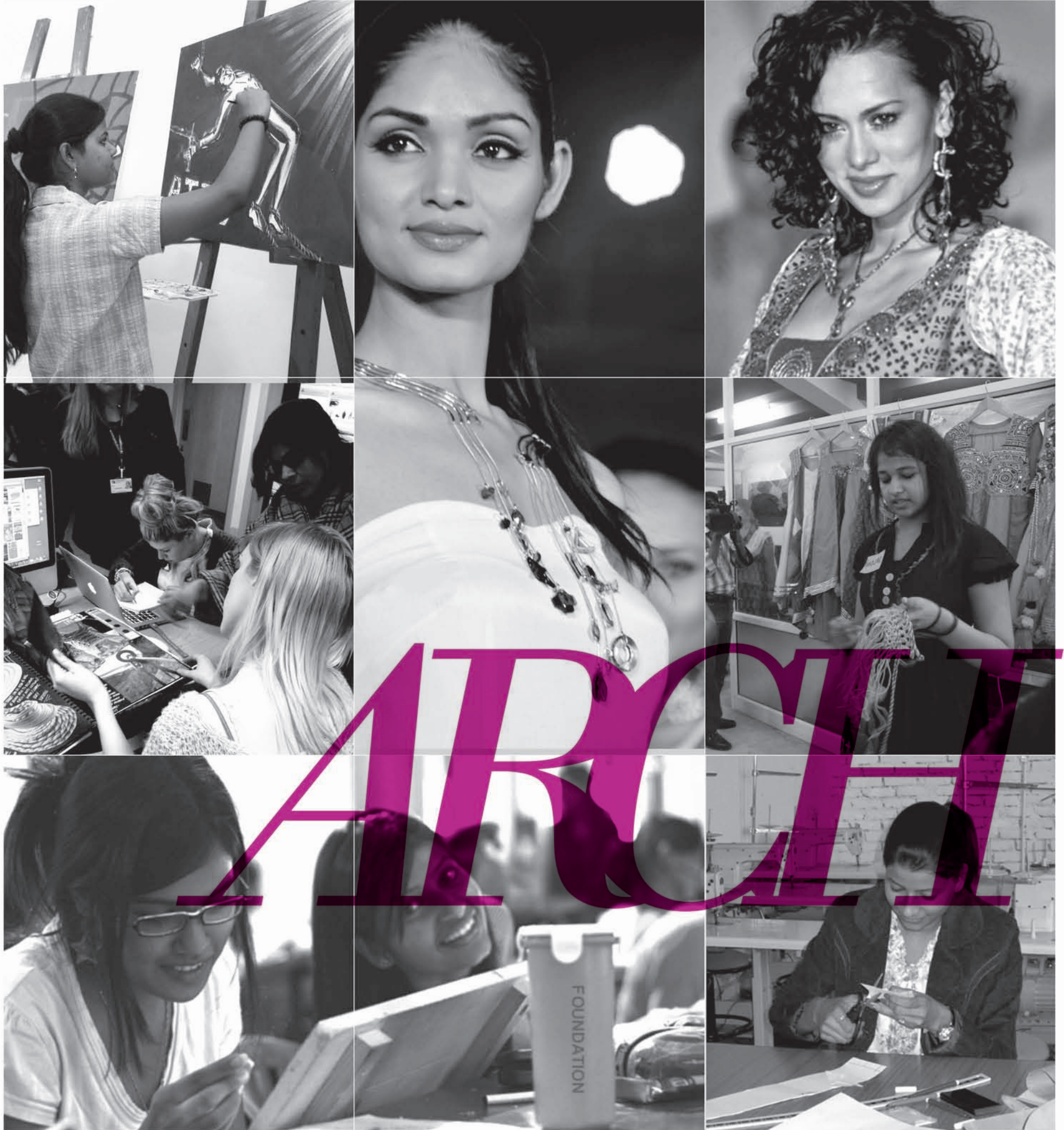


Feb'  
2013

# backstitch

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Arch Design Magazine



## EDITOR'S NOTE



Taking inspiration and strength from all our past successes, ARCH Academy of Design is now into the 14th year of its existence and with great energy we continue to welcome and face the fresh challenges that seem to go hand in hand with all trailblazing and pioneering endeavors!

