

Arch backstitch

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GABA
2015

Success Saga

APARNA & ANISHA BAHL

ARAYASH

FOROHEX FAIRO

ART BIENNALE

FLORENCE
IFFTI 2015

CHR-CHA
DESIGN FOR DELIGHT

ARMANI / SILOS

AMAZON INDIA
COUTURE WEEK

ORIENTATION WEEK





ARCHANA SURANA
Editor in Chief



with the icing of the Armani showcase mesmerized our dreams. And then comes up the arrival of great Amazon India Couture Week which opens with Sabyasachi Mukherjee, the promising Fashion Designer who recently collaborated with shoemaker Christian Louboutin showcased a range of exquisitely crafted garments and ended with Bollywood's favorite Manish Malhotra revealing his Empress Story on stunning Aishwarya Rai Bachchan and charmed audience once again.

The National Skills Day, National Handloom Day followed by the Independence Day perfectly fall into place with the FORHEX Fair in the weekends and the design students of Arch are preparing focal points in the event promoting the Fresco paintings and the woodcut prints combining to their ideas.

With the patriotism in our hearts and in the commemoration of the sacrifices done by freedom fighters let us come together and celebrate the 69TH Independence Day.

JAI HIND

Dear Readers,

A new academic year begins with the new energy and vibrant faces on campus. A blend of youthfulness from different states and cultural diversity have come together to learn design in the world craft city-Jaipur; A place who itself is renowned for its culture and heritage of Arayash

Summers were fun showing the exemptuous collection of Arch Graduating Students in GABA 2015 and conversations with Ace Designers and Choreographers of the industry. The glass to the mystic city of Milan and the romantic spell of Florence



Dear Editor,

I look forward to every issue of Backstitch. The articles on AMAZON FASHION was highly informative and inspirational for me being a Fashion Design student. I learned a lot and would like to be a part of the magazine by doing some creative stuff. I wish the Backstitch Team all the very Best for future endeavors.

Nisha Jain
Fashion Design

Dear Editor,

I found Backstitch to be a treasure of information combined with innovation. The article on "Mentoring Walk" and the idea behind was phenomenal.

I would suggest some crosswords on design terms to make Backstitch more interesting.

Priyanshi Arora
Student, Interior Design

Dear Editor,

Being a regular reader of Backstitch, I sincerely appreciate the quality and the new look of the magazine. I am a student of Class 12 and aspire to take Design Education. one of my favourite pages is Visual Lexicon. This information is helping me to build my design vocabulary. I am sure this knowledge will help me a lot in my future. Thanks a lot.

Prachi Jain
St. Anslems School, Jaipur

#2 DesignQuote

ELEGANCE IS NOT
STANDING OUT BUT
BEING REMEMBERED

- GIORGIO ARMANI

Upcoming Events

13-16 FORHEX FAIR - 2015

August 2015
The handicraft exporters and buyers/delegates interested in handicrafts from within the country and abroad shall surely experience the marvels of handicrafts and explore the unique world of handicrafts from Rajasthan.
VENUE: Birla Auditorium, Statue Circle, C-Scheme, Jaipur.
Email id- info@forhex.org

21-24 Jewellers Association Show

August 2015
Jewellers Association Show (JAS) showcasing the world of gems & jewellery. Exhibitors will primarily include manufactures and suppliers of fine gems & jewellery, diamonds, pearls and related products & services from different part of the world.
VENUE: JECC, Sitapura, Jaipur.
Telephone: 91-141-2563829/3291730

17 Chr-Cha : Creativity meet at ARCH

August 2015
Round Table on "Best Practices & Lessons Learned in Combating Violence - US Perspective"
Speaker Vivian Huelgo, Chief counsel to The Task Force on Human Trafficking and commission on Domestic & Sexual Violence of the American Bar Association.

