



LUCKNOW  
ARCHITECTS  
ASSOCIATION



# LUCKNOW ARCHITECTURE FESTIVAL

# 2.0

**North India's largest Design, Luxury, Lifestyle Expo & Conclave**

A Symposium of EMERGING ARCHITECTS THINK TANK for  
sustainable Urban Development & Vision SCR- U.P



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

**10 | 11 | 12**  
**JANUARY 2025**

Workshop  
Symposium  
Exposition

# About Uttar Pradesh

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 increases 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



TRANSPORTATION



ECONOMY



SPORTS



TOURISM



CUISINE



HERITAGE



INVEST UP



ONE DISTRICT  
ONE PRODUCT



METRO CITY



CRAFT



EDUCATION



CULTURE

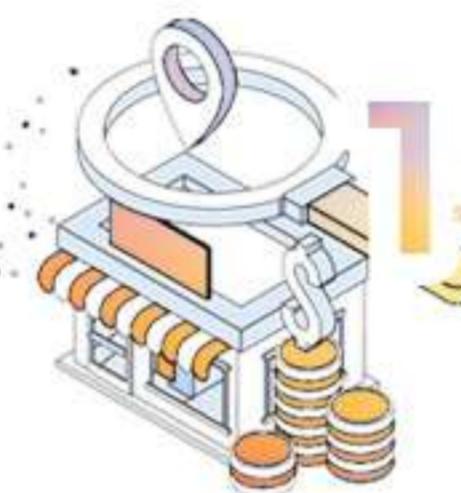


HEALTH HUB



DEFENCE

Being a hub of heritage as well as a fast emerging economy, it attracts an influx of people from all surrounding cities, districts and villages. Lucknow offers a distinctive business philosophy that combines the city's rich cultural heritage with contemporary business methods. With the highest density of young population, UP is the richest state when we talk about the demographic resources.



highest  
MSMEs, both  
organized &  
unorganized



best state  
in "Ease of  
Doing  
Business"



3<sup>rd</sup> largest  
economy eyeing  
One Trillion  
Dollars



4<sup>th</sup> largest  
state by  
area

# LAF 2.0

## HIGHLIGHTS



2002

Bi-annual

event being hosted in Lucknow since



The theme of the event shall be to define the role of our fraternity and its contribution towards the journey of making most emerging State of the Country.

3 Days of

International Flavour

# EXTRAVAGANZA

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

Platform for brands to reach out	Engagement Activities	Media Amplification	Seminars/ workshops	Financing facilities	Display of art, culture, heritage and such more
----------------------------------	-----------------------	---------------------	---------------------	----------------------	---

## FOCUS SECTORS

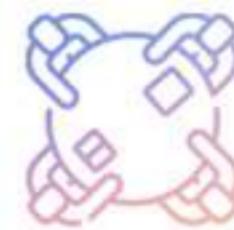
**ART**  
**CONSTRUCTION**  
**GREEN TECH**  
**BUILDING EQUIPMENTS**  
**SUSTAINABILITY**  
**REAL ESTATE**

**ARCHITECTURE**

**INTERIORS**  
**BUILDING MATERIALS**  
**NEW TECHNOLOGIES**  
**BUILDING TECHNIQUES**  
**SMART BUILDING**  
**ACADEMICS**

## GOVERNMENT SCHEMES & DEPARTMENTS

## KEY HIGHLIGHTS



Architects meet/ seminars and workshops

A platform for marketers to showcase their products and services.

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

A platform for brands to reach out to their target audience



On spot loan and financing facility.

Experts interface and workshops

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**.