We at ARCH believe, that to be responsible contributors to society, we must have a larger understanding of, and respect for, human potential and dignity.

Therefore, in addition to the predictable dissemination of professional and technical knowledge, ARCH seeks to instill collaborative skills in its students, through an interdisciplinary and interactive learning process incorporating and unifying some of the contextual values and contents of local knowledge systems with emerging modern concepts.

In this issue we are trying to enlighten our readers about the options available to students after completely a specific course in design.

Hope you enjoy reading.

# KNOW WHERE YOU ARE HEADED



## FASHION DESIGN FUTURES

The Indian Textile and Clothing (T&C) industry is currently one of the largest and most important industries in the Indian economy in terms of output and foreign exchange earnings

Second largest in employment generation in the country.

Contributes more than 13% to industrial output, 17% to export revenues and 6% to the nation's GDP.

The industry proudly supports 35 million jobs, with an estimated export value of around US\$ 35 billion and domestic consumption of close to US\$ 60 billion.



## TEXTILE PRODUCT FUTURES

The Indian textile industry is the second largest manufacturer in the world today, second only to China.

The share of textiles in total exports stands at a significant 11% of the total Indian exports and 5% of the global trade in textiles and clothing.

Rajasthan is known the world over for its printed and dyed fabric for fashion garment industry. Rajasthani prints of Bagru and Sanganer; hand-woven Kota Doria and Khadi in the form of garments, made-ups and textiles have found global fame and recognition.



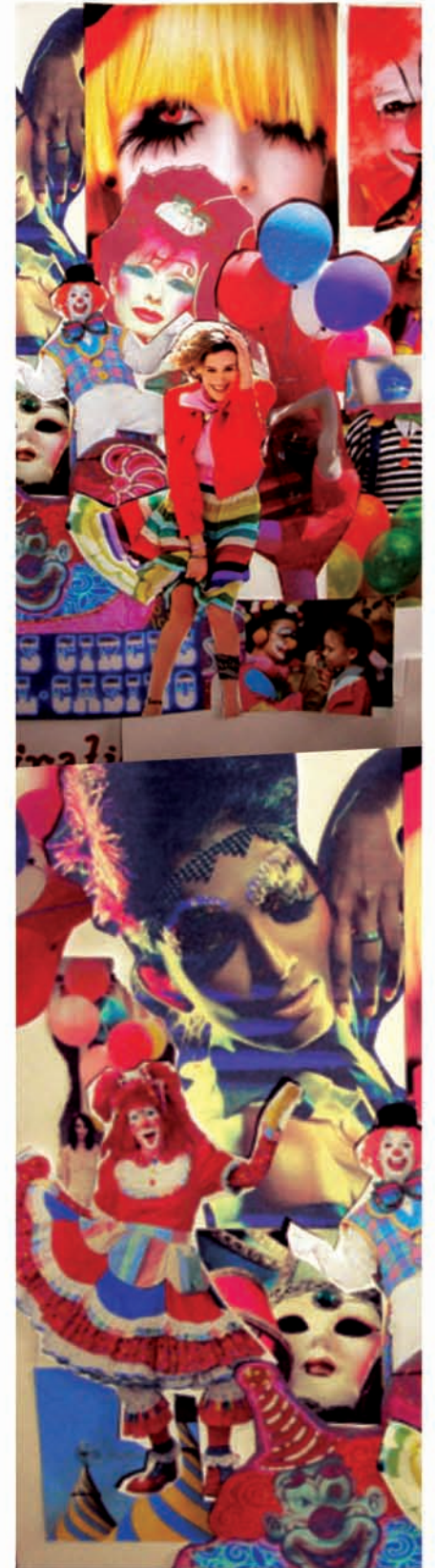
## INTERIOR FUTURES

The flourishing infrastructure, housing & retail industry in India has emerged as one of the most dynamic and fast paced industrial sector with several big players entering the market.

