

Arch backstitch

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Graduate
Design Week

In the limelight 4-9



It's always such a joy to mix with the soon to be graduating students who have spent the best years of their lives with you on the Arch Campus. And then it's a greater joy to exchange notes and success stories with your alumni who are grateful to have joined Arch in the past, and whose successes in the industry are heart-warming to say the least. I was pleasantly surprised to meet some alumni from our very early years too. Its their stories of achievement that makes us strive to better the lot of Design students who have placed their trust in us to make a difference in their lives and their careers.

Our Annual event Graduate Design Week 2013, was packed in with activities this time too. We do believe that the students need to be instilled with some basic values to be good designers and you could read about their takeaway learning from what they got from their Rs 10 task on Spontaneous Entrepreneurship.

Our GDW was inaugurated by the IAS officer and dynamic Vice Chancellor of Rajasthan University Madhukar Gupta ji. Our students enjoyed the interactive freewheeling session with him and over lunch he gave us many tips as to how we could strengthen our existing bonds with Rajasthan Univ

As always we had some bright young talent on campus too - Pratiek Babbar and his young co-star Anya of ISSAQ graced our campus. I could feel and see Smita Patil's prescience and energy through her son, who has been making waves ever since he entered Bollywood.

Our seminar on Women's Empowerment against Violence was enthusiastically supported by our students and staff alike, and some of the speeches by our Chief Guest Ms. Lad Kumari was rousing and an awakening call. The self protection demonstrations by IPS officer Ms. Shaveta Dhankar was very encouraging, and with practice our girls could fend for themselves in Jaipur city. I do congratulate our staff, faculty and students for making Graduate Design Week 2013 a success and for the fine impression they made on the children of the many school children who visited us from the city and the industry stalwarts too.

Do read on as there is a lot of interesting content in this issue and you will find that we do believe in our motto of Empowering Individuals."

ARCHANA SURANA
Editor-in-chief

LETTERS TO THE EDITOR

FOR JULY 2013 ISSUE

A good showcase

Dear Ma'am,

After joining into this college that was the first edition that we read. I honestly felt that it was good as it showcased the presentations made by our seniors and the amount of hard work they've done.

This magazine filled me with enthusiasm and zeal to create more things either as written material or through my creativity. Backstitch will always provide the students with a golden opportunity to present our ideas in front of the public.

The July edition made me realise that how creative people can be if they show a little concentra-



tion. Its through only Backstitch that a student as a designer can discover the world through Arch.

This edition also bought forth the new ideas whether it be jewelry, fashion, interiors, textiles etc.

I would like you to know that through Backstitch you are providing the students with more and more opportunity.

I would like to suggest you that if possible do include students into the editorial board if you think they are capable. You

can pick them for writing articles, reports etc.

Thanking you in anticipation.

Yours Truly

Jassica Joy, 1st Sem, 3yr Course

Dear Editor,

Backstitch has improved a lot from the time I've been reading it.. I really like the picture arrangement's and the page compositions , and even the little little graphic patches or you can say the peppy colour.. Even the Typographical impact .

More over I want to read about what international and national graphic designers who are doing in their work and how they do it, and even in the fields of movie making and animation what the trends are,

I would love to see and read more in Backstitch.
Regards

Surbhi Verma, Graphic Communication, 4 years

which would be a cherry on the top, so that it can attract a more number of people.

Yours sincerely,

Abhilasha Saikia, Interior Design, 4 years

Dear Editor,

I am glad to get the opportunity to write the review on the previous July 2013 issue of 'backstitch' on Graduate Design Week, as soon as i joined the Arch family. As I have got the opportunity, I want to share a small thing. After I cleared my AIEED exam I used to receive the issues of backstitch by post every month and I used to read it very fruitfully and it never disappointed me.

In the last issue, the outstanding work of the graduating students had been displayed. Their work is very expressive, detailed and attractive. It seemed to me as a good medium to gather information be it the glamorous fashion, be it the richness of jewellery or the calm interior composition or the graphics world.

This issue welcomed the fresher's warm heartedly and bid adieu to the graduates with lots of blessings to step into the real world.

What more I want in the next edition is some fun parts such as jokes, puzzles, riddles and the like,

Dear Editor,

As soon as i entered the college to attend the orientation week, I was handed the July 2013 issue of " Backstitch " our Arch Academy monthly magazine. I went through it.. and found it quite informative.

This edition of " Backstitch " was mainly based on the collection of our graduating batch. It was really a good idea to showcase their work in this edition. This helped us the Fresher's to get the idea of the level creativity expected from us and the amount of labour we need to put in.

The entire magazine was really informative giving us knowledge about the new aspects of different fields , i.e;interior design, fashion design, jewellery design, graphic design and etc.

But what I found was that the magazine though it is informative, fails to attract the mass of an audience towards it. According to me we should think of making it interactive too. We must include games or some way to get the readers involved through different questions ... so that maximum readers can find themselves involved and associated with the world of design.

Making it more interactive, I guess would help non designer readers to also relate to our unique world on our campus - THE ARCH CAMPUS.

Thanking You,

Yours sincerely,

Deeptashree Saha, Interior Design, 4 years

Cover Photograph: It was an important moment when the upcoming Bollywood stars Pratiek Babbar & Amyra Dastur inaugurated the July issue of ARCH Design Magazine: Backstitch. Pratiek Babbar is the son of late actress Smita Patil and actor turned politician Raj Babbar.

A different way to add to your vocabulary and some...

V DESIGNERS Visual Lexicon

B



INTERIOR DESIGN

Book Match

A look achieved when alternating pieces of veneer are placed so that adjacent edges meet. The name comes from the final appearance, which resembles the pages of an open book. This is one of the most common veneer methods.



JEWELRY DESIGN

Bail

A hoop-like attachment for a pendant that allows a pendant to be worn on a chain or necklace. Some pins or brooches are supplied with removable bails. These are usually made by soldering a hoop to a small tube which can then be slipped over the pin stem so the piece can also be worn as a necklace on a chain, collar or omega necklace.



FASHION DESIGN

Bell Bottoms

In the 1970s, bell-bottoms were typically cut to flare out from the knee down, with bottom leg openings of up to twenty-six inches. Made from denim, bright cotton and satin polyester, the trousers were so popular that they became a symbol of the outlandish and colorful style of the decade.