VENUE: ARCH Campus, Jaipur

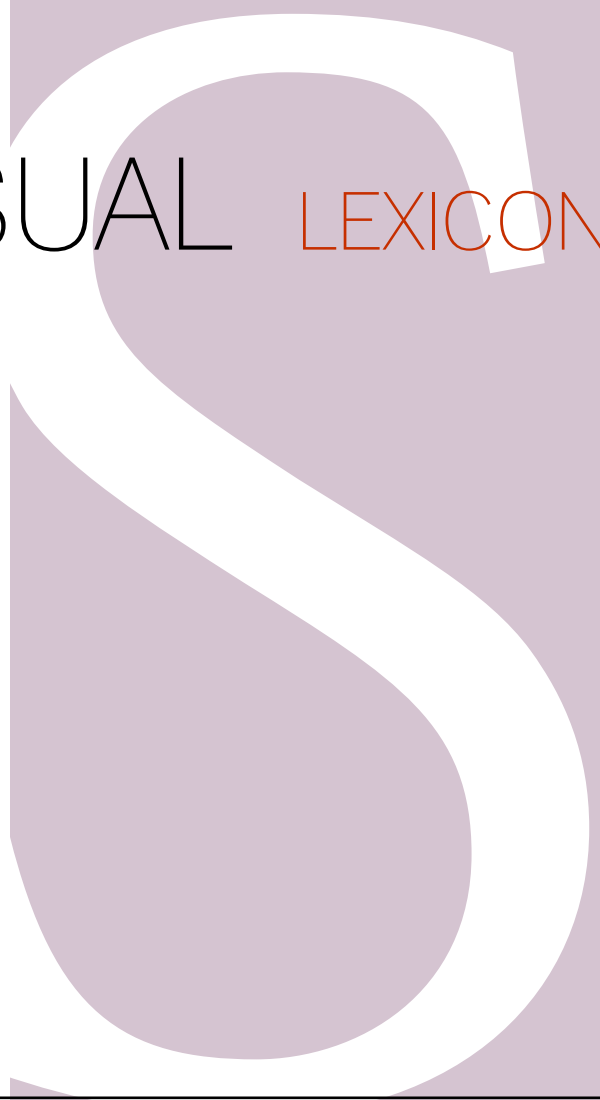
06-10 India International Jewellery Show

August 2015
A "B2B show", which essentially permits only business visitors, jewellery manufacturers, importers, traders, retailers & students from gem & jewellery institutes from India and overseas.

VENUE: Bombay Exhibition Centre, Off Western Express Highway, Goregaon (E), Mumbai 400063, India.

29-02 Amazon India Couture Week

July-August 2015
FDCI presents Amazon India Couture Week 2015 The Fashion Design Council of India (FDCI) welcomes you to its much awaited fashion event, as it extends partnership with Amazon.in as the title sponsor for India Couture Week 2015 in association with Sunar.
VENUE: Birla Auditorium, Statue Circle, C-Scheme, Jaipur.
email id- info@forhex.org

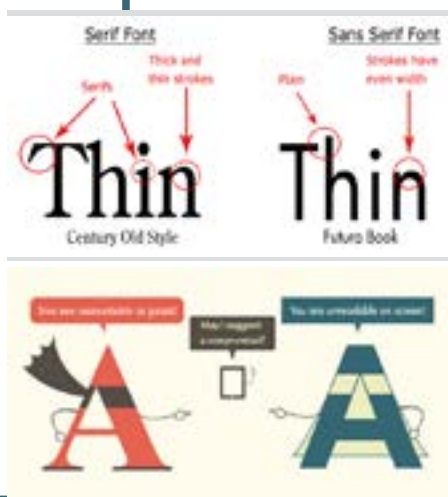


Graphic

Screen Printing

Serifs are the small lines tailing from the edges of letters and symbols, separated into distinct units for a typewriter or typesetter. Serif fonts are easier to read in printer works because it makes the individual letter more distinctive and easier for brain to recognize quickly.

Whereas sans-serif is a typeface that does not have the small projecting features called "serifs" at the end of strokes. Sans serif fonts are better on the web.



A different way to add to your vocabulary, & then some...

Interior

Scagliola



Scagliola is a technique for producing stucco columns, sculptures, and other architectural elements that resemble inlays in marble and semi-precious stones. The Scagliola technique came into fashion in 17th-century Tuscany as an effective substitute for costly marble inlays, the pietra dura works created for the Medici family in Florence.