# Agenda: LAF 2.0

## Day 1

9:00 - 10:00	Arrival of Delegates and Registrations at Venue
10:00 - 11:30	Inaugural Session of LAF 2.0
11:30 - 13:00	Technical Session 1: <b>The Future of Urban Development: How Green Buildings are Shaping Sustainable Cities</b>
13:00 - 14:00	Networking Lunch
14:00 - 15:00	Technical Session 2: <b>Public Spaces for the Future- Designing Inclusive and Adaptive Urban Areas</b>
15:00 - 16:00	Live Workshops
16:00 - 17:00	Delegates Visit to Exhibition Pavilion
17:30 Onwards	Cultural Programmes
19:00 Onwards	Architects Grand Dinner

## Day 2

10:00 - 10:30	Film Screening
10:30 - 11:00	Delegates Visit to Exhibition Pavilion
11:00 - 12:00	Technical Session 1: <b>Energy Efficiency in Green Buildings: Best Practices and Emerging Technologies</b>
12:00 - 13:00	Technical Session 2: <b>The 15-Minute City- Designing Urban Areas for Accessibility and Local Living</b>
13:00 - 14:00	Networking Lunch
14:00 - 14:30	Key Note Presentation
14:30 - 15:30	Technical Session 3: <b>Adaptive Reuse and Regeneration- Transforming Heritage Buildings into Modern Urban Spaces</b>
15:30 - 16:30	Live Workshops
16:30 - 17:30	Delegates Visit to Exhibition Pavilion
17:30 Onwards	Cultural Programmes
19:00 Onwards	Gala Dinner of LAF 2.0

## Day 3

6:30 - 01:30	Heritage Walk
10:00 - 11:00	Jury Panel for ADC
11:00 - 11:30	Key Note Presentation
11:30 - 12:30	Technical Session 1: <b>Beyond Skyscrapers- Rethinking High-Density Urban Design</b>
12:30 - 13:30	Technical Session 2: <b>Urban Mobility and Connectivity- Designing Cities for the Future of Transportation</b>
13:30 - 14:30	Networking Lunch
14:30 - 15:30	Delegates Visit to Exhibition Pavilion
15:30 - 16:00	Preview of LAA & Future events
16:00 - 17:30	Validictory Ceremony
17:30 - 17:45	Vote of Thanks by Ar. Prashant P. Singh, President- LAA
17:45 Onwards	Cultural Programmes



# BOUQUET OF OPPORTUNITIES

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

## 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, Pre-promotion Vans, etc.
- Radio jingles & Ads
- Newspaper Ads.
- Mall & Market activation
- Publicity through advetorials and editorials etc.
- Press conference
- Social Media promotion via Facebook, Instagram, Twitter, LinkedIn etc.
- SMS/E-mail 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

# EVENT Convenors, Curators, Coordinators & Joint Convenors



## CONVENORS



Ar. Rajat Kant Mittal   Ar. Ranjan Shulda   Ar. Anupam Mittal

## CURATORS



Ar. Jagbir Singh   Ar. Sabina Singh   Ar. Jitendra Kr. Tripathi   Ar. Vipul Vashneya   Ar. Aninda Sircar   Ar. Vijay Sinha

## COORDINATORS



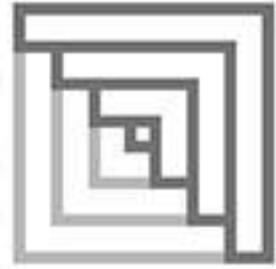
## JOINT - CONVENORS



# Supporting Organizations



The Lucknow Architecture Festival has collaborated with various organisations working in close tandem.



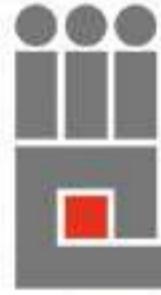
INSTITUTE OF  
URBAN DESIGNERS  
INDIA



Ar. Rajat Kant  
FIUDI  
Chairperson  
IUDI Lucknow centre



Ar. Sandeep Saraswat  
Chairman  
IIA UP Chapter



INDIAN  
INSTITUTE  
OF INTERIOR  
DESIGNERS



Ar. Prasenjeet Sanyal  
Chairman  
IIID Lucknow chapter



Ar. Devesh Mani Tripathi  
Chairman IPA



Mr. Puneet Jaiswal  
Joint Secretary - Lucknow Chapter  
FIRE & SECURITY ASSOCIATION OF INDIA (FSAI)



Small Industries and  
Manufacturers Association



Mr. Shailendra Srivastava  
President  
SMALL INDUSTRIES AND MANUFACTURERS ASSOCIATION

# Last event at Glance



**200+**  
industries  
showcased.

**2000+**  
architects and other  
professionals.

**3,00,000+**  
general public  
walking in.

# About LAA



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, thanks to its programs, opportunities for networking, and community awards. LAA provides a common forum for co-operation among individuals and businesses in the architectural community and among building specialists.