GRAPHIC DESIGN

Branding

Extend. On-brand, off-brand, brand awareness, brand identity. Originally an advertising concept, branding is now an integral part of many graphic designer's day-to-day exposure. A brand is a graphic, font, image or a series of concepts that defines a company's, or product's, identity. By establishing a strong and identifiable brand, a company or organisation is trying to convey to its consumers a sense of familiarity and trust of its products, over that of its competitors.



TEXTILE DESIGN

Brocatelle

A tightly woven jacquard fabric with a warp effect in the figure which is raised to give a puffed appearance. The puff effect is created by several kinds of fillings, tension weaving of a linen or nylon which shrinks after a heat process.



Design is your deep emotional EXPRESSION

Akshita Airan

Design is what you feel
 The time you are glad
 The time you are sad
 How you observe and evaluate objects around you.
 Design is your deep emotional expression, your passion.

Graduate Design Week was a one week long fun-filled event which gave us the platform to explore and experiment the deep meaning of the words mentioned above..to know the new world which we are going to enter.

An open session full of workshops, seminars, conferences and cultural events that was conducted by Arch academy.

The programme all started with an orientation session for new students which included interaction between students, teachers and parents as well. It was fun as well as adventurous to take a ride around Jaipur with all new faces and get us involved with each other. This tour was an exposure to the heritage, industry and vast beauty of the pink city.

To make college a more interesting place and involve ourselves in the college campus, a treasure hunt was organised. It was really very pleasure to watch and acknowledge our college campus in its own unique way.

Peace and harmony are the tool words for life. So to understand and appreciate the richness of life, what could have proved better than an evening's Rock Satsang by yes+, the art of living Indo-fusion concert..

A series of events on-went from 10 Rs. Activity. Followed by Adobe Cloud Computing webinar to a seminar on Women's safety and violence against women..

Fun has its place all time, and a cultural evening was the most soothing time for all.

Last but not the least, aiming towards our goal, for the purpose we call ourselves ARCHIANs and feel enthusiastic about it all, our journey started towards achieving our dream, with the guiding of the Archian Alumni.

The GDW 2013 was one of the best experiences I had ever had in terms of life, education, society and our responsibilities.



An Indo-fusion evening



Music is an art form whose medium is sound and silence. At ARCH music is an important part of their way of life

Megha Jain



The excitement of Graduate Design week was carried forward by the most awaited part of the week ROCK SATANG. This was a live performance

by a popular band "Rhythm Divine". The band is being formed by the Volunteers of Art of Living. Art of Living is an educational and humanitarian movement founded by Sri Sri Ravi Shankar. Introducing the program Dr. Saurabh Shekhawat, Faculty Yes+ courses told that the audiences that programs are guided by Sri Sri's philosophy of peace: "Unless we have a stress-free mind and a violence-free society, we cannot achieve world peace." To help individuals get rid of stress and experience inner peace, The Art of Living offers stress-elimination programs which include breathing techniques, meditation and yoga. These programs have helped millions around the world to overcome stress, depression and violent tendencies. YES+ is a fun, dynamic course for college students and young professionals that can give your life the boost of energy you have been looking for.

Band performed on various famous numbers like like Ganpati Morya, Shiv Shambhu, Krishna Govind, and other sufi songs. The artists were Dr. Saurabh Shekhawat, Dhruk karki, Amiruddin, Asif Khan, Shwetank Shekha & Manish Sharma.



ARCH is graced by Pratiek Babber's Presence

Megha Jain

It was an important moment when the upcoming Bollywood stars Prateik Babbar & Amyra Dastur inaugurated the July issue of ARCH Design Magazine: Backstitch. Prateik Babbar is the son of late actress Smita Patil and actor turned politician Raj Babbar. Earlier Prateik assisted advertisement filmmaker Prahlad Kakkar and was also was

cast in advertisement films for several companies, including KitKat.

Prateik made his acting debut in the Aamir Khan production, Jaane Tu Ya Jaane Na, alongside Genelia D'Souza. His portrayal of Genelia's brother, Amit, won him several awards and nominations.

He next appeared in Kiran Rao's Dhobi Ghaat, which opened to positive reviews at film festivals worldwide. He featured in the action-thriller Dum

Maro Dum alongside Abhishek Bachchan and Rana Daggubati.

On other hand Amyra started her career as model in few commercials including Clean & Clear, Dove, Vodafone and Micromax. Amyra and Prateik are coming together in the Manish Tiwary's upcoming Movie Issaq. Both of them saw and appreciated the work of the students and share their experiences in advertising and bollywood industry.



Down memory lane

If you had asked Narendra 10 years ago the odds of his eventually becoming a fashion designer, the answer would have been an emphatic "None!"

Mr. Narendra Pal Singh of Frills and Flora

He is an entrepreneur garnering accolades and praises for his own brand with a monthly turnover of one crore. He is modest enough to give the entire credit to Arch. He gave Ms. Archana, a powerful designation of Mother holding hands and guiding in times of woes. Behind this successful venture lies an inspiring story of a spoilt yet very talented lad. Passed out in 2010, after completing 2 years of his course. He was a rebel and full of questions about how everything was taught at Arch and how it was taught. He is from the discipline of Fashion Designing. His main mantra is "Karo wahi jo Dil kare". According to him a designer should have patience & a lot of hard work is required to become a successful designer. After he had lot of rejection in his in his early career he became a successful designer & is now running his own sari manufacturing unit at Surat,

During his passionate free wheeling talk he spoke about how for his very first assignment he had executed 40 designs, and the client in Surat wasn't impressed. The second time he did as many and it was panned yet again. It was the third time that his client not only approved his designs but asked him to execute ALL the Designs from the previous two presentations too. His client told him he was testing him for his patience, earnestness and tenacity, all winning qualities for a young budding entrepreneur. He advised the young designers that one should never give in, but keep trying, not ever gets it right the first time. He went onto tell the new batch of students in the audience that one should never destroy your presented work ever, as you never know when and how your luck will open. He has immense respect for all his teachers in Arch for their patience in tackling his constant questioning and how they wished him well even when he left mid-way through his course here. The respect he has for Archana Madam never fades.



Ms. Anupama Rana of The Design

She did Interior Designing course – Batch Of 2004..She is an entrepreneur in Interior Designing in Jaipur

Presently she is having lot of projects in her hand. She shared her experiences of site visit through site visits a student can learn lot of things. She shared the learning experiences of visiting the sites, and after visiting many sites how she could learn the difference between theory & practice She emphasised on basics of the concepts which must be clear to every student. She also asked them to pay attention to all the learning that is given during the 1st year of Foundation, and how when times goes by, and you have lost that opportunity to learn, it can never be repealed back. She still regrets sometimes wistfully those times at Arch when she could have spent her time better her and learnt more, as even with whatever she has learnt, she believes because of Arch today, she is an empowered individual.





