

Arch

backstitch

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**Design
Quest**

Pratima Pandey
A Designers life

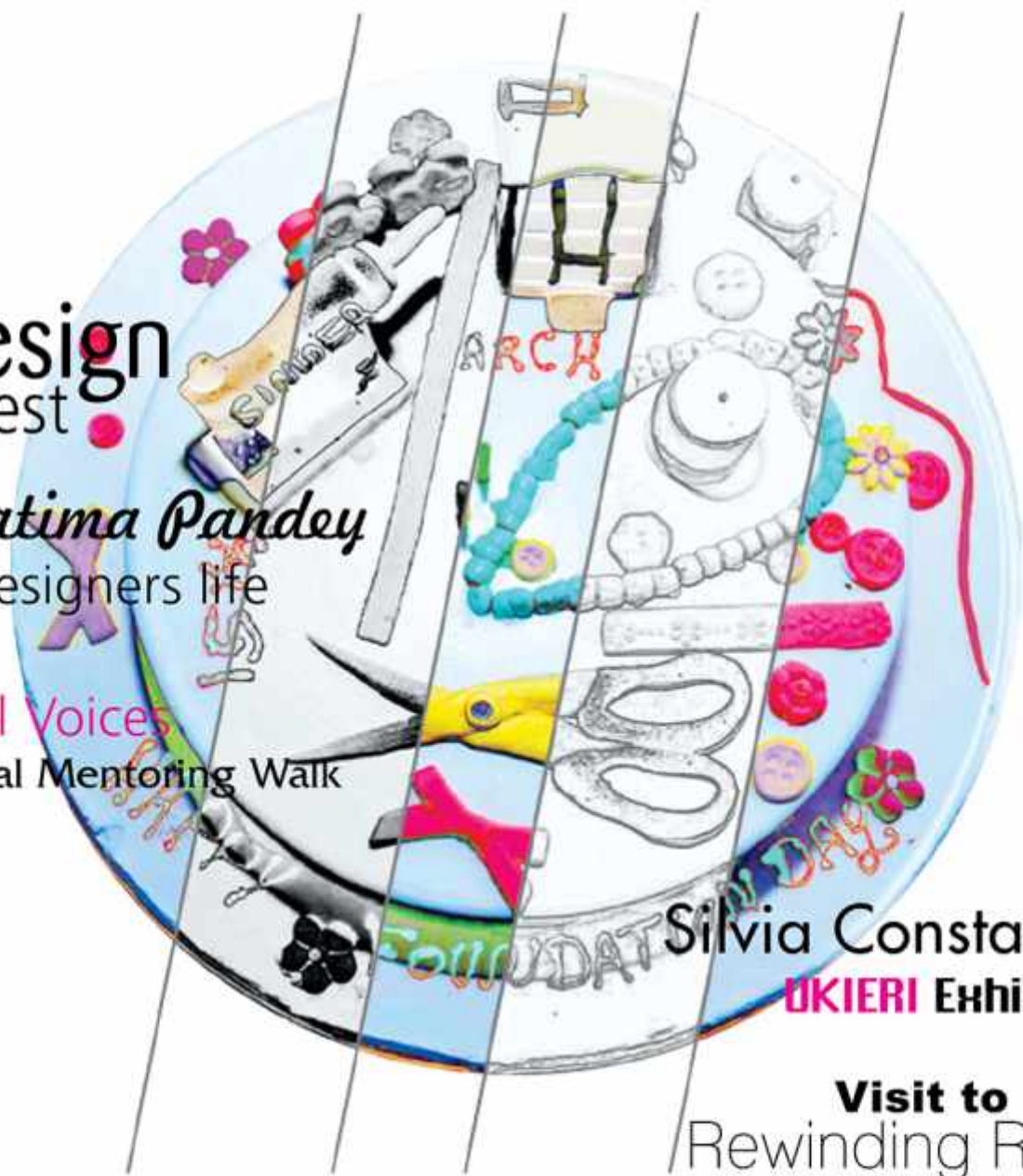
Vital Voices
Global Mentoring Walk

Silvia Constantini
OKIERI Exhibition

Visit to India
Rewinding Reels

Celebrating
15 Glorious Years of Design

AMAZON Fashion Week





ARCHANA SURANA
Editor in Chief



we as designers are exploring in today's world.

The visit of our Scottish partners to the beautiful Pink City and the visit of students of ARCH to Scotland, is creating ways for true Cross Cultural Design Communication and meaningful outcomes aimed at enriching many more... Artisans, Craftsmen, Design aspirants, Teachers in Art and Design and Amateurs. In the process we are designing Courses that extend opportunities for learning the basic tools of Design Communication to enhance creativity and productivity. Our recent exchange included visits to Cultural and Heritage sites, meeting stalwarts of the City, training school Teachers in Design Communication, putting up an exhibition of Craft of both countries and finally getting it inaugurated by Sylvia Constantine, First Counselor of the European Union in India.

Women's leadership and their significant role in preserving human rights is the key to many problems in the Social stratosphere. Read about the Mentor-Mentee experiences in the Mentoring Walk held on International Women's Day, to highlight the importance of Women's Leadership and to accelerate the impact of women leaders.

Travel is all about exploration and evolution. It's a journey not a destination... read more...

The Amazon Fashion Week brings more delight to Men and Women. Coming up is an exciting showcasing of hot couture in Fashion and Jewellery by the graduating students of ARCH. Meet the Designers in reality during the GABA Fashion Showcase... Also get to see Designer Anita Dongre, one of Fortunes: 50 most powerful women in India, who will light up the occasion with her presence.

We look forward to create more value for our readers, by engaging in meaningful dialogue on Cross Cultural Design Communication.



Dear Editor,

I look forward to every issue of Backstitch. The articles on Metro Look from the March issue were highly informative and inspirational for me as a Fashion Design Student. I learnt a lot and would like to be a part of the magazine by doing some creative stuff. I wish the Backstitch Team all the very Best for future endeavors.

Shristy Singh
III Semester, Fashion Design

Dear Editor,

Backstitch is a great source of Design NEWS. It helps me to be updated and nurtures my knowledge. It's great to see ARCH taking sincere steps in empowering women to observe an overall change in the scene. Looking forward for more such issues.

