

Education

- **Masters In Design**

Domus Academy, Milano, Italy

January 2011 – March 2012 (1 year 3 months)

Masters in Design(Industrial) from **Domus Academy, Milan, Italy**, on [100% scholarship from Veneta Cucine](#), as a result of InDia Kitchen competition.

Visited workshops of various world renowned companies like **BeB Italia, Kartell & Candy-Hoover** to name a few, and understanding various manufacturing processes such as **injection moulding**(WIT), blow moulding & thermoforming etc.

Worked on assignments in association with the **companies located in and around Lombardy region** in cooperation with municipality of Milan.

Research upon new materials visiting Material Connexion's material library and understanding their material acceptance process for eco-sustainable materials.

Workshop with **A4a Srl**, involved in manufacturing furniture and lighting with corrugated carton.

Completed my Masters, designing a dishwasher for **CANDY S.r.l Italia** named as '[Lavarrello](#)' for my thesis, in association with **CANDY-HOOVER** group.

- **Advanced Diploma In Advertising Design & Graphic Design(ADAGD)**

Wigan & Leigh College, New Delhi

August 2004 – September 2007 (3 years)

Advanced Diploma in Advertising Design & Graphic Design from **Wigan & Leigh College**, affiliated to **Edexcel University & WLC, United Kingdom**.

Designing brochures, danglers, logos & other marketing POP collaterals and understanding graphical representation of emotions, music etc.

Going through a process of TV Commercial, site searching & selection, actor-hunt from NSD, site clearance, Camera handling and process, and making an actual TVC.

Idea Generation of a particular theme or product and adapting the same in various scenarios.

Study of subjects like Typography, Tessellation etc. in detail.

- **Italian Language**

Istituto Italiano Di Cultura, Italian Embassy, New Delhi

August 2007 – February 2009 (1 year 6 months)

Pursued Intensive Diploma(C1, C2 & C3) of Italian Language from **Istituto Italiano Di Cultura, Chanakya Puri, New Delhi, India**

- **Diploma in Foreign Trade**

Foreign Trade Development Center (FTDC), New Delhi

June 2004 – July 2005 (1 year)

Pursued diploma In Foreign Trade(Export Management) from Foreign Trade Development Center, New Delhi.

- **Workshop in Lighting Design**

National Institute of Design, NID, India

August 2006 (1 month)

Participated in a Workshop In Lighting Design Held by NID(Mr. Krishnesh Mehta)

Visited monuments, showrooms, offices and outdoors to understand architectural, retail, official & hospitality Lighting needs in different hours of a day.

Arush Baluja

Professional Experience

- **Workshop**

LAGO SpA, Villa Del Conte, Italy

July 2012 – August 2012 (3 weeks)

Selected in a design workshop by **LAGO SpA**, to design contemporary furniture at their headquarters in **Padova, Italy**.

Carried out a research on various materials which could be used in their new collection.

Visited their R&D dept., where glass panel is painted in various colors then pasted on to wood panels, observed the manufacturing of Lastika Chair & installation of 'Air' system

Worked in collaboration & under mentorship of **Shetsu & Shinobu Ito**, Japan.

Modelling & Mockup development.

- **Product Designer**

Klove Studio, New Delhi

Dec 2009 – Jan 2011(1 year 2 months)

Designing new collection of luxury & couture **chandeliers, lamps & home accessories**.

Tie-ups with new vendors for product development

Site supervision & interacting with clients & giving valid explanations for quality & design.

Conceptualization, technical drawings and layout plans for various interior projects.

Worked on numerous **commercial & residential** projects.

Developing 3D models, scenarios and prototypes.

Brand development, designing product adverts & handling PR agencies.

Visual Merchandising & Business Development

- **Sr. Product Designer**

Design Organisation, New Delhi

January 2007 – August 2009 (2 years 6 months)

Visual Merchandising & Packaging Design for **Oxford Book Store**(Apeejay Group)

Packaging design for **Magppie**(A.K Enterprises)

Packaging design from a reputed flatware company (**Sabore**)

Packaging design for a confectionary company(esp. sandwich packaging)

Developed a memorial coin with **MMTC-PAMP** for commemorating 300 yrs of Golden Temple.

Applied **IP registrations and Trademarks** for various products, and IPR holder for various self designed products.

Prototyping and developing mock-ups.

Developed a portable **fireplace known as 'Angeethi'** according to Indian agriculture.

On Site handling of design installations.

Conceptualization, technical drawings & preparing layout plans.

- **Internship**

McCann Erickson, New Delhi

July 2006 – September 2006 (3 months)

Internship In **McCann Erickson**, during which designed a **packaging** for highly acclaimed dish soap(Odopic), along with other projects for X-Box, Cadbury, Nestle etc.

Arush Baluja

Awards, Exhibitions & Publications

- **Awards**

1. **100% Scholarship** to pursue **Masters in Design in Domus Academy**, as a result of First Prize in **InDia-Kitchen Design Competition** sponsored by **Veneta Cucine**, Italy
2. Special Mention for **'Angeethi'** in **Jindal Steel Innovation Awards 2010**
3. **Design Registrations** for Lunedì, a caffè set.
4. Special mention for Angeethi in **Living Etc. Awards**.

- **Exhibitions & Press**

5. 'Un Designer Per le Imprese' (One Designer for every MSME) in association with Municipality of Milan in **Triennale**.
6. **'Oggettivamente Meglio'** in association with Fondazione Bracco in Centro Diagnostico Italiano (Italian Diagnostic Center), Milan
7. **Museo di Lissone** (Museum of Contemporary Art, Lissone, Italy), street furniture for **'Screw-it'** bench.
8. **Living Etc.** February 2012 Issue, **'Angeethi'**, published as one of the most design oriented Indian product.

Personal Information

Full Name : Arush Baluja
Permanent Address: 15/78 Subhash Nagar, New Delhi 110027, India
Telephone : +91-11-25138394
Gsm : +91-98997-91774, +39-377-4522-876
Fascimile : +91-11-25131870
Website : www.arushbaluja.com
E-mail : info@arushbaluja.com

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