## MENTOR



Ar. D C Thapar

## PATRONS



Ar. Ashok Kumar



Ar. Ajai Behl



Dr. Vandana Sehgal



Ar. Sanjay Sinha

## OFFICE BEARERS



Ar. Arvind Yadav  
IMMEDIATE PAST PRESIDENT



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. Pushpendra Kumar  
TREASURER

## EXECUTIVE COMMITTEE



Ar. Neeraj  
Kushwaha



Ar. Shubhra Mittal



Ar. Avinash Ghai



Ar. Shubhendra  
Bajpayee



Ar. Smita Nigam



Ar. Himanshu  
Diwakar



Ar. Rahul Jadon



Ar. Naveen Singh



Ar. Alok Verma



Ar. Tabish Ahmed  
Abdullah

## INTELLECT COUNCIL



Ar. Ranjan Shukla



Ar. Rajeev Kakkar



Ar. K.K. Ashthaana



Ar. Keshav Kumar



Ar. Jagbir Singh



Ar. Md. Sabahat



Ar. Sabina Singh



Ar. Sanjay Mathur



Ar. Rajatkant



Ar. Vipul Vashneya

# LAA COMMITTEES



## ACADEMIC COMMITTEE



Ar. Suparna Sircar



Dr. Ritu Gulati

Ar. Vivek Karmakar  
Ar. Gaurav Singh  
Ar. Juwairia Qamruddin

## EDU-FORMATION COMMITTEE



Ar. D. P. Singh



Ar. Deepti Pandey Rana

Ar. Amit Raj  