Director Archana Surana

I was never very keen on taking Design as a career but after looking and listening to the ideas, experience and research involved in design process, I am open to exploring more possibilities available to me. Today "DESIGN" for me stand's for **INNOVATIVE IDEAS IN OUR LIFE.**

**ANUBHUTI MAMORIA
ST. ANGELA SOPHIA SCHOOL**



St. Angela Sophia Senior Secondary School

Schools out at GDW 2013

For me after visiting ARCH Academy, Design has become a synonym for creativity, innovation and inspiration. I love the insights taken from tarot cards to peacock dress to jewellery made from fabrics.

**PRACHI AGARWAL
MAHARANI GAYATRI DEVI
SCHOOL**



Maharani Gayatri Devi Girl's School



Children's Academy School



Subodh Public School



Ryan International School



Central Academy School

It was a fantastic and interesting experience being here at ARCH. I am highly inspired by the Kalbaliya Collection of digital printed sarees.

**AASTHA SINGHAL
TAGORE PUBLIC SCHOOL**



Tagore Public School

Beauty inside and out

Trend-setters shoulder a BIG RESPONSIBILITY

You who pursue careers in design and graphic arts are our society's persuaders. What are the messages you're sending?"asked Claire Abrams of the Federation of Indian Animal Protection Organisations (FIAPO), who Archana Ma'am invited to share their thoughts with students at Arch Academy in mid July 2013.

Claire Abrams and Arpan Sharma, FIAPO's External Relations Director, were honoured to have the opportunity to partner with Arch Academy students in an animal protection initiative requiring people who show sensitivity to others as well as leadership. For such work, Arch Academy is the perfect fit. Those "others" are those individual animals who are most often abused in our society—the animals killed for food and fibre.

Said Sharma, "People in design and fashion fraternity have to be among the country's keenest observers. And they also play a huge role in establishing what's in' and what's out."

"What's out' is cruelty to animals," he said.

FIAPO inspired Arch Academy students by sharing a video revealing the brutal treatment of day-old chicks in the poultry industry, exposing the suffocating way chickens are kept in cages so cramped that a chicken never gets more personal space than the size of an A-4 sheet of paper.

Abrams explained that egg and chicken consumption is rising almost 10 percent every year. "People simply don't realize that the condition of the short lives of the poultry they eat. They don't even have room to spread their wings. Most never see natural sunlight for a single day." Dairy businesses too are increasingly drawn to western assembly-line processes which bring hundreds—sometimes thousands—of cows under a single roof where they are tied constantly, denied all access to their calves, and often attached to painful metal automated milking machines.

Arch Academy students showed great compassion as they listened and saw photos of these harsh reali-



Claire Abrams of Animal Aid Unlimited addresses staff and students at ARCH Academy

ties. The mood brightened immensely, however, when the subject turned to what each of us as individuals can do to help these animals. Our eating and fashion habits could demonstrate our commitment and concern towards compassion and non-violence. Fur, leather, feathers—these products cost animals their lives. Arch Academy students are thinking deeply about choosing alternatives to cruelty. After the FIAPO presentation, student Abhijeet announced "I've been veering toward non-veg lately, but no more. I'm not going to eat eggs or meat anymore."

That's the kind of fashion statement that turns heads around the world, ushering in the 21st century as the era of compassion and recognition that appreciating and creating beauty also means protecting and preserving it. Demonstrating that the best day to start helping animals is Today, Arch Academy students promptly raised Rs 20,000 for FIAPO's work to help animals.

Arch Academy of Design stands for innovative and outstanding design and fashion --with love.

Welcome to Animal Aid Unlimited, where animals are protected and revered. Animal Aid Unlimited is a US-based 501(c)3 charitable organization that runs a busy animal hospital and shelter in Udaipur, Rajasthan India, where ownerless street animals are rescued, healed, loved, and returned to the neighborhoods from where they came.

Animal Aid's purpose is to both bring relief to suffering animals, and to awaken compassion among people. Showing everyone a path for action is where we begin. At Animal Aid, it's easy to do beautiful work. Each day, about 200 animals are treated and encouraged to thrive. Come join us. Animal Aid's hospital is located just outside the rural historic village of Badi, six kilometers from Udaipur's "Old City." The animals in our care are surrounded by lush agricultural fields, and the chatter of birds and monkeys who live in the trees overhead.

The people behind it.

Erika, Jim and Claire are the founders and managing directors of Animal Aid. They have lived in India for about 15 years, and live in a small village near Udaipur.

Managing Animal Aid is their life's passion and absorbs their attention full-time. They don't have a background in veterinary medicine but through their love of animals they have come to learn a great deal about animal behavior and needs. That's when the family moved in to the village they've lived in ever since, Chota Hawala, just outside of Udaipur.

Street animals –cows, donkeys, dogs, cats live in abundance eating garbage throughout India.

Education and inspiration is vital to saving animals lives. By the time Claire was 15 she was a natural ambassador for animals and began visiting schools with a slide show (and holding up laminated posters!) to inform kids about what Animal Aid does and why it's so important, and how they can help. After making presentations in 120 schools in Udaipur, Claire has learned a lot about what kids care about, what they CAN care about if given sufficient information and motivation. She was here with her mother Erika to sensitise the students at Arch Academy as to how they could help. Please give as much as you can, and give as often as you can. Your tax - deductible donation can save lives this day, this hour, and this minute.

If you have professional skills or "only" love in your heart and a will to encourage a frightened kitten; or if you want to help by donation, please know, they need you now: the abandoned, the feral, the gracious and rambunctious street animals of India!

To report an injured or ill street animal in Udaipur / Jaipur (dog, cow, bull, donkey, cat, pig, bird) please call: 09829843726 or 09784005989. If you do not receive a reply to your below e-mail within 24 hours please write to claireabramsmyers@yahoo.com. Or visit <http://www.fiapo.org/index.php>



JAIPUR

Km. 0 1K

Spontaneous ENTREPRENEURSHIP

Divyanshu, Samiksha, Neha,
Urvashi

On 17th of July we did our first money earning task. We were given Rs. 10 in hand and were asked to move on within an area of 5 km's anywhere in Jaipur to get some work and earn money. This money would be used to raise funds for charity for animal aid organizations, which helps street animals in distress.

