

Arch

backstitch

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Editorial

Time has changed. In today's life, with Fashion, Art and Design becoming the driving forces in contemporary culture, the Designer's role has become more indispensable, influencing not only the way we look at the world, but also impacting our lives, thinking and the environment around us. What used to be distinct domains-fashion, textile, craft, architecture, tourism, communication and music have now become indivisible part of the Creative and Cultural Industries(CCI).

Design today is perceived in a new perspective. More than lifestyle or luxury, today, it means creating opportunities, contributing to real life solutions. Young minds today are not just looking at developing their intelligence quotients but are constantly wanting to find their creative niche.

An MoU signed with Teesside & other International Universities will open plethora of opportunities for our students. Annual jury gave a chance to budding designers to interact and learn from eminent industry experts. Design Dhara is an initiative by ARCH towards spreading awareness of critical and strategic design thinking & research based higher education pathways to raise employable skills amongst the youth. An astonishing area, Cultural Governance has the power to give a new direction to India's heritage, crafts, arts and wisdom.

Insights about entrepreneurship have been shared in this issue by a young entrepreneur. Dr. Marisha McAuliffe, Dean Academics and Strategic Communication at ARCH shares her views on creativity in Design with the readers. ARCH was also the knowledge partner at 'Wedding Times Fashion Fiesta 2018', annual Fashion Show of the Times of India.

Annual GABA fashion show gave a chance to final year students to showcase their talent and creativity. We also organised an event with Google to create awareness among youth about online safety and making better use of the internet.

Students at ARCH have had internships and placements with some of the most reputed designers in India which includes Neeta Lulla and House of Anita Dongre, Amrpali etc.

I look forward to your views and feedback!

Ms. Archana Surana
Editor-in-chief



Letter to The Editor

"Backstitch gives us knowledge of upcoming designs. It gives a chance to students to express themselves. It is a platform which gives introduction about many things related to design. Quality of pictures used in magazine is impressive, even minor subjects are highlighted in a descriptive manner."

Chinmay Hegde (*Design Communication Student*)

"Backstitch teaches the importance of design to people. Design is a vast field and Indian designers will play an important role in the development of India in future. Backstitch informs us about the various happenings in the field of design."

Rishika Agarwal (*Jewellery Design student*)

"What impresses me about Backstitch is the way it is designed. The article 'Style Sensorium' by Karan Khurana covered in the previous issue of magazine made us aware about the role of a fashion stylist and was informative too."

Gopal Joshi (*Reader from Dehradun*)

"It makes us more aware about happenings in the ARCH campus. I missed the event of Nawazuddin Siddiqui but came to know of it by reading Backstitch magazine. Ideas and views of students are brought to everyone's notice by this magazine."

Suzzane Bhati (*Fashion Design Student*)

UPCOMING EVENTS

London Design Festival

14-23, Sept 2018 | London

The London Design Festival is an annual event, held to celebrate and promote London as the design capital of the world, and as the gateway to the international creative community.

6th Rajasthan Film Festival 2018

25 - 29th Sept 2018 | Jaipur

The Rajasthan film festival celebrates the art and culture of Rajasthan and the Celebration of the music, art, dances of Rajasthan & glorifies the dedication of Rajasthani artists towards their work.

Vienna Design Week

29 Sept to October 08 2018 | Vienna

Vienna Design Week is Austria's largest design festival, with a variety of locations and events in Vienna. The festival, curated by Lilli Hollein, will enter its 11th round next year.



Visual Lexicon

—The Vocabulary of Design



GODET

FASHION

Triangular piece of fabric that is inserted into the lower edge of a skirt or sleeve in order to provide additional fullness. Especially popular when fullness around the hem of a skirt but not at the waist is fashionable.

INTERIOR



GILT

Gilt is a thin decorative layer of gold applied to furniture & accessories with gold leaf and glue.

JEWELLERY



GIRDLE

The outermost (widest) edge of a diamond or gemstone. Girdle is the largest diameter of any part of a gemstone or diamond.

PRODUCT

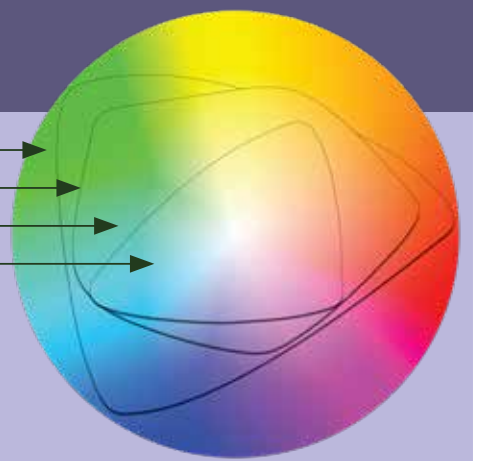


GENERAL ASSEMBLY

A drawing or CAD model illustrating all the components of a finished product and their relationship to one another. May incorporate a bill of materials (BOM).

GRAPHICS

Visible Color Spectrum
RGB Color Gamut
Pantone Color Gamut
CMYK Color Gamut



GAMUT

The range of color available to a particular output device or a given color space, such as a laser printer or an image setter. If the color range is too wide for that specific device, it is indicated as 'out of gamut'.

www.archedu.org
www.facebook.com/archedu
www.instagram.com/arch_college
www.youtube.com/user/archacademy
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Design Quest



Benoy Thoompunkal studied Economics at St. Stephens College, Delhi and went on to specialise in Furniture Design from the Faculty of Industrial Design at the National Institute of Design, Ahmedabad.

He has been a practicing Design Consultant and Academician for over 32 years

Benoy Thoompunkal

Director-Academics,
Partnerships, Research & Innovation
ARCH College of Design & Business

Q. How do you introduce 'DESIGN' to parents whose wards are taking up a career in design?

-Mrs. Puja Hegde, Nagpur

A. Design is developing into a steady, main stream choice for students seeking ambitious career paths and professional development. Over the years, design has become an integral part of any business development strategy and any industry or organization can ill afford to ignore the presence of design in their area of work. Be it in creative product development, processes and systems or in their branding, promotion and communication.

Irrespective of any design stream that your ward decides on, I am happy to say that design over the years has been integrated into the growth plans of large conglomerates or small MSMEs and even in everyday operations of organizations. They are employing designers to make changes and bring creative influences to bear on their core business. Designed interior environments, professional uniforms, table top accessories, stationery and logos contribute powerfully, not only to the image building of the brand, but very importantly to the productivity & profitability of the company when aligned with their development intent. Designers are a very important ingredient of the economy.

