of Design, Ahmedabad, Prof Praveen Nahar will hand over the draft of the design policy to Shri Riyas at the valedictory session on January 28 for further proceedings. Former Dean of School of Planning & Architecture, New Delhi, Prof K T Raveendran, will present the draft design policy at the valedictory function.

The workshop will be attended by around 150 delegates, including officials and representatives of Kerala Tourism and PWD, and they will deliberate in around nine various sessions to consolidate suggestions and opinions that would help frame the design policy.



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Through the design policy being formulated, enabling both the departments to give a greater thrust to the design aspects while planning developmental projects in the state. The policy will act as a guideline for planners, policymakers, architects and other stakeholders.

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