We started our journey from Arch Academy and decided to first get into houses to get bit of small as well as large work to earn. Yes of course! we got our 1st lesson of rejection. We went to the residences and explained in every way possible but were rejected, but finally at some place Samiksha and Neha dii got some work of washing vehicles and earned our first amount of Rs. 20. After a lot of hard work we decided to sub divide in group of two to get more money.

I and Neha Di then went to Country Court without taking any rickshaw.. A Gym trainer out there was so sad. He talked to us about everything taking us to be dumb girls, demeaning us, so. at that moment we felt bad and fed up, but we didn't stop. We again got started and went to some hotels like Royal Huts, Red Foxx, etc. and earned about 100-400 Rs.. Happier now we reached a house luckily, she was some classmate of our director Ms. Archana mam. She asked me (Urvashi) to make some design stuff for her and gave me 100 Rs for the same. This was now a happy ending for us. as rightly said "end is rather more promising than the procedures applied". yes we learned facts like:

- 1 We should not waste money and spend out of our limits
- 2 We must respect the hard work that earns us this money.
- 3 We must respect our parents a lot for the work they do in warmth and cold just to fulfill our dreams.

I really have changed my point of view towards work, world, life, and money with this task achieved..

Thank you "Arch".

Atal Jain, Pooja Khatri, Komal Parwani and Akshita Airan

It's rightly said-Learning has no time, no place and no limits. A 10 Rs. Activity was organised by our college for the students to explore the realities of life in their own manner, in their own style.

It was a matter of great honour for us to direct ourselves and create our own pathway to earn money. We are proud to announce that our group which included Atal Jain, Pooja Khatri, Komal Parwani and Akshita Airan successfully utilised this opportunity and earned an amount of Rs.4236, in 3 hours, which was declared as the highest earned money among the ten groups on that day.

Our journey started with OH MY GOD..WHAT TO DO! but ended with HUH..WE HAVE ACHIEVED IT..! Which left us with an ever lasting satisfaction. We worked for the common man as common people as In a library we arranged book-shelves, chopped onions in restaurants, wrapping sarees in big branded showrooms, polishing jewellerys and much more. This task made us realize the value of money actually the value of EARNING money. Feel the difference. It was our first experience to travel in city bus and rush here and there in the streets of Jaipur.

Moving with 10 Rs.. in our pocket seemed to be difficult but TEAM MANAGEMENT, PLANNING, MUTUAL COORDINATION, PATIENCE and HARDWORK made us capable in achieving that which actually contributed to the FIAPO, an organisation helping animals across India and supporting vegan food for a better and healthier tomorrow for animals, for us and for the planet.

We are heartily are thankful to our director ma'am Mrs.Archana Surana who provided us with such an excellent challenge and made us understand ourselves in far better way.

EVERY ARCHIAN ROCKS!

Rs 10/- task



Jassica Joy, Pranshu, Megha,
Saavi, Utkarsh

On 17th July 2013 we the freshers of Arch Academy of Design were allotted with a activity to collect as much money as possible for helping the 'Help in Suffering' organisation running in Jaipur for helping and treating the street animals in a good way. To support them we were really excited and went on forth on our mission.

All the students were divided into groups of 4 or 5 and were given Rs10/-.

In the beginning we got only rejection from the houses nearby where we went and asked for some work and then we went to Gaurav Towers, a leading shopping mall in Jaipur, but unfortunately there also we got rejection but kept hoping and we went to Crystal Court and their luck was on our side we were given work. The most important thing that we learnt through this activity was that if you want to be an entrepreneur or a business person or employee you should always think smartly.

If you think and work smartly only then you can earn what you want. People have a pre planned mindset of what they have to do. They put all the efforts to earn a single penny. We came to know about this only when we explored this world, through this activity.

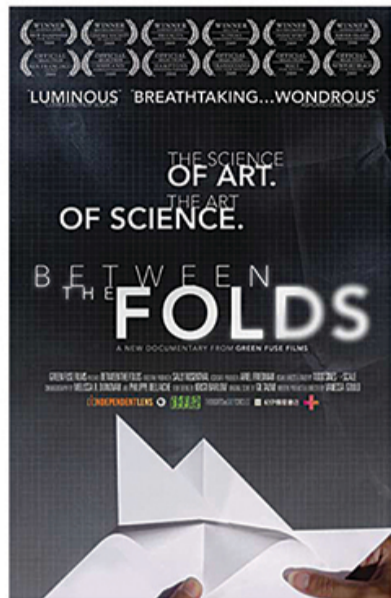
We had to hear many taunts and also faced many insults but keeping in mind our motive, we went forward.

After returning back to the Academy when we shared our experiences with Archana Mam. She explained us that your self respect is above everything.

Don't allow anyone to play with your self respect - a very valuable lesson.

Through this activity we came to know about this world more in detail and what people want from us as a seller. The most important thing towards which we need to be positive is 'Rejection'. It is the thing which we need to face, most of the time. But, definitely if you remain positive towards it and don't loose hope then one day or the other you'll surely achieve success.

Thanks to Arch Academy and to all the people who worked behind it for making us experience such valuable thing.



ORIGAMI? Paper craft? Folding? Twisting?? Quiling?

Akshita Airan

These are the words with a deep hidden thought...a world beyond imagination...a world of fantasy moving fast through struggle, implementation, achievement and the final satisfaction.

Origami-easily can be understood as paper folding but when it comes to create a 3-d world out of the wood pulp,the meaning can be stretched from shaping a realistic bug war to make a 6 feet crocodile.origami starts with a flat surface.This documentary film really proves helpful understanding this concept..to feel the magic of life.The passion,innovation,enthusiasm,the challenges - is what this documentary teases us about.learning origami is really very interesting when you know you can design any of the nature's gift in your own unique style .the

movie BEYOND THE FOLDS actually unfolds many skills which should be a passion for any of the one to explore the nature.More and more efforts should be made to bring such live skills in diversified country like India to unite it in our own language..our own style..and its we who will mould our nation in modern terms of life.

A new world of paper

Vidisha Jain

It was my first day at Arch Academy of Design. I was stepping in the world of art to find myself and lose myself at the same time. And I knew I was at the right place. The day started off with a documentary film - BETWEEN THE FOLDS by Vanessa Gould. It was based on origami, the art of folding paper that has gone from a simple art of creating figures to a wide range of styles and practical applications. Paper gives you the liberty to mould and fold it in any way you wish to. picture it and fold it.