Scagliola is a composite substance made from selenite, glue and natural pigments, imitating marble and other hard stones. The material may be veined with colors and applied to a core, or desired pattern may be carved into a previously prepared scagliola matrix.



Jewellery

Séigné



A séigné is a type of bow brooch which was popular in the 17th and 18th centuries and named for a member of the French Court of Louis XIV, Marie de Rabutin-Chantal, Marquise de Séigné (1626 - 1696). It was originally a flat, symmetrical ribbon bow which was worn centered low on the bodice.

Later examples became more elaborated, asymmetrical and dimensional, sometimes suspending gemstones or pearls in a girandole style.

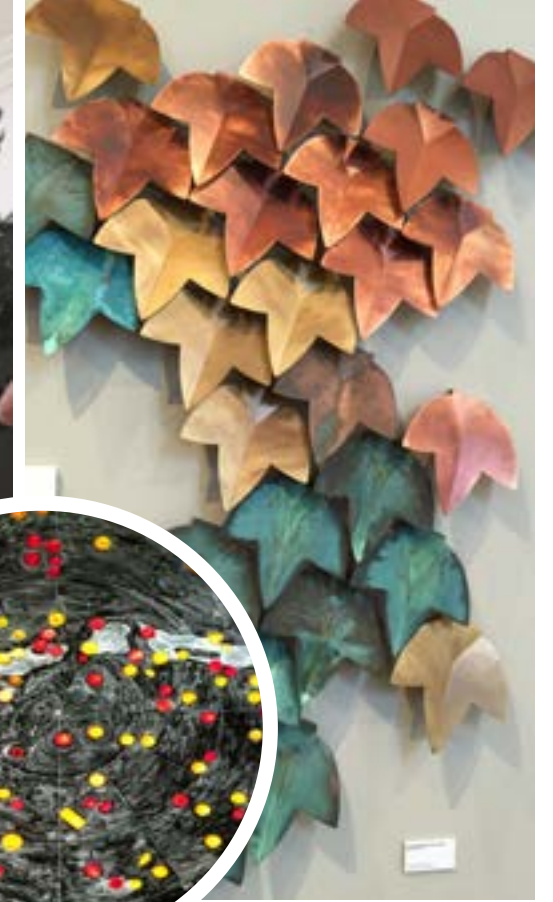
Fashion

Shibori

A method of ornamenting fabric by stitching and forming gathers in the fabric before it is dyed. After dyeing, the stitching is removed and the crinkled areas released. The areas protected from the dye by the stitching and gathering absorb the dye in irregular patterns characteristic of these fabrics.



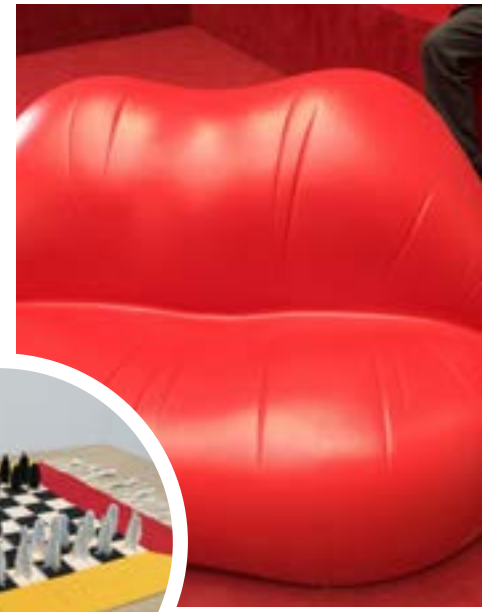
ART & DESIGN



ART

Biennale is Italian for “biennial” or “every other year” and can be used to describe any event that happens every two years. It is most commonly used within the art world to describe large-scale international contemporary art exhibitions, stemming from the use of the phrase for the Venice Biennale, which was first held in 1895.

