

May
2013

backstitch

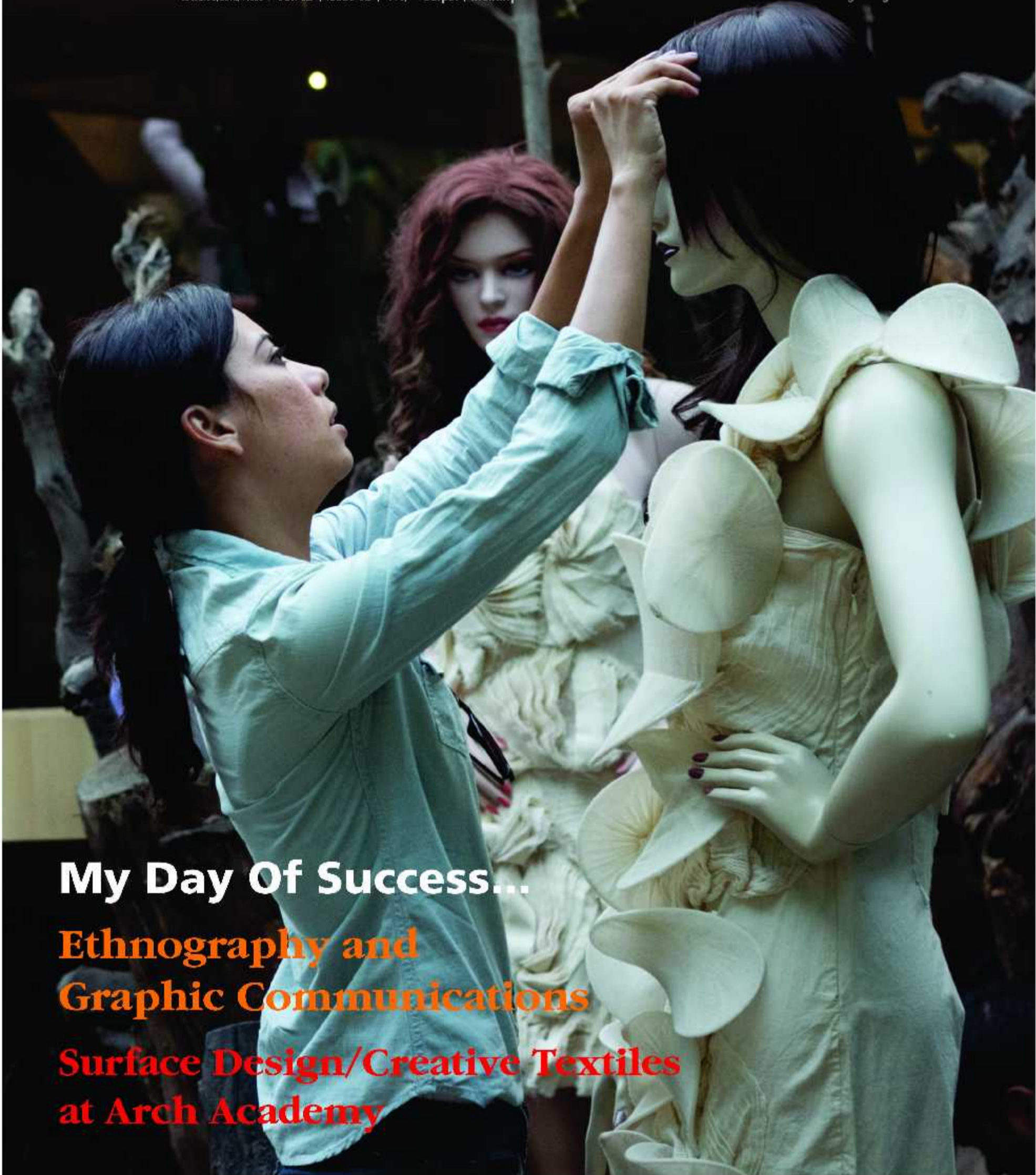
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Arch Design Magazine

My Day Of Success...

**Ethnography and
Graphic Communications**

**Surface Design/Creative Textiles
at Arch Academy**





We are poised for a change, initiating a process of reinventing ourselves, bringing in fresh ideas, a new team on board and new international collaborators to introduce contemporary courses like Design Management. We see India emerging as a destination for Design education and realize the uniqueness of being situated in Jaipur – a city with traditions, known for its history of Crafts, Fine Arts and Design. A meeting of perspectives is imminent with Jaipur being the hub for exchange of ideas.

It is with this vision, we present this edition of 'backstitch'. This academic session, we are launching courses in collaboration with Pearson and there is an article to explain how it would benefit the students. I have also shared pictures from Vital Voices Global Leadership Awards Night where as a Lead Fellow I would be working towards women empowerment as a contribution to society. Our Academy is among the select institutions that are part of International Foundation of Fashion Technology Institutes (IFFTI) and there are pictures from the recently concluded conference in Los Angeles.

Last month we came out with the anniversary edition of backstitch – a month where we celebrated our journey with well wishers, memories from the event would always be cherished and some photographs are printed in this edition.

We invite you to share your views about this issue by writing to us (director@archedu.org). I hope you enjoy it!

ARCHANA SURANA
Editor-in-chief



from the Commodore

VIJAY CHATURVEDI (Retd.)
IFFTI Secretary

The Foundation has set the standards for fashion education throughout the world and the members of the Foundation foster close relationship with the fashion related industries.



Left to right: Commodore Chaturvedi, Ms Surana and senior faculty members from National Institute of Fashion Technology (NIFT).