The movie was beautifully made. It was intelligent and intriguing. It managed to plant this irresistible urge in me to re-create at least of the structures/ models made by the artists in it. To be very honest, it's not easy. I had this voice in me the said "I can't do it". And so I decided by all means I will do it till that voice is silenced.

There were many absolutely brilliant and talented artists with a vision who managed to put life in a piece of paper. They did not believe in taking photographs of animals or any other object. They would just make it ! They were like a receptacle for emotions that came from a scrap of paper ! As its rightly said : no great artist sees things the way they are. If he did, he would cease to be an artist. So, all in all, I'd like to say the movie served it's purpose of inspiring me and giving me that one little push I needed at the start of course.

Lastly I'd like to add that Art is meant to rub off the dust from the life of our souls, coz I believe that the crudeness of reality would make the world unbearable to survive !!

A magical short film

Deeptashree Saha

Have you ever thought that a short movie on just folding of papers can make your imagination so enchanting? Well I would say it does. Origami- the art and science of folding of a 1-D sheet into a 3-D structure is just amazing. When we were kids, we all have tried our fingers on this art. To make ships and aeroplanes, but I have never thought before watching this film, that its limits are sky touching.

Akira Yoshizwan- the father of Origami, I would just give a salute to the idea he has evolved. This is an art form but restricted by mathematical rules, but artists have shown their vast creativity within the restricted mathematical rules. Later the film continues to show origami in modern forms and shapes.

All of this art has many a practical application. The simplest is to study geometry. It also find an application in the field of engineering, biology, medicine, space and lots more. It is applied

for folding telescopic lens into reasonable size so that it can be sent to space. It is also applied to compact air bags in cars and also to DNA structures. It was a wonderful experience watching movie and then experimenting our hand on the subject. It was truly inspiring.

A million possibilities

Abhilasha Saikia

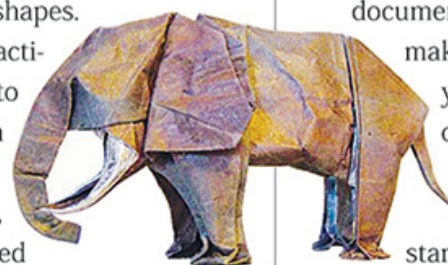
This is a documentary movie which is based on ORIGAMI. Actually, it is not just 'origami', it is the 'magic of Origami'. Folding of papers, sounds so simple but who knew that a simple sheet of paper can be converted into animals such as crocodile, deer or a dragon and not just animals but also insects, human beings, lampshade, chandelier, mathematical shapes and what not.

I would say that only great persons' creativity and innovation can make the simple paper folding a beautiful and inspiring art. The movie executed the great work of these great people in a very beautiful and impressive way.

What inspired me the most about about the movie is that not only the artists, sculptors and craft workers were involved into origami, but also Scientists, Doctors, Physicians, Mathematicians, Engineers and Professors were also inspired and have used this creative art in their profession. And this is the most important part of the movie which justified the title.

The sheet were folded in such a manner that it could be blown like a balloon. This is what they called 'Choreography' and the makers were mentioned as 'Choreographers'.

Though paper folding started in Japan years ago but it has become so popular all over the world with an increasing demand. What I have learnt from the documentary is that by paper folding one can make anything, be it a showpiece or for your own comfort, which is cost-efficient and eco-friendly. And as a designer one must watch this documentary movie for inspiration. I will rate 5 stars for the movie.



“ The artist
Works with the highest level of
feeling.

The technician
works with the
highest level of
logic.

Marcel Breuer



Marcel Lajos Breuer (21 May 1902 – 1 July 1981), was a Hungarian-born modernist, architect and furniture designer.. One of the masters of Modernism, Breuer displayed interest in modular construction and simple forms.

Known to his friends and associates as Lajkó, Breuer studied and taught at the Bauhaus in the 1920s. The Bauhaus curriculum stressed the simultaneous education of its students in elements of visual art, craft and the technology of industrial production. Breuer was eventually appointed to a teaching position as head of the school's carpentry workshop. In the 1920s and 1930s, Breuer pioneered the design of tubular steel furniture..

Perhaps the most widely-recognized of Breuer's early designs was the first bent tubular steel chair, later

known as the Wassily Chair, designed in 1925 and was inspired, in part, by the curved tubular steel handlebars on Breuer's Adler bicycle. Despite the widespread popular belief that the chair was designed for painter Wassily Kandinsky, Breuer's colleague on the Bauhaus faculty, it was not; Kandinsky admired Breuer's finished chair design, and only then did Breuer make an additional copy for



Kandinsky's use in his home.



Range of furniture



Wassily chair



Inspiration for popular Godrej chair



Executive table



Nest of tables

On and On and Onergy...

SAYANTI MUKHERJI

One of the most compelling problems facing modern India is the energy crisis, especially in the rural areas. It is estimated by the think tanks that the country's coal bank can at best last another 40 to 100 years. In the present scenario it is refreshing and reassuring to confront young entrepreneurs like Piyush Jaju and his team all out to fight this problem and bring affordable lighting to rural India. In 2008 Piyush, Ekta and Vinay set up two NGOs Switch On' and 'Onergy' with this specific purpose.

There is no doubt that fossil fuel is not a viable solution anymore, unfortunately, the alternative, solar, is 3 to 4 times more expensive deterring poor people from converting. But, as Piyush points out, if we consider the social cost of extracting fossil fuel, people getting displaced, health issues, then the dynamics starts changing.' This is where Piyush and his team come in. Onergy provides affordable and clean energy products across lighting, cooking and electrification in rural India. Switch On' takes care of the training, community development, capacity building, impact assessment like health, education, water, etc.

Most families in rural India spend about Rs 200 monthly for kerosene lamps; instead Piyush offers them permanent solution ranging between Rs 800 to 12,000. Piyush is not just concerned with providing basic lighting, as he puts it 'poor people also have aspirations, they want complete electrification solutions, they want power for fans, TVs, shops, computers, community centres, in an affordable way.' Piyush calls this 'aspiration management'.