Q. What are the Career Opportunities available in Design?

-Mr. Sandeep, Sharma, Jaipur

A. Opportunities for a design graduate can be on two fronts. India has a thriving manufacturing base and it is growing every day to increase its manufacturing capacities in all hard and soft goods. The 'Make in India' drive is the focus of the country at present giving impetus to manufacture and produce indigenously.

This is an excellent indicator of requirement of a gamut of expertise including creative input. An army of knowledgeable and skilled professionals are required to create, manage, produce, retail, promote and market these products nationally to fulfill needs and desires of the upwardly mobile population. These are becoming competitive in quality and brand image internationally as well.

Designers get employed to work in Design studios of home products, white goods, electronic gadgets, luxury accessories, jewellery, lifestyle & fashion brands; whereas a stylist works on looks and images in print, digital & visual merchandising platforms that promote new products to the consumers. Interior specialists create interior environments and spaces for more comfort, efficiency and newness in hospitality, medical care, institutions, commercial spaces and compete to draw users into retail spaces for extraordinary experiences with their displays of merchandise. They may be employed with Architecture or Interior firms, real estate builders or with the core organization itself such as hotels, where their services are required frequently.

Graphics and interaction designers work with Graphic studios, advertisement firms & user experience developers in areas of communication. Those with specialized illustration skills or content development skills are valued for their exceptional abilities.

Q. What kind of exposure will I get as a design learner?

- Manas Kumar, New Delhi

A. As a design learner you will get exposed to visual, material and digital skills in phases of complexity. As you advance you will be able to apply these skills to tackle challenges in the design of products, communication and systems et al. Design output must feed into the strategic plan for growth of an organization, thus ultimately your design skills are required to be applicable to professional briefs. You will move on from design application in the classroom situation to industry responses with preparedness for reality.

Through the journey you will be introduced to industry through industry visits and through interaction with experts, you will undertake industry projects with their briefs, to fulfill the requirements of the 'real' client. Such industry internship gives you the opportunity to experience real life professional situations.

Q. Are there Degree programmes in Design?

-Neha Sapkota, Kathmandu

A. ARCH has been affiliated to the University of Rajasthan since 2006 for UG and PG degree courses. Present affiliation with the UoR covers UG courses with Bachelor of Design (B.Des) Degree awards, as well as BVA (Applied Arts) & BBA awards. There is also a PG Degree in Garment Production & Export Management affiliated to University of Rajasthan.

Additionally, ARCH in affiliation with the Rajasthan ILD Skill University (RISU), offers Bachelor of Vocational Studies (B.Voc) & Master of Vocational Studies (M.Voc) degree awards for a whole set of new courses covering the vocational Design aspects in various specializations.

Then there are B.A. courses BTEC HND Level 5 is awarded after 2nd year at ARCH and a B.A. degree awarded by UK University on Progression on 3rd year of study abroad.

Q. ARCH College of Design and Business awards a Pearson Level 5 BTEC HND (Higher National Diploma Certification). What does this mean and what are the progression possibilities?

-Kavitha T Hebbbar, Chennai

A. All International Study Abroad 2 + 1 year UG courses will go through a Pearson BTECHND (Higher National Diploma) study in the first 2 years of the UG course at ARCH in the field of design selected by the student.

The HND certification is recognized and accepted by UK universities as well as good number of Pearson recognized universities abroad, and the student in the 3rd year goes abroad & is absorbed into what amounts to be the Final year of the B.A./ B.Sc. degree programme of the chosen university there, to complete the top up international degree phase. At the end of this 1-year period, the student is awarded a degree by the university, usually in the same field of design selected earlier by the student through the HND at ARCH. A number of MoU's have been signed between ARCH & selected top universities in the UK, to allow for a smooth progression for students, on the basis of their HND certification and a good portfolio.

Q. Required Attributes of a student who wants to take design as a career

-Akash Tripathi, Gaya

A. In simple words a creative mind with a reasonably developed sense of visual aesthetics & curiosity - the hunger to know more. Dexterity with material & conceptual thinking (which only comes through exploration) are other attributes which help the learners to adapt early. However, any learner with deep interest can begin on developing visual and hand skills even at a late age and yet develop a unique style of their own.

Cultural Governance

www.encatc.org

Collating Cultural Stakeholders

The hardships facing managing successful arts and cultural organisation in the world are way too many and it is not going to get any better!" Professor Ian King explains, "Yet, our understanding of the global picture of good practice in 'cultural governance' is weak. Predominantly, what we know is gathered from a narrow literature and set of understandings that is mainly western (from predictable locations, for example: UK, USA and Europe), and in fact, our concern is that these perspectives might be doing more harm than good!"



Government of Rajasthan



Cultural governance goes beyond regular-setting frameworks, public guidelines, infrastructures, institutional proficiency and procedures deliberated to foster inclusive cultural development, structure dynamic cultural sectors, and promote diversity. Cultural governance plays an important role in making culture bestow inclusive, rights-based human growth.

India has its own cultural identity, considering its political, geographical and historical status. Considering the diversity and uniqueness of India, the principles and local application of Cultural Governance in Indian ecosystem are well-defined. The role, composition, funding, utility and impact of cultural organisations in reviving Indian art forms and culture is immense.

Cultural governance has surfaced as a novel and constructive organisational and financial setup which aids local, traditional and regional cultural activities. It is notified that successful rendering of cultural governance depends upon tactical affiliation between cultural stake-holders, enthusiastic citizens and stable funding mechanisms.

It is recognised that vital aspects of India's cultural heritage, both tangible and intangible, provide resourceful resources of influence and learning to India's development challenges. Cultural values, ancient heritage and beliefs together with current governance systems and practices can guide us finding a way ahead in catering to the challenges India faces.

ARCH hosted an International Cultural Governance workshop in India as a part of a 9 country tour with ENCATC under the leadership of Prof. Annick Schramme & Prof. Ian King. Government of Rajasthan pitched in with ARCH, the organising host institution in India, to the International Cultural Governance project. ARCH facilitated and coordinated the bringing together of key people involved in the challenges of managing arts and cultural organisations in India.