The Venice Biennale, a periodical large-scale cultural event founded in 1895, served as an archetype of the biennales. Meant to become a World Fair focused on contemporary art, the Venice Biennale used as a pretext for the wedding anniversary of the Italian king and followed up to several national exhibitions organised after Italy unification in 1861. The Biennale immediately put forth issues of city marketing, cultural tourism and urban regeneration, as it was meant to reposition Venice on the international cultural map after the crisis due to the end of the Grand Tour model and the weakening of the Venetian school of painting. Furthermore, the Gardens where the Biennale took place was an abandoned city area that needed to be re-functionalised. In cultural terms, the Biennale was meant to provide on a biennial basis a platform for discussing contemporary art practices that were not represented in fine arts museums at the time.



PC : Manan Surana

ART & DESIGN

MOMENTING THE MEMENTO



Recently, Florence opened its doors to the world, displaying some of its most important architectural and artistic treasures during an important cultural event organised by the International Fashion Institute, Polimoda: MOMENTING THE MEMENTO – the 2015 IFFTI Conference.

The annual conference, part of the IFFTI network (International Foundation of Fashion Technology Institutes), is an international project that every year unites over 46 advanced training institutes which includes ARCH Academy of Design specialising in Fashion, and Art & Design, bringing together important universities, companies, and representatives from all over the world. ARCH Director Ms. Archana Surana visited the Polimoda Campus this year. There are installations put up by different institutes across the Globe on the theme MOMENTING THE MEMENTO.

In this 17th edition of the annual conference, held in the heart of the Renaissance, Polimoda created a “moment” that aimed to reactivate and stimulate the city of Florence, by remembering its history and focusing on its inspirations through debates, performances and installations involving the participation of “visionaries”, including international artists, experts and opinion leaders from the worlds of art, fashion and culture.



Arayash

The great tradition of Jaipur Fresco Painting



Fresco and other wall painting techniques have been a great means in our country for training the Indian mind for the appreciation of art, acquisition of knowledge and inculcation of religious feeling. The wall paintings of Ajanta Bagh and Cochin serve some rare examples for the art lovers.

The wet process of Jaipur wall - painting is designated as Arayash or Alagila or Morakasi. In the western world the same technique is known as Fresco because it is always done on a fresh - wall surface.

Rajasthan has not only preserved but extended this ancient art tradition in a living form. Here fresco painting has enjoyed royal patronage and constant encouragement from the common folks. This technique was the most practiced in Amer, Jaipur, Shekhawati, Awar, Udaipur, Jodhpur, Bikaner, Nagaur, Kota, Bundi, Uniara etc. It has been used extensively for drawing, decorating and simple plastering in ancient houses, temples, forts and palaces.

The work of arayash was a cheaper supplement of marble. Walls done up in arayash are plain and glossy like marble. Importance of Arayash apart from its permanency lay in the fact that the floor and walls made of it remain cool in summer and warm in winter. Huge water tanks were prepared using this technique to keep water clean and cool.

Christian Missionaries brought fresco technique from Italy in Mughal India during the reign of Akbar and Jahangir. As emperors of Amer and Jaipur

were having good terms with Mughals, this technique flourished extensively here. The difference between Jaipur and Italian technique is just that the wall is polished in Jaipur technique whereas in Italian technique it is a little rough. For



Fresco Tiles - Prof. Bhawani Shanker



this reason Jaipur technique is more attractive and permanent.

But its usage has declined drastically on the account of the lack of patronage, also due to the increasing popularity of cement and lack of availability of skilled craftsmen of fresco technique.

Prof. Deoki Nandan Sharma has played a pioneering role in reinvigorating this extinct technique. This great artist devoted more than 50 years of his life to this art.

In 1947-1948 when he realized that arayash technique is losing its hold, he (with the inspiration of Acharya Nandlal Bose and Binod Bihari Mukherjee,) started working in Banasthali on arayash and other techniques of mural painting.

In the new building of Kala Mandir, Banasthali, he delineated several paintings of Ajanta Caves and carried out various experiments on wall painting techniques. Later on he invited Acharya Shalendra De and Binod Bihari Mukherjee in order to evaluate and explore the other prospects of wall painting technique.

