

Arch backstitch

RAJENG/2012/44989 • Vol. 7 • Issue 3 • Rs. 60/- • Jaipur • September 2017 • Design Magazine of ARCH



The Year of 2017 is becoming a year of celebration! The establishment of the ARCH Gurgaon campus; gaining full Membership of the prestigious Cumulus Association the only global body serving art and design education and research; the set up of a student Incubation and production facility for Lifestyle Accessories in the Apparel Park in Jaipur; and most importantly, the launch of B.Des in Fashion, Jewelry, Interior and Craft and Accessory Design in affiliation with the University of Rajasthan.

We seem to have touched a new high in achievements in design education. Congratulations to the entire ARCH team.

The B.Des courses have been carefully orchestrated to integrate as seamlessly as possible with the Indian industry and we can proudly announce that we are the only institution in India to have a B.Des in Jewelry Design.

Designers in the 21st Century need, not only a creative mind, but also an entrepreneurial bent to their thought processes, to give a superior edge to their skill sets.

The Arch Design Business Incubator is being set up with the intention to provide a support platform to budding designers to showcase their ideas locally and internationally. This would fulfill our aim to transform them into future leaders of the design world.

Arch consistently makes efforts to recognize talent that exists around us.

Thus this incubator program is open to keen designers outside Arch too. Those with a design business idea in mind should feel free to contact the Arch team. And keeping the most important for the last, I, along with everyone at Arch, warmly welcome the new batch of 2017 to the family.

In no time, we shall have polished gems taking design to new heights and sweeping the world off with their creativity, and dreams.

I look forward to congratulating them on their achievements!

I have, & always will be, very proud of the achievements of all my students!

Archana Surana
Editor in Chief

OBJECT OF DESIRE

ate new objects of desire?

I was so lost during my graduation. Doing the demands of each subject, trying to please teachers, to get what distressed me more and more every day is

EDITORIAL



UPCOMING EVENTS

VASTRA 2017

Thu Sep 21st to 24th Sep, JECC Convention Center
Vastra-2017, the 6th edition, is an international textile & apparel fair located in Jaipur. This all-encompassing trade fair and conference on Textiles and Apparel, presents a fusion of the finest and the latest in textile products - from fibre to fashion, services and technology.

NINE DOT SQUARES

22-24th Sept 2017 Hotel Diggi Palace, Jaipur 10:00 am- 7:00pm
NINE DOT SQUARES is a unique event, which covers Indian Craft & Design on a more vivid & luxurious platform- related to architecture & interior design predominantly.

IGBC'S FLAGSHIP EVENT 'GREEN BUILDING CONGRESS 2017'

4 -7 Oct 2017 at Hotel Clarks Amer, Jaipur 10:00 hrs - 12:00 hrs
Green Building Congress 2017 features a three-day International Conference and parallel Exhibition, showcasing latest green building products, equipment and services.

WDO- 30TH GENERAL ASSEMBLY

14-15 October 2017 Torino, Italy
At our 30th GA in Torino, Italy, you will learn more about how we aim to promote design-led innovation that will contribute to the achievement of the SDGs by 2030.

IDEATHON-THINK OUT OF THE BOX

Fri Oct 20 2017 at 11:00 am to 02:00 pm
chance to show who you are by participating in the most exciting 8 hours entrepreneurship challenge to transform yourself and work as a startup.

Cover Page Photographed by: Vivek Saini

I posted some things on the internet and again when I least expect orders arise more and more, invitations to fairs, invitations to exhibitions

But the imagination never stops and when we begin to breathe work and wanting to innovate more and more. Behold arise luminaries.

I created the luminaries because I love Taurus (birds of paper) but was saturated see them in accessories, trinkets or mobiles often obvious and wanted to do something really different and innovative with them. Makes them an object of desire. And then came the idea of lights of led through the paper, created the luminaries and the audience fell in love.

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My brand was in the beginning to happen when the opportunity to teach (my other passion) appeared, and feeling that here I could mix these two worlds and learn more and more about other culture to inspire myself so I thought that the brand would expect me a little in Brazil, and to feed me those colors, smells and flavors of India just will make me well as a designer.

MAIRAGENS

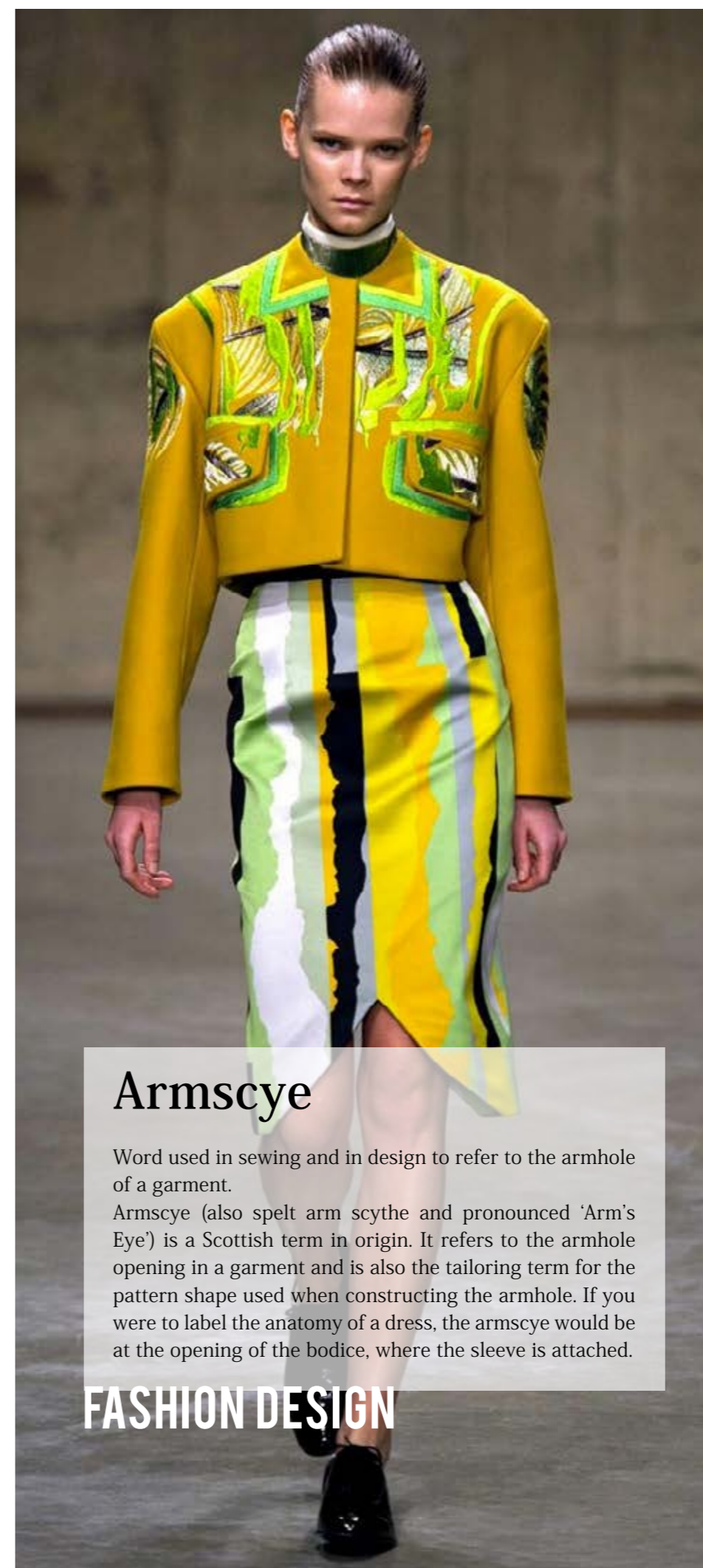
All this is just to say here that everything that we have to do is to pull the thread of imagination, be really persistent. We must never be afraid to show our works, ask new opinions, ask help, and keep working because only with hard work you can do something really new and innovative.