Deeptashree Saha
Student, Interior Design

Dear Editor,

Being a regular reader of Backstitch, I sincerely appreciate the quality of the magazine. I am a student of Class 12 and aspire to take Design Education. One of my favourite pages is Visual Lexicon. This information is helping me to build my Design Vocabulary. I am sure this knowledge will help me a lot in my future. Thanks a lot.

Prachi Jain
St. Anslems School, Jaipur

Upcoming Events

23 CHAT 2015
April 2015

International Youth Event Changing Tomorrow is scheduled in Jaipur, Rajasthan on the 23rd & 24th of April 2015. A youth event that brings together leaders from different walks of life to mobilize the young minds with thought leadership and action.

VENUE: Birla Auditorium, Statue Circle, Jan Path, Jaipur, India.

25 & 26 Photography Workshop
April 2015

Basic Photography Workshop (For Beginners) Online Registration Starts from Wednesday, 8th April 2015, Limited Entries (Only 25)
<http://lensnlights.in/workshop/>

VENUE: Jaipur

03 GABA - ARCH Graduate Fashion Showcase
May 2015

Come & be a part of the 15th year Celebrations of the ARCH Academy of Design. Presenting an exciting Fashion & Glitterati evening with India's top Super models showcasing 14 Fashion & Jewellery collections.

VENUE: Hotel The Lalit, Jaipur
Near Jawahar Circle, Jagatpura

04 Design for Delight
May 2015

Panel Discussion with India's top Fashion Designers & Product Designers. For Student, Design Aspirants, Teachers and Creators Know more about Design Industries.

VENUE: ARCH Academy of Design, Jaipur
9, Govind Marg, Malviya Nagar
Time: 9:30 am



20 Lights, Camera, Action!
April 2015

An ONLINE PHOTOGRAPHY Competition. Click the best of your pictures. Send any random picture with your details. WINNER would be awarded!!

VENUE: New Delhi, Jaipur, Mumbai
Contact:
Umang Singh-9680437733
email id: umangsinghmit@gmail.com



A different way to add to your vocabulary, & then some...



Textile Quilting

Quilting can refer either to the process of creating a quilt or to the sewing of two or more layers of material together to make a thicker padded material. "Quilting" as the process of creating a quilt uses "quilting" as the joining of layers as one of its steps, often along with designing, piecing, appliqué, binding and other steps. Quilting can be done by hand, by sewing machine, or by a specialized longarm quilting system.

The process of quilting uses a needle and thread to join two or more layers of material to make a quilt. Typical quilting is done with three layers: the top fabric or quilt top, batting or insulating material and backing material.

Interior Queen style

Queen Anne style of furniture design developed during, and after the reign of Anne, Queen of Great Britain (1702-1714). Queen Anne furniture is "somewhat smaller, lighter, and more comfortable than its predecessors," and examples in common use include "curving shapes, the cabriole leg, cushioned seats, wing-back chairs, and practical secretary desk-bookcase pieces."

Other elements characterizing the style include pad feet and emphasis on line and form rather than ornament. The term "Queen Anne" describes decorative styles and was first applied to the style more than a century after it was fashionable.



Jewellery Quartz

Quartz is the second most abundant mineral in the Earth's continental crust, after feldspar. It is made up of a continuous framework of SiO₄ silicon-oxygen tetrahedra, with each oxygen being shared between two tetrahedra, giving an overall formula SiO₂.

There are many different varieties of quartz, several of which are semi-precious gemstones, especially in Europe and the Middle East. Varieties of quartz, since antiquity, have been the most commonly used minerals in the making of jewellery and hardstone carvings.



Graphics Quick Mask

Quick Mask is a convenient way to modify selections using pixel-changing tools such as the paintbrush, eraser, or any plug-in filter. It lets you make very precise adjustments to your selections.

To use Quick Mask mode, start with a selection and then add to or subtract from it to make the mask. You can also create the mask entirely in Quick Mask mode. Color differentiates the protected and unprotected areas. When you leave Quick Mask mode, the unprotected areas become a selection.

A color overlay (similar to a ruyblith) covers

and protects the area outside the selection. Selected areas are left unprotected by this mask. By default, Quick Mask mode colors the protected area using a red, 50% opaque overlay. If a feathered mask is converted to a selection, the boundary line runs halfway between the black pixels and the white pixels of the mask gradient.

The selection boundary indicates the transition between pixels that are less than 50% selected and those that are more than 50% selected. Changes affect only the selected area.





If you are curious to know ?

Q I am a student of class 12th and am interested in courses in designing field. My background is from the Science stream but I am keen in making my career in Design. Could you please help in suggesting the right course for me with my technical background?

Aashima Khandelwal, Jaipur

A It is interesting to know, that you aspire to take Design as a Career. We offer Undergraduate Programmes in Fashion, Jewellery, Graphic Design, Interior Design, Design Management & Craft Product Design. All these courses are internationally recognized by Pearson Edexcel. They are Level 5 HND BTEC (Business and Technical Education Council) qualifications and help students in progressions to Degree Level in UK. For details, you can ask for personalized counselling or visit our website www.archedu.org.

Q I want to start my own business in Jewellery Designing. Does Arch provides any short term certificate courses? Please elaborate with details.

Ankush Mathur, Delhi

A It is good idea to start your own business. The Indian Gems & Jewellery Industry is the back bone of the economy, being one of the major contributors towards the export led growth of India. Yes, we do provide Short Term Certificate programs in Jewellery Design & Gemmology. The course will focus on learning & training with strong emphasis on practical skill development along with the acquisition of requisite knowledge and understanding of the business sector.

Q I am a graduate student and want to know if Arch Academy offers post-graduate programmes in Lifestyle Accessory Design. What are the other PG programmes available?

Meera Soni, Patna

A Lifestyle products have emerged as a major market segment in India, especially over the last five years. Lifestyle Accessory Design covers the entire spectrum of accessories and lifestyle products that include precious, semi precious and costume jewellery, leather goods, footwear, watches, giftware, tableware, silverware, crystal ware, office furniture, as well as elements of consumer interface design and retail environment design. The Lifestyle Accessory Design programme is intended to train designers to actively create for the mental shifts in high end living and the numerous areas opened for lifestyle changes. Students are encouraged to undertake focused research which involves indepth understanding of the target user towards making customized and successful product solutions.

Q Can you please explain what AIEED is about? What is the eligibility criterion and the paper pattern?