Prof. Sharma a versatile genius has crafted few remarkable frescoes at Banasthali Jaipur, Agra, Bombay and Victoria (Canada). His personal collection of frescoes has rare eugenicist, skill and an austere craftsmanship.

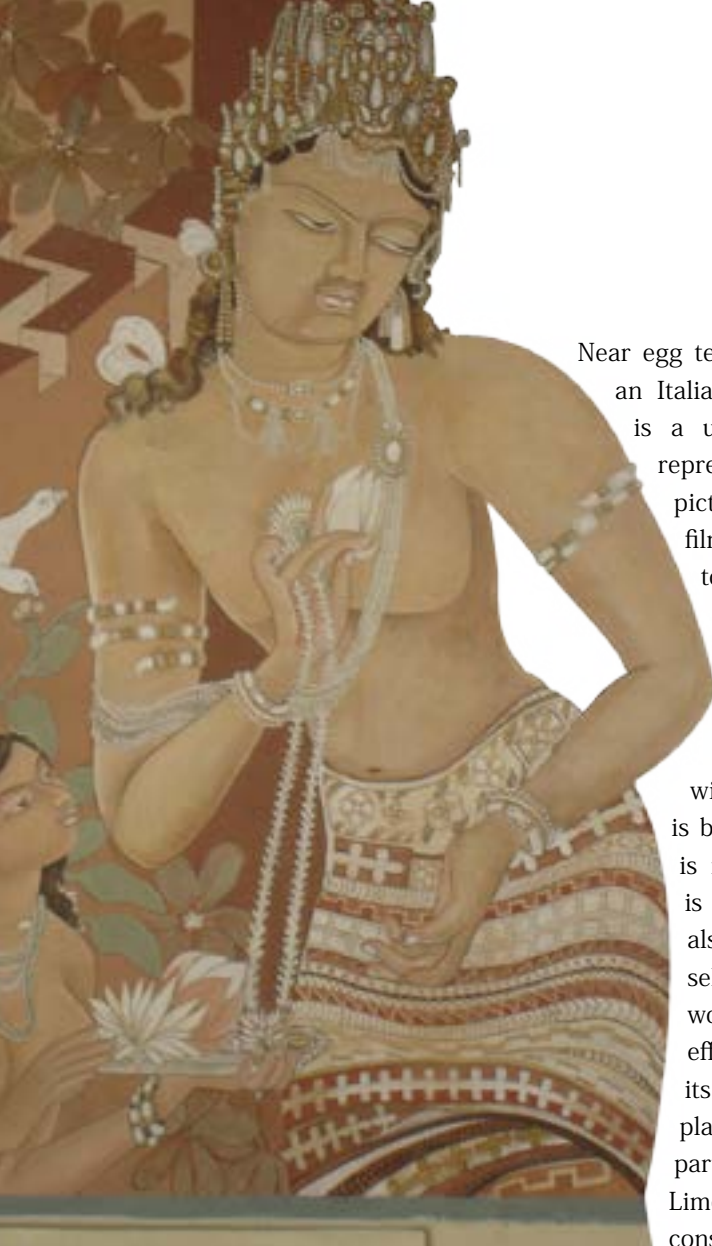
One of the rooms of Kala Mandir, Prof. Deoki Nandan Sharma has drawn paintings of Nagaraj and Kashiraj, Padampani Sidharth, Rajpuleshi darbaar etc. His colleague, Ramniwas Verma, has also painted some of the other "jatak" stories. In the same room Acharya Shalendra De painted "Yashodhra" offering his son Rahul to Budha. This large size painting shows a very emotional incident of Budha's life. Such a large painting of Acharya De is not available anywhere else. All the above mentioned paintings are made by using earth and mineral colour in tempera technique.

During the first fresco camp demonstration of arayash painting was given in the lower part of this room by Prof. D.N. Sharma. This room is also having the painting of Prof. N.S. Bendre who came to attend the first fresco camp with his students.