The construction industry, which accounts for approximately 11% of the GDP, has an estimated investment of US \$500 billion, and is growing at around 34% annually.

The Indian retail industry is the fifth largest in the world, and contributes about 22% of the GDP and generates 8% of employment in the country today.

It is expected to grow 25 per cent annually, to be worth US\$ 175- 200 billion by 2016



## GRAPHIC FUTURES

As the design industry moves towards the future there is a need for professionals who are able to communicate ideas and concepts effectively.

The essential requirement will be for highly articulate 'Design & context aware, observers, analysts, commentators and creators.

Requirement will also be for individuals with well-grounded research abilities and strong written communication skills, with aesthetic sensibilities to achieve effective results



## JEWELLERY FUTURES

India is the largest consumer of gold Jewellery in the world. It accounts for about 20% of world consumption.

It also dominates the diamond processing trade with 11 out of 12 diamonds being cut and polished in India.

India also dominates the gold and silver consumption globally with consumption of approximately 700 tonnes (gold) per annum.

The gems and jewellery industry, with domestic sales of over \$10 billion, provides employment to 1.5 million people directly and indirectly.

India shares 4% of the global Gems and Jewellery market, and is expected to touch a turnover of close to US\$ 35 billion by 2015



## DESIGN MANAGEMENT FUTURES

Traditionally, design management was seen as limited to the management of Design Projects, but in recent times more and more organizations are applying design management to improve design relevant activities and to better connect design with corporate processes.

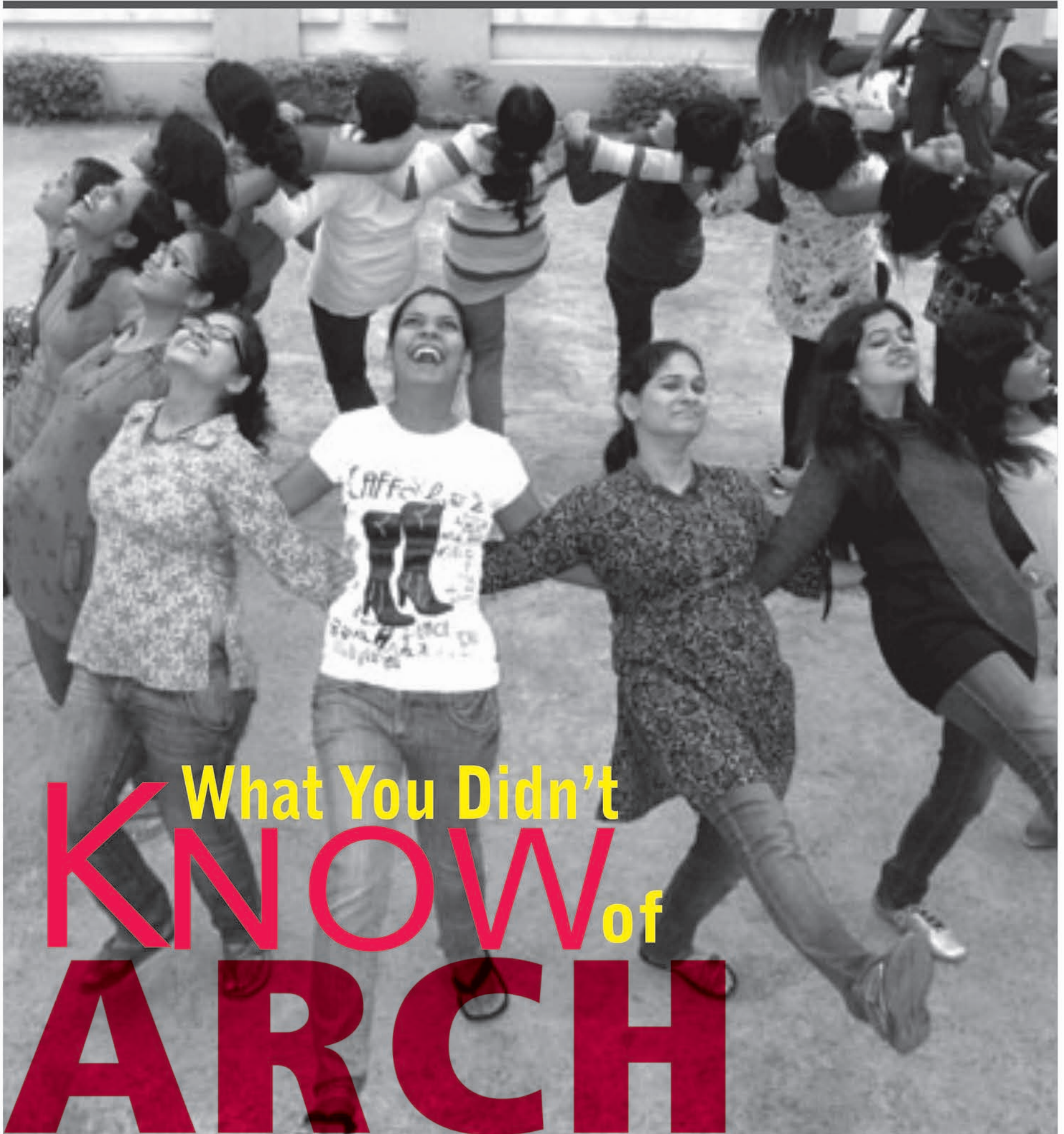
Keeping future possibilities in perspective, the need is for individuals with education beyond business management, catering to the special needs of the creative industries.



