



With extreme grief and sorrow we inform you all about the sad **demise** of Mr. Roby D'silva, who passed away recently.

Roby D'Silva worked alongside leading European designers, studio Bojeri in Milan and J. in London. The first and only Indian designer to be honored by Walter Thompson Advertising Company. The only Asian to be awarded the FCSD degree by the Royal Family of England. He was the one to introduce packaging design in India.

Worked with renowned graphic designers such as Peter Wildber. He contributed to the foundations of the emerging field of corporate design, monotype corporations in the mecca of typography, studios in Italy, the prestigious art studio Bozeri, or works by American companies such as Walter Thompson and honorary titles, packaging designs for brands like Kellogg's (and still in use today), festival packaging for Cadbury, logo for Tribal Weekly, advertisements for the British Cheese Bureau, packaging and advertising for bachelor cigarettes, St. Paul's Church in Nanbhat. His contribution in the field of advertising will always be unmatched.

A heartfelt tribute to Roby D'Silva

*-VIVA Institute of Applied Art*