

AV-ICN Expo's AV Architect of the Year

Kelvin Ashby-King honoured with 'AV Architect of the Year Award' 2023



(L-R) Anil Chopra, Founder, PALM Sound & Light Awards, Kelvin Ashby-King, Principal Consultant, Clarity Consulting, Ramesh Chetwani, Exhibition Director, AV-ICN Expo and Gaurav Sood, General Manager - India, Hyve Group PLC



Kelvin Ashby-King with Smita Rai, Deputy Project Director, AV-ICN Expo

A Son et Lumiere today is incomplete without a comprehensive projection mapping. Reflecting this massive revolution, PALM Sound & Light Awards recognized the contribution of audiovisual design in the world of pro Sound and Light. In a dramatic moment at the 11th PALM Sound & Light Awards, Founder Anil Chopra announced Kelvin Ashby-King the 'AV Architect of the Year' 2023. The article details the life and work of the maestro of the AV industry.

Celebrating AV Innovation

The AV Architect of the Year Award was established with a vision to identify and celebrate distinguished AV professionals, integrators, and consultants, who have contributed to the field of audiovisual in immense proportions. These individuals have always traversed the extra mile, thought out-of-the-box, and pushed the boundaries of AV design and application in various fields around the globe. In 2022, the AV Architect of the Year Award was awarded to **Narendra Naidu**, Chairman and Managing Director, Rhino Engineers Private Limited. In its third consecutive year, this year, the award was conferred on **Kelvin Ashby-King**, Principal Consultant/Director, Clarity Consulting, for his outstanding imprint in the AV industry.

Kelvin Ashby-King: Life & Work

While at University in New Zealand, British born Kelvin spent more time in the University Theatre than in lectures, as he discovered and developed his real passion which had started in secondary school which was Lighting, Sound, and Set Design for the theatre. He worked for various theatre companies and traveling productions in New Zealand, Australia, and England as a freelance designer, but when he got married and was about to start a family he realised you need to have a steady job and income so in 1985 he joined Selecon New Zealand Limited (a theatrical lighting manufacturer) as New Zealand Market Manager and went on to become the Director of Sales for Asia Pacific.

In 1990 Kelvin was offered a job with Inova Audio Visual Limited in Singapore and took the plunge in moving to Asia and worked in Singapore and Thailand for Inova Audio Visual Designs Limited which specialised then in nightclub/theme park design but as the industry changed moved into commercial audio visual and lighting in hospitality and then into the corporate world and beyond as the industry developed providing acoustic, audio visual and architectural lighting design services...

In 1999 Kelvin took the plunge and moved his then young family to India (as Asia was suffering a major recession from the Asian currency crisis and there was basically no work) and this when his roller coaster ride started and love affair with India started...

Kelvin developed the office Inova established in India in 1994 (basically servicing 5 star nightclubs in India) into a full consultancy practise for AV, Acoustics and Lighting and in 2000 joined Esco Audio Visual as it CEO turned Esco into India first and market leading AVSI company....

In 2004 Kelvin sold his stake in Esco and moved back into pure consulting.... Inova Consulting was born with Kelvin as the Founder and Principal Consultant. Inova went through a number of identity changes over years.... In 2005 the named changed to Techlogique Consulting and then in 2010 to T2 Consulting Group. In 2021 Kelvin sold his stake in T2 and formed Clarity Consulting based in Pune.

The most recent projects completed in the last few years are:

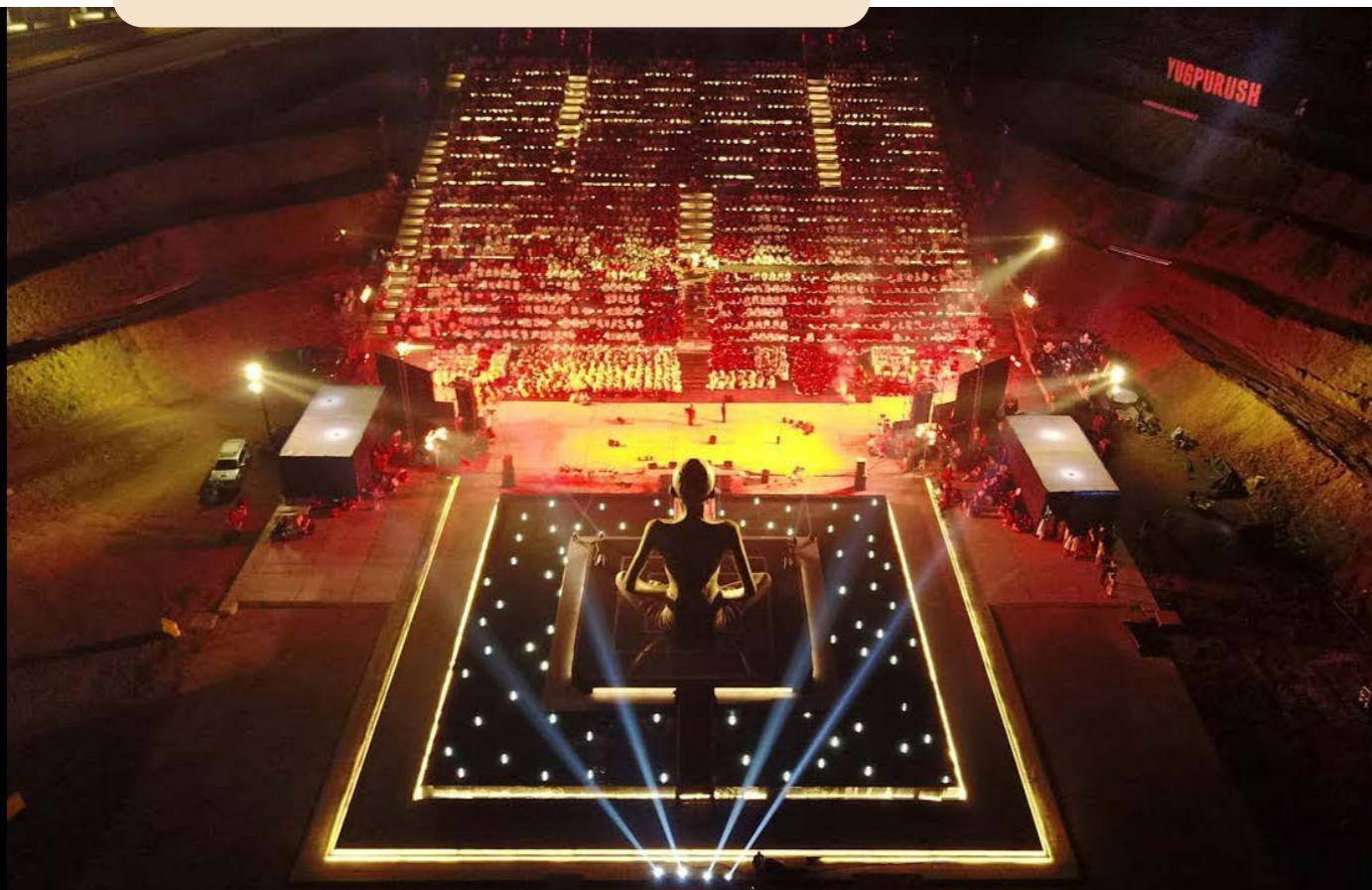
- Bharat Mandapam (ITPO/Pragati Maidan Development) in Delhi for G20 and International Exhibitions (AV, Acoustics/ICT/Lighting/Stage Systems)
- Alipore Convention Centre in Kolkata (AV, Acoustics/ICT/Lighting/Stage Systems)
- Biswas Bangla Convention Centre – Kolkata (AV, Acoustics/ICT/Lighting/Stage Systems)
- Wellington College International in Pune (AV, Acoustics/ICT/Lighting/Stage Systems)
- Aquatic Gallery (Aquarium) – Science Centre Gujarat (AV, Acoustics/Lighting/Stage Systems)
- NetApp – Bengaluru (AV/Acoustics/Lighting)
- Microsoft Building 1 Redevelopment – Hyderabad
- Victoria Memorial Sound and Light Show (Concept Design)
- Gandhi Darshan Museum – Jaipur
- Dandi Kutir (Mahatma Gandhi Museum) – Gujarat
- Piramal House – Worli (Acoustics)

When asked what are his most memorial project in his career Kelvin replied that this is a very hard question to answer but those that stand out would be:

- Peninsula Hotel – Bangkok (Lighting/AV/Acoustics)
- Being part of the Lighting Design Team for 1990 Commonwealth Games Opening/Closing Ceremonies
- Taj Hotel Mumbai – Lighting and AV for Ballroom and Crystal Ballroom
- Khalsa Heritage Museum – Punjab – AV, Lighting and Acoustics
- Infosys Campus – Corporate Building, Education and Research and India's First NOC
- Working Inhouse as AV and Acoustic Consultants for over 80 TCS AV Projects
- Darshan Museum – Sadhu Vaswani Museum – Pune – Lighting and AV
- Indian Pavilion at Expo 2002 in Korea – AV and Lighting
- Airtel Network Experience Centre in Delhi – World largest single video wall at the time
- Infosys Zero to Infinity and Satyam Live Customer Experience Centres
- National Science Museum – Bangkok
- Volcano Land – Sentosa, Singapore
- Microsoft Buildings 1-4 in Hyderabad (Lighting and AV)
- Assam Assembly and Secretariat – AV, Lighting and Acoustics