Ar. Vaibhav Kulshrestha  
Ar. Kabir Kumar

## SPORTS COMMITTEE



Ar. Shubhendra Bajpayee



Ar. Sandeep Negi

Ar. Vinay Vishwakarma  
Ar. Pallav Pratiyogi

Ar. Soharab Khan  
Ar. Chandan Bhardwaj

## HOSPITALITY & WELFARE COMMITTEE



Ar. Vaibhav Goel



Ar. Aviral Agarwal

Ar. Kalankar Raj Gupta  
Ar. Pankaj Singh

Ar. Salman Nasir  
Ar. Ravi Verma

## CULTURAL & EXHIBITION COMMITTEE



Ar. Shubhra Mittal



Ar. Rohit Parmar

Ar. Namit Tondon  
Ar. Rohit Agarwal

## EVENT MANAGEMENT COMMITTEE



Ar. Avinash Chai



Ar. Pragya Singh

Ar. Shipra Singh  
Ar. Shishir Srivastva  
Ar. Ashutosh Gupta

## MEMBERSHIP & DIRECTORY COMMITTEE



Ar. Vandana Srivastva



Ar. Prabhawati Suri

Ar. Awadhesh Verma  
Ar. Alok Kumar

Ar. Imran Khan  
Ar. Vishal Mathur

## MEDIA & PROTOCOL COMMITTEE



Ar. Ripunjay Patel



Ar. Prashant Singh

Ar. Prafull Gupta  
Ar. Rohit Verma  
Ar. Vandana Patel

## EDITORIAL, PUBLICATION, GRAPHICS COMMITTEE



Dr. Arun Kapoor



Dr. Indrani Chakraborty

Ar. Sushil Gupta  
