

Expert Lecture on “Lateral Thinking – A Key to Creative Thinking”

For F. Y. and S. Y. B. Arch

By AR. & Er. Pramod Beri

Sanjay Ghodawat University, School of Architecture, Atigre conducted a presentation on **“Lateral Thinking – A Key to Creative Thinking”** by AR. & Er. Pramod Beri on 11/10/2019. The presentation was conducted for First Year B. Arch & Second year B. arch

Ar. Pramod Beri is Chairman and Managing Director of nationally well known architectural and engineering consultancy firm, Beri Architects and Engineers Pvt. Ltd., having their offices in Pune and Kolhapur. He is uniquely qualified, both as an Architect and Engineer.

Through his presentation Ar. Pramod Beri explains the process of creative thinking. While designing any built space the students should consider the context of the project and prepare appropriate design solutions by thinking differently.

Every student should read books on creative thinking. He has presented various projects with restricted site conditions and explained how he has tackled the issues by adopting different approaches to site planning, building forms, technology and material. He also explains how orientation of a building is important and how it enhances its privacy, identity in surrounding area.