Look to the world every day thinking: how can I do this better? Fed yourself



VISUAL LEXICON

The Vocabulary of Design



Armscye

Word used in sewing and in design to refer to the armhole of a garment.

Armscye (also spelt arm scythe and pronounced 'Arm's Eye') is a Scottish term in origin. It refers to the armhole opening in a garment and is also the tailoring term for the pattern shape used when constructing the armhole. If you were to label the anatomy of a dress, the armscye would be at the opening of the bodice, where the sleeve is attached.

FASHION DESIGN



Artsy

making a strong, affected, or pretentious display of being artistic or interested in the arts.

"television people and arty types"

INTERIOR DESIGN



Annealing

making a strong, affected, or pretentious display of being artistic or interested in the arts.

"television people and arty types"

JEWELLERY DESIGN



Promod Yadav
Director - Projects
Senior Faculty, Fashion & Textiles

Pramod Yadav has held different positions in the last twenty-seven years, focusing on the area of Skill Development and implementation of Projects under Integrated Skill Development, on a pan India basis for the Ministry of Textiles.

His career span includes 7 years in the industry, 8 years of administration experience and 12 years of teaching experience.

He has authored three books in the domain of apparel production and technology, pattern making and designing. In one of his previous roles, he has served as the Principal and Joint Registrar of ATDC (Apparel Training & Design Centre).

He has contributed to the Diagnostic Study for Garment Cluster Development and identification of thrust areas for the sector. He has also worked on developing linkages between Institutional Course contents and the Garment Sector and continues to do so.

Startups need mentoring, funding, networking and resources to succeed. Arch is built to create truly design adept professionals, within an encouraging, supportive and nurturing environment and Arch Incubator provides them help to cross the initial hurdles in starting up a business. These hurdles include office space, funding, legal support, accounting support, technology support and other prerequisites to running the business.

Arch is in process of launching the College Incubator as well as the Design Business Incubator which would provide support to designers from various domains who are entrepreneurial in nature and will help to turn their ideas and concepts into successful businesses. The Design Business Incubator (DBI), the first of its kind in India will give the "Designpreneurs" all sort of essential business, management and technical skills that would help them to become "Leaders of Tomorrow"

Q How does the Incubator promote collaboration and Networking?

A-The incubator is the central body where all the action happens. The incubator helps and support startups by connecting them with relevant mentors, investors, service providers and other domain experts who can help startups at various place through their journey. Incubator will provide necessary hand holding to startups wherever necessary.

Also the incubator will be conducting various programs like workshops, knowledge sessions, talks etc to provide necessary knowledge to incubatee companies.

All of this combined will be able to help startups to cross collaborate and eventually will build the ecosystem.

Also because of all these activities startups will be able to build a network with relevant mentors, investors and service providers.

Q What is the application and/or selection process?

A-The applications will be taken in various formats - Students of Arch can apply to the incubator who have a business idea in which they have a ready prototype or have a customer validated business model.

- In various programs that the incubator conducts

startups can also apply to directly be the part of the cohort.

Startups will be selected on the basis of team quality, quality of the idea, product readiness, customer validation, product innovation and scalability.

Q What resources are at my disposal?

A-The incubatee will get access to various kind of resources.

- They will get access to physical infrastructures like office space, internet and other basic facilities to build the startup.

- They will get access to mentors, domain experts and also to various programs, events, workshops, knowledge sessions conducted through these mentors/domain experts.

- They will get access to investors via Demo Days that will be happening on a quarterly basis or half yearly basis where in investors from across India will come to see the Investor Pitches by incubatee companies and will invest in startups.

Q Are mentors easily accessible?

A-Yes, the mentors would be easily accessible. We are trying to create a pool of mentors who can help the incubatee startups as and when required. The mentors will come from the diversified background like business, design, finance, tech etc and will be able to provide mentoring across various domains so that startup can be guided.

Q Why parent should encourage his child in doing a start-up?

A-'Start-up makes you early starter'. This means you become professional even before you actually get into professional life.

When we talk about start-up in college the first advantage is that your entire risk is mitigated which means you have no financial burden as well any family pressure. You have to study and along with if you can explore you will get experience and get complete understanding of respective domain.

The second biggest advantage is while you are in college you have a huge pool of crowd where you can experiment your prototype. Risks get real once you get into real world. You need office space, electricity, water, and internet whereas in college while you are studying you are getting almost everything free of cost. So being in college you get these resources easily and all you need is support of college which

Arch would be giving you.

The most important thing in start-ups is to develop customer validation and proof of concept which while in college you have an easy access due to huge pool of crowd whereas in real world you need to approach people and get validation which takes lot of time as people are not readily available.

Q How does the Arch Incubator promote collaboration and Networking?

A-The incubator is the central body where all the action happens. The incubator helps and support startups by connecting them with relevant mentors, investors, service providers and other domain experts who can help startups at various places through their journey. Incubator will provide necessary hand holding to startups wherever necessary. Also the incubator will be conducting various programs like workshops, knowledge sessions, talks etc to provide necessary knowledge to incubatee companies.

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Q Why Design Business Incubator?

A-Design is Universal and has vast application. Infact every domain has "Application of Design" in some way or other. Modern day problem needs modern approach. To solve the problem of both today and tomorrow we need to establish a World Class Design Business Incubator.

The Design Business Incubator would provide support to designers from various domains who are entrepreneurial in nature and will help to turn their ideas and concepts into successful businesses. The Design Business Incubator (DBI) will give the "Designpreneurs" all sort of essential business, management and technical skills that would help them to become "Leaders of Tomorrow".

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#ENTREPEDIA

#DesignBusiness

“A Unique B Plan Competition that will inspire Designers to take on a journey of becoming an entrepreneur and will help gain in-depth knowledge of creating and running a business.”

In the league of creating India's first Design based Incubator, Project Cell at Arch has taken the first baby step by launching its B-Plan competition - Entrepedia on Saturday, September 2nd at its Jaipur campus.

The event was graced by the presence of the Founder & Director Mrs. Archana Surana, Director Projects Mr. Pramod Yadav, and Entrepreneurship & Incubation Expert Mr. Dilnawaz Khan.

Arch continues to be the cradle of Design, Innovation, and Entrepreneurship in India. Every year, this hot-spot continues to brew up many innovative new ideas, which have the potential of creating huge economic returns. It is the vision of Arch to help its students to step into a different world where they are mentored in every walk of their entrepreneurial journey and be pruned and refined. Arch thus provides attributes of designed based institutional entrepreneurship ecosystem which help to acknowledgment, motivation and more credibility of E-Cell.

Through its unique Business Plan Competitions - Entrepedia, Arch Project Cell invited innovative and enterprising ideas from students. Most of these plans, however, will be in a very raw form and need a lot of expert guidance and mentoring before they can face the competitiveness of the business world and make a profitable business. Entrepedia will take students on a journey of becoming an entrepreneur and will help them gain in-depth knowledge of creating and running a business.

The application of the B-Plan was taken through Google Form which was hosted on Arch website and Arch Facebook page. The students will be able to form teams where each team should not be of more than 4 people. Top 5 teams will be shortlisted by the Jury and selected teams will be taken for a one-day boot camp where they will be trained on creating a business plan and on "how to deliver an elevator pitch".

The top 5 teams will be given prize money of Rs 1000 along with a certificate and will get free membership for ARCH E-Cell.



Entrepreneurship & Incubation Expert Mr. Dilnawaz Khan.