-Pranjal Joshi



Ms. Archana Surana with Prof. Annick Schramme and Unesco Chair for Culture Milena Dragicevic Sestic at Brussels-Belgium



Prof Ian King, UAL, Prof. Annick Schramme, Ms. Archana Surana, and Ms. Jaya Jaitley at the Cultural Governance conference hosted by ARCH in New Delhi.

DRAWN TO Create

Dr. Marisha McAuliffe's educational leadership experience spans several countries including UK, New Zealand, Australia and India. A highly experienced academician and researcher, she is a Senior Fellow of the prestigious Higher Education Academy (UK) and has led departments and teams, and taught at number of institutions including University of Cambridge (UK), Queensland University of Technology and University of Canberra (AU). Dr. McAuliffe has an honours degree in interior architecture, a PhD in design cognition and design thinking, and is currently undertaking her Master of Educational Leadership at University of Melbourne (AU).

Dr. Marisha McAuliffe
Dean, Academics &
Strategic Communications at ARCH



When I was designing, I often wondered, why couldn't I articulate the process? If we knew more about it could we encourage it in a studio? I found after establishing initial student focus groups and a lot of preliminary work that I needed to embark on a formal study of established practitioners to gain a clearer picture of what was happening.

Designers with at least five years' experience or a project under their belt understand the link between their personal contextual immersion and their projects. More experienced designers were aware of its value once they had walked through their completed projects. They speak clearly about what they were thinking during the process and how real it was in the outcome.

"Often people don't know how to respond because they have never spoken about their personal design process at a deep level."

My PhD research focused on Presence and its relationship to imaging in the design process. Presence is the feeling of being immersed in a virtual world; whether that is an imagined or digital world. For example, when reading a book, you may see the action, the characters and their surroundings in your mind's eye, while the medium (in this case the book) disappears. That's called "literary presence."

Designers visit a place where they witness the space of their projects within their mind's eye.

But it's not just a static image. They experience it; walk through and around in it. The project site plays

an important role in feeding this experience. My research investigates a possible connection between the imagined aspect of designing and "presence." To date there's been no link made. I'm wondering how far people go into these imagined spaces when they design, and whether it lasts for the duration of the project.

There are different degrees to the level of engagement or experience. The first is Involved Contextual Immersion. It is being there by yourself or with others, either in the space or as the object. The second is Impartial Contextual Immersion. It means being there vicariously or seeing the object or space from a distance. There are also levels in between where you are within the space then outside of it to different degrees.

The creative process varies for different individuals in different creative fields, there are some commonalities. Designers (landscape, interior, architects) usually create environments for someone else; namely clients. Therefore, a project's success depends on whether the client can experience "presence" in the finished outcome. Artists are a little bit different in this respect, because they have the ability to create and experience at the same time.

Individuals have different triggers. To flip into their creative headspace some people follow a ritual (e.g. coffee, clearing desk). Some people need silence, while others need music or a particular light. Happy accident or not, environmental factors help individuals to get into their creative mode. It's funny really

because the open plan workplace doesn't allow for this level of control or individuality.

It's different for authors, mathematicians or aircraft engineers (for example) and in part depends on the media they use to express and realize their ideas. Mathematicians don't have the spatial experience that designers have. Some experience text or equations on a blackboard in 2D in the mind's eye.

The main obstacle in design is that we don't understand this process enough yet to fully integrate it in education and practice. We do try, but not to such an individual or customised level. We teach students as a group. Creating is very individual. Each person goes through his or her own process. There is also limited time.

Many people think that you are either magically creative or you're not. And for this reason no dollar value has been assigned to it. We as designers don't value or discuss it enough to put it in perspective) people pay a lot of money to replicate the 'presence' experience in the more immersive game world. Escapism is worth a lot!

Within practice no time is allocated to it. It's something that "just happens." Many people think that you are either magically creative or you're not. And for this reason no dollar value has been assigned to it. We as designers don't value or discuss it enough. It is, however, what guides the realization of our ideas to make projects of quality. And yes (to put it in perspective) people pay a lot of money to replicate the "presence" experience in the more immersive game world. Escapism is worth a lot! I believe "presence" has an educational value that outshines these purely economic pursuits. And if we understand it and can encourage it, just think of the amazing outcomes for all.

Foundation Students With Their Faculty Member



Dr. Neena Jaju Observing the Student's Creations



MUSHROOMING NEWBIE DESIGNERS

Pre-foundation students belonging to different parts of the country came together, interacted and learnt new skills. After a month, they showcased different stories in their presentations in an open house.

Various activities of which the students had been a part of were exhibited via presentations in 'open house'. Various works of Jewellery, Fashion, Interior and Graphic were showcased and explained by the students to visitors.

Students had been to various field trips to locations like Jawahar Kala Kendra, Albert Hall Museum, Tripolia Gate and Hawa Mahal and did various activities at these places.

Students made mood boards, abstract paintings, web pages, presentations, terracotta works, bridge made of 500 popsicle sticks, which could even resist the weight of 3 adults. Card game was also designed by students. In last month, students were given new activities each and every day, which they had to present within a stipulated date. The open house revealed the creativity and enthusiasm of students, visitors shared their feedback which motivated the students.



Brazilian faculty Isadora Mayumi and Andre Vitarelli looking at the work of pre-foundation students



Benoy Thoompunkal looking giving valuable inputs to a student



Dr. Marisha McAuliffe, Archana Surana, Saloni Agarwal, Dr. Neena Jaju Pingaley with a student looking at explorations in terracotta.

Portrayal of Women in Media

Cristal Williams Chancellor, Director of Communications for the Women's Media Center, Washington, D.C. is an award-winning journalist who has spent bulk of her career in newsroom and project management. She has been a reporter, editor, trainer and recruiter specializing in education and courts. She was a part of the team at the Akron Beacon Journal that won the 1994 Pulitzer Prize Gold Medal for Meritorious Public Service for a yearlong series focusing on race relations in Akron, Ohio(USA).

Strengthening its commitment to the cause of women empowerment, ARCH, in association with Cultural Affairs section of the US Embassy, organised a Masterclass on 'Portrayal of Women in Media' at its campus.

Cristal was accompanied by Conrad Turner and Mandeep Kaur. Conrad is a Career Member of the Senior Foreign Service with the rank of Minister Counselor. He is the recipient of five individual Superior and Meritorious Honor Awards, a Meritorious Step Increase and the ICASS Outstanding Leadership Award for interagency management. Conrad debated current events and American society with hundreds of thousands of Soviet citizens. Mandeep is the All India Principal Program Advisor of Public Affairs Section at the American Embassy.