Dr. Satoshi Onuma, Chairman, IFFTI

Institutes of learning dedicated for the promotion of Fashion Education are growing in number in all parts of the world. Some of them have acquired name and fame chiefly on account of their commitment and dedication to the cause of the fashion industry. They have developed their own ethos, focusing or concentrating upon one or more of the three broad streams of interest vital for the development of the industry. These streams are design, Technology and Business. While developing an identity of their own, some of them have assiduously cultivated an international character which is at once secular as well as versatile, permitting free flow of thoughts and ideas and cross cultural streams belonging to diverse ethnic groups of the population.

Again, out of these internationally well-known

Fashion institutes, there have emerged a few schools which have developed their nexus in the Fashion Industry almost as an article of faith in their scheme of training and other operations. These institutes have demonstrated over the years that the interests of the industry could best be served only by adopting a strategy which takes care of the needs of the industry covering all the areas of Design, Technology and Business. By virtue of the harmonious interplay of these elements, the Institutes have internationally distinguished themselves, acquired superior stature in the eyes of the industry and immensely inspired the students who, on an unprecedented scale, are showing an increasing interest in fashion education.

International Foundation of Fashion Technology Institutes (IFFTI) was established on 14th October 1999 as an international Apex Body comprising



Daniel James Cole, Asst. Prof. FIT; Dr. Julie King, Head of the School of Fashion & Textiles, De Montfort University; Prof. Emerita Janice Mee



Mrs Surana with Mr Gera, Director General NIFT India

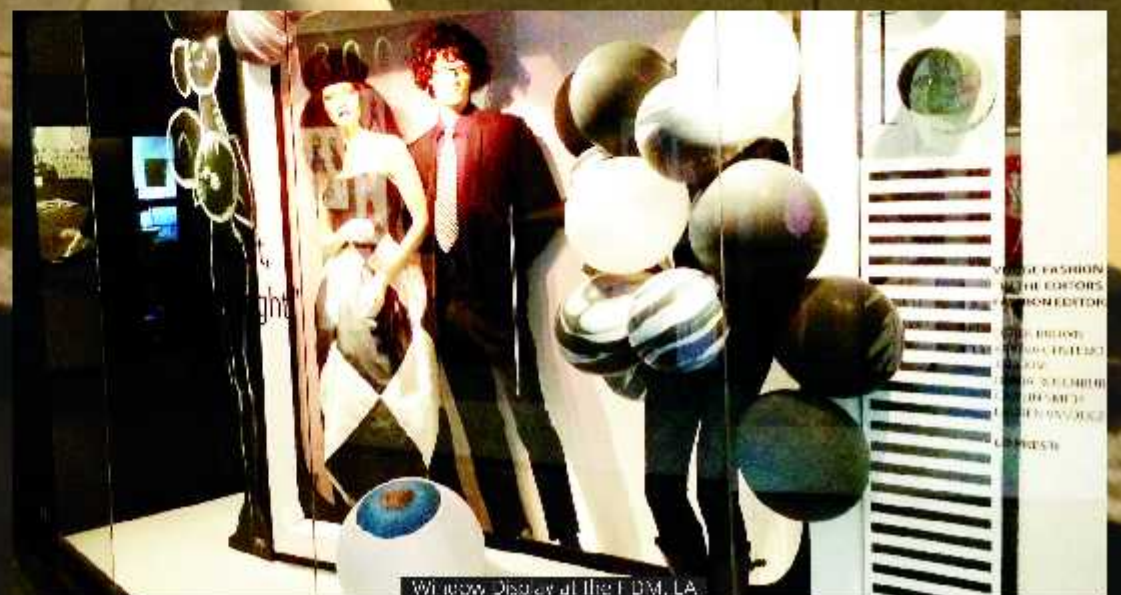


Marketing Icon & Key note speaker Tom Julien

leading International Institutions, to meaningfully help each other in upgrading their programmes, assist in developing sharp professionals in the structure and operation of the industry in their countries, and above all, contribute towards the establishment of a framework of co-operation and collaboration vitally needed in the wake of liberalization and integration of global Trade in textiles and clothing under the auspices of WTO. Since then IFFTI has grown into the most comprehensive and prestigious international organization representing leading fashion higher education institutions in areas of design, technology and business. The Foundation has set the standards for fashion education throughout the world and the members of the Foundation foster close relationship with the fashion related industries. IFFTI has recently enlarged its scope of membership to invite large corporate houses and individuals to join the foundation. The foundation presently comprises 46 institutional members from 21 countries around the world. In addition 4 Corporate Houses and 2 reputed foundations have also become members of IFFTI. IFFTI Member Institutions collaborate with each other in bilateral agreements and many professional developments and research activities programmed at International annual Conferences. These Conferences are hosted by member institutions in rotation to provide local flavor to international community. The 2013 Annual conference has just been hosted by the Fashion Institute of Design and Merchandising at Los Angeles, U.S.A. I hope the members enjoyed the meticulously planned Conference and have taken back fond memories of Los Angeles.



Design Educators from across the globe at the Conference



Window Display at The FIDM, LA

Tom Julien, Marketing Icon
Mr. Julien is a trend analyst and retail branding expert with more than 20 years of experience in the fashion world. He is internationally recognized for his succinct and intelligent commentary for television, national newspapers, online sites, wire services, magazines and various industry trade publications. Information shared at IFFTI Conference as a Keynote Speaker



Millennials by the Numbers

The Millennial Generation also known as Gen Y, is arguably the most closely watched generation since the Baby Boomers. As they come of age, we are learning more and more about this group now counting a population of more than 70 million in the U.S. alone. Specific characteristics of the millennials are emerging - Pew Research Center conducted one of the most definitive studies of the group to date, concluding they are confident, connected and open to change. Compared with previous generations, Millennials are more racially diverse, less religious, more educated, self expressive, liberal and upbeat. With regard to life's priorities, more than half view being a good parent is more important than having a good marriage. A high paying career or owning a home ranks low in priorities while becoming famous is viewed as not important at all. Although hit hard by the great recession - many millennials have struggled to find jobs out of college and are cash-strapped - the generation is showing an apathy for fast fashion and a propensity for quality and luxury. When it comes to catering to this consumer, here are other things you should know:

Who is the Millennial?