THE HARD AND THE SOFT GETS TOGETHER

START YOUR DREAM CAREER



Furniture Design

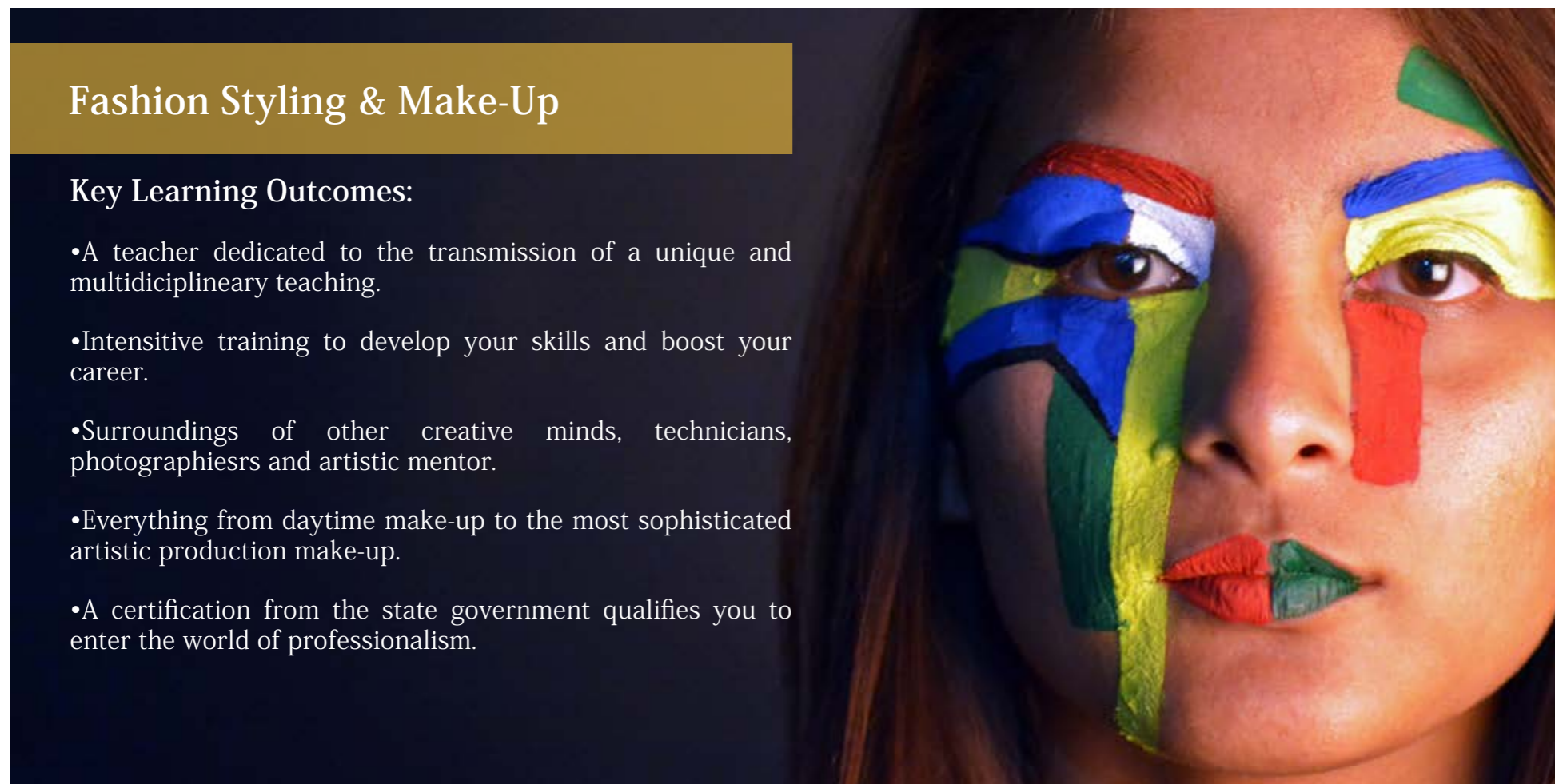
Key Learning Outcomes:

- You will be ready to go out to work in the furniture factory by learning various furniture making processes
- Carry out assembling of different parts of the furniture
- Have the knowledge of furniture Fitting
- Health and Safety regulations and general requirements
- Safe working practices like Safe use of machines
- Leadership and how to work effectively with stakeholders and manage projects according to the rules and regulation of the organization.
- Maintain the work area, tools and machines

Fashion Styling & Make-Up

Key Learning Outcomes:

- A teacher dedicated to the transmission of a unique and multidisciplinary teaching.
- Intensive training to develop your skills and boost your career.
- Surroundings of other creative minds, technicians, photographers and artistic mentor.
- Everything from daytime make-up to the most sophisticated artistic production make-up.
- A certification from the state government qualifies you to enter the world of professionalism.




Nawazuddin Siddiqui & Bidita Bag unveiled B.Des poster at ARCH Campus with Ms Archana Surana Founder & director of Arch Academy

“Launching Bachelors in Design, we were graced by the presence of Nawazuddin Siddiqui, Bidita Bag along with co-producer Ashmith Kundar who unveiled the B.Des poster at our Jaipur campus.”

For the 1st time the University of Rajasthan, has started Bachelors of Design (B.Des) Degree in the state. ARCH is an affiliated college of the Rajasthan University and offers B.Des in Fashion, Interior, Jewellery, Craft & Accessory Design. A Bachelor of Design (B.Des. or B.Design) degree is an undergraduate academic degree awarded for a course in four years. It is a design-centred degree that is recognised by Industry for placements. Arch Academy of Design is the first institution in India to offer B. Des in Jewelry Design and first to start a course in Rajasthan in the year of 1997.

ARCH is affiliated to University for courses in BVA, BBA, BA and Post Graduate Programmes in Garment Production & Export Management.

Bollywood stars Nawazuddin Siddiqui & Bidita Bag unveiled B.Des poster at ARCH Campus. Founder & Director of Arch Academy of Design Ms. Archana Surana presented gifts designed and created Inhouse. It was a wonderful and interactive experience for the students where they asked several questions to stars about their source of inspiration and what motivates them to be in this industry. Actor Nawazuddin Siddiqui recited few lines from their upcoming movie on the special request of the students.

With ever growing industry that requires specialized skills and creativity. An Industry which has become a parallel support for all other industries be in terms of look and positioning of a product, to packaging and solving complex designing issues in Infrastructure space. Designing has become an essential need for all the industries to grow and compete in the market. This industry is not only about cutting or stitching a piece of cloth for Fashion but it has evolved from its base from and now there is a requirement for DESIGN THINKERS. To nurture the future talent in state of Rajasthan, for the 1st time the University of Rajasthan (UOR), have started a Bachelors Degree in Designing (B.Des). ARCH is an affiliated college of the University and offers B.Des in four streams that a student can choose from FASHION, INTERIOR, JEWELLERY, CRAFT & ACCESSORY DESIGN. A Bachelor of Design (B.Des. or B.Design) degree is an undergraduate academic degree awarded for a course in four years. It is a design-centered degree that is recognized by Industry for placements.



B.Des poster signed by our Bollywood stars

#B.Des

Poster Launch

SUSTAINING AND PRESERVING THE HERITANCE



Student: Akshita Airan
 Programme: Fashion Design – BTEC
 Programme
 Name of the collection: Bagrooh-
 Walking through the ages

“ Craftwork is an activity that has come down through the centuries being handed down from generation to generation. Today, India has a rich artistic and craft heritage, where much of this cultural heritage is in Rajasthan. Despite an apparently favorable context, the production of handicrafts is being threatened by economic devaluation that ends up causing the new generations to pursue other activities that provide greater guarantee of subsistence. At the same time, the search for personal identification and status in society has been spreading the use of handicrafts in a wide variety of ways, this is associated with a sense of identification and cultural appreciation. The valuation of handicraft as an object of consumption becomes at the same time a formula against the risk of extinction of the activity and a form of satisfaction to the desire generated in the postindustrial society. ”



Akshita Airan, student of Arch Jaipur Campus started her 'Project Bagrooh' with the participation in International 'Non- Western Fashion Conference' held annually at renowned universities. The conference aims at promoting the fashion culture of the Eastern world and this time happened at University of Antwerp, Belgium on 24-25 November of 2016 titled under- 'Promoting Local Fashion Communities'.