## CRAFT PRODUCT FUTURES

Craft in India has been kept alive and productive despite the increasing industrialization of the country. The Craft Industry is a fine balance between the application of mechanization and hand based skills, the latter giving each produced artifact a uniqueness.

The industry now thrives in the export arena and designers who are articulate and aware of world tastes and trends are in great demand to understand the buyer & his needs and be able to deliver appropriate design concepts & solutions.



# What You Didn't KNOW of ARCH

The institution has developed as a center of excellence in learning and innovation, and over the last decade, has trained more than 3000 professionals and entrepreneurs from across the country. The ARCH Academy of Design also has a strong international representation, with students from several countries like Sweden, Spain, Kuwait, the United Kingdom, the USA, Nepal, Iran, Canada Korea, Japan, and Dubai etc. who have, at one time or the other, chosen to study here.

The Academy offers Undergraduate & Postgraduate courses in Fashion Design, Interior Design, Textile Product Design, Craft Product Design, Jewellery Design, Graphic Design, Design Management, Lifestyle Accessory Design as well as Diploma & Certificate programmes in Visual Merchandising & Gemmology.

# “International Curriculum”



The ARCH Academy of Design is a strategic partner of Edexcel, the largest awarding body of the UK. Edexcel, formally known as London Examinations, solely offers the highly respected BTEC qualifications for Vocational Education. All of Edexcel's qualifications are accredited by the Qualifications and Curriculum Authority (QCA), and are regulated through OfQual, both, bodies of the UK Government. It offers the most evolved route for progression into further studies in India and overseas or into employment.

BTEC level 5 Higher National Diploma (HND) qualification is equivalent to the 2nd year of a graduation programme, and enables the student to progress directly into the final year to complete a graduate degree in the UK if he so wishes. The BTEC Level 7 in Strategic Management and Leadership is equivalent to the 1st year of Post Graduation and can progress to any University in the UK to culminate in a Post Graduate Degree (MBA).

Both Level 5 & Level 7 can also progress directly into employment

ARCH will offer the Edexcel BTEC Level 5 Higher National Diploma (HND) in Art & Design covering the following programmes-

- Fashion Design (Level 5 HND Fashion and Textiles)
- Textile Product Design (Level 5 HND Fashion and Textiles)
- Interior Design (Level 5 HND 3D Design)
- Jewellery Design (Level 5 HND 3D Design)
- Craft Product Design (Level 5 HND 3D Design)
- Lifestyle Accessory Design (Level 5 HND 3D Design)
- Graphic Design (Level 5 HND Graphic Design)
- Design Communication (Level 5 HND Graphic Design)

Covering Design Management, ARCH will also offer the Edexcel BTEC Level 7 Extended Diploma in Strategic Management and Leadership

Colleges & Universities in the UK interested in providing progression for students towards top up Degrees at their institutions include De Montfort University; Coventry University; University of Salford; Goldsmiths, University of London; Huddersfield University; University of the Creative Arts, UCA & Birmingham Institute of Art & Design, BCU among others. ARCH is now in the process of initiating Letters of Cooperation & MOU's with these institutions to firmly establish the discussed affirmations of collaboration.