Anuradha Jain, Udaipur

A ARCH Academy of Design conducts AIEED (All India Entrance Examination for Design) for Undergraduate (4yr) & Postgraduate (2yr) programmes. For the convenience of prospective applicants, the Exam is conducted in two modes - Online and Offline (Centre Based). Both versions of the exam test the aesthetic sense, creativity &

design sensitivity of students seeking fulfilling careers in the various fields of design. It also tests the logical reasoning & problem solving aptitude of the student. Students 10+2, are eligible to write AIEED Exam.

Q Is there any international exposure we get at Arch? As your brochures shows affiliation with so many international colleges, how does Pearson Certification help in getting opportunities in the overseas market?

Rahul Shahi, Chaziabad

A ARCH is a premier EDEXCEL learning centre and in strategic partnership with Pearson Edexcel, is accredited to deliver eight BTEC Level 5 HND qualifications in Art & Design. It is also presently the only Design Institution in India that imparts Pearson Edexcel Assured Courses, ensuring an independent international quality benchmark recognized all over the world. The BTEC Level 5 HND (Higher National Diploma) is equivalent to the 2nd year of a graduation programme in the UK and provides opportunity to progress directly into the 3rd year of a graduation programme and gain a degree from any of the Pearson Edexcel listed universities abroad. Some of them in the UK include, Middlesex University, Bradford College, Bath Spa University, Bournemouth University, University of London, Birmingham City University, St Patrick College and the Parsons School of Design, Paris among many more.

MORE

**PRATIIMA
PANDEY**

“That's a designer's life ...much beyond the parties.”



Responsibility to Flourish



I was born with an eye to see things more than others could see or feel. Life around me was buzzing, but among all, I was strongly developing likes and dislikes of things almost enough to conduct conversations with myself. In the hustle bustle of India, it is difficult to be in one's own world. No sooner would I be playing by myself, or walking or watching TV, me in my own world and a hand would pull at me and say make the rangoli... if you are an artist you can make it nicely. What is important is to get into the right mood in doing it! Diwali had lots of people who came over and I would be just standing there observing... most of all observing the garments the embroidery; and taking my pick and selfishly talking to only the people who looked presentable!

Time went by with me realizing that in my own world few people existed and more so because of some qualities I liked about them- could be the way they talked or could be how they looked or could be simply their

heart - but mostly qualities beyond my own understanding. Growing up and blossoming into a creative soul, I soon realized that I think, talk and wear unlike the common... Thus my mind said you stand differently. In college learning to be you and knowing oneself was it... Self doubt was always right behind you all the time. So what am I good at, and what am I not good at... and how should I make it even better; Nevermind. There are thousands of designers who have made it because of a certain quality. Welcome to the Real World- when I decided to start on my own. Glittering stones and heavy embroidery was an easy sell out. Tempting me to create the same... but my heart was telling me, this is for the-not-so-understood by-the-misunderstood. Do what you like and do it for you... and for the people with taste and class. Let them help you serve and let your presentation speak your mind for you. You are in a place where the experts who understand too much come and many who are there are given the opportunity to comment without much knowledge to back it up. But that's the way it is, one has to impress all. And most importantly do not forget focus - it's all about beautiful clothes and that's why we are here to celebrate beauty. Soon, but for now it was getting difficult to handle the pressure to become the smarter you. I mean through attitude... I thought it was pseudo. Screaming came naturally earlier, I thought otherwise and more to make the collection how you

want it. Soon you realize, there are experts out there who are giving free advice and changing what one is doing. We designers need production managers. Who can handle master ji's and tailors? That's a designer's life... much beyond the parties, parties are to relax and learn about the pulse of the market but more so to forget that we have to pay so many people... handle the tailors and masters... who's life's talent we have taken the responsibility to nourish. To tell you the truth that one perfect garment just takes away all the tension. And I know deep down my heart is saying all the problems are worth it. You are creating the perfect garment for the perfect time - and perfect person.

I just wanted to give up because most of the time we are doing everything but designing... you have to fight within to be you, fight to be better managers, fight with ones own self because we are in love with Fashion. And truly speaking we are here for the 'Passion of Fashion'. Observing and loving my mother who now is all giving and has accepted that her daughter is a terrible business woman but a beautiful designer. And that nurturing her and helping her balance the personal and professional fronts is important. My mother has realized she has to be the support and love for her daughter and guide her to create. If she has it in her she will still be there with the freedom to create one day without the additional problems to handle!

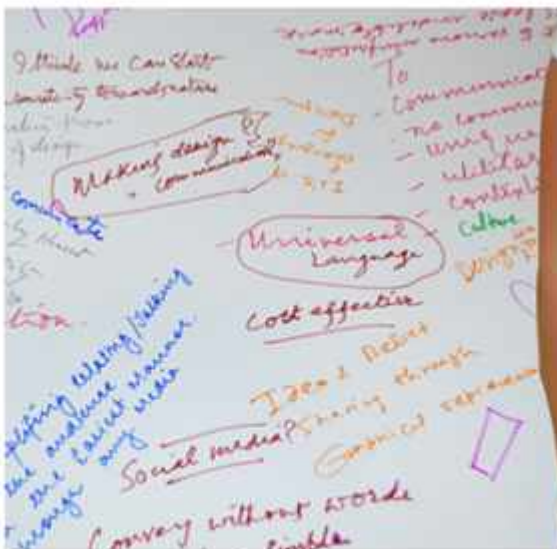


CREATIVITY MEET AT ARCH

Cross Cultural

Design Communication

“Experts were unanimous in stating that creative industries are centre stage in creating value in the desert state with Tourism as its USP”



The Chr -Cha on Design Communication was live wire as it drew participants from a cross sectoral background to produce an integrated design communication strategy on Creative Economy with the state of Rajasthan on its radar. If “design” is a road map to actualize an idea then, at Chr Cha, teams comprising of professionals, stakeholders and students brainstormed to draw up tourism models ranging from religious to heritage. Experts were unanimous in stating that creative industries are centre stage in creating value in the desert state with Tourism as its USP. The urgency to create an enabling environment for creative entrepreneurship is then not over exaggerated. Also tourism with its multiplier effect was sought to be connected to the local economy by promoting

heritage- both built and living. During the deliberations the focus shifted from built to promoting living traditions of the state such as performing communities and oral traditions, hitherto, the step children of a growing knowledge society. “Tell A Tale” to create a genuine connect to the local culture on the one hand and promote heritage crafts on the other were zeroed in for satisfying the anthropological need for souvenirs of teeming international tourists. It was mooted that if the former will incubate local talent the latter will generate “creative” capital.