Cristal quoted, "In Hollywood, 96% of directors in popular films are men. Number of women directors are very less in number. Women are hyper-sexualised and objectified. There should

be more women in decision-making roles." "We Need To Change The Gender Stereotyping In Present Our Country." - Mandeep Kaur

The session was interactive and students came up with several queries regarding women empowerment. Cristal shared that newsrooms are male dominated. Most of the stories in America are told by men, who form 68% of the media in the USA, which means that there is an under-representation of women or a misrepresentation of their stories. It happens in every sort of media," she says.

Cristal said that for a stereotypical female character, her body or beauty is given more importance and not her talent and capabilities. It is vital that a women's stories, experiences and voices are given a place, so that all the voices are equally represented. If the representation is not proper, then credibility and integrity of media is doubtful.

"I decided to join the Women Media Center because I wanted to be a part of the change in the industry. I found that there were not a lot of women who had opportunities in the news room."

Cristal Williams Chancellor

Coming across a social media troll or meme that is used to defame somebody is very common. These can create a wrong image in people's minds about issues. She told that the Women's Media Center's speech project is dedicated to raise awareness against online abuse, since social media plays a role in shaping thoughts.

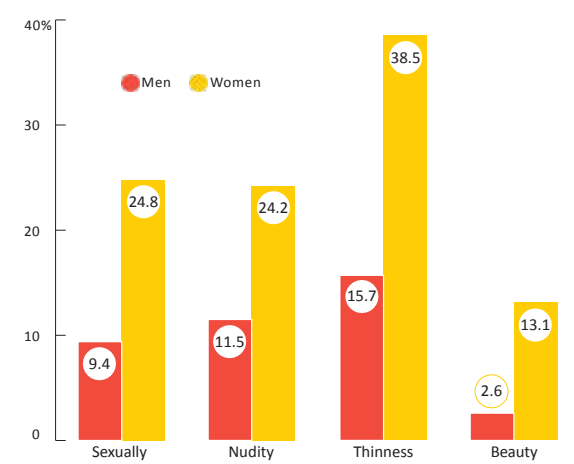
Cristal also spoke about the misconceptions around Feminism. She felt that Feminism essentially means equality for everyone and everyone has equal rights to live their dreams and be a part of the society equally.

"We believe women should be defined all of who we are, not just our bodies or beauty. We have plenty of things to provide to society and there should be an equal society for all."

Cristal Williams Chancellor

Digital media, is the most unsafe space for women at present in her opinion. Safe space and free speech clash at this point. Women's voices are silenced through collective bullying and verbal harassment but women are coming forward to share experiences and are hoping for change and are also being heard at times. The dialogue has thus begun. But solutions are yet to trickle in.

Sexualization indicators by character gender worldwide



Source: USC Annenberg School for Communication and Journalism Media, Diversity and Social Change Initiative



Archana Surana, Conrad Turner, Cristal Williams Chancellor and Mandeep Kaur in the masterclass





Archana Surana, Cristal Williams Chancellor and Conrad Turner



Rolee Agrawal, IRS Officer

Roundtable with Media Persons

Roundtable sessions are special as they have a limited gathering of noteworthy participants, whose views provide a deep insight of the values they stand for. A roundtable session held at ARCH highlighted how women need to be portrayed in media, it included eminent media persons of Rajasthan.

Dignitaries who were a part of this session included Cristal Williams Chancellor (Director of Communications for the Women's Media Center, Washington, D.C.), Conrad Turner (Career Member of the Senior Foreign Service with the rank of Minister Counselor), Mandeep Kaur (All India Principal Program Advisor of Public Affairs Section at the American Embassy) and Archana Surana.

Renu Singh (TV presenter), Shoeb Khan (journalist with the Times of India), Dharendra Jain (Bureau Chief Lokmat Times), Kartik Bajoria (speaker, columnist, writer), Swati Jain (co-founder F Square Media), Perna Sahani (Head of City Bhaskar at Dainik Bhaskar), Sangeeta Pranvendra (Political Editor & Chief of Bureau at DNA), Dr. Shilpa Mathur (Senior Journalist who worked with Rajasthan Patrika for 13 years and Founder of PEN (People's Engagement with News), Nikita Batra (Consultant-Zee Media Corporation Limited), Anubha Jain (writer of a book on Women in Power).

The session focused on improving the way media portrays women and how gender based

stereotypes can be done away with to make women realise their true potential and give them the recognition due to them.

Students came up with several queries regarding women empowerment. Women Mentors Forum & Public Affairs Section of the US Embassy hosted a roundtable on "The portrayal of women and girls in media in India and around the globe", 60 women from different walks of life participated in the same.

Women Mentors Forum Roundtable

Women Mentors Forum (WMF) is a network of Women Entrepreneurs and Professionals who have gotten together to 'Pay it Forward'. 600 professional Women of Jaipur are engaged in its activities, which, in 2018, has extended to Udaipur. Twenty-five active Women leaders among them are involved in initiating the objectives of the forum, which essentially addresses mentoring relationships that develop and advance the potential to learn, unlearn and relearn new skills, and take up challenges on the professional and personal front.

This event was well-attended with women leaders sharing their notions and views regarding what they feel are the roles women play in the society and how media make them appear before the audience.

Rajasthan Patrika Group's Deepti Kothari, IRS Officer Roli Agrawal, CA Nivedita Sarada, Dr. Anita Bhandari, Pro. Ranju Mehta were the

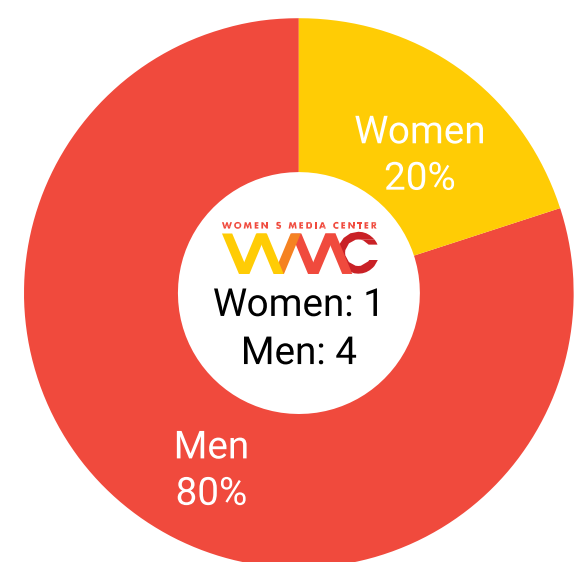
women leaders who were a part of this program.