Ar. Saurav Verma  
Ar. Sayan Munshi

## LEGAL COMMITTEE



Ar. Aninda Sircar



Ar. Neeraj Kushwaha

Ar. Sanjeev Kumar Singh  
Ar. Ashish Gupta  
Ar. Alok Srivastava

## SPOUSES COMMITTEE



Ar. Anita Srivastva



Ar. Smita Nigam

Ar. Vivek Agarwal  
Ar. Umesh Gupta  
Ar. Narayan Pandey

## LSR COMMITTEE ( LAA SOCIAL RESPONSIBILITY)



Ar. Rajneesh Agarwal



Ar. Anshu Singh

Ar. Shikhar Singh  
Ar. Akhilesh Pal

Ar. Roli Singh  
Ar. Utkarsh Shukla

## GOVERNMENTS INTERACTION & PROFESSIONAL PRACTICE COMMITTEE

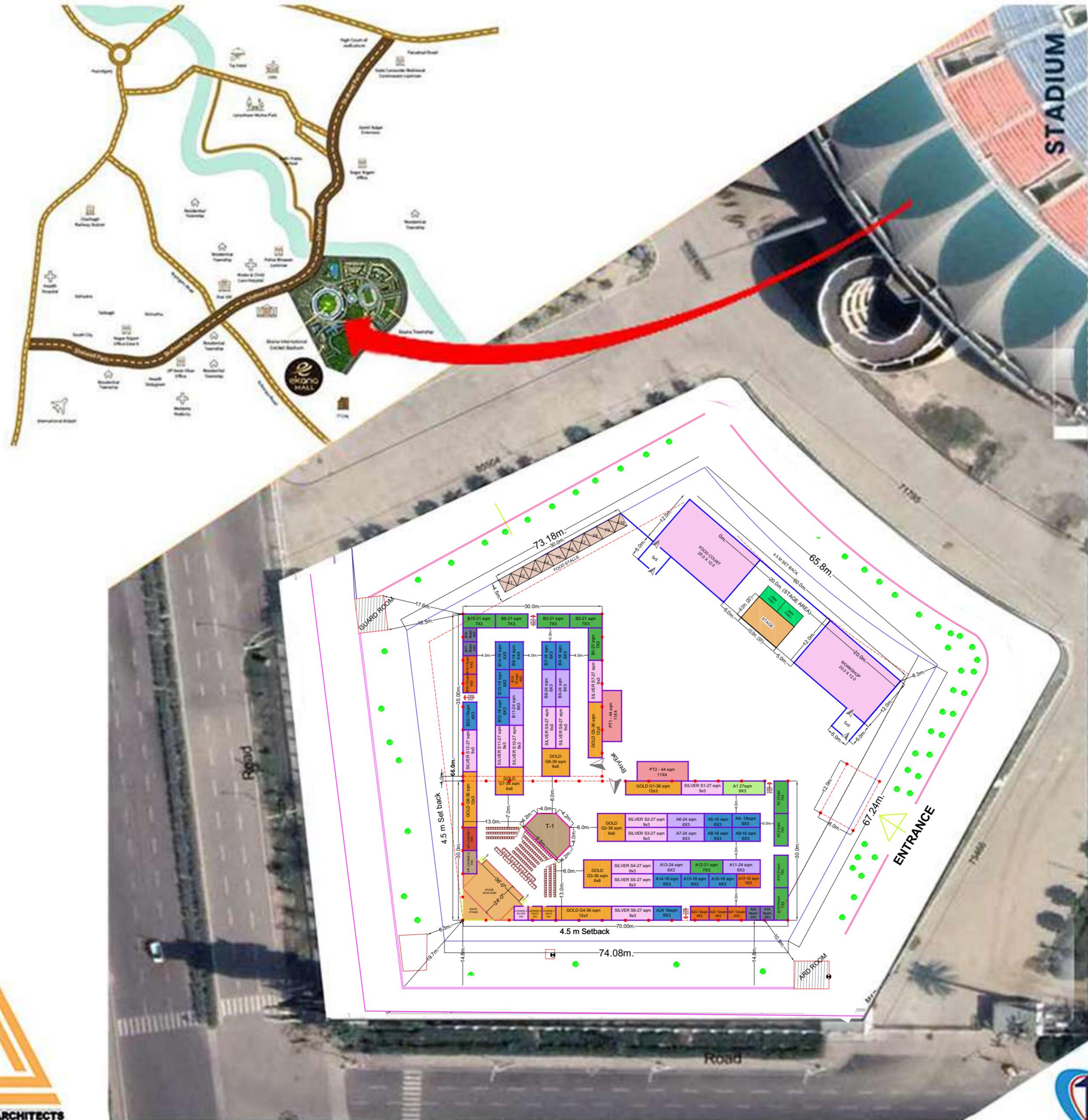


Ar. Asheesh Srivastava



Ar. Anupam Mittal

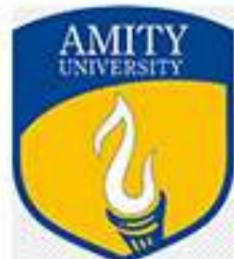
# Location & Layout



# Participating Chapters



## Knowledge Partners



## Contact for participation/queries



Contact : +918874184076  
[info@taskmarketingsolutions.in](mailto:info@taskmarketingsolutions.in)

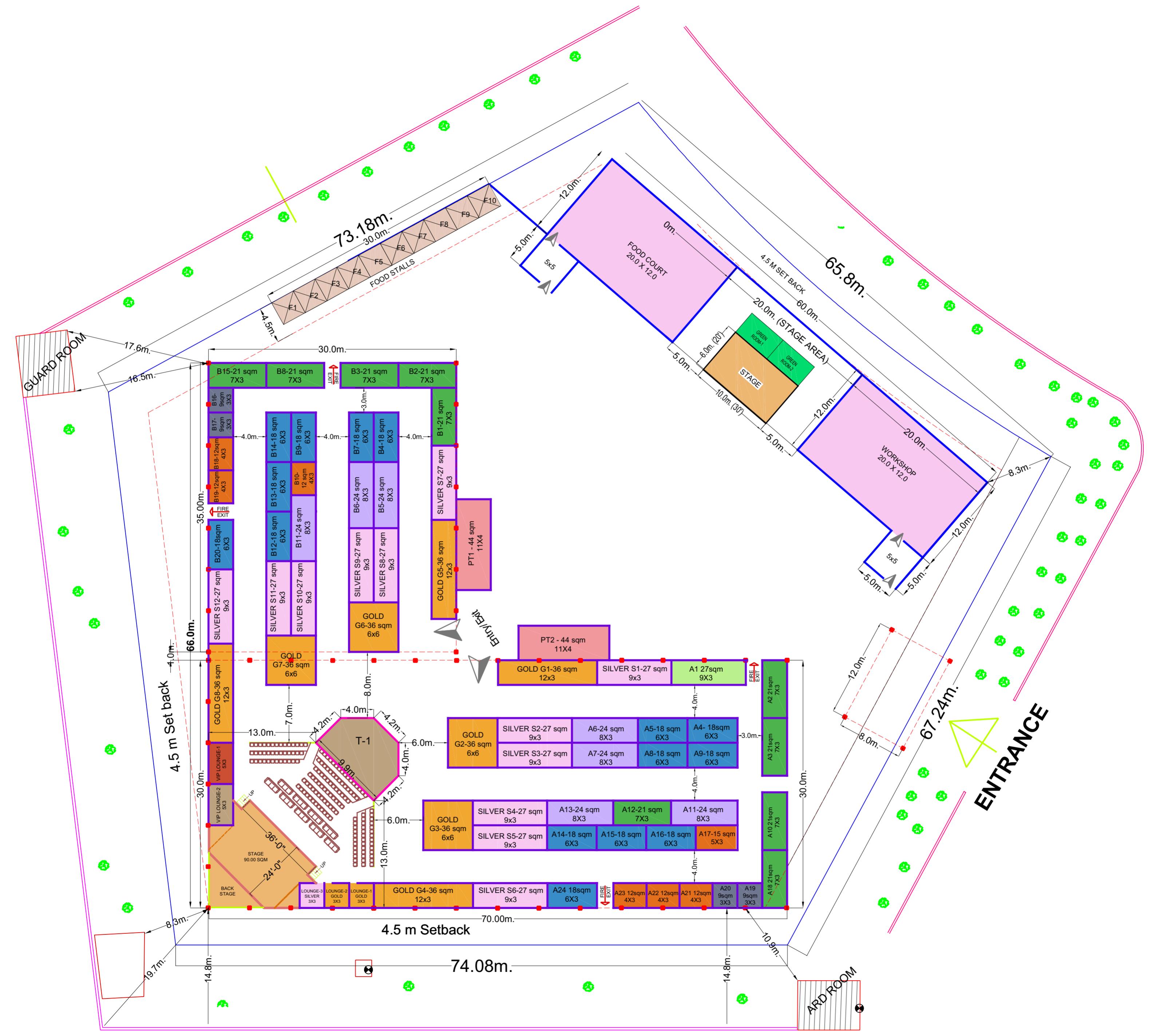
Contact : +919335210024  
[lucknowarchitects@gmail.com](mailto:lucknowarchitects@gmail.com)