The round gallery outside the room contains the painting "Procession of Nepal's Budha Festival" painted by Binod Bihari Mukherjee .the whole painting is divided into two parts by the door which is in the center of the painting. But the artist has planned the painting in such a way that it looks like a part of the painting and thus enhances its beauty. The figures of this painting are full of life. The spiritual feeling, expression of figures and linear quality of this composition has set it as a milestone in the field of wall paintings. Such a large sized wall painting in egg tempera, so successfully done, can rarely be found in India. This painting will remain a source of an inspiration for the coming generation for many years.



By: Dinesh Shah



PROF. DEOKI NANDAN SHARMA

Near egg tempera painting, there is also an Italian fresco of Binod Da which is a unique example of his bold representation. Satyajeet Ray has pictured this wall painting in his film "inner eye" which is devoted to the works of Binod Da.

Technique

Wall is minutely inspected on which we have to work in jaipur fresco technique. Wall with brick or stones with lime is best suited for this purpose. It is necessary to check that wall is not having any cracks and is also moist free. It is better to select a year old wall rather than working on a new one, so that effect of climatic conditions and its strength can be judged. For plaster one part of lime and three part of marble powder is used. Lime of Raholi (near Jaipur) is considered to be the best for this purpose. It is always better to start

with stone or brick surface. But if the wall is already finished then before starting, we have to take out the previous 2 m.m. plaster and to start a fresh plaster using a mix of three parts of marble powder and one part of lime. After applying the plaster on wall it is smoothened by Jhava and left for a year or so to ensure that it becomes a part of the wall. For fresco, preparation of lime is very important. For the preparation of lime we put water in a large sized earthen pot or cement tank or drum and then slowly add lime stone. After some time stone gets dissolved in water. Next day we mix a little curd and jaggery for purifying it. We keep lime for months and take out Castic layer of this water daily. Water should always be added to lime to keep it wet. Old wet lime is best for permanency.

Jhinki (marble powder) is always good than river sand for fresco plaster.

After an inspection of wall for one year or so, we start base ground of Jhinki and lime plaster that is three to one proportion while mixing it properly with water. Before starting the work wall should be properly soaked in water to keep it wet for a whole day work. After applying the plaster, we fix it with Batakara. Then it is ready for the final thin coating of lime. Pure coating of lime softens the wall and gives it a finish effect. Ghoti (polished aakique stone) is used for polish and shining effect. After this wall gets ready for painting.

While following this technique, only that much work should be started which can be completed before drawing of the surface. Work done on a dry plaster is never stable; one has to work on wet wall for permanence. To make the work easier on large walls, painting can be divided into different small parts. Every day fresh wall has to be prepared for doing the part of work. (The base ground of lime and marble powder known as Saresi and final ground of lime known as Kada. One has to do every day to start fresh work on wet wall). There are two varieties of Fresco; Fresco Buono which is a wet process and Fresh Seco that is done on a dry arayash wall with the help of some medium like gum and egg etc. In Fresco Seco, detail work can be done for days together but its permanence is less than Buono Fresco.

Colours

Natural earth, stone and mineral colours are most suitable for fresco painting as they don't react with lime and are permanent without any medium. Basco's Khadia and pure old purified lime is used for white, Indigo and neel for blue, Terravert stone for green, red and yellow stone for red and yellow, Hirmich and Geru for Indian red and brown, Lamp black kajal for black, Ramraj for yellow, Sindoor and Hinglu for vermilion and orange shades were most popular colours used in fresco painting. Variety of colour shades can be achieved with experience of mixing and preparation of colours. Prof. Sharma has found few more colours with his rich experience and availability of colour stones. Gold leaf has also been used for rich effect both by traditional artists, Prof. Sharma as well as his students.

In order to revive and revitalize this technique, to develop artist's interest

in it and to make them learn this technique Prof. D.N. Sharma started a two month summer camp in 1953 at Art Department, Banasthali Vidyapith.



PROF. BHAWANI SHANKAR Demonstrating in Chandigarh Workshop

This camp is still going on after its completion of 51 successful years. The organization of these camps brought several artists in this field together.

Prof. N.S. Bendre and his students Jyoti Bhatt, Shantidave, Vinay Trivedi from Vadodara, Sheshgiri from Hyderabad and Kalyan Prasad from Raipur were among the first group to get advantage of this camp.