The products are designed and developed after consultation with the rural communities and studying the different ways the village folks use light spread across different occupations. Understanding these needs his



Poor people also have aspirations, they want complete electrification solutions, ... it is aspiration management

team designs and develops technical capability to install and maintain solar systems and larger electrification systems to run multiple loads. The range of their products includes Solar LED lantern, Home Electrification System, Solar Water Heater, and Complete Institutional Solution. To ensure finance is not a deterrent, Onergy has tied up with Micro Finance Institutions for easy financing, making the purchase of alternative light source viable and affordable.

The team first began work in West Bengal includ-

ing in the Sunderbans. Eventually they expanded into Orissa, Bihar and Assam. As Piyush points out these areas have the maximum 'underserved households'. Their outreach programmes have helped 30,000 plus people across 150 villages in rural India. To augment their income, villagers sell and maintain the solar products, after the necessary training. Lighting is also directly involved with other social issues; artisan groups can work for longer hours in the evenings, women can be gainfully employed through home based industries after their household work.

Working with NGOs in developing communities Piyush and his team aims to impact one million lives across India in the next 5 years, promoting lighting, cooking and electrification solutions in rural India. We wish them luck.

Sayanti Mukherji is a roving writer/editor at large, a traveller and an avid collector and connoisseur of the fine arts. She works out of Kolkata and Jaipur.



Forget Paris and Milan, Kickstarter is the new home of today's cutting edge fashion. From wrinkle and odor free dress shirts to super socks and now ultralight shoes, the crowdfunding site has the world's most interesting wearables. A new project called Unbelievable Testing Laboratory is making shoes out of DuPont Tyvek; the paper light, steel strong material allows a pair of shoes to weigh a mere 150 grams (5.3 oz) for a men's size 11. The properties of Tyvek make the upper super strong, breathable and washable.

They are constantly exploring new materials and the application of those materials in footwear.

Earning their name from the weight savings as a result of the Tyvek material used in their construction,



Lighter, Better, Faster, Stronger

Tyvek is a flashspun high-density polyethylene fiber that is water resistant, highly breathable, extremely durable and very lightweight. Tyvek is both vegan and eco-friendly as it is recyclable, adding a sustainability factor.

the KickStarter shoes weigh in at an incredible 150 grams. Over 15 months and 500 prototypes went into the design process, the result is a perfect balance of casual design, eco friendly materials, breath ability, water resistance, all in an impossibly light weight package. Creator Token Hu realized the amazing benefit of Tyvek paper when he started experimenting with material 2 years ago. Tyvek looks and feels like paper, but is actually a brand of flashspun high-density polyethylene fibers created by DUPONT in the 1950's. Tyvek is most commonly used in the construction of homes as an insulation material, but if Token has his way it will be on everyone's feet in the years to come.

Obviously there are many materials, inks and design elements that go into their shoes, but let's focus on three: Tyvek®, URT Foam Rubber, and Poliyou Insole.

It has been the relentless testing and prototyping with all of these materials that has allowed them to perfect their products' weight to strength ratio. The shoes are just impossibly light, weighing in at less

than 150g per shoe (Men's size US 11), and they are hoping to get it even lighter for the final Kickstarter version that they will ship to you. They like to say if you could design the feeling of air into a shoe, then this would be it.

By limiting their production, they might reduce their reach, but at the end of the day they are 100% certain that they can turn around the project orders and assure you that you won't be waiting months for your shoes to arrive.

They have studied their factories over the past year,

and they know that from the day they close the project until the day they are ready to ship, they should not exceed thirty-five days. And they have even figured out how to ship direct to your home from their factory floor which will speed up their project delivery time!

If you see the images above you already know all the main features of DUPONT™'s Tyvek. It's strength to weight ratio is amazing, making it the perfect candidate for footwear.

The one question they always get is, can you wash the shoes? Can you really wash the Tyvek® "paper"? And the answer is YES. Besides working on the fit and design of the shoes, their number one priority has been the inks and coatings they use to preserve the colour when printed onto Tyvek®.

Combining that with the cooperation they have with their print house, they have designed printing applications that allows them to preserve the color integrity of their shoes after real world wear and tear of sun, rain, and the tumbling of your washer and dryer.