## Hospitality Partner



the centrum  
LUCKNOW  
Hotel | Resort | Convention



# Terms & Conditions

## 1. STALLS ALLOTMENT

The furnished stalls would be allotted to the exhibitors/sponsors one day before the event. The interiors/branding of the stall including positioning of the exhibits must be completed by exhibitors and sponsors before the inauguration of event.

**Furnished stalls:** The facilities per 9sq.mt stall will include: 2 chairs, 1 reception table, 3 spot-lights, carpet, exhibitors name on fascia, 1 Plug Point with upto 1KW power connection and 1 Trash Bin

**Outside Pavilion space:** The exhibitors will have to get their own furniture and other required equipments, etc. Organizer will only provide space outside hanger in a Pagoda Tent with roof ceiling, carpet, 1 table and 2 chairs.

**Fooding:** Food arrangements would be there for 2 pax per 9sq.mts Stall and will increase in respective multiples.

## 2. REGISTRATION FOR RESERVATION

The closing date for confirmation (Sponsorship/ Participation as Exhibitor) is 15 days before the event.

**Payment Terms:** 100% advance payment. Full payment must be made along with the confirmation/reply form for confirming your participation and Stall allotment at prime location. Stalls allocation is on First-Come-First Serve basis.

## 3. CANCELLATION

The organizer reserves the right at all times to change the dates of exhibition due to force majeure, without any rights to participants for claiming compensation for any loss. Allotments cannot be withdrawn or altered by the participants and payment for reservation will be forfeited on cancellation by participants or on non-payment of any balance payment.

## 4. FACILITIES AT EXTRA COST

- Additional power connection will be charged @Rs.2500/- per KW per day.
- Additional Security can be provided @ Rs. 3000/- per head per 8 hrs shift
- Promoters for representation of stalls: Male 2000/day, Female 3000/ day
- Extra Furniture: (i) Chair= Rs.500 (ii) Table= Rs.750/- (iii) Reception counter= Rs.3000 (iv) Spot Light (60 W) = Rs.200/- (v) LED Tube light = Rs. 450/- (vi) Power Point 5A= Rs.100/- (vii) Power Point 15A = Rs.200/-
- LED TV 42" with stand @ Rs.3000 Per day / 55" @ Rs.3500 per day
- Small PA system @ Rs.8000 per day
- Pedestal Fan @ Rs.1500 per day
- Extra Housekeeping Staff @ Rs.3000/day

## PARTICIPATION CONSENT FORM

Name and Address of the organization : \_\_\_\_\_

Name of the concerned official : \_\_\_\_\_

Designation : \_\_\_\_\_

Contact Number : \_\_\_\_\_

Email ID : \_\_\_\_\_

Company's PAN : \_\_\_\_\_

Company's GST No. : \_\_\_\_\_

Details of products to be exhibited/promoted : \_\_\_\_\_

Fascia Name (in BLOCK LETTERS) : \_\_\_\_\_

## PAYMENT DETAILS :

DD/Cheque No. : ..... Dated ..... Drawn on ..... Amount Rs. .....  
in favour of LUCKNOW ARCHITECTS ASSOCIATION, payable at Lucknow.

