



LUCKNOW ARCHITECTS ASSOCIATION



Lucknow Architecture Festival 2022



आ वि भाँ व



LUCKNOW ARCHITECTS ASSOCIATION'S

LUCKNOW ARCHITECTURE FESTIVAL 2022

A Step towards trillionaire State

Celebrating this mega event by exposition, symposium, awareness programmes about architecture and architects.



Bharat Ratna Shri Atal Bihari Vajpayee Ekana International Stadium Sector 7, Gomti Nagar, Amar Shaheed Path Lucknow, Uttar Pradesh 226010

04
05
06

November

MSME || Local to Global || NetZero Infrastructure

'1 TRILLION DOLLAR ECONOMY GOAL'

आज

लखनऊ

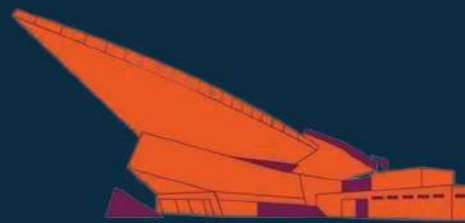
Lucknow developing as
Major centre for following



Educational



Cultural



Business



Cuisine & Lifestyle



Sports



Tourism

1st
highest MSME both
organized and
unorganized



2nd
best state in Ease
of Doing business



3rd
largest economy
eyeing 1 Trillion



4th
largest state
by area





The land of new opportunity Discovering the new horizon

The economic trend has consequently developed into a magnet for real estate. The state's lifestyle and amenities are improving because of these advancements. Being the state's capital, Lucknow has enormous potential. As a result of increase in per capita income, productivity, favourable market prices, and large credit flow in the city, demand for branded consumer goods and property has recently surged.



PILGRIMAGE



EXPRESS HIGHWAY



ECONOMY



METRO CITY



CRAFT



SPORTS



TOURISM



CUISINE



CULTURE



HEALTH HUB



HERITAGE



INVEST



ONE DISTRICT ONE PRODUCT



EDUCATION



DEFENCE

The express state, having largest number of expressways

- Yamuna
- Agra
- Purvanchal
- Bundelkhand and
- Ganga expressway .

Record Number of Investments
Business Friendly Administration
Safe and Secure environment



KEY HIGHLIGHTS

The **FESTIVAL** will also display an exiting program of **EXHIBITIONS, INSTALLATIONS, SYMPOSIA, LECTURES** and **WORKSHOPS** promoting and celebrating architecture's contribution to the state's culture, sustainability and economy .

FOCUS SECTORS

ART

CONSTRUCTION

BUILDING MATERIALS

BUILDING EQUIPMENTS

SUSTAINIBILITY

GREEN TECH

ARCHITECTURE

INTERIORS

REAL ESTATE

NEW TECHNOLOGIES

BUILDING TECHNIQUES

SMART BUILDING

ACADEMICS

GOVERNMENT SCHEMES & DEPARTMENTS



A platform for market-ers to showcase their products and services.



Architects meet/ seminars and work-shops



Experts interface and workshops



On spot loan and financing facility.



A platform for brands to reach out to their target audience



Engagement activity with the target group/ audience in the form of lucky draws and much more.



Display of art, culture, heritage and much more



Media amplification with wide arrays of pre-promotional tools.

Exchange of ideas with related **STAKE HOLDERS** and participants from

INDUSTRY, PROFESSION, ACADEMY, REAL ESTATE, FINANCIAL INSTITUTION and **POLICY MAKERS.**

Building material and evolving technologies exhibition, seminars, lectures, presentations, live workshops, competitions for students and professionals of architecture fields, installations, on the spots events and many more tech educative activities.





task
marketing solutions

75
Azadi Ka
Amrit Mahotsav



The land of new opportunity Discovering the new horizon

International flavour

3 Days of

EXTRAVAGANZA

Celebrating this mega event by exposition, symposium, awareness programmes about architecture and architects.

A platform for brands to reach out

Engagement Activities

Display of art, culture, heritage and much more

Seminars/workshops

Financing facilities

Media Amplification



EXPOSITION



CELEBRATION



KNOWLEDGE EXCHANGE B2B & B2C



SYMPOSIUM



COMPETITION



EVENT



AWARENESS



INSTALLATIONS



INDUSTRY STAKE-HOLDER PARTICIPATION



FOOD FESTIVAL



NUKKAD NATAK

The theme of the event shall be to define the role of our fraternity and its contribution towards the journey of making the state as one trillion dollar economy.