The young ignited minds drawn from Arch imparted vigour and new ideas to their group -two imperative components for the state of Rajasthan to move from a traditional to a new age Creative Economy!

- Sadhana Garg
Journalist



Train the Trainers



The Arch Academy of Design conducted a session on Contextual Art & Design Communication for School Teachers on 27th March 2015.

Opening the session ARCH Director, Ms. Archana Surana welcomed the participants and told them that the session was part of the 2 years long, and continuing, collaborative project of the ARCH Academy of Design and Perth College, UHI, Scotland to develop & prepare a world class Design Communications course curriculum with specialization in the Creative & Cultural Industries. The UKIERI (UK - INDIA EDUCATION AND RESEARCH INITIATIVE) project 'Communication and Application of Design to Promote Creative & Cultural Industries' is enabled through a grant for Institutional Capacity Building and is administered by the British Council.

The lead faculty conducting the training were Christiana Margiotti, Subject Leader - Creative Arts & Technologies and Programme Leader - BAH Visual Design & Communications, Perth College UHI, Scotland; and Benoy Thoompunkal, Director Academics, ARCH Academy of Design.

Teachers are part of the vast fraternity connected with the creative industries. This half day session to Train the Trainers was aimed towards sensitizing and exposing them towards Design Thinking & aimed at opening up thinking processes and understanding the role and importance of Creative & Cultural Industries in today's context.

The session involved participants in a workshop aimed at evolving various perceptions regarding what constitutes meaningful 'Representations of

Jaipur/ Rajasthan' in an exercise towards the Creation of an effective Branding for the state.

There were also presentations of some achievements in Scotland in the field of the Creative & Cultural Industries. The participants were also introduced to the envisaged online/ blended learning material content of the courses planned.

The awareness gained through this interactive workshop is expected to encourage Design & Craft teachers into taking the course modules being developed. Also on the basis of the quality of their participation and output, the best 7 participants will be given entry to the Course modules on offer at no cost, and on completing the courses successfully, they will also be given Officially Accredited Certification from the Perth College, UHI, Scotland. These selected participating teachers will also be trained every 6 months to add to new knowledge and skills.

The teachers seemed to have thoroughly enjoyed themselves during the activities and expressed their keenness to take this learning forward into their classrooms.



"The session to Train the Trainers was aimed at opening up thinking processes and understanding the role and importance of the Creative & Cultural Industries in today's context."



The UKIERI Project Exhibition

Global Interaction

Engineering an online LEARNING PORTAL and OPEN ACCESS INFORMATION PORTAL to connect teachers and people who belong to the creative industries

Both, India and UK have their own vast culture and heritage value. The aim of the our UKIERI project with our Scottish partners, Perth College, UHI, is to build capacity of the mutual faculty

through exposure to and learning from one another's cultural and creative industries (CCI) like crafts, design, fine arts, theatre, architecture, heritage and tourism in order to prepare a world class course curriculum around Design Communications

with specialization in the Cultural & Creative Industries (CCI). After the completion of this project, students of both colleges will be trained at advanced level. Not only that, the courses will be offered to all stakeholders in the CCI to upgrade their skills.

In March, students from Perth College, UHI, Scotland, visited Arch as part of

the project. An exhibition on Cross Cultural Design Communication was showcased by the students of ARCH and Perth College. The exhibition promoted the Art & Crafts of India- stone carving, puppets, traditional jewellery, tie and dye etc. - done by the local craftsmen and artisans and was inaugurated by Ms.

Silvia Constantini, First Counselor of the European Union in India. As an important part of the project, an Online Portal is being built collaboratively by Arch Academy and Perth College to exchange their ideas and to impart Design Communication

training to students and trainers and stakeholders. The main purpose for introducing this portal is to train in terms of levels and subject areas. This will lead to global interaction. The

online portal has two elements, i.e. LEARNING PORTAL and OPEN ACCESS INFORMATION PORTAL, and both are engineered to be user friendly. The portal will connect teachers and people who belong to the creative industries like instructors at performing art academies (theatres, dance schools etc.) apart from the staff employed with media, journalism and other communications based sectors like printing, publishing, graphics, advertising, social communications sector etc. who need to upgrade themselves according to the changing world.

Through this portal, tailored educational and training materials can be delivered using latest tools and technical aids i.e. multimedia and web-based delivery methods. This includes-

- Development of online learning and teaching materials
- Designing placements in India to extend knowledge of crafts, design and performing arts techniques for British staff and students
- Designing placements in UK for Indian students focusing on developing contemporary products

based on Indian craft and performing arts skills

- Development of models for entrepreneurship based on case studies

ARCH students are visiting Perth, Scotland in the next visit in June. The focus will be on- (a) Students project:- To produce multiple versions of the concepts & materials - Gather further research regarding the crafts & crafts people - To produce a learning pack & workshop for the market testing of all teaching materials - To set up and utilize a combined communication portal for the development of the project

(b) Learning Portal:

- Utilize existing materials to assist in population of portal
- Produce dissemination materials linked to the



Ms. Silvia Constantini (First Counselor of European Union in India)

Vidisha Gupta





Jana
Sara



Sudhir Kasliwal (Photographer, Jeweller, Entrepreneur)

Rewinding Reels

Almost 6 weeks ago, we were on a plane, not really knowing what to expect but excited for what the following two weeks had in store for us. Now we're back home with a ton of memories. A huge pile of coursework and a lot of stories and photographs to share.

Being away and in a completely different world [to Scotland] has taught us a lot of things. Our perspective of daily and working life has changed and our outlook as designers has been broadened with the experiences and opportunities we encountered whilst in Jaipur and working on the UKERI project with our new friends.

Our first day in ARCH, we were greeted by everyone then put straight to work ensuring the exhibition was put up and looks impressive. This gave us our first opportunity to work with everyone to hang and arrange the photograph collection and find out how ARCH students solve problems. With all the wonderful resources available within ARCH, there was nothing that was too much to ask for and the exhibition was assembled and looked great.

Now we had to put together the teaching pack and think about the workshops, Chr Cha and teacher training. How were we going to present our learning pack; the content, the aesthetics and flow? How would we present our work to date in the workshops? All the while taking the different cultures and language barriers into consideration.