## “International Linkages and programs”

### EXCHANGE PROGRAMS:

The ARCH Academy of Design has signed MOUs and continuously endeavors to promote partnerships with institutions in the area of Fashion and Design.

ARCH is already linked with

- Perth - UHI, Scotland
- Cardonald College, Scotland



### MEMBERSHIPS:

ARCH is an Associate Member of **IFFTI**.

- There are 44 Members institutions world wide. Some of the World's best design institutes are members. They include FIT, USA; LCF, UK; RMIT, Australia etc.
- ARCH is one of only 6 Member institutions from India.
- IFFTI serves as an international forum for the exchange of ideas, education and collaborative research and development in fashion design, technology and business and related industries. IFFTI promotes the interest of students of member institutions by involving them in the activities of the Foundation.

ARCH is a member of **ICSID** (The International Council of Societies of Industrial Design)

- Founded in 1957, Icsid's history is steeped in the profession of industrial design. Icsid serves as a unified voice of over 50 nations through which members can express their views and be heard on an international platform and also facilitate collaboration between the membership pillars of Icsid
- ARCH is one of only 8 members from India

### INTERNATIONAL GRANTS:

ARCH in partnership with Perth UHI, Scotland, has been awarded the prestigious 2012 UKIERI Institutional Capacity Building grant of 45,000GBP. The grant will enable student & Staff Exchanges.

ARCH also received a UKIERI Skill Travel Grant 2012 to enable travel to the UK to explore collaborations. The ARCH Director has recently concluded a 10 day itinerary in the UK, towards this purpose.

### INTERNATIONAL QUALIFICATIONS & PROGRESSION PATHWAYS:

Arch Academy of Design is a strategic partner with Edexcel, in India, to deliver 9 Edexcel programmes in Design & Management. It is the only design institution in India offering such a wide range of programmes.

Edexcel BTEC Level 5 Higher National Diplomas (HND) in Art & Design will be awarded, covering Fashion Design, Textile Product Design, Interior Design, Jewellery Design, Craft Product Design, Lifestyle Accessory Design, Graphic Design & Design Communication.

## “International and National Visiting Faculty”



Experienced faculties are actively involved in course development which ensures that students are in touch with current thinking and the latest developments in Design and relevant technologies.

The regular visits of National & International faculties and Industry professionals ensure that students are kept abreast of the changing dynamics of industry demands and requirements.

MS. STELLA POWER  
Edexcel BTEC Qualification trainer

MS JACQUILINE FARRELL  
Head of School - Fashion, Textile & Jewellery

MS. JANICE GRYZB  
Jewellery Designer, USA

MR. PRADUMANA TANA  
MS. ROSALBA  
Textile Designer, Italy

MS. SKYE MORRISON  
Educator Researcher, Canada  
Fashion and Kite Designer

MS. SANG-LAN KIM  
Lecturer, National Museum of Asian Art Paris,  
France

MS. SANGITA SHROFF  
Ex Director, IICD

MR. ARINDAM DAS  
Ex Director of Pearl Academy of Design

MR. DINESH KORJAN  
Alumnus NID, Ahmedabad  
Studio Korjan, Ahmedabad

MS. NEETA THAKUR  
ALUMNUS NID, TEXTILE DESIGN  
EX FACULTY- NID

MR. YUNUS KHIMANI  
Ex-Dean IICD,  
Director, Sawai Mansingh City Palace Museum,  
Jaipur

MR. AMITABH SHAH  
founder and Chief Inspiration Officer (CIO) of  
YUVA Unstoppable