In the discussion, it was felt that media plays an important role in defining lives of women. In media, women are either projected in stereotypical, domineering and negative roles. Then, where is the real woman?

Even in entertainment industry, women cannot take the liberty of being projected in a way that it charges sensitivity or has a positive impact on women's personality.

Though the entire picture is not dismal, there are powerful stories of women like Malala which are shown by media, more such stories need to shape the lives of women.

Academy Award Nominations for Directing 2017



Roundtable session at ARCH on Portrayal of Women in Media



Members of Women Mentors Forum



ACCELERATE to SUCCESS

“I started my own business in 2000, I became an entrepreneur and from a job seeker, I became a job giver. It has been a very fulfilling journey.”

Rajneesh Bhandari
Serial Entrepreneur
Former President TIE - Rajasthan

The overall startup ecosystem in India has seen a boom in past couple of years. Other than the startups, there has been a tremendous rise in the number of supporting agencies like incubators, accelerators and there is a rise even in the number of angel investors and institutional fundings. One of the most interesting areas that this wave has observed is the rise in the number of student startups. 10 years ago when this wave started, entrepreneurship was considered a career choice only by the people who have some work experience but with the support from Government and academic institutions, availability of quick funding, upgradation of IT infrastructure leading to better connectivity and better mobility, even students and freshers have embraced entrepreneurship as a full-time career choice. Some of the key advantages of ‘starting up’ in college are:

1. Access to resources, funds, network etc.

There are special funds available for student entrepreneurs. Students can also use resources provided by both college and government to build a business.

On top of it, students have free entry/access to a lot of startup events and conferences and they can start building their network, which will be of great value for them in future.

2. Access to team members, mentors and test market.

When you are in college there are a lot of people around you and most importantly they know and trust you because of common connections involved.

It is easy to find people with whom you can collaborate and create teams. Also, if you have built an MVP or a prototype, you have direct access to so many people who can give you feedback about your product which will help you improve the same.

3. Start Early - Fail Fast

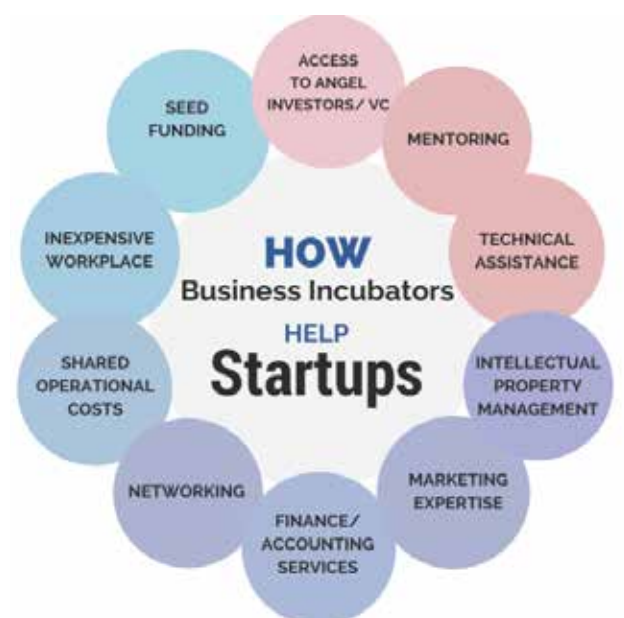
The best part of entrepreneurship is that it's an endless road to learning - as the famous quote says “Startups Fail, Entrepreneurs Don't” and earlier you start more you will learn. Even if your startup fails, there is a higher chance that you will have better career opportunities than your peers because companies prefer employees with better and diverse experience.

To strength and nurture student entrepreneurs and help them build their companies, an accelerator program was launched. The objective of ARCH Accelerator is to identify, build, accelerate and showcase startups based in ARCH College of Design & Business.

The Accelerator is an 8 week-long program, consisting of 7 exhaustive workshops, followed by a pitching event where startups from ARCH will pitch in front of mentors, jury and investors to seek their valuable guidance, feedback and also a potential investment. Students with an idea or running their business can attend this program.

The following modules are a part of the program –

- a - Design Thinking
- b - Lean Model Canvas
- c - Go-To-Market Strategy
- d - Financial Modelling
- e - Customer Validation
- f - MVP Development
- g - Technology Best Practices



Dilnawaz Khan is a Jaipur based startup consultant & mentor, he is the co-founder and Chief Evangelist of Codesign Labs. Codesign Labs is a Digital Design Company, based out of Jaipur, with a handpicked workforce of freelance designers, developers and copywriters from all over the country.



Dilnawaz Khan

Digital Trust Dialogues



ZIP IT

Keep your personal stuff private and think about what you say and do online.



BLOCK IT

Block people who send nasty messages and don't open unknown links and attachments.



FLAG IT

Flag up with someone you trust if anything upsets you or if someone asks to meet you offline.



"I believe the internet offers a world of opportunities for women. We expect that women use of internet will become at least double by 2020."

Shaili Chopra
Founder - She the People.TV

Though safety is important for everyone, yet gender plays an important role in how safety is perceived all across the globe. Social networking is a dynamic tool which has revolutionised our lives. Though internet is a wonder of Science and Technology, there are many grave concerns linked to it as well. Online safety is as important for us as offline safety these days.

Google's initiative 'Digital Trust Dialogue' in collaboration with SheThePeople.TV organised an event at ARCH. ShethePeople.TV is one of India's digital media platform passionately championing women stories and their achievements. Digital Trust Dialogues aims to sensitise the youth, especially women to the threats they may

face online and equip them with the tools they need to, to protect themselves in the digital world.

A commitment towards the cause of women empowerment was evident in this program. This workshop was conducted to bring in awareness among women regarding online safety and risk-free usage of the internet.

The Session begun by a presentation on online safety by Abhas Tripathi of Google. Panel discussion featured Archana Suarana, Founder and Director of ARCH; Charu Thukral, an Interior Architect and one of India's top 10 female runners; Dr. Teena Sawhney an Educationist, Social Worker and Chairperson of Rajasthan Chapter of All Ladies League and Swati Souls an

artist, poet, painter and founder of Swati Souls Creations. Also, Poorvi and Roshni from SheThePeople.TV were a part of the workshop.