Inspired by the technique Prof. Bendre requested Prof. D.N. Sharma to send his fresco mistri to Vadodara so that they can start its training there. Gladly Prof. D.N. Sharma sent his mistri to Vadodara and trained other mistris for this work.

Similarly artists from Mumbai, Chennai, Kolkata, Shanti Niketan, Varanasi, Lucknow, Ahmadabad, Chandigarh and other parts of the country came regularly to attend this camp. Some of them were Pradumna Tana, Dinesh Shah, Jag Jivan Shah, Karia, Tarala Matani, Haridasan, R.B. Bhaskaran, Adimulam, Krishnamurti, Tota Tarni, Bikash Bhattacharya, Ganesh Haloi, Sukhmay Mitra, Madan Roy, Kukkey, Bejnath, K\$. Rangeen, Ajmat Shah, P. Sugara, Roopchand, P.N. Choyal etc. Artists from countries like Nepal, Japan, Canada, Korea, Sri lanka etc. also came here to attend this camp.

Taking inspiration from Prof. D.N. Sharma's sincere efforts, Mumbai's J.J. School of Art, Delhi College of Art, Varanasi's Visual Art Faculty and various other universities started working in this technique.

In order to popularize this technique Prof. D.N. Sharma conducted several fresco workshops in India and world over. He has organized fresco workshops at Khairagarh University, Baikunthi Devi P.G. Girls College Agra, Rajasthan School of Arts Jaipur, and Jawahar Kala Kendra Jaipur and is College of Art Lucknow (Under sponsorship of Lalit Kala Academy Regional Center, Lucknow). He has organized a fresco workshop in Victoria and Canada also with the help of his Canadian students which is a great land mark of his personal efforts without the help of any Government and private agency.

Till the age of 86 he was busy in experimenting with various traditional wall painting techniques and is continuing his creative work. Under his guidance Banasthali Vidyapith Department is regularly running two-months fresco-summer camp, one year post M.A. Diploma, fresco as a subject in P.G. courses and research students for documentation and conservation of our great tradition of wall painting.

I wish the art institutions, government agencies and private bodies will take more interest in popularizing this great rich tradition of Fresco Art.



Success Saga

COLLECTIONS

SEASONS BY MEGHA PATEL FOR SATTVAM JEWELS

Megha Patel interning at Joal by Sattvam Jewels Pvt. Ltd. is developing a range of high fashion jewellery inspired from four seasons. White, pink, blue and yellow cubic zircon used in this collection depict different moods of the four seasons.



SARISKA JEWELLERY BY SAHIL KHANDELWAL

Interning with Amrapali Jewels Pvt. Ltd. is developing a range of Jewellery in silver and Kundan Meena inspired from Sariska. The animals and birds of this sanctuary such as tiger, deer and parrots are main inspiration for the collection. Different surface finishes are used in the collection such as engraving, brass finish, antique oxidized, matte finish etc.