MR. PAWAN JAIN  
Co founder YUVA Unstoppable YUVA

MR. MANISH JAIN  
Founder of SHIKSHANTAR – Swaraj University

MS. MEKHLA CHAUHAN  
Alumnus University of Lincoln  
M.Arch (Building Conservation)

MS. YASRA DAUD  
American University of Sharjah  
Interior Designer

MR. BADSHAH MIYAN  
National Awardee,  
Tie-N-Dye, Jaipur

MR. DEEPAK SANKET  
National Awardee  
Enameled Jewellery, Jaipur



## “ Entrepreneurship ”

The vision of the academy is to empower individuals throughout their learning pathway to unleash their natural potential so that they grow intellectually through life, engaging themselves in the processes of trans-disciplinary reflection, dialogue, experimentation and vision building with a larger understanding of, and respect for, human potential and dignity.

In keeping with the VISION OF ARCH, the Design Enterprise Cell is dedicated to develop Entrepreneurs and inculcate enterprising qualities in its students, faculty, staff members and artisans.

To promote and nurture this Enterprising quality ARCH has alliances with, NEN (National Entrepreneurship Network), TIE (The Indus Entrepreneurs), AIESEC (an international youth organization) and MSME (Micro Small and Medium Enterprises) DST (Department of Science & Technology Govt. of India), YUVA Unstoppable (an international youth organization) etc.

Through all these associations, students thus have access to a wide range of counseling/training oriented programs at ARCH, to develop their enterprising skills



## “ Industry Oriented Teaching Methodology ”

To increase the vitality of the vocational and professional training programs in the field of design, ARCH Academy has build and developed more and more design sensitized collaborations with industry and other educational institutions.

ARCH is empanelled with the National Institute of Design (NID), Ahmedabad and Micro Small & Medium Enterprises (MSME) to conduct the DESIGN CLINIC SCHEME for the Jewelry Cluster in Jaipur. ARCH offers Entrepreneurship Development & Skills Up-gradation Programs for artisans and the underprivileged in association with various Government & Semi Government bodies like Development Commissioner Handicrafts (DCH), Ministry of Textiles (Govt. of India), Micro Small Medium Enterprises (MSME) , Govt. of India, Department of Science and Technology(DST) Govt. of India, Rural Non-Farm Development Agency (RUDA), Rajasthan Mission on Livelihood (RMOL) etc.

This engagement of ARCH in design projects has progressed towards consultancy and concept development for industry through its Design and Development Project Consultancy cell which extends to the turn key implementation of projects in the areas of Visual Merchandising, Exhibition Design, Interior Design, Lighting Design, Design and Development of products and prototypes in Apparel, Textiles, Crafts and Accessories, Furniture etc.

This training program in the field of design has consequently resulted in high success ratio in the gainful employment of ARCH alumni with the industry.



# INSIDE OUR CAMPUS





# Jaipur

Come let's change the game

## अर्चना सुराणा यूके के शैक्षणिक दौरे पर

आर्च एकेडमी ऑफ डिजाइन की निदेशिका अर्चना सुराणा यूकेरी ट्रेवन ग्रांट 2012 की तरफ से प्रोफेशनल शिक्षा के क्षेत्र में चलाए जा रहे एक महत्वपूर्ण विषय पर शोध करने यूके गई हैं। 11 दिन की यात्रा में वह करीब दस डिजाइन इंस्टीट्यूट्स का दौरा करेंगी और उन संस्थानों के आपसी सहयोग से डिजाइनिंग क्षेत्र में शिक्षा के उच्च विकास एवं कौशल को

तरह बढ़ाया जाए एवं उच्च मानकों पर कैसे शिक्षा प्रदान जाए जैसे कई विषयों पर चर्चा करेंगी। हाल ही में आर्च एकेडमी ऑफ डिजाइन को यू.एच.आई. स्कॉटलेण्ड के साथ इन शिक्षा के क्षेत्र में यूकेरी संस्थागत संस्था निर्माण 2012 से सम्मानित किया गया।