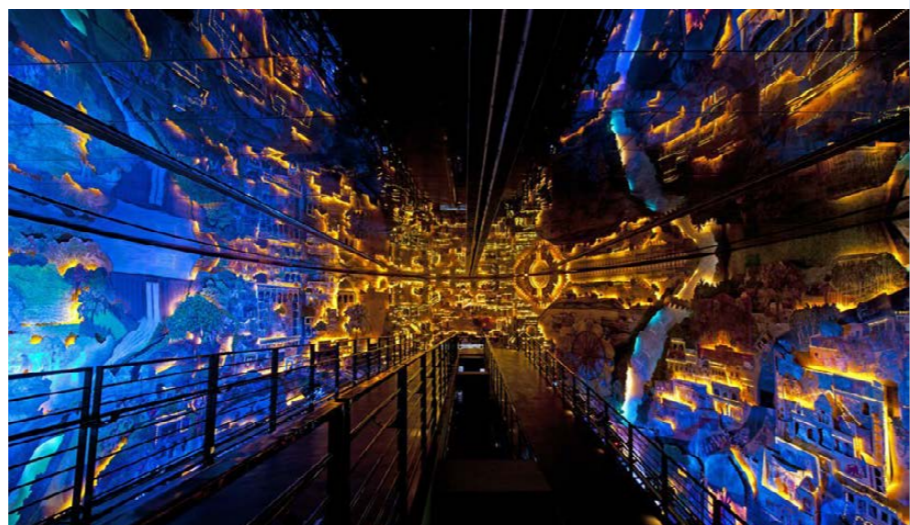
The Peninsula Bangkok



SRM Dharampur



Airtel Delhi



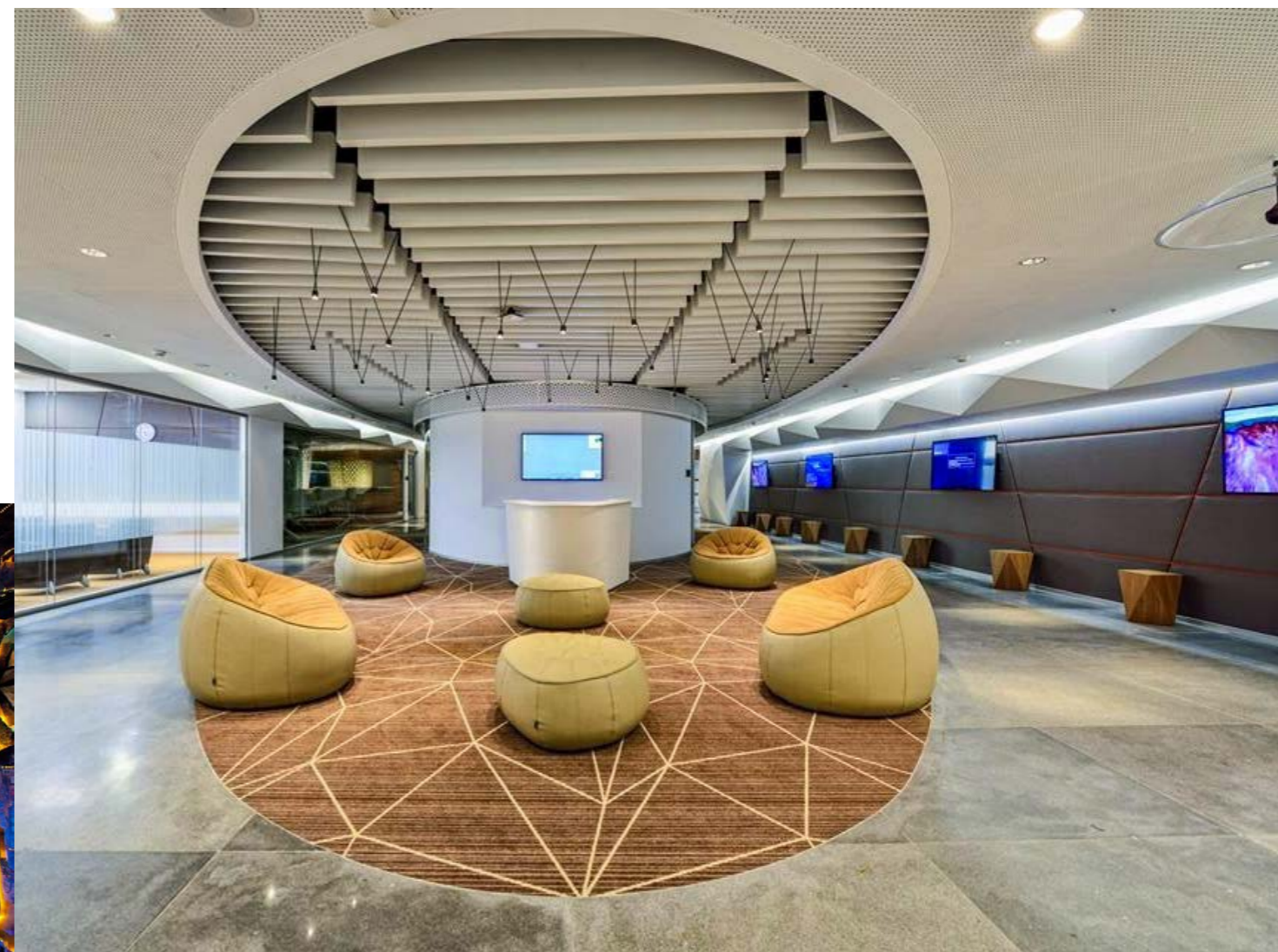
Khalsa Heritage Museum Punjab

Kelvin has been pivotal in the development of the AV and Lighting industry in the India... he has been a pioneer and leader and has created a lot of "firsts" in the industry, as well as his companies providing the learning/training ground for many people now running the largest and most successful AV companies in India and Asia or heading major manufacturers operations in India and Asia/Middle East... When being awarded the Lifetime Achievement Award by SIA/Infocomm in 2016 he was described as being the 'Godfather of the AV Industry in India'. Kelvin has always put training and development of his teams as the primary focus of his business as he says the people are what lead to your success.

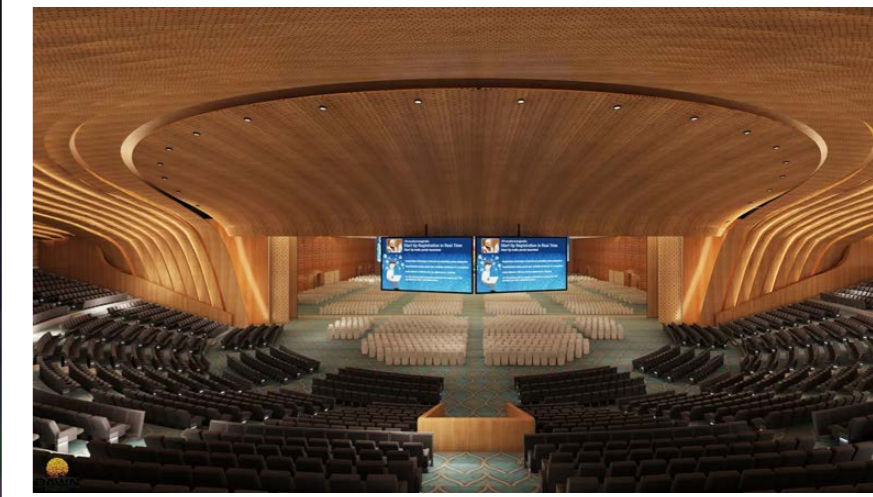
Through his 35+ years in the industry Kelvin has designed over 100+ Nightclubs and Entertainment Venues, 220+ Hotels, 300+



Statue of Unity Hyderabad



VMWare Bengaluru India



ITPO Planery Hall Delhi

Corporates (over 10,000 meeting/training rooms at last count), 50+ Religious Projects, 30+ Hospitals, 80+ Government Projects, 100+ Theatres, Auditoriums and Convention Centres, 100+ Residences and 50+ Museums and Heritage Projects, 100+ Educations Institutions... Plus many more more....

We asked Kelvin why India for all these years and he replied, "It is the people, the desire to be better and be better, and the range of opportunities India gives and keeps giving", and he went on to state, "Projects are done by teams, not single people, and I am grateful and blessed for all the teams I have been part of and will be part of going forward – what I have achieved during my career is all due to the people I work with."

A connoisseur of establishing natural synergy of audiovisual design in large indoor and outdoor venues' architecture, Kelvin believes that an exceptional AV design is meant to enhance communication between the source and the seeker of knowledge and ensures the same in all his projects in a masterful manner. There certainly isn't a better recipient of the AV Architect of the Year Award than Kelvin Ashby-King, the man who knows how to integrate the audiovisual in the traditional, so that the ordinary can at last be astonishing.