Millennials in the U.S. 73.2 million

Birth Years: 1981-1999

Present age: 13-31

Percentage of Millennials who sleep with their cell phones

Millennials: 83%

Gen X: 68%

Boomer: 50%

Silent: 20%

How to reach Millennials:

32% of Millennials say they don't like advertising in general, compared to 37% of the general population.

More than 75% of Millennial consumers claim participation in loyalty and rewards programs.

More than 75% of the Millennials are more likely to choose a brand that offers a loyalty or rewards program over a brand that doesn't offer one.

75% of the Millennials in the U.S. said they would be more likely to do business with a company after earning a reward. That's compared with 69% of Canadian Millennials and 67% of British Millennials.

57% of U.S. Millennials use mobile devices to price compare before making a purchase in a store.

More than 50% of Millennials are willing to share personal information with brands that offer loyalty programs.

44% of Millennials are willing to promote products or brands through social media in exchange for rewards.

4 MYTHS ABOUT MILLENNIAL WORKERS

Perception #1: Millennials are lazy

Reality: Millennials are confused

Explanation: Every day, Millennials are bombarded with thousands of messages and it is sometimes difficult for them to navigate their way.

Perception #2: Millennials are Apathetic

Reality: Millennials are bored

Explanation: Everything is accessible to the Millennial and they can quickly understand the social media landscape. As a result they can quickly move from one task to another, a quality others perceive as disloyal or needy. In fact if a company are not moving as quickly as technology, it will have difficulty retaining the Millennials' interest.

Perception #3: Millennials lack morals

Reality: Millennials have different values

Explanation: Millennials are the product of the "Me Generation" where money and status were king. The Millennials values of service, respect and change are easily misunderstood by their parents. Social entrepreneurs such as Blake Mycoskie and Toms Shoes have risen because of Millennials.

Perception #4: Millennials think they're smarter than you were at their age

Reality: Millennials ARE smarter than you were at their age

Explanation: Millennials are on track to be the most educated generation to date. Although their education has not yet matched Generation X, give them time. 63% have already graduated or plan to graduate from college. Half of Gen Xers have completed college or plan to get their degree in the future.

Ethnography & Graphic Communications – An introduction



Ranjan De
Dean of Academics
Arch Academy of Design, Jaipur

An alumnus of the NID, Ahmedabad, with a specialization in Graphic Design from the Faculty of Visual Communications, he has 28 years of experience, 12 of which were in advertising and publishing, and 10 years in innovative practices in education, in both schools and colleges across India. He has worn many hats and has been a member of the press as well as worked in Chennai in the fields of theatre, animation and film.

As Dean Academics at Arch, his role encompasses development of new pedagogy and educational resources and courses, training of faculty to new norms and standards and ensuring the sustainability of all innovative procedures and endeavours introduced in the process.

Way back in 1984, when I had interned as Graphic Design student at Saraswati Atelier, at Auroville I was queried by a curious Auroville resident. "India has such a rich visual culture, every state has such a rich visual identity, but how is it that when it comes to Indian Graphic Communications whether it be Advertising or Publishing Design, how is it that it still looks so western? In Europe, French graphic design looks distinctively different from German, Dutch or British Design".

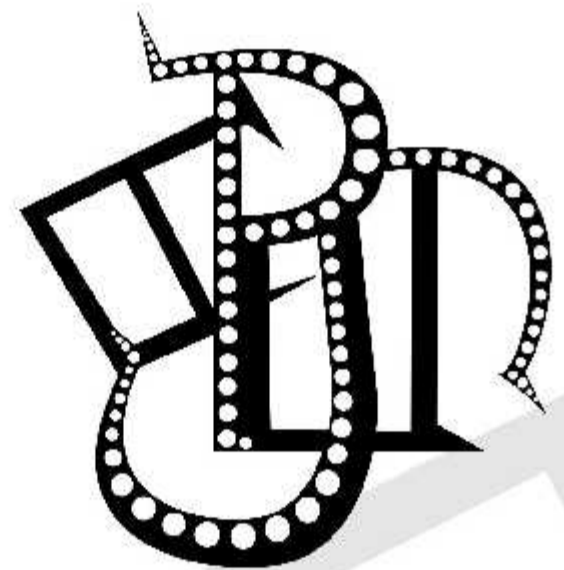
That was then.

Indian Graphic Design was in its infancy, we still had a long way to go at looking at ourselves, the documentation of our rich ethnic heritage in terms of reference books, coffee table books, research papers authored and researched by Indians had barely started, and there were barely 2 institutes of Design in a country of 180 million people.

This is 2013 now – the scenario has changed ground up. There are a lot more design institutes and academies across the length and breadth of India. From a mere 30 graduates a

year in that stream it has gone up to 300 per year. And they have impacted all forms of graphic design communications from advertising to publishing to multimedia to animation and more. Indian graphic designers have made their presence felt across the board and on international platforms too, with a very unique ethnic identity. We seem to be on the path of self discovering ourselves, our cultures and our ethnicities, in an explosion of talent.

A nation that can tell its own stories through the pictures, images and words, is a nation that's come alive. The sleeping elephant has awoken and the world too has awoken to the new avatar of its rich visual culture that is on offer. At every world book fair that is held at Pragati Maidan in New Delhi, the Indian publishing panorama is exploding with titles, and the Indian languages publishing too has become savvy to improving its self image and presentation. There is a burgeoning plethora of titles in translation from the numerous Indian languages into English, and publishers from all over the world are setting up shop here to tap this new eruption in creativity.



Indian Photographers and Indian Animators are making inroads and the world is looking at a new India, as they've never perceived before.

