

# YASHMI PRASAD

## Designer



Yashmi Prasad 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.

The primary projects that she has made significant contributions to at Lord are the Bihar Museum, and the Science City at Patna, where Yashmi is a core pillar of both teams. Yashmi enjoys working with Lord 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.

Her love for travelling took her to a graphic design internship in Turkey in 2011. Yashmi was one of 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 the 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 has an architectural degree from the Sir. J.J College of Architecture, Mumbai and a postgraduate degree in Furniture and Interior Design from the National Institute of Design (NID), Ahmedabad. Working at Lord whetted her interest in Indian art, which led her to pursue a postgraduate diploma in Indian Art and Aesthetics from the Jnanapravaha Institute in Mumbai.

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