In between all the hard work, we got the opportunity to visit the Amer Fort, The City Palace, Jantar Mantar and the temple at Amer Fort. It was amazing to see and experience these beautiful sites and learn about

their history.

Along with this, we visited some professionals within the industry – Graphic Designer Mr Naveen Tripathi and Jeweller & Photographer Mr Sudhir Kasliwal. It was really interesting to hear their opinions of the design sector in India and also to let them see what we had been working on within the UKERI Project and to get their feedback.

Finally, the amazing food that we were treated to during our visit is worth mentioning. Everything was absolutely amazing and so flavoursome. Thank you to everyone from our taste buds for choosing our meals!

We acknowledge ARCH Academy of Design for their kindness, looking after us, showing us some of the sights, the shopping and making us feel so welcome. A special thanks to Ms. Archana Surana for her hospitality and the opportunity to visit and be part of ARCH Academy. It was really lovely to see those we already knew and to meet everyone else. We've not had a selfie taken for weeks! We wish we could have had some more time to spend with you all! We're really looking forward to meet those visiting in the summer for the final leg of the UKERI project. Hopefully the sun will shine in Perth for you.

See you all soon....

Sara Grassick
Jana Slovackova
Graphic Design Students
Perth College, UHI, Scotland



Naveen Tripathi (Director, Mercury Designs)



Glorious Years



2000

Inauguration of ARCH Academy of Design by Model Malika Mathur on 3rd April 2000 at S-6, Jyoti Marg, Bapu Nagar

2001

Inauguration Of Banipark Centre by Minister of Higher Education Mr. Jitendra Singh and Prof. Pawan Surana



2004

Convocation Ceremony at Rajputana Sheraton with Honorable Governor Mr. Madan Lal Khurana launching Arch ki Taza Khabar

2004

Ratna Vastram, 1st Annual Show of ARCH Academy Design in 2004



Director Archana Surana with former US Senator Hillary Clinton, participating in the International Women Leaders Mentoring Programme of the US Department of Fortune Magazine.

2007



2007

Fortune Magazine Editor-at-large Patti Sellers and International Fashion Designer Bibi Russell at ARCH GABA 2007



2000

75 Glorious

2003

Launching Gemmology and Jewellery Manufacturing Course by political leader Ms. Girja Vyas and Vice Chancellor Prof. Kamal Sharma



2005

Laying of Foundation Stone of the present main campus at Malviya Nagar, Jaipur



2007

Visit of US Senators to ARCH Campus



2004

Students Exhibition inaugurated by Mr. Rajeev Arora and UDH Minister Mr. Pratap Singh Singhi



2006

Affiliated to the University of Rajasthan the ARCH Academy of Design shifted to its present campus



Recap

academy of design

As Design Consultants to the Jaipur Metro, ARCH designed and launched their entire set of Uniforms



Ms. Archana Surana with Mr. Pradyumana Vyas, Director NID, Ahmedabad, and Mr. Sudhir Kasliwal after the ARCH Convocation

The Design Dhara Bus, a travelling exhibition that travelled all over Rajasthan, to promote Design awareness, & showcasing Design through the work of ARCH students. Flagged off by Chief Minister, Ms. Vasundhara Raje



British Council administered U K - India Education Research Initiative between Perth UHL, Scotland and ARCH Academy of Design.



2013

ARCH in collaboration with IIDD organised the 41st Indian Interior Design Day celebrations at ARCH on 21st December 2013



2008

ARCH organised the Fashion Show at Jaipur by Night Event organised by CII

2012



2010 -

Ms Archana Surana with Mentor, Media Icon-Geraldine Laybourne, Founder & Former Chairman and CEO, Oxygen Media



Years of Arch

2015

2011

Archana Surana recipient of YUVA ICON AWARD 2011 from former President and Bharat Ratna, Dr. Abdul Kalam



2010

Ms. Archana Surana releasing poster of AIEED 2010 with Renowned Fashion Designer Mr. Sabyasachi Mukherjee



2011

Former Tourism Minister Ms. Bina Kak inaugurating Echo, the Graduate Exhibition 2011



Patangwali, Skye Morrison taking a workshop on Ahimsa Rites at the ARCH Alumni Meet - 2015



2015

Celebration of 15 Glorious years of Design at ARCH Academy of Design with Renowned Career Counsellor Ms. Parveen Malhotra and Arch Family



2011

Visit to ARCH by IFFTI President Satoshi Onuma & Secretary, Commodore Vijay Chaturvedi which subsequently led to ARCH becoming a member of IFFTI

Celebrating International Womens Day



VITAL VOICES
GLOBAL MENTORING WALK

MENTORING WALK TO INSPIRE LEADERS TO INVEST IN THE NEXT GENERATION OF RISING FEMALE LEADERS

This year on March 8, International Women's Day, Ms. Archana Surana, Flag Bearer & Vital Voices Lead Fellow, again hosted the Vital Voices Global Mentoring Walk in Jaipur to highlight the importance of Women's Leadership and to accelerate the impact of women leaders through mentoring.

Vital Voices organized the Global Mentoring Walk in 73 cities of 55 countries on this day. The concept for the Vital Voices Global Mentoring Walk is derived from American media icon, founder and former CEO of Oxygen Media, Geraldine Laybourne, who launched mentoring walks to empower young women professionals in New York City and across the United States. 40 pairs of Mentors and Mentees walked together and discussed their professional challenges. The Mentors shared their success stories with their Mentees as well as the hurdles they faced in achieving the position they were in. During the walk they also guided their mentees on how to establish themselves in their careers. The relationship will be continuing as both parties find it beneficial, and feel that they have something to gain and have helped them in developing personal and in depth

Ritu Joshi (Mentor)

"Talking and walking with women of different experience filled me with a new kind of enthusiasm".

Ana Sharma (Mentee)

"It was a wonderful and enriching experience. Sometimes you just need someone to listen to you and while speaking out the problems, you solve them on your own. All we need is a chance to explain ourselves, learn from our mistakes".

relationships. According to Ms. Archana Surana, "Mentorship is a personal developmental relationship in which a more experienced or more knowledgeable person helps to guide a less experienced or less knowledgeable person. The Mentor may be older or younger, but has a certain area of expertise. It is a learning and development partnership between someone with vast experience and someone who wants to learn".