We hope to make this page a regular in "backstitch" as we explore the many aspects of the new rediscovery of India, its directions and expositions of the many aspects of this new visual culture and its impact on the world arena.



VITAL VOICES

GLOBAL LEADERSHIP AWARDS NIGHT

The Vital Voices Global Leadership Awards held on 2nd April 2013, honored and celebrated women leaders around the world who are the unsung heroes working to strengthen democracy, increase economic opportunity, and protect human rights. Every year since 2002, we have gathered at The John F. Kennedy Center for the Performing Arts to recognize women who are social entrepreneurs, political representatives, businesswomen, human rights defenders and civil society advocates.

To enhance women advancement in growing economies, Vital Voices has accelerated its mission to identify, invest in and bring visibility to extraordinary women around the world and help in unleashing their leadership potential to transform lives and accelerate peace and prosperity in their communities.

At ARCH, we are thankful to Vital Voices Global Partnership for instituting Ms. Archana Surana as a Lead Fellow in the inaugural "VV Lead Fellowship Program" which offers unique opportunities to exchange information, obtain resources and tools, mentor and be mentored and receive vital training to enhance skills to enable greater contribution to society.

She is among 110 women leaders selected worldwide and one of 19 chosen from Asia. Geraldine B. Laybourne who founded Oxygen Media, and was partner with Oprah Winfrey, is the mentor of Ms. Archana Surana after her participation in the Global Ambassador Program of the Vital Voices and Bank of America Partnership.



Malanne Verveer, United States Ambassador-at-Large for Global Women's Issues with Ms Surana



Sandra Gomes Melo



At the Kennedy Centre of Performing Arts



Global Leaders Awards Night at the John F. Kennedy Centre at Washington DC.

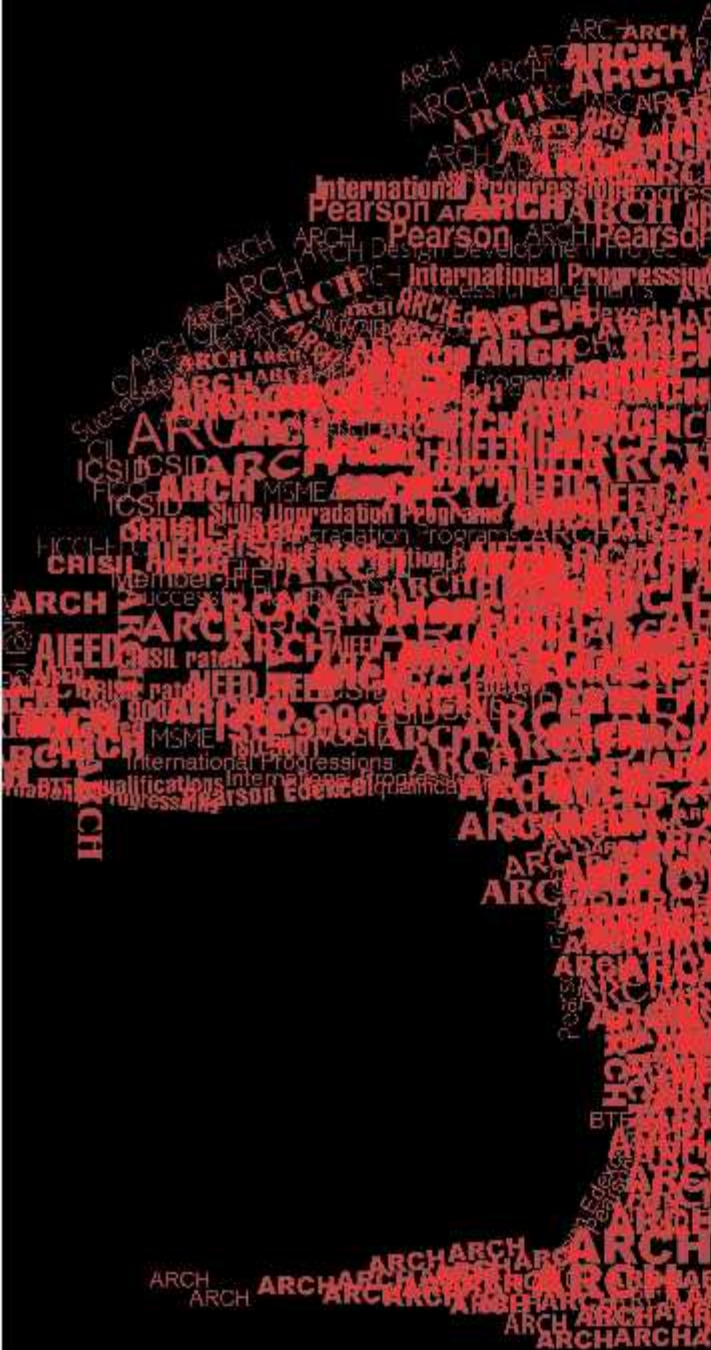


Award Winners (left to right): The Kant Brothers, India (Solidarity Award); Manal Yash Zraiq, Palestine (Economic Empowerment Award); Dr. Hawa Abdil Somaiya (Fern Holland Award); Sandra Gomes Melo, Brazil (Human Rights Award); Top Vannry, Cambodia (Leadership in Public Life Award); Malala Yousafzai, Pakistan (Global Trailblazer Award)



Carol Lancaster (Professor, scholar and practitioner of international politics)





Rajeev Arora



Rajeev Surana, Emanuele Nicusia (International Automobile Designer)