REASONS TO PARTICIPATE

- Opportunity to present your innovations and new range of products
- Connect with your end users directly to make them experience the touch
- Simultaneously reach out to potential agents, distributors and wholesalers
- Consolidate trade relationships and opportunity to book on-spot orders
- Connect to architects, institutional buyers, experts, interior designers and other professional
- Meet key buying-decision makers from different segments of prospective buyers
- Get instant feedback on products, prices and innovations
- Gain first-hand knowledge of different market segment, trends, consumer preferences and retailers needs
- Showcase your competitive advantage in terms of product design, features, and costs benefits
- Build a database of potential buyers

PRE-PUBLICITY & OUTREACH



- Pre-publicity will start 7-10 days prior to the event
 - 2 AV Vans will cover the entire potential market
- Hoarding, Banners, Posters, etc. will be put across City & nearby
- Lucky draw leaflets will be distributed through Newspaper Ads, Inserts, Per-promotion Vans, etc.
 - Radio jingles & ADs
 - Newspaper ADs
- Mall & Market activation
- Publicity through print advertisement and editorials, etc
 - Press conference
 - News channel tickers
- Social Media promotion via Facebook, Instagram, Twitter, LinkedIn, etc
 - Buzz/Viral promotion
 - SMS/Email blasting
 - And many more

Visitor's Profile

- | | |
|--------------------------------|----------------------------|
| Architects ➤ | Interior Designers |
| Builders & Promoters ➤ | Large Warehouse Builders |
| Civil & Structural Engineers ➤ | Govt. Officials |
| Contractors ➤ | Faculties & Students |
| Consultants ➤ | General Public |
| Dealers & Distributors ➤ | Prospective home buyers... |
| End Users / Buyers ➤ | and many more |





Patrons, Conveners, Joint Conveners & Coordinators



The land of new opportunity Discovering the new horizon

Patrons



Ar. Ashok Kumar



Ar. Sanjay Sinha



Ar. Ajai Behl



Dr. Vandana Sehgal

Conveners



Ar. Ranjan Shukla



Ar. Arvind Yadav



Ar. Ashish Srivastva



Ar. Vijay Sinha



Ar. Neeraj Kushwaha



Ar. Anupam Mittal



Ar. D. P. Singh



Ar. Avinash Ghai

Joint Conveners



Ar. Shubhra Mittal



Ar. Anita Srivastva



Ar. Namit Tondon



Ar. Vivek Agarwal



Ar. Sandeep Negi



Ar. Shubendra Bajpayee



Ar. Aviral Agarwal



Ar. Prashant Singh



Ar. Vaibhav Goel



Ar. Pragya Singh



Ar. Vishal Mathur



Ar. Alok Kumar

Coordinators



Ar. Rohit Parmar



Ar. Himanshu Diwaker



Ar. Rahul Jadon



Ar. Krishna Mohan
Prajapati



Ar. Navin Singh



ABOUT LAA at a Glance



Founded in the late 1960s by a group of distinguished architects, the Lucknow Architects Association (LAA), is a forum for empowering individuals working in terms of professional development, business development and networking, and leadership in our community. Since, its founding, the organization has expanded not only physically, with a rise in the number of individual members and member firms, but also significantly in the community's perception of it, thank to its programs, opportunities for networking and community awards. LAA provides a common forum for cooperation among individuals and businesses in the architectural community and among building specialists .

LAA Intellect Council



Ar. Ashok Kumar



Ar. Sanjay Sinha



Ar. Ajal Behl



Ar. Keshav kumar



Ar. Jagbir Singh



Dr. Vandana Sehgal



Ar. Sabina Singh



Ar. Sanjay Mathur



Ar. Rajatkant



Ar. Vipul Vashneya

LAA Executive Committee



Ar. Neeraj Kushwaha



Ar. Shubhra Mittal



Ar. Avinash Ghal



Ar. Shubhendra Bajpayee



Ar. Smita Nigam



Ar. Alok Verma



Ar. Tabish Ahmed Abdullah



Ar. Himanshu Diwakar



Ar. Rahul Jadon



Ar. Naveen Singh

LAA Office Bearers



Ar. Prashant Pal Singh
President



Ar. Repunjay Patel
Vice President



Ar. Devesh Mani Tripathi
General Secretary



Ar. Avanish Gangwar
Joint Secretary



Ar. Ashutosh Verma
Joint Secretary



Ar. Puspendra Kumar
Treasurer





LAF Working Committees



ACADEMIC COMMITTEE



Ar. Suparna Sirkar



Dr. Ritu Gulati

Ar. Mohit Kumar Agarwal
Ar. Vivek Karmakar
Ar. Gaurav Singh
Ar. Shalini Diwaker
Ar. Juwaria Qamruddin

CULTURAL & EXHIBITION COMMITTEE



Ar. Shubhra Mittal



Ar. Rohit Parmar

Ar. Namit Tondon
Ar. Rohit Agarwal
Ar. Nishant Upadhyay
Ar. Anjaneya Sharma
Dr. Anjneya Sharma