LIGHT WING SKETCH



PROTOTYPE: RAIN



PROTOTYPE: COFFEE



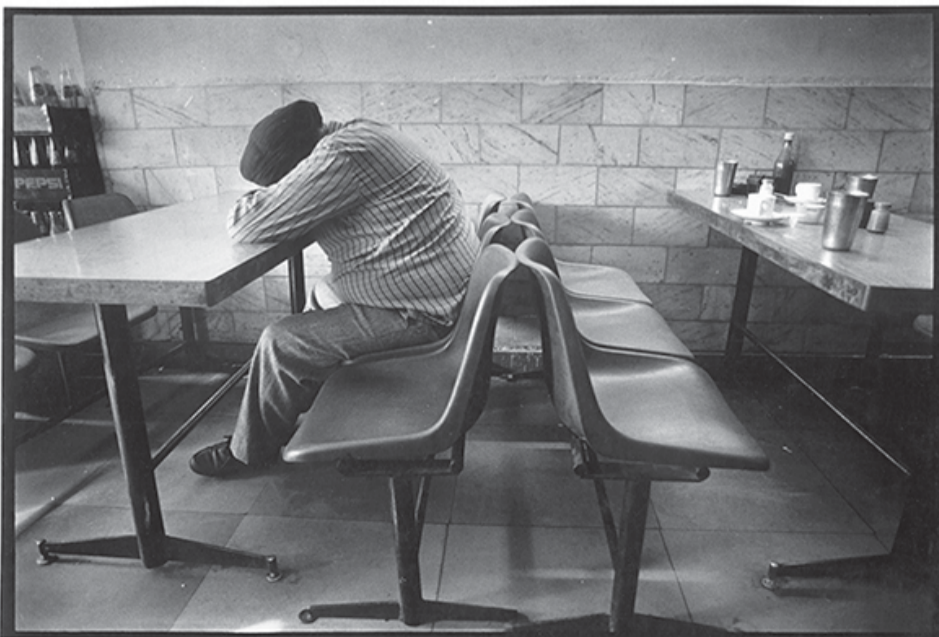
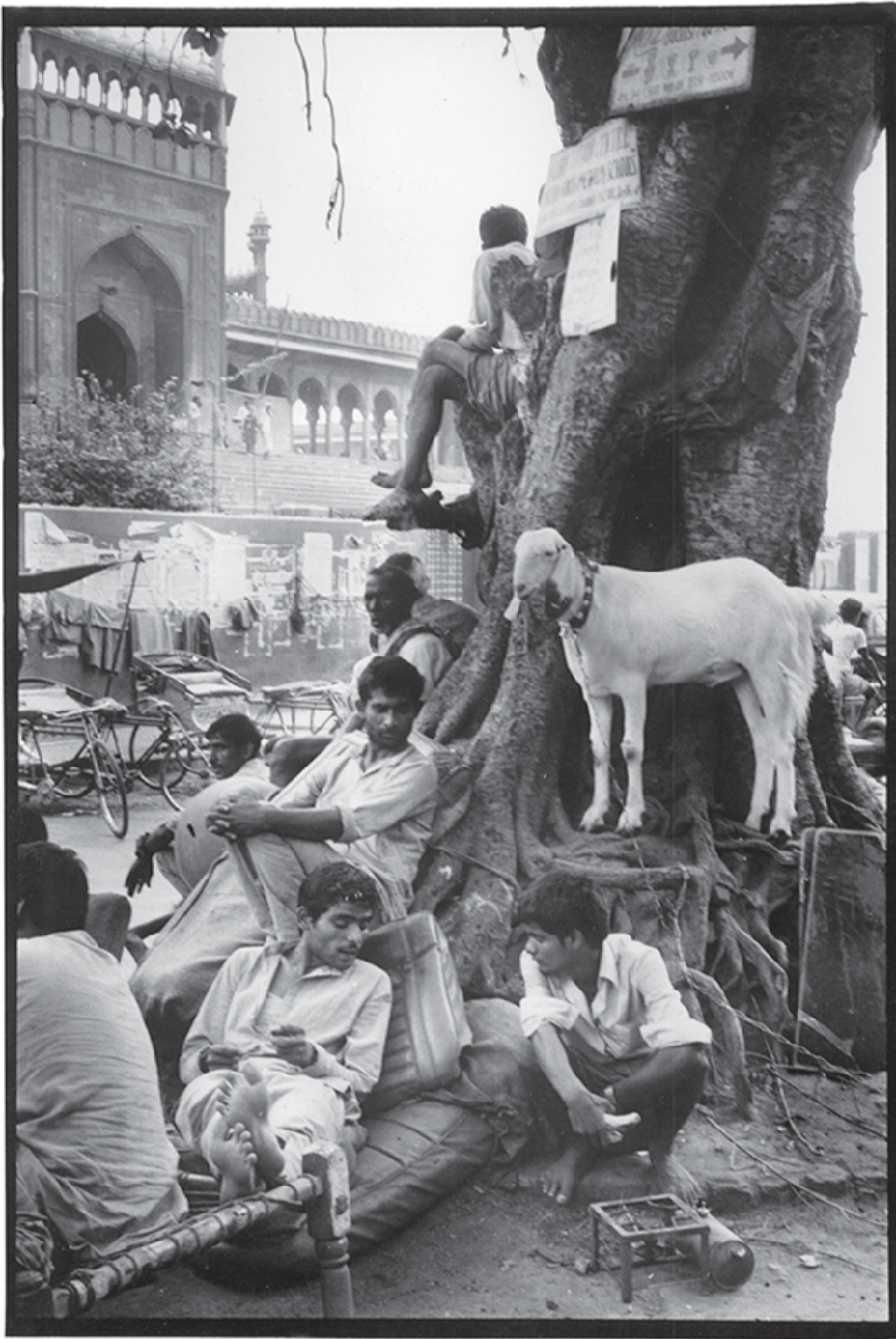
PROTOTYPE: LEMONADE

Fast Forward!

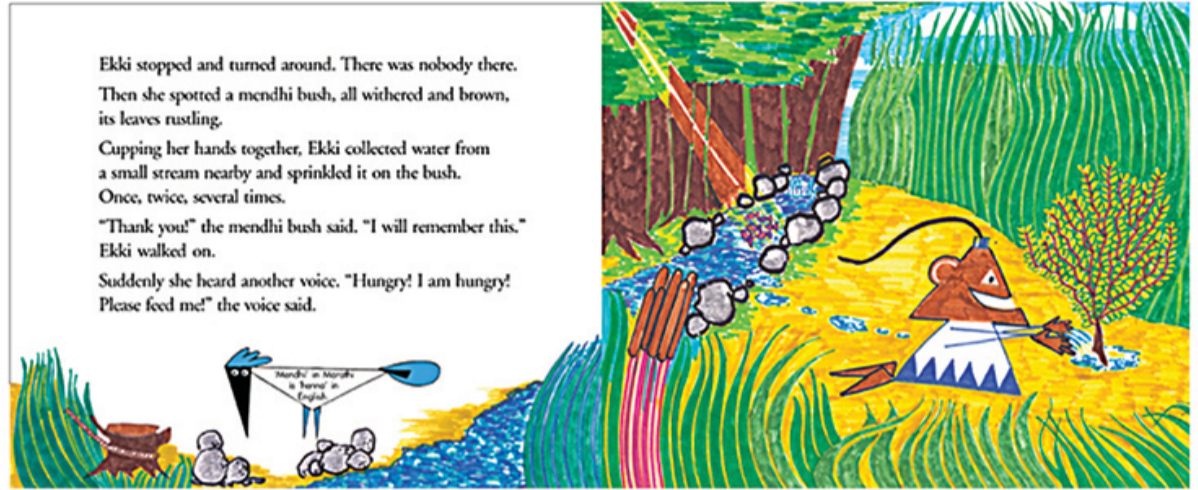
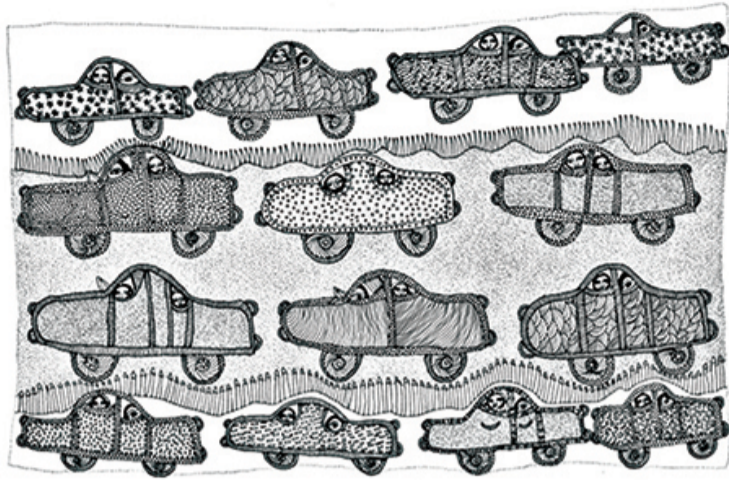
Just a moment.
Being there. Ready. Open. Vulnerable. Seeing.
An incredible place, this world.
Stories. Levels.
All the highs you can wish for.
The dances you can dream up.
The photographer, a spectator?