Umesh & JK Jajou



Dilip, Rajeev, Malik, Kulsam & Sunita Shekhawat



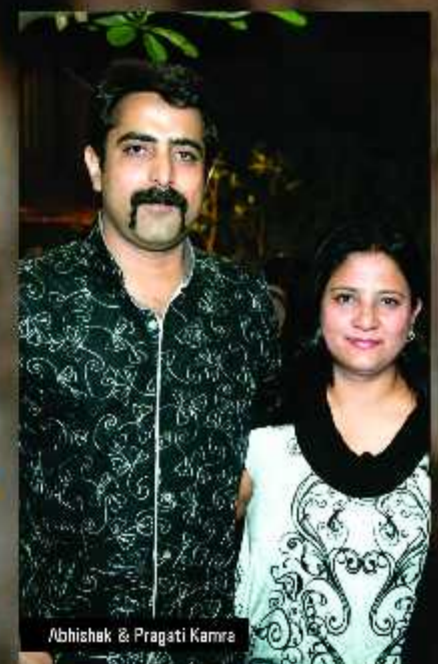
Yunus Khimani, Nita Thakore



Aparna



Ranjan De



Abhishek & Pragati Kamra



Vijay Kirti



Pranay Deo & Shamini Shankar

IT WAS A NIGHT TO REMEMBER. TIME TO RELIVE LAST YEAR'S MEMORIES & ACHIEVEMENTS

Our Strategic Partnership with Pearson Edexcel for BTEC qualifications in ART & DESIGN and Management

ARCH awarded the UKIERI Institutional Capacity Building Grant 2012 in partnership with Perth College, UHI, Scotland.



Dileep Baid



Manju Pabuwat, Jayashree Feriwal



Sudhir Kesriwal



Rashmi & Dhruv



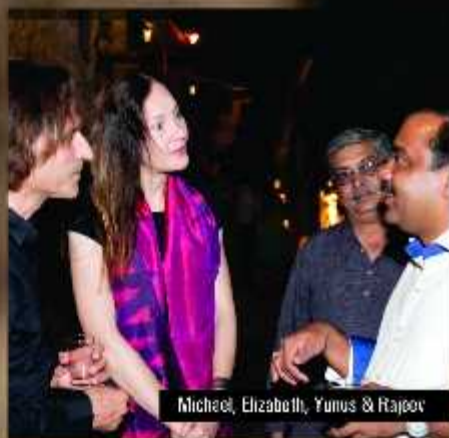
Geetanjali & Ayush



Sanjay Kothari



Sandeep Singh, Anand Singh



Michael, Elizabeth, Yunus & Rajgov



Live Tweet by Abhishek



Benny Thampunka & Vikas Jain



Display of Students work at the Venus



Vijay & Archana Aluja



Vikas Haritwal admiring our student's work



Anita & Rajnesh Bhandari



ARC II Academy of Design
The Advisory Board Members
Staff and Students
THANK YOU
For joining us in this
momentous occasion

Surface Design Creative Textiles

at ARCH ACADEMY



Nita Thakore
Textile Artist/Design Educator
India International Association for Art,
Culture & Spirituality

Alumnus of Maharaja Sayajirao University, Vadodara
Post Graduate Diploma (Textile Art) from the
Goldsmiths College of Arts, University of London &
Principal Scholar, Fulbright exchange program,
Rhode Island School of Design.

"I do believe that the world of 'Art' is the single most unifying force of life on earth, as history endorses it. Therefore it became natural for me to look for opportunities to integrate the 'arts' into every sphere of my personal and professional life."

A practicing textile artist, an academician, a researcher, an ardent 'Yes ART' practitioner, my work inspires me to delve deeper into the world of history, probing, questioning and seeking to strengthen the tether of my heritage, not with the purpose of returning to the past, but to better understand my place in the present.

I do believe that the world of 'Art' is the single most unifying force of life on earth, as history endorses it. Therefore it became natural for me to look for opportunities to integrate the 'arts' into every sphere of my personal and professional life. Arts in Education, Arts in Spirituality, Art for Health, Arts and Science, Art for Peace, Arts in Crafts etc are areas of deep interest to me.

A mainstream educational philosophy built upon a transdisciplinary approach to art and design, nurturing Craft-artistry as a significant movement, is my recent indulgence. I see myself involved in creating art works that have historical and educational value and one that provides gainful employment to our craft artists. I believe India's rich heritage, its spirituality and its traditional living crafts can collectively bridge the cultural gap between nations as well as provide vision, sustenance, peace and health to the entire world.

Surface Design (an independent workshop, I have been conducting for several years) begins the moment a warp is set on the loom. Warp & Weft and the possibility of embellishing a surface while weaving is in the make, becomes a take off point for these workshops that have gained tremendous interest over a period of time. Experimental joinery, gathers, application, quilts, padding and folding for fabric techniques and looping, paiting, wrapping, knotting, twisting for yarn techniques pave way for creativity &

innovation. The end result of this creative process usually endeavor's to enhance individual/collective responsible design thinking. From the microcosm to the macrocosm.

It becomes imperative, then, for me to reach out and share my beliefs and ideology and join hands with the others who might be singing the same song as me.

The world of 'design & craft education' sustained my living for the past 35 years. I have been extremely fortunate to have associated with the best Design Colleges in India.

It's indeed a great privilege to be associated with Arch Academy and invited by Ms Archana Surar a to contribute to their extremely lively and informative in house magazine BACKSTITCH.