शिक्षा के क्षेत्र में चलाए जा रहे एक महत्वपूर्ण विषय पर शोध करने यूके गई हैं। 11 दिन की यात्रा में वह करीब दस डिजाइन इंस्टीट्यूट्स का दौरा करेंगी और उन संस्थानों के आपसी सहयोग से डिजाइनिंग क्षेत्र में शिक्षा के उच्च विकास एवं कौशल को

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MONDAY 19 NOVEMBER 2012

# Morning walk with entrepreneurs



(L to R) Archana Surana, Vinnie Kakkar and Neeta Boochra

Morning walks are not only about shedding stress, they can also serve as an interactive medium and this is what was demonstrated at a mentoring walk organized in the city. The walk was an effort to strengthen the bond between the emerging and established women leaders of the society. While walking through Smriti Van on a foggy Sunday morning, female entrepreneurs discussed various issues. FICCI chairperson Vinnie Kakkar with Neeta Boochra and Anupama Bose, shared their views on women's participation. Chhavi Rajawat, Soda's sarpanch was the flag-bearer for the walk. City entrepreneur Archana Surana, who brought the concept to Jaipur, said, "The event is organized globally across 27 countries."



Chhavi Rajawat

Archana Surana, Vinnie Kakkar and Neeta Boochra

Archana Surana, Vinnie Kakkar and Neeta Boochra

# महिला सशक्तीकरण का सार्थक प्रयास



आर्चना सुराणा ने शनिवार को 'महिला सशक्तीकरण का सार्थक प्रयास' नामक एक कार्यक्रम का आयोजन किया। इस कार्यक्रम का उद्देश्य महिलाओं को सशक्त बनाना और उनके बीच एकता का भाव फैलाना है। कार्यक्रम के उद्देश्य को ध्यान में रखते हुए, सुराणा ने महिलाओं को सशक्त बनाने के लिए एक कार्यक्रम का आयोजन किया।

आर्चना सुराणा ने शनिवार को 'महिला सशक्तीकरण का सार्थक प्रयास' नामक एक कार्यक्रम का आयोजन किया। इस कार्यक्रम का उद्देश्य महिलाओं को सशक्त बनाना और उनके बीच एकता का भाव फैलाना है।

# Discarded items made worthy.



A decorative landscape made from ceramic pieces at Cera Haat in Sitapura. The coming together of technology with traditional crafts has unleashed creativity comprising innovation and sustainability. The most advanced varieties of technologies, techniques and products are on display at ceramic and glass trade fair, CeraGlass 2012.

# PRESS RELEASES

## डिजाइन भी है अभिव्यक्ति का जरिया

जर्नलिस्ट जेसिका मेब्री ने डिजाइनिंग स्टूडेंट्स के साथ शेयर किए अपने एक्सपीरियंस



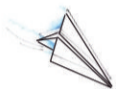
## डांसर बनने के लिए बनें क्रिएटिव

सिटी रिपोर्टर, किसी भी चीज में परफेक्ट बनना है, तो एटीएम यानी ऑब्जर्व, ट्राई और मास्टर इन तीनों पर विचार करना चाहिए। कुछ इसी तरह के डांस टिप्स कोरियोग्राफर और डीआईडी के जे ट्रेस लुईस ने दिए। मंच पर ट्रेस ने स्टूडेंट्स साथ कदम ताल मिलाई। डांस के बारे में उन्होंने कहा कि क्रिएटिविटी ही है, जो किसी चीज को उबाऊ नहीं बनाती। डांस एक मेडिटेशन की तरह है, जो फिट रखता है। यह एक तरह की सिंपल फिजिकल एक्टिविटी है। अक्सर लोगों को कहते सुना है कि डांस करना हर किसी के बस की बात नहीं, लेकिन मेरा मानना है कि डांस कोई भी कर सकता है। जिंदगी में जरूरी है कि जो भी करें, उसे बेस्ट करने की कोशिश करें। डांस के टिप्स : ट्रेस ने स्टूडेंट्स को डांस के कुछ टिप्स भी दिए। इसके साथ ही उन्होंने स्टूडेंट्स के साथ मिलकर मंच पर एक छोटी सी प्रस्तुति भी दी। इस अवसर पर 15 दिसंबर को होने वाले डांस हट के बारे में भी जानकारी दी गई। मंगलवार को इन्होंने आर्च एकेडमी में स्टूडेंट्स से

