

# ROCELL ESTABLISHES COLOMBO DESIGN CONCLAVE



*Rocell Design Hub is the host for Colombo Design Conclave.*

In an outstanding effort to promote and uplift architecture and design standards in the country, Rocell launched a novel initiative – Colombo Design Conclave.

The Colombo Design Conclave is a platform that would bring together the country's design and architectural fraternity, being a catalyst on its own with Rocell at the center. The objective is to collaborate with professionals in the field and to work closely to re-imagine the design sphere of Sri Lanka. The initiative is a first in Rocell's portfolio and in the country as well.

Aravinda Perera, Managing Director, Royal Ceramics Lanka welcomed the gathering, stating that, "We intend to continue to add value to the country's design and architectural platform, by way of bringing new ideas and novel concept to the focus. Colombo Design Conclave at the Rocell Design Hub will be a catalyst for all of the industry stakeholders to work together and innovate, while being an inspiration."



Aravinda Perera, Managing Director, Royal Ceramics Lanka.



Russell Miranda, Executive Creative Director, DentsuGrant Sri Lanka.



Architect D H Wijewardena, Managing Partner, D H Wijewardena Associates.

The first forum executed by Rocell marked the beginning of a series of 'Hubtalks,' which would focus on knowledge-sharing and collabo-rating, with an industry expert conducting an informative and interactive program on a relevant topic.

Russell Miranda, Executive Creative Director, DentsuGrant Sri Lanka elaborated on how the idea of 'Hubtalks' will be executed. "It will give rise to vital conversations on design and architecture in the country. The intention is to make this a continuous and dynamic session that people look forward to."

Architect D H Wijewardena, Managing Partner, D H Wijewardena Associates, delivered the first Hubtalk, speaking of the value and the diversification of Sri Lankan products, in the perspective of design and architecture. "To grow as a country, what we produce in Sri Lanka should be on par with international

standards. To keep on par, research and development in any sector should be empowered and maintained as well,” he stated.

Colombo Design Hub by Rocell, that has been established as a platform to empower and inspire, will welcome design academies and young talent on potential tie-ups.