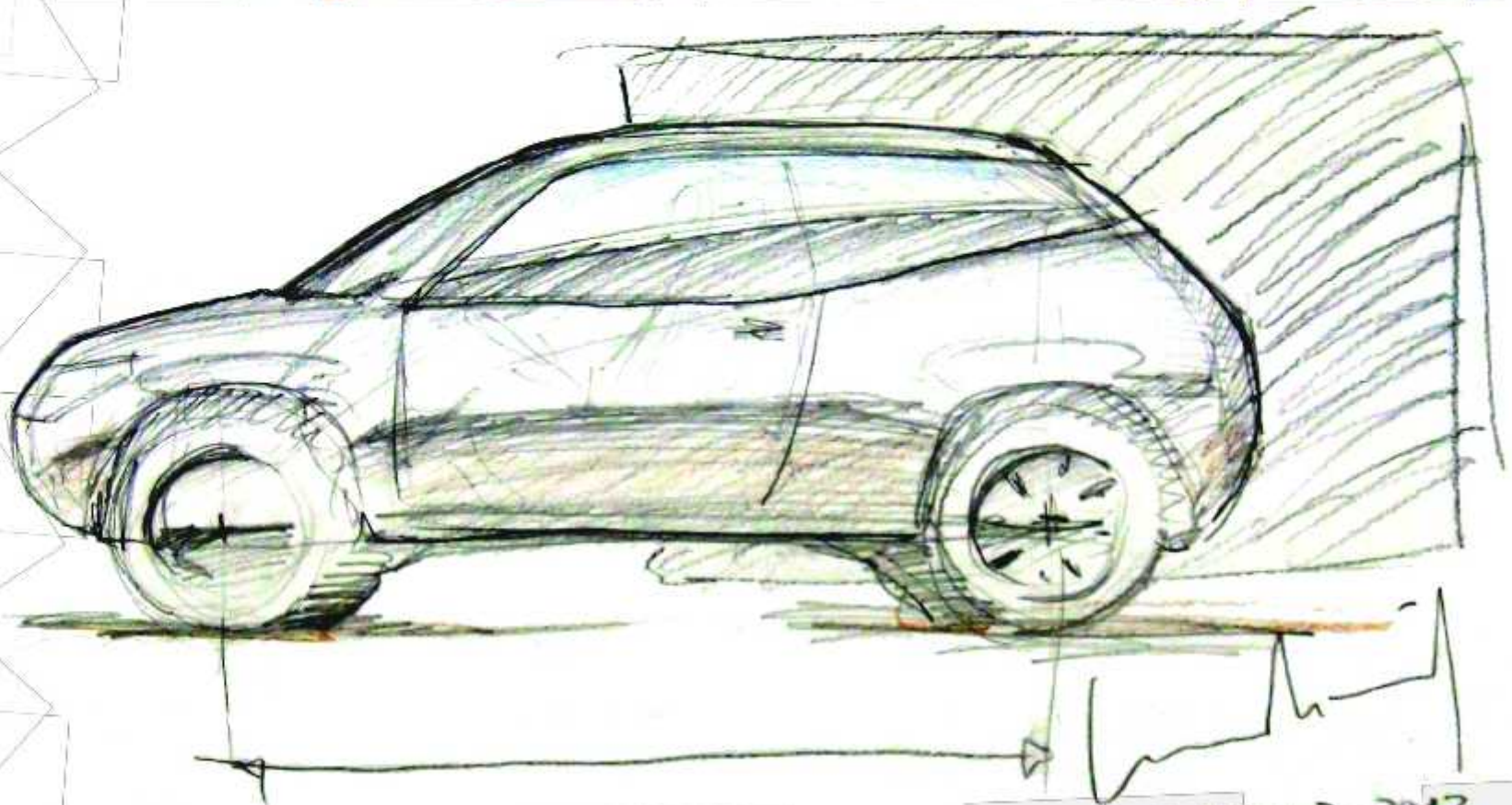
As a visiting faculty at Arch I have enjoyed some wonderful teaching/learning moments with the students here, who make the teaching profession for individuals like myself a great reason to be alive and kicking!!!



Car

Car Lovers Enthralled! Arch academy had the privilege of hosting well-known Italian automobile designer Emanuele Nicosia on 20th April, 2013. Emanuele gave insights on the importance of working as a team. Through his pictures & sketches of car designs, he explained how materials, hardware & design processes can be aligned together to produce something new.

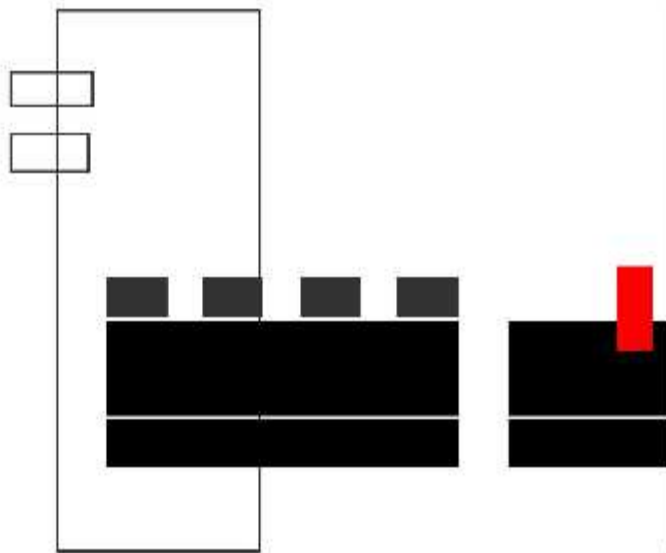
Emanuele Nicosia has worked at PININFARNIA for many years, designing the Jaguar XJS spyder in 1979 and working in the Ferrari 2886TO and Testarossa. Later, he worked on the interior design of the Lamborghini-Diablo and Bugatti EB110. He went to Royal College Of Arts, London for specializing in design.



20-APRILE - 2013

Strategic Management and Leadership

Narendra Govind Mathur
Senior Faculty
Design Management



“Creativity thrives on inconsistency – by finding new combinations of hitherto separate phenomena. It has to be realized that every strategy, like every theory, is a simplification that necessarily distorts reality. Strategies and theories are not reality themselves, only representations (or abstractions) of reality in the minds of people. No one has ever touched or seen a strategy. This means that every strategy can have a misrepresenting or distorting effect. That is the price of having a strategy.”

- excerpt from 'Strategy Safari' by Mintzberg, Ahlstrand and Lampel.