"I'm an Explorer Not a traveller"

SWATI GUPTA
Faculty, Fashion Design

When I planned to spend February in Leh, Ladakh, I never dreamt I'd be having the best Valentine's day of my life here. Nope, I didn't meet a guy. I lived my best dream though.

Some 10 years back the whole idea of travelling to remote areas without cell phone or any connectivity with the world was too naive for me. All I knew was that I had a love for beautiful surroundings and a devotion to soaking in as many memories as I could.

I have been to the Himalayas in winter but going in the extreme weather was both an unnerving thought as well as exciting for me. As soon as I landed at the Leh Airport, I knew that it was my kind of city. My journey began from the cold desert of Ladakh in the temperature that could freeze you and chill your bones in second. But it turned out to be an excellent choice!

Few days in Ladakh and then trekking to Lamayuru Zaskar which is a wild river flowing through the gorgeous ravines and inaccessible canyons of Ladakh. It was one of the most surreal and unique experiences I have ever had. Walking for days over a sheet of ice, slipping and falling, and finding the imagined solace at the end of the day in crazy subzero temperatures ranging from -1 degrees to -40 degrees.

There are times when you can feel the snow thickets drifting away from underneath our feet, the constantly changing nature of the ice from crystal ice, to powder snow, from hard and shiny blue ice to a freshly formed Chaddar (sheet of ice) forming different textures at every corner.

The trail runs through a valley giving you snow-covered mountain views on all sides, other than experiencing the views, absorbing the surroundings: one sees friendly faces peering from windows, beckoning you for a cup of tea. Staying in the houses of locals, seeing their most beautiful and intricate silver jewellery, playing cricket with street kids while listening to the tales of their ancestry, are some of memories which I have brought back with me. Exploring the countryside on foot, the bright colors in the Ladakhi market, traditional mud brick houses, monasteries and the huge rocky mountains around added a feel of an isolated place in the coldest desert valley. It was great feeling and a rush when I spotted pug marks of a snow leopard and it made me even more ecstatic to know I was in its territory! For a girl that loves mountains so much, you can see why I loved this feeling.

Seeing the locals dressed head-to-toe in handmade clothes, beautiful jewellery fashioned in the most traditional manner and women weaving the fabric from the sheep wool are the sights you will get to see as soon as you enter a Ladakhi Village. Locals offering you yak butter is not something you get to see every day and get to taste too. Sometimes I am amazed at how much the places I travel to influence my personality and my design work. The experience of being in beautiful, peaceful places, familiar or new, translates into my designs. I have found myself deeply addicted to local food, culture, music, and meeting wonderful people who taught me about countries they have been to and what inspires them. What I have seen and experienced, has definitely deepened my knowledge about culture and history. I have developed love for beautiful nature, & the surrounding environment. This can be easily seen in my approach to designing, whether it is for creating things for myself or guiding students.

Trekking on a mountain has made me stronger and reminds me to keep putting one foot in front of the other, just like when life gets tough and all you need to do is keep going. Reaching the top of a mountain is an impressive physical, emotional and mental accomplishment which has helped me in accomplishing important things with my life. Getting away for even a day or two has let me maintain my balance and mental clarity, as well as have some fun!

It is vitally important that you make an effort to fit in, to limit the impact of your presence and to show your respect for the traditions and culture of the community that you are staying in.



Glimpses of Ladakh, the chilling mountains, colorful culture, and splendid views.





AMAZING FASHION

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INDIA FASHION WEEK

The Amazon India Fashion Week (previously the Wills Lifestyle India Fashion Week) Autumn-Winter 2015 was held at the Pragati Maidan, New Delhi, from March 25- 29, 2015. The Amazon India Fashion Week saw designers

give traditional as well as modern twists through simple and sober cuts and amazing silhouettes in their garments.

Sahil Kochhar is a young and talented designer with his own line of both Womenswear and Menswear. His Creations are fresh and contemporary & yet have an old world charm, inspired by the rich cultural heritage of India and the artistry of our



craftsmen.

Sahil graduated from the National Institute of Fashion Technology in 2006, and was honoured with an award for Best Academic performance during the program. His graduating collection also won him the award for the Most Creative Collection.

After his graduation he started working with one of India's greatest designers -



Rohit Bal, where he handled design for over 6 years and with the support and encouragement of Mr. Bal started his own label in 2012. Sahil Kochhar is currently retailing from several stores all over the country: Aza, Anantam, Fael, Origins, Nautanky, Araliya being a few of them.

Pratima Pandey is a NIFT (New Delhi) post-graduate in Fashion design. The label 'Prama by Pratima Pandey' at New Delhi specializes in fusion garb with Indian Sensibility. The emphasis of the label is on natural fabric and natural dyeing techniques, also designing for a cause through encouraging Craftsmanship and sustainability. She is presently working with Aza, Ogaan, Mogra, Collage, Fuel,



Folio, Taamara, The Verandah and more.

She is known for storytelling through her garments. Pratima Pandey creates understated elegance through khadi knit in her collections. Khadi is versatile; it has a unique property of keeping the wearer warm in winter as well as cool in the summer season. A modern interpretation for today's women of imposing dimensions and faultless proportions, harmoniously integrated in unique relationship, seen in the conceived drapes and structures from yarn to garment using knitted khadi of



100% cotton and silk yarns.

Natural ecru with a hint of black are the two colors that dominate the range, which plays symbolic to the idea of simplicity. Simple garments superimposed to symbolize luxury and uniqueness thus demonstrating new associations.

Nikhita Tandon's collection portrays vibrant design sensibility. Her collections are a true reflection of the woman of today. She has developed a beautiful range of evening wear. Her collection was dominated



by evening gowns that were fluid, sensual and glamorous, perfect for a red carpet occasion. Her garments depict the importance of effortlessly styling the women of today. She has played with fabrics such as lycra, satin, georgette and chiffon to display a spectacular fashion panorama. She uses vibrant, lively and classy colours in her garments, the silhouettes of her ensembles showing intricate layering, ruching, pleating, and cascading.





28th March, well I call the day worthwhile and well spent! #AIFW #FDCT

A team of 9 students, accompanied by 2 faculty members got the privilege of attending one of India's most prestigious fashion and design events "The India Fashion week" which was organized by the Fashion Design Council of India.