Akshita selected the community of CHHIPPAS, residing in the village of Bagru, situated near Jaipur, the capital of Rajasthan. The Chhippas meaning printers are the community of people practicing the profession of hand block printing and dyeing the clothes, especially in the natural vegetable dyes.

The topic of research goes over the Bagru printing, also called as SYAHI- BEGAR print, syahi meaning black and beggar meaning red color and the objective is to create aspects of global market for the community and showcase their work on global platform through various fashion shows, exhibitions and conferences.

The idea is to sustain the interest of future generation of these families, which can happen only when they find certain economic stability associated with this profession of hand- block printing. From the papers of the conference, Akshita got two outcomes: the research paper named "Creating aspects of global market for the local fashion community in the example of Bagru Printing' and the design collection: 'Bagrooh- Walking through the ages'

Inheriting the soul of the skillful artisans, residing at the hand- craft cluster Bagru, known for the famous printing, traditionally termed Syahi- Begar print is an idea to showcase the hard work of the artisans which they are still putting to keep alive the practice of traditional hand- block printing with natural vegetable dyes inexistence from over 4 centuries. The color palette provides its unique identity, making it look distinct, traditional. The main colors obtained are black, red and off- white Motifs like European cabbage rose, which got popularity in Indian block prints during the 19th century, are combined with bold Bagru prints, such as stripes to obtain some unique, traditional yet contemporary motif for the collection The collection designed unveils the richness of the textile craft sustaining in the village Bagru practiced by the artisans from over 450 years.

MOOD CHART



DESIGN COMMUNICATION: AESTHETICS WITH CONCEPTS

Design Communication is the evolution of communication, of the intangible ideas, inspiration, and messages of the tangible using the language of visuals sound and tactile experience. It aims at developing a message a message or content for any media based on the form and graphics. It is a way to communicate by understanding the needs of the society, giving the chance of design new projects and trends. Although it is also related with its aesthetic, Design communication is about aesthetic expressions of a context and media, and development of the context, stepping beyond the traditional use of paint & digital media to a mix of various disciplines.

This article discussed and exhibits some examples of actual work made by the students identifying some concepts behind different users, using a primary tool that all the designers should know: Typography. With this exercise, and the analysis of daily use elements (as cotton, ketchup, matches, and candies), the final issue was to transform them into a way of communicating a message in a creative way, by understanding the way of thinking of the different targets.

Studying the human being from their experience and their interaction with its environment is what gives the design communication its base and also helps us to create what helps us create more interesting matters. To be a design communicator it is needed to understand the basic needs of the situation, and like this, understanding the subject from its roots and the different perspectives giving somehow an integration of the results.

Having this understanding, let's talk about Design communication as a whole! For example, an exercise involving some students of Design Communication was about the interaction of the form, the concept, and the materials. So, if you know that your target is children, you can characterize them with things like soft, playful, safety, colors. Taking that into an account, understanding a child's mentality becomes critical.. Like this, there's a new Typeface born called Fairy Floss, that represents an easy way to talk with kids, on the other hand the same exercise was made to shown the different perceptions that ketchup could give, and the result was a typeface called Tussle, that shows how a simple element as ketchup could open different perspectives apart apart from being an edible item. The final results, of this projects, were simple and basic typos, guided and align to give sense to a message without words. These projects are basically aesthetics with concepts that will help to conveys a message beyond the common meaning.



FABRICATORS OF INNOVATION

“ A DAY TO REMEMBER - FIRST DAY ON CAMPUS, the Orientation Day marked the commencement of the Batch of 2017 with a group of curious new students, their parents, faculty and staff members of ARCH Academy of Design. ”



It was a pleasure to witness such a lively gathering full of excitement, anxiety, and happiness all geared up to usher into a new phase of life.

The orientation programme was aimed at familiarizing the students and their parents with all aspects of the college as well as with the program of their choice.

The program is a concerted effort by faculty and staff to ensure that incoming students feel comfortable and welcome in their new surroundings. It gives first-year students the opportunity to examine their academic abilities, interests and educational plans before their first semester of classes. Orientation provides students with a basic understanding of what will be expected of them at the institute and how their particular abilities and interests may fit with the institute.

Families are encouraged to participate to get acquainted with the campus, its policies, procedures and services.

On 3rd Aug '17 we welcomed the new students enrolled under Faculty of Vocational Studies & Faculty of Professional and Industry Programmes and on 5th Aug '17 we welcomed the students of Faculty of International Studies and Faculty of Research & Higher Education. Our Director and Founder Ms. Archana Surana opened the speech with the introduction to ARCH and glorious 17 years long journey of Arch Academy of Design along with Vision and Mission of the institute.

The Honorable Chief Guest for the day was Mr. Devendra Kr. Sharma (RAS), Registrar, University of Rajasthan. He shared his personal experience of his own daughter and her journey in Jewelry Design career and also talked about importance of practical learning, knowledge of different languages other than English, and the benefits of multidisciplinary learning.

Our Campus Director for ARCH Gurgaon, gave insight to Academics along with Introduction of Core (Regular Full Time mentors), Pro (Professionals),

Tech Faculty Members (Technically sound Artisans).

We felt great pride in announcing our new Bachelors in Design affiliated to University of Rajasthan and we are the first in Rajasthan to offer a DEGREE in DESIGN under the 5 Pathways: Craft & Accessory Design, Jewelry Design, Fashion Design, Interior Design. And we are the only institute in India

offering the B. Design in Jewelry Design. Also, there was an Introduction to ARCH Project Cell & Business Incubator. Business incubation provides SMEs and start-ups with the nurturing environment needed to develop and grow their businesses. The need of the hour is to provide maximum practical exposure to students.

Business Incubation Cell at ARCH has been established for this very purpose. ARCH is the very first institution in Rajasthan to take an initiative to meet industry requirements, with a vision to create a world-class ecosystem for entrepreneurship for the benefit of our students.

The programme included the details about Progression and International Partnerships Research and Innovations. After successful completion of the Level 5 HND courses, progression is possible to Universities & Colleges that include the following: Middlesex University, Bradford College, Bath-Spa University, Swansea Metropolitan (now University of Wales Trinity Saint David), Birmingham City University, Bournemouth University, University of Bedfordshire, University of Heriot-Watt, St. Patrick's College, Nottingham Trent University, University of Glamorgan, University of London, Parsons School of Design, Paris.

This year ARCH obtained full membership from the prestigious organization 'CUMULUS', the international association of universities and colleges of art, design and media. This would pave the way for shaping new partnerships in the future along with opening up new avenues and opportunities of international exposure for our students.

A 2-hour Orientation programme was successfully completed with the question and Answer round and vote of thanks!



Mr. Sourav Lodha(Founder- KuberBox) Mr. Abhishek Jain(CoFounder - eStitch.in), Ms. Archana Surana and Ms. Anuradha Ghandi.



B.Des Launch.



Ms. Nian Siao, Campus Director & Head Academics of Arch Academy of Design & Business, Delhi NCR.



Arch Faculty



STUDENTS SPEAK

**Guardian: Mrs Preeti
Student: Kiren Gobindnath
Jewellery Design Department (6-month Course)**

The orientation day was definitely an eye opener for me as I was unaware of the vast opportunities available in the Arch academy. Especially the ability for students to get an undergraduate degree along with a design major. Moreover, being affiliated with international universities gives students an edge when entering the industry. Both me and my niece found Ms. Archana's speech very inspiring, her valour showcased through the establishment history of Arch left us in awe. Overall the orientation was a truly welcoming experience that set a new standard for us to look forward to.

**Student: Ayushi Gupta
Batch: 2 Year GPDM**

As a new comer, my experience with the orientation program was good as I came with some basic knowledge like campus past academics, rules & regulations, our curriculum & courses that are been offered. We had a short introduction with our faculties and some alumni, which will surely help us in our future activities. I also got to understand about college workshops, international linkages with other design institutes, concept of design, vision of the college and our academic year planning which was highlight of the session. One of the precious thing we came through was meditation, which is very important for a student to maintain focus in their career.