Or an agile dancer letting go, merging.
You could too if you let yourself.
Point & shh....?
Quiet & Easy today.
Automatically blessed. Guaranteed masterpieces.
Really?!!
Whatever happened to failure?

The contact print, the soul.
The realization, the regret?
Just press another button.
And start all over.
Instantly!



Ethnography and Graphic Communications



Children's Books

RANJAN DE

A nation that does not have books that cater and tickle the imagination of its youth and give them exposure to its own unique cultural diversity, is a nation that is cutting the roots of its very foundation of its cultural existence.

A nation that does not share its stories with its next gen, is creating a generation alienated from its own rich cultural heritage. For a nation is its stories.

With more than 684 tribes and with a huge ethnic diversity within our 29 present states within the Indian Republic, we are perhaps the richest country in the world for the huge number of stories and oral histories that we contain within our boundaries.

Quite a few thousands of us from Urban India suffered this syndrome. The syndrome of being alienated from our own rich ethnic diversity by being brought up reading authors like Enid Blyton and other writers of British young adult fiction or being brought up on superbly illustrated Russian children's books based on their tales.

And then halfway through our lives, we discovered our own roots and cultural diversity and we kicked ourselves on the shins when we realized that, we needed 90 life times to cover and delve into the diversity of oral tales that could be made into illustrated books for children, let alone stories, translations, trans creations and such like.

In the early days of Tulika Children's book publish-

ers existence, they had a tie-up with Annick Publishers of Canada. What made Annick unique was that they had developed their publishing line of titles to cater to the multi-ethnic diversity of their country's populations, tackling subjects that the children of that milieu could relate too.

Tulika and Tara Publishers, both from Madras – now Chennai, started with similar thinking.

While Tulika started with creating books in a modern idiom both linguistically as well as pictorially, Tara Publishers delved into the rich ethnic visual diversity of the many tribes and sub-cultures of India and simulating those techniques through bulk screen-printing techniques, brought to life and to the world this rich, so far hidden from the worlds' purview. Tara made its mark on the child in every adult, of recollecting childhood pleasures and they went further into documenting India's own unique popular cultures too.

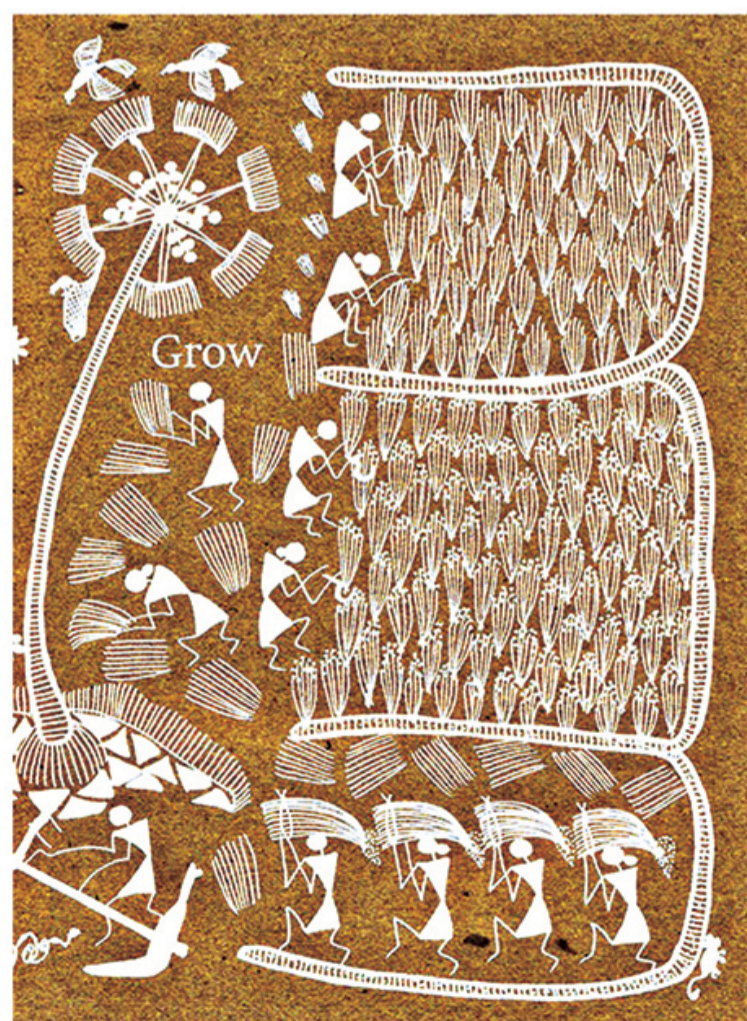
Tulika too has over 15 years of its publishing existence developed a huge following for its now numerous titles, with nearly 10-12 new ones being added every year. Their approach has been to go into multilingual publishing catering to as many of the Indian languages with scripts, for there are few in language publishing to cater to profusely illustrated books for children.

Now publishers delving into affordable children's books are mushrooming like there is no tomorrow, and that is all the better for the 35 million youth of our country, which makes us the youngest nation in the world.

This large percentage of our youth needs exposure to the rich diversity and ethnographic wealth of our nation to become true nation builders of tomorrow.

When that happens, and when this sleeping elephant that has been our united idea that is the Indian nation wakes up to its own realities and realizes what it is and can be, the world better watch out.

Ranjan De is the Dean – Academics at the Arch Academy of Design. Hes is an illustrator and author of many titles for Tulika Publihers too.



Fashion Design

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- Staff & Student Exchange Programs and research projects. Research paper presentation at IFFTI (The International Foundation of Fashion Technology Institute) conferences.
- Jaipur - a Textile & Fashion Hub - perfect for students to experiment and research along with Industry Oriented teaching methodology and exposure.
- Students get exposure with two National Level Annual Fashion Week showcasing eminent internationally famed fashion designers.
- Experienced & Expert teaching faculty and latest State of Art Labs.
- 100% placement Record with Entrepreneurship Training.
- Apple Mac Lab
Wi-Fi Campus
Hostel Facility



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