The Event was held at Pragati Maidan, New Delhi, where we witnessed the extravagant stalls of several Indian designers and even had the opportunity to interact with some of them.. It was 3pm, and the first segment of the show was to begin! The show commenced with Nikhita Tandon's collection "MYNAH", followed by "PRAMA" by Pratima Pandey and the segment was concluded by Sahil Kochhar. After the show, we again guided ourselves back to the exhibition area, and each garment we passed kept inspiring us... It was, altogether, a fun and learning experience. We look forward to more such experiences in future.

Des remerciements Archana ma'am!

Sukriti Banthia (Student)

I am thankful to ARCH for taking me to one of the biggest fashion weeks in India. The Amazon India Fashion Week gave a big reality check to us on what goes on in a fashion week. Meeting the designers and talking to them about their work was an amazing experience. It takes months of preparation to showcase their collection in 10 minutes and we could see that in their work. Clearly it was a big opportunity for us to explore the real market and see how the work is done.

Abraham and Thakore's recycled collection showed how you can use basic things and recycle them into an impressive garment. While weaving a story around Nepal's tradition of worshipping female energy and tranquility, designer Samant Chauhan brought us his collection "Rajputana Kumar!". Anju Modi's collection on fairy tales was as beautiful as a fairytale dream. All in all it was such an inspiring and learning exposure for us and not only made our brains better but also gave wings to our imagination.

Priyanshi Arora (Student)



India Fashion Week, in its 25th edition, did something that might not happen again in the near future. The show was a visual delight and the designers made it even more delightful with their striking array of looks representing western, fusion and Indian lines.

Day 4 seemed to be quite exciting at the Amazon India Fashion Week autumn winter 2015. The Designer Sahil Kochhar took us by surprise on this day at AIFW 2015. The season's collection coined as Haro Burno or Green Gate looked inviting and evergreen. His collection was impeccable and he didn't leave behind the likes of those who love any other color besides green. On the ramp, we got to see one of the beautiful doorways representing the four seasons in the courtyard of the Jaipur City Palace. In conclusion, one of the things which really got our attention was the intricately carved sandstone grill patterns to the domes like prints which were beautifully carved into the net like fabric.

Richa Lakwal (Faculty)

I am thankful to Archana Ma'am and the Fashion department, for taking me to the Amazon Fashion Week. It was my first experience and it was amazing. I got an opportunity to talk to various designers.

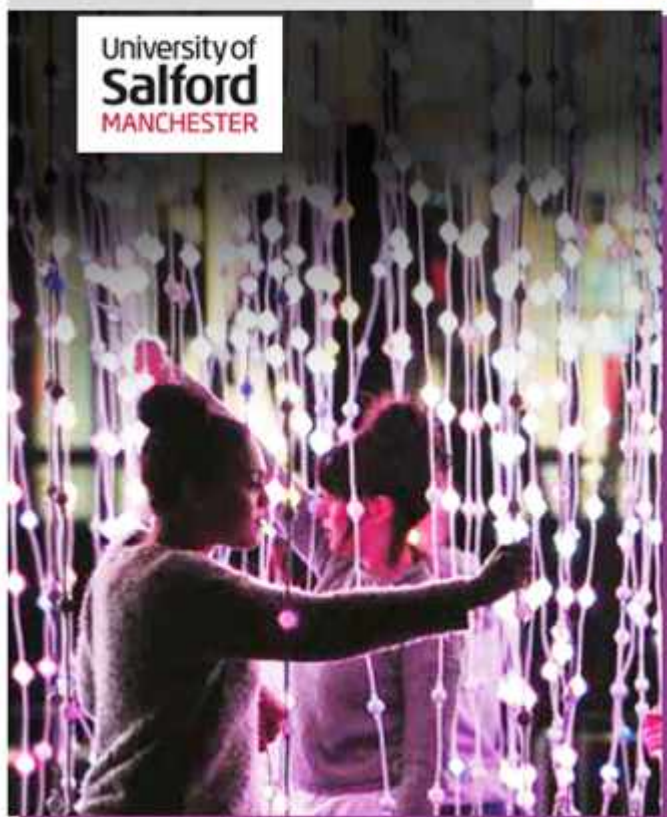
The experience was extremely helpful.

Nagma Sharma (Student)



Student Exchange

Live *The Culture*



The University of Salford is at the heart of the second largest city in the UK: Manchester – a city which is famous for music, culture and the arts, as well as a fabulous place to study. Joining for even short courses, students can enjoy a unique learning experience. They will be studying at the MediaCity UK campus which is located in the largest hub for the digital and creative industries outside of London. They will study alongside the BBC, ITV and a host of other creative companies, as well as at the main campus. Moreover the students will

learn from the expert academics, all leading practitioners in their field, who will share their passion and knowledge. The School is offering a range of short courses in July 2015 which will combine theoretical and comparative studies and where appropriate, the opportunity to undertake practical project work. Additionally, there will be a social and cultural programmes which will enable participants to visit some of the outstanding museums, art galleries and historic cities in the north of England.

FASHION

Fashion Summer School: 6-17 July 2015

This dynamic and exciting programme has an emphasis on a creative and contemporary approach to fashion. The students will gain an awareness of the creative fashion process, beginning with the research and development of a design concept leading to making a garment and the creation of individual promotional material. They will be encouraged to consider how appropriate styling, marketing and promotion are central to the fashion industry and the role of fashion design and image making.



De Montfort University Global - student Exchange Programme

Jaipur, is a city which is famous for music, culture, craft and the arts, as well as fabulous heritage sites. Students from De Montfort University - Leicester, UK, will be visiting India for an Exchange Program with Arch Academy of Design, in which the students will enjoy a unique learning experience. It will be a Short Term faculty led field trip for students of Fashion, Textiles, Interior Design and/or Design Crafts which could take place as a one week opportunity in early November 2015 to coincide with their Employability Week. Exchange programmes are an opportunity to enrich and diversify

learning. The experience of travel, exposure to a different culture, craft and Design, including industry visits, can contribute greatly to one's growth as a Designer. For exploring and learning about the things that interest them the most in new and exciting ways, the DMU Global students will get the chance to participate in social, & cultural programmes and get to visit craftsmen, museums, art galleries and historic sites of Jaipur among many other arrangements on the itinerary, which will enable them enhance their knowledge and get to know a small bit of India.