I have been a believer in travelling without a fixed itinerary and took the same thought process further in context of organizations that wish to set out on a course towards a vision. However, it is important to also stay focused about the outcome. This is possible by attempting to understand the frame, the

environment, and then by keeping tabs on critical areas – chart a direction to take. Flexibility, learning and adaptation are important. The way to act and respond in an organization should have consistency.

A clear plan ensures that the organization maintains or creates its strengths. This happens when an analysis of the strengths and areas of concern is done and an appropriate direction taken towards addressing it.

This article has so far, focused on what needs to be done and in which spirit, but, who drives the change? Who acts as a catalyst and navigates the course? This is a role for the leader, a leader who inspires the team to achieve. One need not go through a course in management to be good at leading and achieve external results, to be at peace within is what is required. These

qualities may be cultivated or honed and this is where formal education in Strategic Management and Leadership plays its role. Interactions with other students and the teacher contribute in developing these abilities during lectures, besides the course content.

Strategic Management and Leadership is not necessarily a top management role. In organizations it is generally the persons who actually do the work and know the pulse of their environment. So, it may make sense to be more inclusive. Individuals may perform better when they are self motivated and take ownership of the work. Even across the diverse educational backgrounds that individuals have, they do not require to be led in an authoritarian manner, participation should be encouraged.

It is often said that one teaches best what one needs to learn the most - seems true for leaders as well!

Strategies and theories are not reality themselves, only representations (or abstractions) of reality in the minds of people. No one has ever touched or seen a strategy.

Design Education is the new age career opportunity for transformation & change

Q I am looking for a course in Graphic Design. Are research opportunities there too?

Kalpna Sharma, Pune

A The teaching methodology at Arch is research oriented. A state of the art infrastructure including an Apple Mac Lab supports the industry based learning requirements. The 4 Year UG course in Graphic Design and the 2 Year professional course in Design Communication provides an opportunity to be part of the 2 year UKIERI (UK India Education Research Initiative) research project. International exposure & research opportunity is provided to the students through its linkages with IFFT (International Foundation of Fashion Technology Institutes) and ICSID (International Council of Societies of Industrial Design) where you can get a chance to present research based papers.

Q I want to go abroad for a degree in Design but find the cost too prohibitive. Is there a more cost effective equivalent option available to me?

Supriya Rao, Delhi

A Yes, ARCH Academy of Design in partnership with PEARSON Edexcel, awards BTEC (Business and Technical Educational Council) Level 5 Higher National Diploma in Art & Design qualifications allowing students to study at ARCH, and then if desired, take the opportunity for progression to a select international university and get an International Degree in only one year. This brings down the cost tremendously. All EDEXCEL qualifications are accredited by the Qualifications and Curriculum Authority (QCA), a body of UK Government. Arch is the only approved Pearson Edexcel centre in India that offers 8 BTEC programmes in Design.

Q I am a graduate and want to pursue a course in Management or Design. What choices are available for me at ARCH?

Deepak Tiwari, Guwahati

A It depends on your inclination – a range of courses are offered at post graduate level in Design, professional course in Design Communication, Lifestyle Accessories Design. Specialised courses in Design would help you in honing your creative aptitude. Also, there is a course in Design Management (a relatively new area) with a focus on Strategic Management and Leadership Edexcel BTEC level 7 (eligibility 19 years) with strong foundation in design. We invite you for a counseling session to help you choose the right option.

Q I have heard that Arch offers both 3 year and 4 year courses in Design. What is the difference between the two?

Shravya Yadav, Jaipur

A Students enrolled for 4 year Design programs at ARCH will get triple awards viz. BTEC certification, UK + UGC recognized Degree + Arch Advanced Diploma + enables the holder to progress directly into the degree year of a design programme in any similar educational institution in the UK or affiliated university in the world for a graduate degree. The programme is very design centric, teaches and encourages Entrepreneurship. 3 year programs are job oriented and Vocational in its direction with only basic Design inputs included in the content with a UGC recognised Degree.

Q I am very creative but due health issues I could not complete my formal education. Are there any options for me?

Rashmi Soni, Nashik

A Yes you could do a course at ARCH



Mrs Archana Surana
Educationist
Founder & Director
Arch Academy of Design
For queries write to:
admission@archedu.org

that is accredited by Pearson Edexcel, where you need not be from a formal schooling system to be eligible. You need to show the correct aptitude towards design and be over 16 years of age to apply for BTEC vocational qualifications. Also as an AICTE approved Skill Knowledge Provider, Arch has on offer additional vocational courses.

Q I want to become a social entrepreneur. Can education in design help me become one?

Ajay Jain, Visakhapatnam

A Design education in today's world means more than just designing products. It is about transformation and change. Our full time 4 Year Programmes enable you to become changemakers & thoughtleaders. The courses have inbuilt entrepreneur modules running at all the levels to nurture the spirit of enterprise lying within you. The Craft Product Design course and all the other Lifestyle Design Programmes have special focus on using indigenous knowledge & crafts to reach the global markets.

EDEXCEL DEMYSTIFIED

'Structure and Content Focused Delivery' is the general expectation from normal training sessions. However, this was no ordinary session. Mr. Allan N Gaunt, Senior Subject Examiner at Edexcel, conducted a two day programme on Assignment Writing and Internal Verification & Standardisation for teachers on April 2nd and 3rd, 2013. It was interactive and flexible, encouraging questions – a more effective way to engage learners.

