

# Profile Dr. Sivam Krish

**Sivam Krish** has a mixed background in design and engineering. Since graduating from MIT with Dual Degree in Art & Design and Aero Space Engineering, he began to explore design from a unique perspective.

His PhD in the University of Cambridge further enabled him to explore the esoteric problems of aesthetics in AI, where he worked on the problem of automatic the complex task of cutting gems – one of the last frontiers of automation.



In his last appointment as Associate Professor at the National University of Singapore he observed the commonality of design amongst products (genes) and the possibilities brought about by advances in graphic engines (geometry). Genes + Geometry became [Genometri](#) - the name of the spin-off company he founded to develop and exploit new possibilities in design automation and mass customization.

He has been a design consultant to many companies including Philips and currently joint with NUS, Ministry of Defense project on Deployable Structures. He has few a patents in Deployable Structures, Design Automation and Color Selection. He has many awards and publications – which he is now less interested in, as his over ridding passion is to be part of the next industrial revolution; that is harnessing the creative energies of the connected world, connecting consumers and companies together through the creative medium of design, opening up unimagined possibilities and **realizing** some of them.