This event aimed at creating awareness among women regarding online safety and usage of the internet in a safe and secure way.



"We must be responsible in terms of what we put up on the internet, since sharing is critical."

Archana Surana
Founder & Director,
ARCH College of Design &
Business

Left to Right- Ms. Archana Surana, Dr. Teena Sawhney, Ms. Swati Souls, Ms. Roshni Baronia



Roshni Baronia

Abhas Tripathi

Poorvi Gupta

Alumni SUCCESS SAGA

jas18
JAIPUR



Deviya Singh Choudhary being awarded by Archana Surana at 'Women Recognition Awards 2018' by FM Tadka of Patrika Group

Blogger's Charm

Deviya's lifestyle blog takes the audience through her world of fashion and completely astounds the followers. Deviya is an entrepreneur, blogger and founder of design label, 'The Loom Jaipur'.

Her strong presence on social media captivates the audience who follow her religiously, as she is one of Jaipur's top notch fashion bloggers, giving an idea of in-vogue fashion trends to the followers. She has done a Postgraduate Programme in Fashion from ARCH Collage of

Design and Business. Deviya feels that her family and friends are the biggest inspiration for her. She gets visual inspiration from Instagram and Tumblr. She feels that people who have even a little urge for blogging, must go ahead with it since blogging is a fast picking trend. She has always been into fashion, dressing up and showing her creativity, fashion blogging gave her a chance to do so. Styling and trying out different garments in different ways are the ways she updates her looks.



JAS Award Winning Design by Jewellery Designer Khushboo Soni



Mr. Sanjay Kala, Mr. Ashok Lahoti, Ms. Khushboo Soni, Mr. C.R. Choudhary, M.P. Ramcharan Bohra and GJEPC Chairman Pramod Derewala

The Royal Charm

ARCH alumna of 3-year jewellery design course, Khushboo Soni won the third prize at JAS (Jewellers Association Show), Jaipur. The Royal Charm was the name of her design which was inspired by vintage and antique perfume bottle. Her design is a men's multi-purpose jewellery.

Her design got sponsored by Motisons jewellers. This design has multiple wearing options, it can be worn as a pendant, brooch, wrist watch. It also has a pen-drive and pen & cotton womb for fragrance.





Chief Minister Of Rajasthan Smt. Vasundhara Raje Flagging Off Design Dhara Travel Exhibition, Rajasthan 2014

Arch Design धारा

Design Dhara is an initiative by ARCH towards spreading awareness of critical & strategic design thinking & research based higher education pathways to raise employable skills amongst the youth.

Design Dhara workshop held at ARCH offered a unique experience to students through the concepts, process, and thinking of Design scenario. The main purpose of this 2-day workshop was to introduce students to original methods that enable creative and critical thinking. It engaged the newcomers to different and exciting areas of design, while the facilitators provided physical activities, group activities, games, art discussion, critical art analysis - fun, enthusiastic and hands-on assignments that went beyond the classroom boundaries. During this experience, the students experienced Creative Design Thinking process, developed critical analysis, created projects with non-conventional

materials had access to all of our workshops and much more.

Class 12th student Pratiksha remarked, "Teachers were also a part of activity which made it more interesting and realistic. We got an exposure of courses offered at ARCH." Another student Kaustubh said, "I learnt team work. It was very interesting. Activities here triggered my thought process."

On the first day the learners were exposed to unexpected situations, during the activity they were made to understand how to analyse and interpret possibilities, deal with different perspectives & finding solutions. Here, they explored design tools to solve a problem. The second day was about understanding the design principles and realising that design is part of our everyday life and it is present in mundane objects and situations, learning to identifying and giving design solutions to day-to-day issues.



School Students at Design Dhara Exhibition at ARCH Campus



WEDDING TIMES *Fashion fiesta* 2018

ARCH - The Knowledge Partner

A spectacular evening of glamour, glitz and glorious fashion was witnessed at the Annual Fashion Show of the Times of India, 'Wedding Times Fashion Fiesta 2018' at Buena Vista Resort, Jaipur. ARCH was the Knowledge partner of this event and displayed a Jewellery collection and fashion collections with 18 Designs.



Colin Renfrew, Benoy Thoompunkal, Vijaykirti Rathore, Archana Surana and Rajeev Surana

Manjeet Singh(IAS), Archana Surana, Narendra Singh, Mahaveer Sharma



Gold Jewellery by Komal Lalwani
Ensemble by Sarika Shukla



Tales Of Lost Reminiscences
by Priyanshi Arora



Tangled Tale by Aditi Bhargava



Team ARCH

GABA

ARCH FASHION SHOWCASE '18

GABA has been a platform for the graduating students of ARCH. This Fashion show provides a free and progressive workspace for designers. With colors, products, technique and finish as their forte.

The collection exhibited at GABA was an intelligent amalgamation of creativity and practicality. 14 collections in Fashion and Jewellery were on display.

The prominent works of students included Tales of Lost Reminiscences by Priyanshi Arora, A Tangled Tale by Aditi Bhargava, Ecliptic by Bidisha Das, Alan Karan by Nidhi Modi, Resurrecting the Old by Aishwarya Maru and Persian Romance by Shristee Chaturvedi. Jewellery collections on display were Gracious Yellow, Bling, Noor-E-Gehna and Mixed Carousel.

The dresses were vibrant and captivating. While creating these collections, the students not only had a chance to learn the concepts but also had a practical learning experience. Choreography was done by Saloni Agarwal and Rachna Goyal. ARCH students were the models. The show set design was done by Interior Design Department and Graphics & Visuals by Design Communication Department.

Tales of Lost Reminiscences

A Collection By Designer Priyanshi Arora Inspired From The Art Of Kintsugi, The Art Of Repairing Broken Things Using Gold, Which Can Be Seen In The Motifs.

Late Night City Life of New York

Collection made by Sonam Gupta was inspired by the late night city life of New York. The collection had a look of trendy fall using night colors. The silhouettes used were fit for evening winter wear.

Ecliptic

While showing a deep understanding of the philosophical aspects of life, it is a challenging task to bring out these emotions in the garment to show a hidden agenda behind every incidence of life, for which more of pleats, gathers, cowls and tucks were taken in use throughout the collection named Ecliptic made by Bidisha Das.