## FOR ONLINE PAYMENT THROUGH NEFT/RTGS:

Account Name : Lucknow Architects Association

Account Number : 06871011001027

IFSC Code : PUNB0068710

Bank Name : Punjab National Bank

## SIGNATURE WITH ORGANISER'S SEAL



## 5. VISITORS TIMINGS

Day 1 : 01:00 pm – 9.00pm

Day 2 & 3 : 11:30 am – 9.00pm

## 6. GENERAL

In addition to any rights or reservations already specified, the organizer reserves the following rights:

- a) The information rules and regulation in this booklet are subject to alteration or deletion. The organizers will keep the exhibitors informed
- b) All matters in connection with the exhibition not provided for by these rules and regulation, shall be settled or determined by the organizers, whose decision in relation thereon shall be final and binding.
- c) In case of cancellation or postponement of the event caused by natural calamities, government instructions or any other reasons, the exhibitors shall comply with decision of the organizers.
- d) No security deposit is required. But if any damage is caused by a company it would have to pay the amount as decided by the organizers.

## 7. DISTRIBUTION OF THE PRICE LIST/PAMPHLETS ETC.

i) Price lists, pamphlets, advertisement, etc. may only be distributed from exhibitors own stall and not in the public gangways nor at any other location on the exhibition grounds, unless under a special sponsorship benefit provided by the organizer.

ii) Such literature must relate to the goods of the exhibitor as displayed or eligible for display by him.

## 8. ORGANIZER'S LIEN

Organizers shall have the lien on the exhibits/goods of the exhibitors having stall/bare space/open space if any payments remain uncleared before the end of the exhibition.

## 9. INSURANCE AND LIABILITY

The exhibitors are required to get all their goods insured before they are brought on the exhibition grounds. The organizers are in No way responsible for any theft or loss of good.



## SPONSORSHIP DELIVERABLES

### OPTION-1

#### **TITLE (DIAMOND) SPONSOR**

"ABC presents LUCKNOW ARCHITECTURE FESTIVAL 2.0"  
@ Rs. 20.0 Lakhs

1. Official status of the TITLE SPONSOR of the event.
2. There will be only 1 Title sponsor.
3. Logo and message to be carried in all promotional advertisements in leading newspapers under respective category.
4. Logo will be carried as ABC presents "LUCKNOW ARCHITECTURE FESTIVAL 2.0".
5. Complimentary fully furnished largest booth of 62 SqM at most prominent location.
6. Name & Logo to appear prominently on all event print/digital/audible collaterals.
7. One big panel on Pre-publicity van to be branded with Sponsor AD/Message.
8. Brand jingle and corporate films will be played during pre-publicity on the Van multiple times.
9. Logo will be carried on all Event branding, branded gates, exclusive banners, flex boards, flags etc.
10. Engagement activities can be planned through participatory games and product demonstrations with the Target Group.
11. Special acknowledgment during opening & closing ceremony.
12. Space can be availed by sponsors on 2.0+ Lakhs+ lucky draw coupons distributed during pre-publicity.
13. 08 Standee/ Banners of the company can be put in the Exhibition area.
14. Regular mention by Anchor during event.
15. Special customized invitation mailers to be sent to mass database on company's behalf.
16. Access to the VIP Room and Premium Business Lounge to be provided to the company.
17. Corporate presentation of 10mins during the Technical Session on Day1
18. 12 months benefit of LAF-LCC scheme to be availed by Title sponsor after fulfilling the terms and conditions of LCC.
19. 3 Live workshop sessions @1 per day can be availed by Title sponsor.
20. 2 Academic and 1 cultural session sponsorship included.