ARCH AT FORHEX'17

The Forhex Fair in Jaipur is a yearly exhibition event organized by the Handicraft industry.

A three meter by three meter stall to be designed and executed in four weeks. The Interior design students took charge of the installation. Students were encouraged to design within the time and budget constraints. The project began with a carefully planned project schedule. Students learned that managing a design project requires as much creative thoughtfulness as the design itself. The process was broken down into distinct phases of Design, Fabrication, Installation and Display.

Design:

We encouraged students the used of local material and crafts people to create an excited and interactive space for display of student workshop projects worked in the studios of all departments. The design exercise was like a time bound given to all students. At the beginning, innumerable options were created by the students, but as the design progressed, the number of options gradually reduced as the project arrived at a specific theme of construction ladders and bamboos.

At the beginning of the design, freehand sketches and study models were the format through which design choices were explored and communicated. Then later in the process construction documents were prepared on CAD software, fine tuning dimensional decisions The mode of drawing changes as the project is refined and finessed. is necessary Students worked in 3D software to explore the design in three dimension at various stages of the process.

Fabrication:

Then came material sourcing and working on budgets and estimates. Students s where lucky to find a construction shuttering bamboo and ladder vendor close to the exhibition venue where the stall was to be installed. Students spent one whole day in their workshop building the ladders as per specifications Groups were divided. Two students took charge of creating the lights. Three students worked with the bamboo vendor to create Source material

Installation:

Since we wanted the golden bamboo frames to stand out we used a dark grey background. It was created by grey cloth stretched and stapled on to the bamboo. In continuity a dark floor was created by using a grey, felt carpet. The display was highlighted by using focus lights attached the bamboo armature, suspended at the ceiling level.

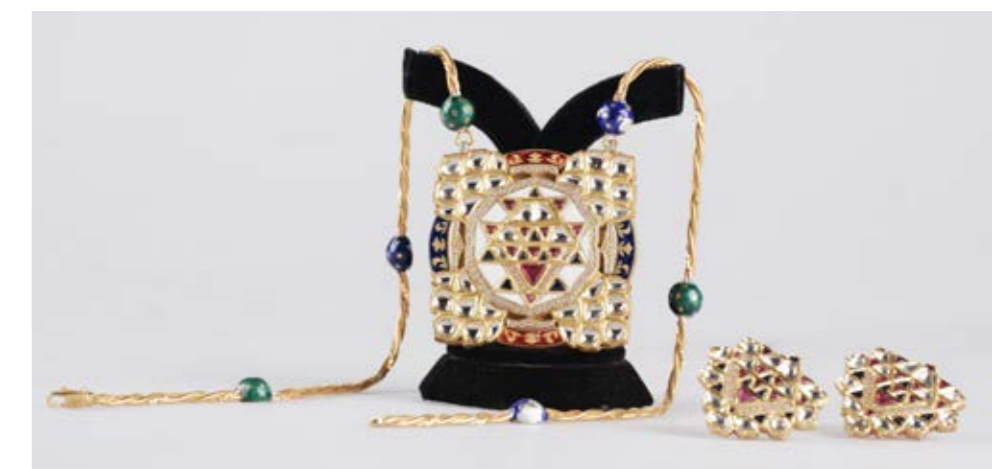
Display:

The primary task was to coordinate with all the respective departments on their need of space. The fashion department brought their clothes on hangers and mannequins to setup. Students were busy with last minute steam ironing. The jewelry department brought exquisitely laser cut boxes to display their products. The graphic department was also working till the last moment creating new fresh innovative ways of displaying information. It all came together with perfection.



Shaifali Katta, Student Jewellery Design

“As a field fully connected to human desires, jewelry is constantly evolving. The big events of jewelry are a great opportunity for all lovers of jewelry to know new trends and the new directions of the market. As one of the most important producers and consumers of jewelry, Jaipur is part of the important calendar, and after ten years, Jas is one of the long-awaited events in the jewelry field”



It represent the power of both man and woman, on behalf of Shiva and Shakti, by wearing this pendant we get spiritual and peaceful vibes. The upward and downward triangles represent Shiva(Blue) and Shakti (Red Stone) respectively. "Ardhnarishwara" enameling on the back of pendant is representing both feminine and masculine power.

As part of the wide jewellery calendar in India, between 1st and 4th of september, the eleventh edition of one of the most important jewelry events in the country took place. Jaipur was the house of the JAS (Jeweller Association Show) and during four days manufacturers, designers, artisans and jewellers had the opportunity to show their best works and buyers and jewelry's lovers appreciated the highest standards in traditional and modern design. In the last 10 years the show brought several themes as inspiration for creators and developed a series of activities nourishing discussions about technologies, new jewellery directions, marketing for luxury products, techniques, forecasting and new trends, etc. The wide variety of subjects approached during one decade and the recognized relevance of India in the Jeweler's market, gives us certainty of the importance of events like this for the growth of the jewellery field. This year, the chosen concept has put the lights on one of the most important techniques, one of the main examples of skilled craftsmanship, a true Indian cultural heritage: Kunda Meena - Adorn the Art Theme. The focus was on the roots, the cultural sources and the preciousness of tradition. More than one event to 'watch', JAS was a good occasion to interact. Besides the stands, the event offered seminars, a gallery dedicated to artisans, fashion show with musical night and a different programation every evening ensuring the best athmosphere for all interested to expand the network and to create new business possibilities.

Into the extensive programation, two took our attention. The first is the

exclusive section dedicated for budding entrepreneurs. A good opportunity for new designers and new brands to introduce themselves into the national and international jewellery market and show their positioning in this wide field. The second point of focus was the Award Ceremony of JAS Jewellery Design Competition. With the prize money of Rs 51000, the competition was opened to jewellers, artisans and design students and the participants could choose between four categories: Wedding Jewellery, Casual Wear Jewellery, Formal Wear and Fashion and Accessory Design. The submission had 2 stages. On the first the participants submitted sketches and on the second moment the selected designers submitted the prototypes. The jury formed by members of Jewellery Association and personalities from the Jewellery, Fashion and Design marketing chose the best works according to the following criteria: concept, aesthetics, originality, wearability, depiction of theme, easy mechanism, commercial viability of the design, and the announcement of the winners happened on the first day of the event. In this year the Arch student Shaifali Katta from Jewellery Design won the Third Prize in the Student Category with the piece Maha Meru Pendant inspired on Shri Yantra, a diagram formed by nine interlocking triangles that surround and radiate out from the central point. The JAS is part of the calendar of Arch jewellery students and was an incredible opportunity for these future professionals to be in contact and engaged with the fascinant and real world of the jewels.

“The framework is inspired by the ancient Japanese art of haiku. Through a method of co-creation, we want to facilitate genuine human interaction and derive meaning from moments, which would otherwise be lost to time or dismissed as ‘fleeting’.”



WOMEN LEADING CHANGE

“Fortune, U.S. State Department Global Women’s Mentoring Partnership Programme Mentee and Vital Voices Inaugural LEAD Fellow – Mrs. Archana Surana attended International Alumnae Component in Kathmandu, Nepal on June 19-21. The program was tailored to fit participants’ needs as businesswomen and leaders.”