Alankaran

Nidhi Modi was been inspired by Chhau dance, which originated in the Eastern states of India.

Carnival

Inspired from the carnival of Rio de Janeiro, the garments made by Simran Mehta played with feminine silhouettes with beautiful pleated dresses. It draped around the natural contour of the body. Embodied beaded work motif and detailing gave a crafted look to the ensemble.

Collections available at

Design · Shop · Cafe
SURKHIYA
 by ARCH



L-R Archana Surana, Vijaykirti Rathore, Benoy Thoompunkal, Vikram Joshi, Deviya Singh Choudhry, Sonal Sawansukha, Kartik Bajoria and Dr. Neena Jaju



Design ORBIT



Luisa Collina, Lorenzo Imbesi,
Archana Surana, & Benoy Thoompungal

With the view of opening up more opportunities for our students, as well as providing them with greater international exposure Ms. Archana Surana along with Director-Academics, Benoy Thoompungal attended the Cumulus Working Group's meeting in Paris.

Cumulus Paris 2018 was part of a cross-cutting and interdisciplinary approach. It highlighted both collective and collaborative practices. Its goal is to make otherness a positive force, to make design and the meeting of talents a compelling tool to act on what is real.

Cumulus Association is a non-profit organisation associating institutions of art, design and media.

It is the only global forum for partnership, friendship and transfer of knowledge aimed at enhancing the education and research of art and design.

Cumulus currently has 257 institutions from 54 countries worldwide. The association includes well known members like The National Institute of Design, India; the University of Antwerp, Belgium; Royal Danish Academy of Fine Arts, Denmark; The Istituto Marangoni School of Design, Italy, among many others.

We are having collaborations with classy French Institutes like École Boulle, École Duperré and L'École Supérieure de Design de Troyes.



Archana Surana with Annie Toulzat



Benoy Thoompungal
with Srinivasa R. Srinivasan



Students displaying their work at Duperré

Global Education with Indian Values

ARCH in strategic partnership with Pearson, is accredited to deliver six BTEC Level 5 HND qualifications in Art & Design. It is the only Design Institution in India offering such a wide range of BTEC (Business and Technical Educational Council) courses.



What is Pearson BTEC?

- Pearson is the largest awarding body in the UK for Academic, Vocational and Work related qualifications, and the largest education company worldwide.
- Designed with involvement from universities, employers, students and professional bodies, BTEC Higher Nationals provide real world experience, as well as academic knowledge. This ensures students leave with expertise recognized by business and industry, and the flexibility to go straight into employment, or progress to a degree.

Why BTEC?

- The BTEC Level 5 HND qualifications are equivalent to the first two years of University Degree in UK and abroad. The courses at ARCH have embedded the same, ARCH students can progress directly into the 3rd year of a graduation course abroad and gain a Level 6 Top Up degree in one year.
- Students can go for top up degree from more than 100 Pearson listed Universities around the world in the US, Canada, New Zealand, Australia, South Africa, Mauritius and Institutions in the UK & Europe.

Who should do?

- Those looking for International Degree at an affordable cost.
- Want to learn as per the International Pedagogy.
- Guaranteed Progression for Top Up Degree at Universities in UK & Abroad.
- Looking for International Placements.

Why ARCH?

- **Integrated learning through lectures, workshops and studio practices by fulltime and visiting International Faculty Members.**
- **International exposure with International internship and placement opportunities.**
- **Opportunities for International summer schools in UK & Europe.**
- **International joint projects with foreign universities.**
- **Economically viable Education.**



Approved Centre from Pearson

Progression and Students Exchanges



Middlesex University



Teesside University



Northampton University



University of Salford



Manchester Fashion Institute



De Mont Fort university



Ecole Duperre



Ecole Boule



Ecole Supérieure Troyes



University of the Highlands and Islands



stockholms Tillskärakademi



Universidad de Monterrey, Mexico



UEPA Ukraine



ENGAGEMENT



LEARNING TO ENGAGE with Industry

Various departments at ARCH held juries to judge students based on their performance. Members of External jury comprised of eminent experts from their respective fields. Jury evaluated the students & their work in terms of efficiency and accuracy and gave them tips to gear themselves up as per latest trends and different styles of design. Students were also given conceptual knowledge to enable them to transform themselves to suit the changing needs of the industry. They also looked at the work of students from hiring and placement point of view.

Mansi Bhatia, Shuchi Chaturvedi, Deepak Bhatia, Pooja Lakwal, Sneh Sampada, Sonal Chitranshi and Palak Kukkar were eminent experts in the field of Fashion Design. Whereas, in the jewellery

department Komal Khandelwal, Sanjay Sharma, Prince, Neetika Shekhawat, Ankit Lodha and Shubham K. Raj were the specialists who evaluated the students. Kapil Sharma, Puja Daga, Alok Maharshi, Indrajit Bose and Suhani Sood were the experts who judged the students of Interior Design department.

Students were amazed to hear and learn from these experts and also got valuable feedback of their creations. Simran Mehta, Aditi Moonat, Shraddha Bajaj, Simarpreet and Somya Gupta were a few students who did a fascinating work. Overall, jury was an enriching and insightful experience for students of ARCH as it brought out the best in these budding designers.



Palak Kukkar with a student



Ankit Lodha examining work of a student



I have learnt to explore new materials and trends to create significantly extraordinary contemporary Designs which are impactful and timeless.

Shraddha Bajaj
Post Graduate Diploma in Jewellery Design and Entrepreneurship (2 years)
Intern- Outhouse, Mumbai



Shubham K. Raj



Pooja Lakwal

Learning at ARCH was worth for what I invested in it. It has given me a lot of opportunities and learning experiences. Even mentors and environment is too positive to motivate. Learning and exploration are given with full freedom.

Shruti Vinayak
BTEC HND Level 5 in Fashion and Textile
internship with SVA in Mumbai



Design is not a choice; it is a basic need of creative mind. My ultimate goal is to create something radical, new, share my vision and change how others experience the world. I am always seeking opportunities that teach and transform my way of thinking and allow me to reach a higher professional level and I am always willing to lean and take challenges to solve problems innovatively

Vivek Saini
Interior Design (1-Year)
intern for 'The Makers', Art direction company, Mumbai



Alok Maharishi



Indrajeet Bose

The environment where you can explore the designer within. ARCH has a good learning and creative ambience which helps us to nurture ourselves build our skills to design efficiently.