In fact this is what education is about and a benefit of studying at an Edexcel approved centre. The Edexcel framework focuses on ensuring clarity about what the students learn (vocational relevance, internal verification of all study plans/assignments), when they learn (number of hours for guided and self learning), how they learn (individual learning styles, specifying the criteria for assessment), resulting in the education process being fair, transparent and accountable. Imagine education process being something you could look forward to, enjoy and gain knowledge and skills that make you a better person and are also relevant when seeking employment (Edexcel BTEC is a leading applied learning

brand). At some stage, as students, we have all desired a more flexible approach in terms of the forms of evidence to meet the pass criteria, learning by wrote a 500 word 'answer' is not the way under this frame – you could even create a visual, submit a video or be part of a group discussion and still meet the requirements for successful completion of your course without worrying about 'scoring' marks as there is a more effective system in place where you would be assessed against the specific criteria for each learning outcome in the particular unit constituting your course and that too on a continuous basis and not a one time 'examination' that is so often dreaded! In the rare case where a learner is not satisfied/understood the reasons for not meeting a criteria, there are channels available to address it objectively. Your prior learning is recognized and there are avenues for progression in studies globally.

To conclude, the simple systems ensure an academic environment where learners are at the core and the educational programme being able to exceed their expectations in terms of quality of course content, its delivery and application.

MY DAY OF success...

Quaid Bala
Post Graduate Studies, Interior Design
ARCH Academy of Design

Wow! What a moment for me. Participating in the Jaipur International Photography Exhibition, 2013, and receiving 3rd prize in such an event makes me feel on top of the world. This moment has been the greatest of all and it will always inspire me as well as motivate me to keep up the good work. I am feeling lucky to be in the Arch Academy of Design where we, the students, are getting such exposures and getting ourselves ready for the practicalities of life! I would like to say special thanks to Benoy sir, who encouraged and motivated us to be a part of such a big event. I am also thankful to my family and my friends, Pravin, Sujit, Rohit, just to name a few, and there are more of them, who have always been a part of my success and they also participated with me in the photography exhibition.

Photography has always been my area of interest. But, here at ARCH, I developed a better sense about what photography is actually all about.

The day, April 17, 2013, i.e. my day of winning, will always be special to me as well as for my friends and my institute.

I felt honoured at being selected and awarded in such an international exhibition, where Prof Andrea Liggins and Ms Sarah Tierney from the Swansea Metropolitan University of Wales Trinity Saint David, UK were in the judging members panel. Professor Andrea Liggins is Dean and Head of the Art and Design Department of the University and Sarah Tierney is the Head of their Photography Department. Both of them very accomplished photographers, they had exhibited 50 of their works too at the exhibition. It is through their effort and through the effort of Mr. Ajay Sharma, member of the Robert Davies Educational Society, that this whole week long event was organized, with over 200 entries in the competition cum exhibition. The organizers enlarged and mounted and framed all the best entries for the competition and put them up for exhibition at the wonderful Jawahar Kala Kendra (JKK), in Jaipur.

I hope this experience of mine encourages other students to participate in events and competitions as well, and to make ourselves, our family, and our institute proud.

Once again, I would like to thank all of you for your wishes and hope I can keep up the good work in the future too.



Prize winning photograph by Quaid Bala



Creative shot by Siddhart Copra



Creative shot by Sujit Kumar



Virgo Sharma's frame

a Journey... ARCH ALUMNI

SANDEEP PALKE
Fashion Design (2006-2009)
Assistant Designer, Rocky S

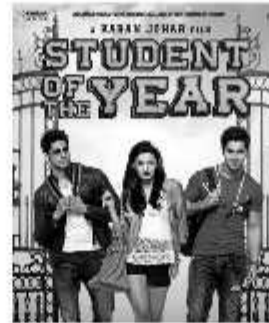
Hi, my name is Sandeep Palke, a Fashion Designer, Stylist and a Musician by profession. I completed my Graduation from the Arch Academy of Design, Jaipur and did my post graduate studies in Italy.

At ARCH, the guidance provided by the faculty was very professional and current and helped me as a student in being a high performer, receiving many accolades along the way. I got many opportunities to participate in design and social projects which enhanced my leadership skills, and my ability to work in a team.

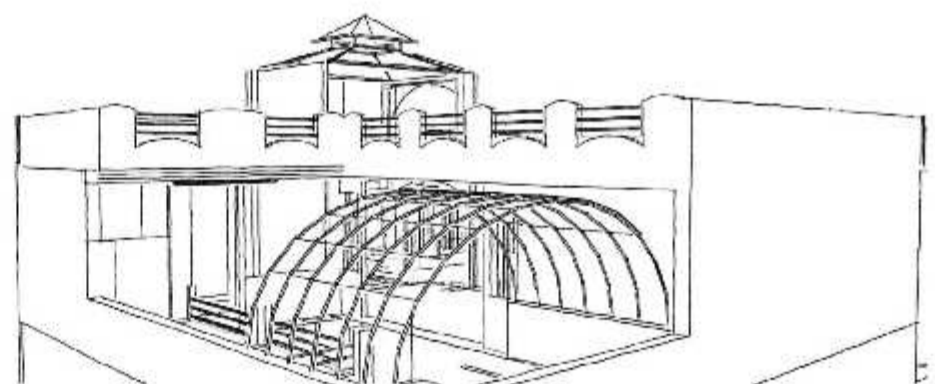
Color-Style-Trend Knowledge and Design Methodology helped me further in realising my signature design style.

At present I reside in Mumbai and work as a Designer and Stylist for the Bollywood Industry. The Designers I have worked with include Manish Malhotra, Sheetal Sharma and Rocky S. I have the right expertise in designing western-wear for both men & women and also in styling for advertisements and movies. Working in Bollywood has given me the opportunity to design and Style for many celebrities including Katrina Kaif, Kareena Kapoor, Bipasha Basu, John Abraham, Minisha Lamba and Esha Deol.

I will always be thankful to ARCH, Jaipur for empowering me with strong design foundations, enabling me always to deliver my best in the field of Design. I would like to dedicate my success to Mrs. Archana Surana and all the faculty members of the Institute for helping me reach where I am today. I, also extend my best wishes to the current design students and hope to work with you all sometime in the future.



SHAFIQ KHAN
Interior Design (2009-2012)
Freelance Interior Designer



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