Ms. Archana Surana, Founder & Director, Arch Academy of Design participated in the 2017 International Alumnae Component which took place in Kathmandu, Nepal from June 19th to 21st and engaged 11 women leaders from two countries in South and Central Asia. Ms. Surana is a Vital Voices Inaugural LEAD Fellow. As a US State Department Alumni and Fortune Mentee, she has represented India in the “International Women Leaders Mentoring Partnership Program” in the past. Vital Voices included networking events, site visits, leadership discussions and other subject-specific professional training as identified by the alumnae. Participants exchanged knowledge, gained insights into best business practices and formed a regional network of women leaders for future development. The 2017 International Alumnae Component engaged 11 participants from two countries

across South and Central Asia. The program was tailored to fit participants’ needs as business women and leaders and includes networking events, site visits, leadership discussions, and other subject-specific professional training. In 2012, the partners launched the International Alumnae Component that serves as a follow-up to the mentorship by taking U.S. mentors to regions around the world to engage with previous participants in-country. Ms. Alaina B. Teplitz, U.S. Ambassador to the Federal Democratic Republic of Nepal and Pushpa Basnet, Founder & President, Early Childhood Development Center were the speakers.

Ms. Lauren C. Anderson (Anderson, International Geopolitical Consultant, LC Anderson International Consulting; Former FBI Executive), Eleanor Tabi Haller-Jorden, President & CEO, The Paradigm

Forum GmbH joined as the trainers. Mentees got the opportunity to learn Tabi Haller-Jorden’s personal and professional path and best practices advice.

In other sessions, Participants learnt about crafting business strategic planning, Finalizing Action Plans, Crafting Your Future. After these session whole team of participants, mentors and speakers visited Tara Oriental, cashmere and silk production company owned by Jolly and Anin Raj Bhandari, to learn about their business model and best practices as well as The Early Childhood Development Centre (ECDC) which is an organization to provide support to incarcerated mothers and their children.

Ms. Archana Surana presented the mentors with natural dyed scarf and card holder designed and developed by students at campus.

TRACE THE GAPS AND FILL WITH "CREATIVE ENTREPRENEURSHIP"

Music is the food to one's soul and poetry is art, but their fusion makes them magnificent. To share such a magnificent experience we had the CEO of HAIKU JAM at our campus. Dhruv, the creator and CEO of HAIKU JAM, is an Indian by heart who was brought up in London. He visited us and introduced his new app. In addition to this, he also shared the inspiration and the story behind the creation of HAIKU JAM with all the students who were very excited and eager to listen and participate at the same time.

He also talked about his previous work and startup ideas, which were quite impressive, along with the reasons why they weren't a success and what he learned with the failures.

After the quick and crisp introduction of the app and the idea, which was also telecast live on the academy's Facebook page, he made the meet even more engrossing by planning a small jamming activity. The jamming cards were handed over to the teachers and students and each one was supposed to write a random, but meaningful, sentence on the card and pass it to two more individuals so they could add and complete the transformation of this sentence into a small poetry et voila HAIKU JAM!!



CREATIVITY MEET AT ARCH

Arch Academy of Design first hosted Chr-cha on the 6th of September, 2013.

It started as an Arch initiative to create a platform for designers and creative minds from all walks of life to have a meeting point where they could exchange ideas, collaborate and create new platforms, and share their views over a 2-hour session every month or so. 5 Years down the line, it has become one of the most successful platforms of its kind.

This time at Chr-Cha on 22nd July 2017, we were graced by the presence of speaker Dhruv Karwa (Dhru) who is the 25 year-old CEO and co-founder of HaikuJAM, an app where strangers around the world write poems together.

The HaikuJAM app is available on iOS and Android and the way it works is beautiful: write a line and send it out to the world.

According to Forbes, HaikuJAM is "the product you didn't know had been missing from your life" and it was also named in the "50 Best Creative Apps" globally by The Guardian. Born and raised in India, Dhruv started his entrepreneurial journey at a young age of 14.

In the interaction he shared about his journey and challenges, giving great insights into the entrepreneurial journey.

#HaikuJAM



Ms. Archana Surana with Ms. Alaina B. Teplitz, Diplomat and United States Ambassador to Nepal, gifted Hawa Mahal card holder, Jaipur's famous Ghawar and natural dye Scarf.



With Mentors Ms. Lauren C. Anderson and Ms. Eleanor Tabi.



Mridula and Anin Rajbhandari owners of TARA ORIENTAL Cashmere and Silk production company.



With Ms. Sarika Bhattacharya of BD Foundation.

WHEN MUSIC & DESIGN HIT THE COMMON GROUND

“An art is not just what we see beautiful painting hanging on the wall, a model wearing a dress, delighting the senses or mind.”



Ms. Arati Ankalikar-Tikekar



It is a creation full of technicalities involving both right and the left brain equally. This is what students learnt in SPIC MACAY event during the orientation week. Arch Academy of Design hosted a classical music concert, SPIC MACAY program here at Jaipur Campus on Friday, 28th July 2017. Nationally recognized Ms. Arati Ankalikar-Tikekar performed at this event. She is a National Award Winner (best playback singer) for the Konkani film 'Anternaad', for the year 2006. She has received the Maharashtra State Award (best playback singer) for 'Lavani' in the Marathi film 'De Dhakka' for the year 2008. Not only this she is a V.Shantaram Award winner and Maharashtra Times Award for the same.

The Program started with the explanation of important elements of a piece of classical music like "leh", "taal", "bol" that are arranged in a specific way to produce particular note demonstrating how classical music just like Design requires creativity along with orchestration of elements constituting the technical part. It was quite an unexpected and humbling experience for the

design students to understand and exposed to the world of classical music. The event got more exciting when few students got the opportunity to sing along with this legendary artist.

SPIC MACAY (Society for the Promotion of Indian Classical Music And Culture Amongst Youth) is a non-political, nationwide, voluntary movement founded in 1977 by Dr Kiran Seth, Professor-Emeritus at IIT-Delhi who was awarded the 'Padma Shri' for his contribution to the arts in 2009.

Arati has also performed at many prestigious conferences and many internationally renowned music festivals and Mahotsavs in India, such as the Sawai Gandharva Mahotsav (Pune), the Malhar Utsav (Delhi), Pandit Mallikarjun Mansoor Pranam (Bhopal), the Gunidas Sangeet Sammelan (Mumbai), the Dover Lane Festival (Calcutta), the Shankarlal Festival (Delhi) and at sabhas organized by the Madras Music Academy (Chennai). She has been on concert tours in USA, Canada, UK and UAE.

COLORS OF FREEDOM

INDEPENDENCE DAY

“The preservation of freedom, is not the task of the soldiers alone. The whole nation has to be strong.”

These words said years ago still hold the truth for the young generation of our nation. For our nation to thrive, young free thinkers and innovators need to be nurtured and allow them to bloom. On the occasion of 70th Independence day, the students and faculty came together dressed up in vibrant Indian colors, instilled with the spirit of togetherness, and the design of a bright India in mind. The day was celebrated with the spirit to remember the individuals responsibility towards the nation, who will write the next era of India's history.

Founder and Director Ms. Archana Surana joined the celebrations with enthusiasm, upholding the zest of our bright young minds and their vision for a stronger India in the years to come.



BEHIND THE GARB

“In the first week of August, students of Undergraduate Programme in Fashion Design, made their first Industry visit, as part of the guides and tours the institution plan to provide during the semester.”



Known as a traditional export house in Jaipur, Registan Exports is more than twenty years in the fashion scene, with the biggest part of production dedicated to the Indian market, supplying for whole sale and retail sale brands and also exporting to big brands in countries like Spain, Australia and Brazil. During the visit the students were able to visit all the departments like the Showroom of the company, full of beautiful Indian, Indo western and western wear. They could also visit the Design room where the head designers manage the entire process of development and control the steps of sampling, dealing with internal process of the company and also international clients for private label. In the Cutting Room, students could check the cutting tables, pattern makers and machines with CAD system, where more than 50% of the production is cut. They visited also the huge Stitching Room divided in many sectors each process of each garment production, the Print and Embroidery room where all Kaka design are made by hand, transformed into a digital document and later it becomes base for the embroidery machines program silk screen to guide the embroiderers in their manual functions.