# All India Entrance Examination for Design - AIEED

**AIEED 2013**  
All India Entrance Examination for Design

After Class **XII<sup>th</sup>**  
go for a Degree in  
**Design**



## PROGRAMS IN DESIGN

### UNDER GRADUATE

Fashion Design  
Interior Design  
Graphic Design  
Jewellery Design  
Craft Product Design  
Textile Product Design

### POST GRADUATE

Interior Design  
Fashion Technology  
Garment Production & Export Mgmt. (GPEM)  
Design Management  
Life Style Accessory Design



Affiliation & Authorisation

## ADMISSIONS OPEN

**ONLINE** Entrance Exam  
1 April '13 - 30 May '13  
**CENTRE BASED** Exam  
19 May '13

Results : 3 June '13

**BATCHSTARTS:6July'13**

Prospectus & Application form can be downloaded from  
[www.aieed.com](http://www.aieed.com) & [www.archedu.org](http://www.archedu.org)

Prospectus & Application forms available from select **Bank of India** branches  
Over **200 Exam Centers** - 50 cities - All India for Online & Center Based Exams  
**10+1 Students** can also apply for **AIEED 2013**

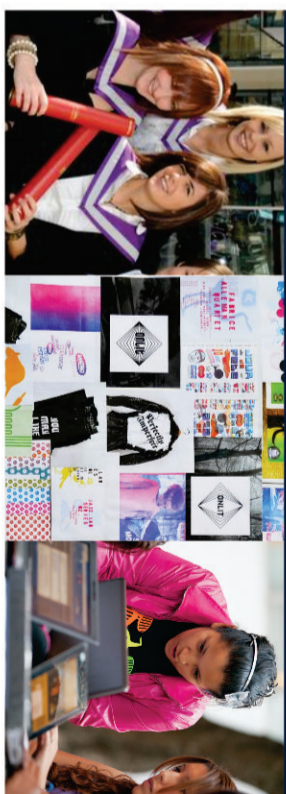
Our Linkages



Campus: 9 Govind Marg, Malviya Nagar Institutional Area, Malviya Nagar, Jaipur -17, Rajasthan, India  
Ph. 4060500/02/03, Mob: 9414070678 Email: [admission@archedu.org](mailto:admission@archedu.org)

ALWAYS LEARNING

PEARSON



EDEXCEL UK

advancing learning, changing lives

ARCH Academy of Design offers international qualification in Art and Design sector in collaboration with Edexcel, the largest awarding body of the UK.

Edexcel, formally known as London Examination, offer these international qualification as BTEC which is one of the most respected qualification across the globe. BTEC qualification are governed by Government of the UK and regulated through OfQual. Edexcel qualifications are designed as per QCF Framework, which promises the most robust and flexible learning methodologies. These standards make BTEC an international recognized qualifications with which students can progress to foreign countries for further education and employment.

BTECs are work-related qualifications, suitable for a wide range of students, and are designed to accommodate the needs of employers as well as allowing progression to university in multiple countries. Edexcel offers over 5500 qualifications in various sectors, ranging from Art and Design to Aerospace Engineering.

BTEC level 5 Higher National Diploma (HND) qualification is equivalent to the 2nd year of a graduation programme, and enables the student to progress directly into the final year to complete his graduate degree in the UK. The BTEC Level 7 in Strategic Management and Leadership is equivalent to the 1st year of Post Graduation and can progress to any University in the UK to culminate in a Post Graduate Degree.

ARCH offers Edexcel BTEC Level 5 Higher National Diploma (HND) in Art & Design with specialization in:

- Fashion Design(L5)
- Interior Design(L5)
- Graphic Design(L5)
- Jewellery Design(L5)
- Strategic Management and Leadership(L7)
- Craft Product Design(L5)
- Textile Product Design(L5)
- Lifestyle Accessory Design(L5)

APPLY NOW



ALWAYS LEARNING

PEARSON