



Kruti Saraiya is a graphic designer/ typographer based in Mumbai. The focus of her practice has been to allow for a contemporary Indian design narrative to emerge to fill the gap between mtv kitsch and traditional Indian crafts.

As a typographer, she sees her role in infusing context into letters and bringing the written word alive. Her strengths lie in working with scripts of Indian languages to create an equal space for them alongside English in urban India. Her commercial and experimental work celebrates the Indian aesthetic in a fusion of east and west. 'The key', she says, 'is to change our mindset from an either-or to an AND.'

Besides this her portfolio includes branding, packaging, editorial and web design across verticals. She has been a speaker at the Indian Design Forum – IDF 2013 and Behance Portfolio Review, Surat. She has conducted several Typography workshops – 'What's Your Type' at Dr. Bhau Daji Lad Museum and Type Talk at Design Day, to list a few. She was also a part of the core team to set up Design Museum Dharavi (2016) and continues to expand the project. Her work has also been published in International design magazines like Creative Review (UK) & Visible Language (USA) and on the online magazine – desi creative. She has exhibited in a group show 'Pushpa Patha: The Flower Trail' in gallery BMB, Mumbai.

She graduated from the London School of Printing. She has worked with Rabia Gupta Designs, Mumbai and taught at Srishti School of Art, Design and Technology, Bengaluru for several years.

She currently has an independent practice and teaches in the Visual Communication Department at the Indian School of Design and Innovation (ISDI) and Ecole Intuit.

Kruti Saraiya
<http://www.instagram.com/kruti99/>
www.kruti99.com
kruti99@gmail.com
+91 9833125041