EDITORIAL, PUBLICATION, GRAPHICS COMMITTEE



Dr. Arun Kapoor



Dr. Indrani Chakraborty

Ar. Sushil Gupta
Ar. Shiyak Singh
Ar. Saurav Verma
Ar. Rajarshi
Ar. Sayan Munshi

GOVERNMENTS INTERACTION & PROFESSIONAL PRACTICE COMMITTEE



Ar. Ashish Srivastva



Ar. Anupam Mittal

EDU-FORMATION COMMITTEE



Ar. D. P. Singh



Dr. Deepti Pandey Rana

Ar. Amit Raj
Ar. Deepti Sagar
Ar. Vaibhav Kulshrestha
Ar. Prashant Tiwari
Ar. Kabir Kumar

EVENT MANAGEMENT COMMITTEE



Ar. Avinash Ghai



Ar. Pragya Singh

Ar. Shipra Singh
Ar. Krishna Mohan Prajapati
Ar. Shishir Srivastva
Ar. Abhishek Baidya
Ar. Ashutosh Gupta

LEGAL COMMITTEE



Ar. Aninda Sirkar



Ar. Neeraj Kushwaha

Ar. Sanjeev Kumar Singh
Ar. Arvind Gupta
Ar. Ashish Gupta
Ar. Nitin Singh
Ar. Alok Srivastva

LSR COMMITTEE (LAA SOCIAL RESPONSIBILITY)



Ar. Rajnish Agarwal



Ar. Anshu Singh

Ar. Shikhar Singh
Ar. Rolli Singh
Ar. Akhilesh Pal
Ar. Utkarsh Shukla

SPORTS COMMITTEE



Ar. Shubhendra Bajpayee



Ar. Sandeep Negi

Ar. Vinay Vishwkarma
Ar. Soharab Khan
Ar. Pallav Pratiyogi
Ar. Chandan Bhardwaj

MEMBERSHIP & DIRECTORY COMMITTEE



Ar. Vandana Srivastva



Ar. Prabhawati Suri

Ar. Awadhesh Verma
Ar. Imran Khan
Ar. Vishal Mathur
Ar. Alok Kumar

INNER CIRCLE COMMITTEE



Ar. Anita Srivastva



Ar. Smita Nigam

Ar. Vivek Agarwal
Ar. Faraj Ahmad Usmani
Ar. Umesh Gupta
Ar. Gaurav Gupta
Ar. Narayan Pandey

HOSPITALITY & WELFARE COMMITTEE



Ar. Aviral Agarwal



Ar. Vaibhav Goel

Ar. Kalankar Raj Gupta
Ar. Salman Nasir
Ar. Pankaj Singh
Ar. Ravi Verma

PROTOCOL AND MEDIA COMMITTEE



Ar. Ripunjay Patel



Ar. Prashant Singh

Ar. Prafull Gupta
Ar. Priyanka Rastogi
Ar. Rohit Verma
Ar. Shrish Pratap Singh
Ar. Vandana Patel

The land of new opportunity Discovering the new horizon



LOCATION AND LAYOUT



**Bharat Ratna Shri Atal Bihari Vajpayee
Ekana International Stadium**
Sector 7, Amar Shaheed Path, Gomti Nagar,
Lucknow, Uttar Pradesh 226010



LEGENDS:-

	62.00 SqM	TITLE SPONSOR (T1)		3x3=9 SqM	STALLS (A-3,9,11,18,19,24,25,28,32,33)
	6x6=36 SqM	GOLD SPONSOR (G1 to G4)		4x3=12 SqM	ACTIVITY NODES
	9x3=27 SqM	SILVER SPONSOR (S1 to S12)		3x3=9 SqM	OPEN STALLS / MSME (M1 to M30)
	5x5=25 SqM	PAVILLION (P1 to P10)			AUDI
	8x3=24 SqM	STALLS (A-1,14,20,38)		300 sqm	ART / DISPLAY GALLERY/ REG.
	6x3=18 SqM	STALLS (A-4,5,6,7,8,10,12,13,15,16,21, A-22,26,27,30,31,34,35,36,37,		300 sqm	WORKSHOP/ OFFICE/ CAFE
	4x3=12 SqM	STALLS (A-2,17,23,29)			

PAST EVENTS at a Glance

one of its kind
Bi-annual event
being hosted in
Lucknow since 2002



100+
Industries
Showcased

10000+
architects & other
professionals

200000+
visitors





**Lucknow
Architecture
Festival
2022**



**Bharat Ratna Shri Atal Bihari Vajpayee
Ekana International Stadium**
Sector 7, Amar Shaheed Path, Gomti Nagar,
Lucknow, Uttar Pradesh 226010

Contact for participation/queries



**TASK MARKETING
SOLUTIONS**

Contact : +91 8874184076

Taskmarketingsolutions@gmail.com



**LUCKNOW ARCHITECTS
ASSOCIATION**

Contact : +91 9452269789

lucknowarchitects@gmail.com

LAF SECRETARIATE

2/75 A, Vibhuti Khand, Gomti Nagar, Lucknow-226010, Uttar Pradesh, India.