

# YASHMI PRASAD

## Designer



Yashmi has been a designer with Lord Cultural Resources, South Asia since 2013. She has extensive experience in retail, exhibition and furniture design. Her inclination towards material application, combined with a hands-on approach to design, is notable in every project she is a part of. She loves working with LCR South Asia's diversely talented team and brings her enthusiasm and experience to the happy working culture of the South Asia office.

Prior to working with Lord Cultural Resources, she worked as a design consultant collaborating with brands such as Diesel and Dhoop, and Bollywood star Ishita Arun. A passionate industrial designer at heart, Yashmi exhibited a range of furniture pieces inspired by the spirit of Kolkata at the Prince of Wales Museum, Mumbai, in 2011. She brings these diverse experiences to her concepts and designs for the Children's and History Galleries for LCR South Asia's current major project, the Bihar Museum.

Her love for travelling took her to a graphic design internship in Turkey, in 2011. Yashmi was one of the four winners of 'Designquest', the annual design competition by India's 'Home Review' design magazine. She was subsequently a member of their Indian contingency to the i-saloni fair in Milan in 2010. Yashmi has also offered her graphic and exhibition design expertise for Healers of Dharavi exhibition at Dharavi Biennale, in 2014. Dharavi Biennale is an art and health festival organized by Mumbai based NGO- SNEHA in Dharavi, Asia's largest informal settlement.

Yashmi is an architect from Sir. JJ College of Architecture, and a postgraduate in Furniture & Interior Design from the National Institute of Design, Ahmedabad. While working with LCR she became interested in Indian art which led her to pursue a PG diploma in Indian Art and Aesthetics.

Yashmi is an avid Bollywood fan; in her spare time she likes watching movies, reading about Indian Mythology, traveling, music & learning languages.