

## DHRUVA PAKNIKAR

Chairperson, Paknikar Enterprises

Born in a higher middle class family, Dhruva was always exposed to the both ends of the world. Schooled in one of the most prestigious schools in India, **Jnana Prabodhini**, he was taught about solving third world problems very smartly, as well as debating about the first world problems. It was very soon he realised he wanted to create experiences that people would cherish and celebrate using. All his school projects were in the same direction. He secured a place at the **MIT** Institute of Design in the discipline of Product Design. Here too, he was taught to solve problems, create experiences and products in different sectors like tabletop, lighting etc.

He got an opportunity to visit **France** to be a part of **Strate Ecole de Design** in Paris for a six month exchange program and suddenly a very opposite take towards design and product design started influencing him. He worked closely with the famous designer **Emmanuel Cairo** (who is responsible for designing the Paris Trams and trash bins of Paris to name a few) where he got to learn about the styling, structures and a complete European aspect of design. Later, he worked with Ikea, the worlds leading furniture brand; where he learnt a lot about **“living”** and living design!

Dhruva, a travel enthusiast, traveled through **Europe**, **UK** and the **Isle of Man**, where he worked with some great brands like **Calvin Klein, English Breakfast, Rolex** (Wimbledon). He also met a few budding entrepreneurs who later became his retainer clients!

He learnt a lot about electronics and productizing technology when he worked with **Mitsubishi** Electric when he came back to India for a short period of time.

Later, Dhruva got an opportunity to work with **Karim Rashid** (one of the worlds most Influential designer and the most famous industrial designer having said by TIME magazine 2009). Having an office near the **Time Square**, midtown Manhattan, working at the worlds one of the best designers was a privilege. He worked on Luxury Lifestyle Design for big Clients like **NC Nordic Care, Maiori, Horm, Pepsi, Alessi** etc. He got to learn the design and business aspects of lifestyle and luxury designs. He is the **only Indian** person having worked with Karim at his 15 people strong studio in **New York**.

That's when he started realizing the potential of having exposed to problem solving and Luxury design together. “I wanted to make **Smart Functional Art pieces**. Products that will humanize the environment, that will ease the life, solve small problems leading to bigger inventions.” Dhruva says.



He also saw that India had many product design driven brands but there was no Signature or Label brand working in all the disciplines of design, offering a complete living experience. He started developing a philosophy where the **global contemporary design would meet the Indian spiritual context**. In his words, “I want to make spaces where we will start to define beauty as a humanist context, not a cultural one. Observing human tenancies and designing for a better living. Interestingly there is a lot of literature in India about the art of living. Im trying to amalgamate the same into contemporary form and space design!”

He came back to India having the same vision. Of course there were infinite problems! First one was investment. He didn't want to take any money from home so he paired up with his childhood friend and his cousin to start **Dominix Strategic Design Pvt. Ltd.**, later having offices in **Pune, South Mumbai , Douglas (UK) & New Jersey (USA)**- consulting in Product Design, Strategic Design and Visual communication design. “We started with one laptop and 500 rupees saved by my cousin Vyom Paknikar!” Dominix has delivered design and strategic solutions with Dhruva as a **Chief Strategist and Global Creative Director** to more than 200 multi-national clients for over 250 projects in the past

In 2017, he started a Luxury Design company- Dhruva Paknikar Luxury Design Pvt. Ltd. with the brand name **“Dhruva Paknikar”** catering to the niche Luxury market with Products, Accessories and Lifestyle Experiences. After spending 2 years in Research and Development, and being the best retail displays at the Pune Design Expo in 2018 and 2019, DPL is set to launch its first mass manufactured product range in October 2019.

In 2018, he invested in a Mumbai Based perfume manufacturing company- **Atara Fragrances Pvt. Ltd.** and is still in the Research and Development mode to create some amazing perfumes, eu de touche's and fragrances.

As a pro-bono activity and out of pure passion, Dhruva is the founder and the principal designer of **ABLED Labs** at Avantika University Ujjain- Creating free, bespoke designs and products for Specially Abled people.

In this course of time, also became a Design Mentor at the Jammu Kashmir Knowledge Network (**Government of J&K**- now Central Govt. of India) , Design Education Mentor at the **Atal Tinkering Labs**, Design Strategy mentor at **MIDAS** Institutes and an Industry mentor at the **Vishwakarma Institue of Technology**.

In 2019, Dhruva invested in multiple companies namely **ACE SPACE Design LLP**- catering Interior design and architectural services, based out of Pune, launched in September 2019, **THE IDEASMART Networking LLP** - an idea-centric social networking platform and **ILLUSTRETARD**- an illustration sharing and trading platform, both set to launch by April 2020

Amongst many appearances and Public Talks, Dhruva's interviews have been published in **Creme Magazine, Hindustan Times, Sakaal News, Brunel University (London)** and he has talked at prestigious platforms and institutions as **MIT World Peace University, School of Management, Avantika University, MIT Business School, VIT Pune, Flame University, Strate Ecole De Design (Paris), Vienna University (France) and Venture Centre**- The National Chemical Laboratory. He Has also been on the Graduation Jury panels at **MIT Institute of Design** and **Avantika University, Ujjain**.

“The most loved part in these businesses is the joy of making people realize that a designed experience can simplify one or much more than one aspects of your life and cumulatively a much more better and simple life if the designs and strategies are conceived purely.”



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