Continuing the tour, students passed through the Finishing, Washing, Packaging, Dispatching Merchandising rooms where they could understand the complete process better of big Industry, and how all the steps are surround by designers, who in the case, needs to understand a little bit of all the steps of the process to control the internal cycle of the garments.

During the visit, students were able to understand the role of a designer in an export house, how much care is dedicated to each development, and the huge numbers of exportation that an export house can have. This tour helped them also to experience and understand actual skills required to be part of the market, and gave them a wonderful insight of which process they would like to be part of in their career ahead.

Through Arch Academy of Design students got an opportunity to explore which is elementary and joy for all of them. As an institution that focuses on training its students for a functional, innovative and relevant design, able to benefit and evolve the industry and society in whole, to promote these meetings between students and professionals working in the area is something essential, and main part of the Design experience that we all want to provide to our students. We hope to be able to promote many visits of this type for all the courses, so that our students feel more and more part of the market from their first day in the Institute.



The holistic approach is created from the understanding the three essential aspects of the process: conservation, restoration & preservation:

Conservation could comprise many different materials, such as paint, timber, stone, plaster, gilding, and upholstery. It also involves a multitude of specialist trades including decorating, fine art, polishing, joinery, fibrous plastering, and many others.

Then come Restoration which involves research and analysis into the design and development of the existing building. To determine the character and function of the structure as to how it can be presented or recreated or integrating in today's life. Continuous participation and knowledge of architectural elements and materials enables us to ensure that each element has the unique treatment that is required.

A well thought out restoration plan ensures the last part of the process that is Preservation. This involves climate control and other building maintenance systems.

Designing for historic interiors is working with top craftsmen using traditional materials, to reproduce the quality of original finishes.

Employing multi-disciplined teams of site based tradespeople and professionals who are able to work effectively in the environment they are conserving. Constant involvement and programming and scheduling of works helps preserve the integrity of the interior, reduces damage of the building fabric, and has significant benefits on cost and program.

The 1910 Robie House

Frank Lloyd wright, American architect, interior designer and educator, had a long and prolific career of 76 years, of which he spent the first twenty years in Chicago and its suburbs. He was influenced by nature and Japanese architecture. Wright was highly involved with the interiors of his buildings, creating furnishings and other custom elements such as stained-glass windows to enhance the overall design.

His world-famous Robie House, was designed and built for businessman Frederick C. Robie between 1908 and 1910. The structure is often cited as the best example of the Prairie style (also considered the first American style of architecture). It is approximately 9000 square feet of built up area. Over the years the house changed many owners and is now part of the University of Chicago campus.

In 1999, the Robie house came under the stewardship of the Frank Lloyd Wright Preservation Trust. It is a not for profit organization with a mission to engage, educate and inspire the public through interpretation of Frank Lloyd Wright's design legacy and preservation of his original sites for future generations. I was with the trust from 2001 to 2007. The first phase of Exterior restoration was completed on schedule in July 2003. The Pilot Project for the Interior Restoration began on Jan 2006 and was completed in October 2006. As Project Architect, I was responsible for the Design, Construction Documentation, Tendering, Award and Construction Administration of the complete project.

Conservation & Restoration: I conducted material research for Art Glass, Historical Plaster, Wood, Historic Vinyl, Period Light Fixtures, Hardware and Sanitary ware, as well as study of weathering and restoration of historical building materials. Restoration required improving structural stability to allow for groups of people to move throughout the building, pieces of missing furniture and built-in were reconstructed. I prepared extensive documentation of historic construction details and the ongoing restoration. The building was structurally reinforced to handle the load of museum visitors. As the Robie House functions as a living museum as part of the constant preservation and maintenance of the structure, all modern systems and building and fire-safety codes were implemented; climate and humidity control; heating system to melt ice from all flat roofs where installed with great sensitivity within the structure.

Due to in time, and changing lifestyles, many historical structures such as forts, palaces, stepwells and tombs in India have lost their original functions. Unless, they are updated or renovated they are abandoned and ruined. Historic cities and buildings are one of the important elements of our cultural heritage. Therefore, in architectural and interior design education teaching preserving and restoration techniques of cultural heritage and vernacular architecture are important for students.

Students of Interior design can pursue advance specialization in the philosophy and principles of historic cultural heritage and conservation: providing necessary measures, conserving the cultural heritage elements and analyzing the contemporary usage.



INTERIOR CONSERVATION & RESTORATION

By Annuradha Gandhi

“Interior restoration is an endeavor that seeks to preserve, conserve and protect buildings, objects, landscapes or other artifacts of historic significance. The care of historic interiors is a specialized discipline, requiring detailed knowledge of all the elements of the interior, as well as the materials and the techniques involved in making and restoring them.”





STYLE SENSORIUM

By Karan Khurana

“The purpose of the Fashion Styling module is to equip the learner with the skills and knowledge required to work as a stylist in a broad range of areas in the fashion/interior industry. Learners will gain an in depth appreciation of contemporary and historical fashion styles while also developing writing skills that answer the editorial needs of magazines, newspapers and television.”

attend awards shows, and for fashion editors at top magazines. Stylists may also provide services such as personal shopping, restructuring a client's entire wardrobe, reorganizing a client's closet, or other duties relating to the client's personal lifestyle. During 10 days the students of 4 years programs at Arch attended the workshop in Product Shoot and Fashion Styling. The workshop was conducted by Dr. Karan Khurana. Experienced educator with a demonstrated history of working in the research industry. Skilled in Retail, Fashion Marketing and Branding, Ecological Design, Translation, and Sustainable Design and development. Strong education professional with a Doctor of Philosophy (PhD) focused in consumer behaviour

Group 1: Bahuroopi Bliss
 Concept: The season selected was 'Fall Winter' that's why colours used in the frames are dark, deep and warm in nature. As in case of Kaleidoscope, most of the colours are warm. As the beauty of nature signifies life so, the shoot was clicked in natural light. Every element used in the shoot was symmetrical according to our life is the true example of 'yin - yang'.



Group 2: Through the lens
 Concept: While we were brought up, our minds were conditioned in a certain way which eventually makes our thinking(cliché) that triggers us to observe us in a certain way when we look at something without knowing the background. 'Through the

lens' communicate design process of the students, showing there are always two sides to one situation.

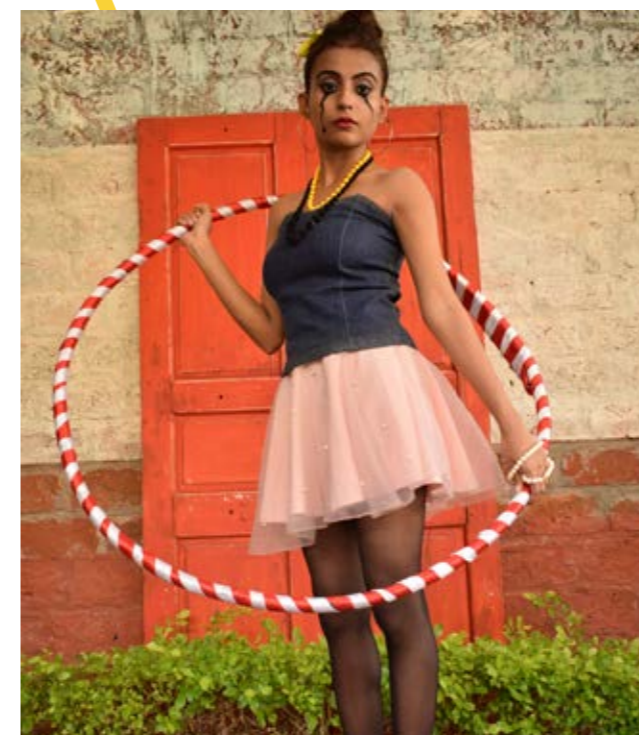


Group 3: Divine
 Concept: What is being depicted through pictorial representation could also be depicted through human's expression and in a lively manner. The Magician Card for instance, depict transformation for better, focus on positive attitude which means showing power, whereas the "The Empress" speaks for love and motherhood, birth of new ideas and universal connection with earth and thus showing more of softness in a human. "The High Priestess" is a more of a dominating card but it depicts the female dominating towards male and also shows wisdom. These cards taken for the shoots taking the intangible and tangible element from the card and depicting them in present scenario through human character.