Cool your Summers

The Summer School in Design at ARCH presents opportunities for students, designers, art lovers and artists to gain valuable learning that goes far beyond the structured classrooms experience. These programs differ from the regular semesters in terms of structure, approach and content.

The courses are intense and are for short durations of between two to four weeks.

Fresco Painting

The workshop is to revive the art of fresco paintings. It will cultivate the independence of individual in this medium to find expression for their unique vision and realize their talent. In this workshop trainees will be encouraged to follow their own imaginative journey to explore and nurture ideas and to experiment with the medium freely.

Date- 25 June to 5 June 2015



Wood Craft Design

This workshop will enable people to have hands on experience with different wood working tools and convert their imagination into functional and artistic products.

Date -
1 June to
12 June 2015



Pottery Craft

The workshop will introduce the learners to the basic concepts of pottery making, from the preparation of clay to the generation of different shapes and surfaces.

Date - 25 May to 5 June 2015



Clay Sculpture

This workshop is ideal for beginner level Artists, Art students, Architects, Conservators and Photographers. The workshop will introduce the learners to the methodology, preparation, materials and techniques of clay sculpture.

Date-25 May to 5 June 2015



Natural Dyes

This workshop is ideal for beginners who are keen on learning the natural fabric dyeing process. The workshop will introduce the basic concepts of natural dyeing on mordants to dyeing techniques along with Product Development in the form of dupatta, dress material, sari, table cover, bed sheets and sofa cushion covers etc.

Date- 1 June to 12 June 2015



Metal Craft Design

This workshop will be useful for Students, Artists and people who have curiosity to know about metal crafts and explore their commercial and aesthetic value. It will be a platform for learning various techniques of metal craft and use it for applied and decorative purposes.

Date- 1 June to 12 June 2015



Photography

This Photography workshop is ideal for beginner level photographers. It will cover the basic concepts of digital photography, camera operation and handling techniques. Attendees will also be familiarized with the unique features of camera systems.

Date- 1 June to 12 June 2015



Enamelling

This workshop is ideal for beginners who are keen on learning an ancient French enamelling technique for decorating metal objects and jewellery pieces. This is an enamelling technique where the surface of the metal is decorated with low relief design which can be seen through translucent and transparent enamels.

Date- 1 June to 12 June 2015



Papier Mache

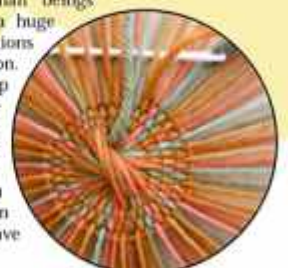
The workshop will introduce the learners to the papier mache craft with visuals. You will get to explore the beauty of pulp and the use of colours. From the preparation of the pulp and mixing with multani mitti to making the mould, experimentation with pinching, coil and relief method etc for creating various decorative and utility art and craft objects.

Date- 25 May to 29 May 2015



Creative wovens

Woven products are one of the oldest creations of human beings and today have a huge range of functions and application. The workshop will include Introduction to the major components of the loom & introduction to Basic Weave structures.



Alumni

Contours of Success

Vikas Soni was born and brought up in Sri Dungargarh in Bikaner, Rajasthan. He has a very renowned jewellery background in Kundan Meena. Vikas has a very vivid knowledge about jewellery as his family is into this business for years together, and he had joined ARCH Academy just to enhance his knowledge. He successfully completed his course with flying colours.

He was awarded "The Best Design Collection" in the year 2012 at ARCH. He had this dream to join a very reputed and international brand which came true quite exactly when he joined world famous AMRAPALI.

In 2014, he got selected in the All India Jewellery Design Competition by Jewellers Association

Show, Jaipur, where he was in the top 10. He also got selected in Jewels of Rajasthan 2014 Jewellery Design Competition "Reflection" by IIGJ, Sitapura, Jaipur.

He worked with Amrapali for 2.5 years where he handled antique and high end jewellery. Vikas is very soon going to launch his own brand as he himself is a Designer and Manufacturer.

Vikas says that he is from a very small town but has achieved and excelled in his Dream field gigantically. Although he is from a jewellery background he has performed very well individually and has gathered vast knowledge in his dream field. He is very thankful to Arch for everything he got !!



Working with a reputed organization where my designing skills are best utilized, provides necessary growth to my career. I have explored various forms of Jewellery Designing and also many processes needed for crafting Jewellery. An almost perfect blend of active experience and knowledge about traditional design patterns, updates about the latest trends and customer likes in Jewellery enables me to do promising work. I would like to exploit my potential for discovering new horizons in the field of Jewellery. Arch has played the most important role in building the my career. The vision that I have for my craft, I attained in Arch, working under the best faculty and mentors. My heartfelt thanks to Ms Archana Surana, Mr Indrajit Das, Ms Shivani Kaushik and Yashpal Sir for nurturing my talent and making me capable of presenting it in the Jewellery Industry.



Ridhi Chowdhary

Achievements:

- Awarded Best Student Overall Performance at ARCH Academy of Design.
- Designs were selected for Oscars Red Carpet (2014).
- Retail Jeweller India Nominee for Diamond Jewellery of the year 2014.





Design Courtesy: Sukriti Banthia

Under Graduate

- Fashion Design
- Interior Design
- Graphic Design
- Jewellery Design
- Craft Product Design
- Design Management
- Bachelor in Visual Arts

Post Graduate

- Fashion Design
- Interior Design
- Jewellery Design
- Lifestyle Accessory Design
- Design Communication
- Strategic Design Management
- Strategic Management & Leadership

Affiliations & Authorisations



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University of Rajasthan



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Karnataka State Open University

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Candidates who have appeared / cleared 10 + 2 (CBSE / ICSE / IB / State Board / NIOS or equivalent) & Candidate 16 yrs & above
10+1 Students can also apply for AIEED 2015

Eligibility (Post Graduate):

Under Graduate & Graduates Candidates & Candidates 19 yrs & above

Prospectus & Application can be downloaded or filled online

www.aieed.com & www.archedu.org

Prospectus & Application also available from select Bank of India branches*.



Application Forms available from
1st April '15

SERIES II
ONLINE Entrance Exam
15th April - 15th June '15

CENTRE BASED Exam
24th May '15

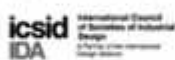
Interview Schedule
20th - 25th May '15
20th - 25th June '15

Session Begins
July 2015

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