### OPTION-2

#### **PLATINUM SPONSOR**

LUCKNOW ARCHITECTURE FESTIVAL 2.0 - powered by XYZ  
@ Rs. 15.0 Lakhs

1. Official status of the ASSOCIATE (PLATINUM) SPONSOR of the event.
2. There will be 2 Platinum Sponsors.
3. Logo will be carried as "LUCKNOW ARCHITECTURE FESTIVAL 2.0 - powered by XYZ".
4. Logo and message to be carried in all promotional advertisements in leading newspapers under respective category.
5. Complimentary fully furnished booth of approx. 44 SqM at very prominent location.
6. One small panel on the Pre-publicity van can be branded with company's AD/message.
7. Logo will be carried on all Event branding, branded gates, exclusive banners, flex boards, flags etc.
8. Special acknowledgement during opening & closing ceremony.
9. 4 Standee/ Banners of the company at Exhibition area.
10. Brand jingle and corporate films can be played during pre-publicity on LED Van
11. Regular mention by Anchor during event.
12. Corporate presentation of 5 mins during the Technical Session on Day1/Day2
13. Access to VIP Room & Business Lounge to be provided to the company.
14. 9 Months benefit of LAF-LCC scheme to be availed by sponsor after fulfilling the terms and conditions of LCC.
15. 2 live workshop sessions on day 2 & 3 can be availed by sponsor as per availability of slots.
16. 1 academic and 1 cultural session sponsorship included.

### OPTION-3

#### **GOLD SPONSOR**

@ Rs. 10.0 Lakhs

1. Official status of the SPECIAL SPONSOR (GOLD) of the event.
2. Logo and message to be carried in all promotional advertisements in leading newspapers under respective category.
3. Complimentary fully furnished booth of 36.0 sqm at prominent locations
4. Logo will be carried on all Event branding, branded gates, exclusive banners, flex boards, flags etc.
5. Special acknowledgement during opening & closing ceremony.
6. 2 Standee/ Banners of the company at Exhibition area.
7. Corporate/Promotional film can be played during pre-publicity
8. Regular mention by Anchor during event.
9. Access to Gold Business lounge to be provided to the company.
10. 6 Months benefit of LAF-LCC scheme to be availed by sponsor after fulfilling the terms and conditions of LCC.
11. Corporate presentation of 03mins during the Technical Session on Day2/Day3
12. 1 live workshop session on day 2 & 3 can be availed by sponsor as per availability of slots.

### OPTION-4

#### **SILVER SPONSOR**

@ Rs. 6.0 Lakhs

1. Official status of the CO-SPONSOR (SILVER) of the event
2. Logo and message to be carried in all promotional advertisements in leading newspapers under respective category.
3. Free furnished booth of 27sq.mt at prominent location.
4. Logo will be carried on all Event branding, branded gates, exclusive banners, flex boards, flags etc.
5. Display of Corporate Video of upto 30 Secs during the Session Breaks
6. 1 Standee/Banners of the company at the Exhibition area.
7. Regular mention by Anchor during event.
8. Corporate/Promotional films can be played during pre-publicity
9. 50% rebate on LAF-LCC scheme can be availed by sponsor after fulfilling the terms and conditions of LCC.
10. Access to Business Lounge (Silver) on Rotational basis to be provided to the Company

### OPTION-5

#### **OTHER SPONSORSHIP OPTION**

For Details, please contact organizers

1. Gala Dinner Sponsor @ Rs. 12.0 Lakhs
2. Grand Dinner Sponsor @ Rs. 10.0 Lakhs
3. Lunch & HiTea Sponsor @ Rs. 3.0 Lakhs (Per Day)
4. Kit bags Sponsor @ Rs. 6.0 Lakhs
5. Event Souvenir Sponsor @ Rs. 1.0 Lakh onwards
6. Sessions Sponsor @ Rs. 2.50 Lakhs (Per Session)

### STALL PARTICIPATION:

1. Fully furnished Octanorm Stall inside hanger : Rs.10,000 per sqm (min. 9sqm)

\*All rates are excluding GST