Group 4: Not so Gagman
 Concept: Circus, a travelling company of acrobats, clowns and other entertainers which gives performances, typically in a large tent, in a series of different places. It's a rounded or oval arena lined with tires of seats, used for equestrian and other sports and games. The most important part of circus are clowns. The clowns are intended to entertain the crowd. But the fact is that the clown is all alone after the show. A real clown has to entertain the crowd by hiding his tears. Only the comic paints and the spotlights in the circus tent will reveal the soul of a circus clown. No one

thinks about the joker who makes the audience smile. The clowns try the best to bring joy to the hopeless lives. The highlighted career of a clown is with great enthusiasm. But no one seems to be worrying about the lives of the man behind this comic paints and dresses. Its not the size of the audience that make the life of a clown worthy, but the spirit and cheerfulness of the audience. Every clown is not a clown by his choice but due to his circumstances. His need to do the job is always not willingly. The dark life of a clown is unseen. If a clown is not happy still he has to entertain the people. To make people smile ignoring their feelings whenever they are on stage they have to perform.



Group 5: Seraphic
 Concept: Everywhere you look, people these days are stressed out. Many reach a breaking point and sink into depression and stress. Perhaps people just did not talk about depression, and did not seek treatment for it, after all effective treatments weren't exactly available back then. That's why many researchers are sceptical of the claim that mental health issues are now more common. Selecting Kundalini as theme and connected hippie culture to it the photoshoot revels the spirituality in common. Yoga cleanse our aura and effects the seven chakras in the human body.



Group 6 - Charme Rouille
 Concept: Charme Rouille is a French expression which means glamorous rust. Rust is an oxide formed by reaction of iron, oxygen and water (air moisture) present in the air. It is a coating of various chemicals such as oxides, carbonates, sulphides formed on the surface during exposure to atmospheric elements. Rusted metal is harmful for environment as it takes years to biodegrade. So instead of wasting these items we can use it by renewing it. This photoshoot wants to show that rusted items are not a waste and it can be used by renewing it in different ways such as accessories which gives an attractive look.



Group 7 : Dalisay
 Concept: Dalisay is a Filipino word meaning pure, chaste, innocent and has a feminine character. The theme of this shoot was grace and strength, to show a woman equipped with both the above qualities so that she can become the one who controls what she wants to be and is so determined that no one can drag her thoughts down. Usually women are considered to be delicate, graceful, beautiful and with low strength. Women are stereotyped as delicate piece of god's work who are only fit to sit at home and not do laborious hard work. While this perspective is continuously being forced to change by modern day girls like Geeta Phogat, Babita Phogat (movie- Dangal), Mary Kom, PV Sindhu, Wonder Woman and many more. Women shouldn't be thought of as only gracious beings rather we should see them as an individual who is equipped with both grace and strength.



ONCAMPUS

- Movie Making
- Photography
- Public Relations & Communication
- Styling and Creativity
- Visual Merchandising
- Entrepreneurship (E- Cell)
- Cultural Reporting



**TRICYCLE
SESSIONS**

On July 14th, Arch held an important session: Creative Fashion Styling. Introducing the techniques used during a photo shoot or catwalk, Elisa and Malu took the students to the world of fashion styling.

A Fashion stylist is a consultant who selects the clothing for published editorial features, advertising campaigns, music videos, concert performances, and any public appearances made by public figures. Stylists are often part of a larger creative team assembled by the client, collaborating with the fashion designer, photographer/director, hair stylist and makeup artist to put together a particular look or theme for the specific project. A creative styling takes place in a shooting, fashion show or event where a specific theme is chosen. Key elements of the theme, like colors, shapes, objects, texts etc. are used to create the atmosphere and to highlight the subject to the viewer. A theme can be as concrete as an Art Movement, a person or a book, or as abstract as a feeling or sensation. It can also tell a story, real or fictional. The stylist is a multidisciplinary professional. He or she works with fashion and jewelry, using clothes and accessories. He needs to work with or manipulate the scenario, being necessary a knowledge in interior design. A makeup and hair artist are also key partners of the stylist. And lastly, they work with the photographer, who is going to register and edit the work done by the stylist. During the session, the students got to know a little more about how to create a styling with a theme. Elisa and Malu used examples of photoshoots and fashion shows that got styled to represent art movements, eras, public figures or feelings. The students learned how to identify the key elements of a theme, make abstractions when possible and create a styling that is both unique and identifiable.

To learn the use of styling is vital to understand the dynamics of fashion design, tailoring, merchandising, communications, marketing, color harmonies, art history and photography. By introducing the subject to the students, the teachers were intending to develop their creativity even further, and to make them the multitask professional the market needs.

- Movie Making:
youtube link of our student's stop motion work
<https://www.youtube.com/user/archacademy/videos>
- Photography:
Rishabh Jain - Rishhhabhhhhh(Instagram handle)
Raghav Agrawal- hisnameisraghav(Instagram handle)
Nikhil Mangwani- inikhil77(Instagram handle)
- Styling and Creativity:
<https://www.facebook.com/media/set/?set=a.1721014511242040.1073742137.161675527175954&type=3>
- Visual Merchandising:
Radhika Sharma -2004 Batch
Awards- Shoppers Stop - 'Best VM' -regional, 'Best Store' and 'Best VM'(Pan India)
- Entrepreneurship(e- Cell):
<https://www.facebook.com/archedu/photos/a.180452395298267.45117.161675527175954/1705731106103714/?type=3&theater#>
- Cultural Reporting:
MARG(Indian Magazine)
PAPER(International Magazine)

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- B.Des - Craft & Accessory Design
- B.V.A - Applied Arts (Graphic Design)
- B.B.A - Specialization in Design (3 years)



Awards: Bachelor's Degree affiliated from University of Rajasthan
Eligibility: 12th (any stream)
Selection Criteria: AIEED (GAT+CAT)

Postgraduate Level Program (2 Years)

- Fashion Design & Entrepreneurship
- Interior Design & Entrepreneurship
- Jewellery Design & Entrepreneurship
- Design Communication
- PG in Garment Production & Export Management (UOR, Degree)

Awards: Arch Pearson Assured Certificate
Eligibility: Graduation (any stream) / 19 Years and above
Selection Criteria: AIEED (GAT)

ELIGIBILITY CRITERIA

UNDERGRADUATE PROGRAMMES

- Candidates who have Appeared for/Cleared Class 10+2 (CBSE/ICSE/IB/State Board/NIOS) are eligible to write AIEED Exam.
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BTEC=Business & Technology Education Council
HND: Higher National Diploma (UK)
PTE = Pearson Test For English (Academics)
UOR = University of Rajasthan

International Study Abroad Degree Courses (2+1 Years)

- B.A Fashion Design
- B.A Interior Design
- B.A Graphic Design
- B.A Product Design
- B.A Digital Design
- B.A Photography



Awards: Pearson RTFC HND Level 5 in ARCH, India
BA Degree awarded by UK University on progression in 3rd year abroad
Eligibility: 12th (any stream)
Selection Criteria: AIEED (GAT+CAT) & PTE

Postgraduate Level Program (2 Years)

- Fashion Design & Entrepreneurship
- Interior Design & Entrepreneurship
- Accessory Design & Entrepreneurship
- Design Communication

Awards: Arch Pearson Assured Certificate
Eligibility: 19 Years and above
Selection Criteria: AIEED (GAT)

IMPORTANT DATES

Application Forms Available: **15th November 2017** onwards
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DESIGN STORY '17

TOUCH • MOVE • INSPIRE



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#DESIGNSTORY
#ADESIGNTHINKER