Kamaya Jain
Fashion Design (BTEC, HND Study Abroad)
Internship in House of Anita Dongre, AND
(Fashion Design)



ARCH is a platform where you can explore and learn so many things. ARCH has a team of highly qualified faculty members and placement specialists who help us in improving our skills and in building creative thinking.

Samiksha Choudhary
Masters in Interior Design (2 Years)
Internship for a Museum Design Project, Jaipur



Mansi Bhatia

Buzzing with DELIGHT

Orientation Program

Orientation program at ARCH welcomed the students in the world of Design showcasing the ARCH movie in an Audio-visual mode. Academics Overview by Dr. Neena Jaju Pingaley, Deputy Head Academics informed the audience with the core values of ARCH and introduction of faculty members and Academic support which was followed by the description of affiliations by Mr. Pramod Yadav, Registrar.

Mr. Harsh Rajan Sinha, Deputy Head Admissions & Campus Administration highlighted the importance of Online Medium for Design Studies so as to make the students more aware. Overview of Rules, Regulations & Systems at ARCH was given by Ms. Richa Lakwal, Academic Coordinator to educate students of their responsibilities.

At the end, Ms. Archana Surana, Founder & Director of ARCH shared the journey of ARCH since its inception along with the importance of Jaipur as a Design city and her journey as an entrepreneur.

The Orientation program was informative and guided students to get answers to all their queries they sought answers for.



Archana Surana Addressing The Students At The Orientation Program



Student Interacting In The Session



Kartik Bajoria and Keya Vaswani conducting a session on film making

Film-Making Class @ARCH

An interactive session on Film-making was given by Keya Vaswani, Co-founder and Managing Partner of Storyloom Films. Keya gave a Masterclass on film making to the students along with Kartik Bajoria, who is a faculty of Professional Communication at ARCH. Keya makes documentary films on the crafts of India.

The Masterclass held at ARCH was informative and invoked a sense of responsibility and interest among the students towards the rich Indian crafts. Keya and Kartik told the students about the various aspects of film-production, from pre-production stage to the end. Keya also showed a few of her films to the students including Pehchaan – The Discerning Eye, Upadda – Jamdani of Andhra and Pehchaan – The Gyasar Weave.

Masterclass by Pratima Pandey of Label “PRAMA”

A masterclass at ARCH campus was given by ace Fashion designer Pratima Pandey. The session was interactive and informative and was a good learning experience for the students. Masterclass focused on her belief that clothing should be classic, ageless, and should speak of the craftsmanship of every person involved.



Pratima Pandey, Fashion Designer with Archana Surana



B&B Swati and Jaipur Bloggers at ARCH

Brands & Bloggers Meet

Young and enthusiastic bloggers took our students into the world of blogging. Most of these bloggers focus on their Instagram accounts to promote brands and products. Fashion, lifestyle, travel and trends were some of the major topics on which these young bloggers were blogging on.

There was a panel discussion in which bloggers discussed various aspects of blogging, this discussion was moderated by Dr. Neena Jaju and

Mr. Harsh Ranjan. Karan, Isha, Ashmita and Swati were the participants in panel discussion. There were 15 bloggers who became a part of this event and told the students of ARCH about their experiences and ideas about blogging. Twitter, WordPress and Facebook were the other major social media channels where these bloggers were doing promotional activities along with Instagram. Students felt motivated to go for blogging to put up their designs and collections.



Prerna Makharia, India's first jewellery influencer had an interactive session with students to educate and inform them about jewellery. She told the students about jewellery design and blogging and how in-depth knowledge of jewellery helps in promoting it. The session was captivating and enthralling. She clearly outlined the differences between being a model and being an influencer. She shared the secrets of her journey and captured students' attention through the videos and photos she shared.



Ar. Pratap Jadhav
President of IIID &
Dr. Neena Jaju Pingaley
Deputy Head -Academics
ARCH College signed the MoU
at ARCH's Campus Jaipur.

Power Of Partnership

The Institute of Indian Interior Designers (IIID) is the apex body in the field of Interior Design in India. Its objective is to consolidate and extend contributions from the Interior Design towards improving the quality of life in contemporary and future societies by sharing knowledge, expertise and experience. Every collaborative venture created in the field of Design is an opportunity for exposure and growth for all of us.

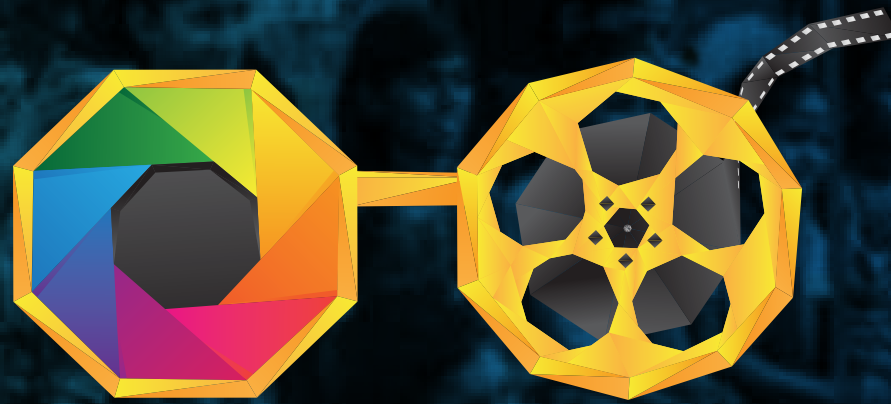
ARCH has signed an MoU with IIID which will be beneficial for our students as IIID promotes exhibition of work of student members during their zonal and national events. It goes without saying that, we would not be making this effort if we didn't have the future of our students in mind, our students will get opportunities for greater exposure in the field of Interior Designing. Selected work of students will

be published by IIID through their website, newsletters and publications.

IIID will facilitate students for their trainings and internships under the guidance of their local and other members. It will also facilitate engagement of students in live Design projects and also appoint faculties as panel members.

DESIGN STORY '18

TOUCH • MOVE • INSPIRE



An Online Photography Competition lit by ARCH

For the Best Observations & Commentaries on Design

Competition Open for 16 - 25 yrs

Submission Deadline-21st October, 2018

#Adesignthinker #ARCH #Designstory #DS2018 #ARCHcollege
#Designinspiration #DesignCommunication #DesignInspo



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