Success Saga



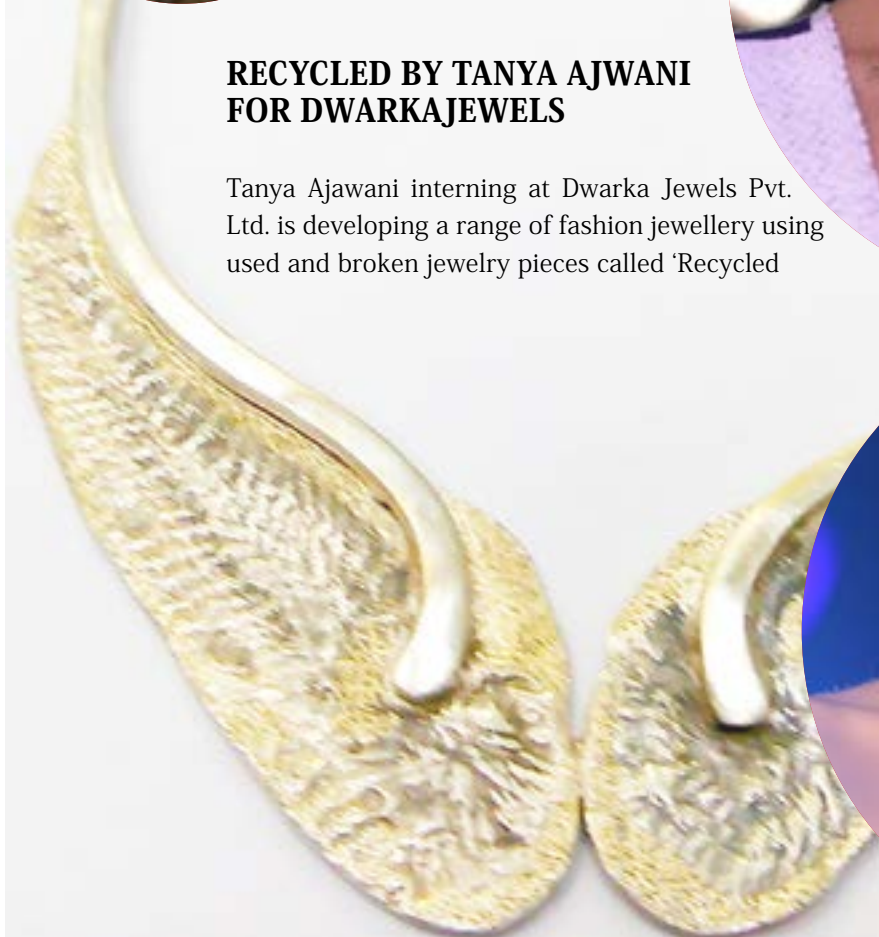
Almas- E- Nizam by Vishakha Jain

Interned at Symetree by Haritsons developed a range of jewellery for the Metropolitan Museum New York inspired by the Lifestyles of the Nizams of Hyderabad named Almas- E- Nizam. The collection has a lot of use of gold and pearls with carved gemstones such as Jade, tourmalines etc. Ebony wood is also used in few of the rings. Elements from the palaces, furnitures, artifacts were the main inspiration for this luxurious collection



RECYCLED BY TANYA AJWANI FOR DWARKAJEWELS

Tanya Ajawani interning at Dwarka Jewels Pvt. Ltd. is developing a range of fashion jewellery using used and broken jewelry pieces called 'Recycled'



LIFE IS A CIRCUS IT SHOULDN'T BE TAKEN SERIOUSLY'



It was 1995 and Aparna Bahl and her partner Anisha Bahl had got a chance of a lifetime; to choreograph a show by the Textile Fair in Faridabad. It was the starting of a journey full of riveting memories and delightful innings. Almost 2,000 shows later choreographers or show directors Aparna & Anisha feel as if it is just the beginning. "I never started out thinking there is money to be made or this is my ticket to fame. I loved doing it and with time we just got better at it," she admits.

Now there is such uninterrupted synergy between the two that they can read each other's minds almost instantly; but what remains a challenge is to manage timelines. "Stand alone couture shows are a cakewalk, but during the Couture Week you have less time to create a bigger story. Though by now we know what to do, from the texture of the lighting, sets, movement, dancers to showstoppers; the execution of the designer's vision is up to us. Now you have experts in each of the areas, earlier we didn't have this liberty and designers too are a lot more progressive in their thoughts so it is a lot more exciting," she says.

Make-up, hair, right time, music and above all correct energy is what remains Aparna's goal; it all builds up to a crescendo after hectic planning on the day of the show. "The hardest part is taking decisions in split seconds, there is no room for procrastination," she says.

And when you are dealing with models, looks, egos, attitudes and tempers running high, Aparna has learned the art of being stern without "losing it". "The key is to be firm and be able to control a large number of people and make them listen to you. Over a period of time I have mastered it," she smiles.

The Duo has Choreographed shows for top designers of the country such as Sabyasachi Mukherjee, Manish Malhotra, Manish Arora, Tarun Tahiliani to name a few. Aparna & Anisha Bahl choreographed the ARCH Fashion Showcase 2015.





6 GON REALM BY SUJIT KUMAR

The collection represents his perception of a honeycomb 'a mystery of nature'. It's an attempt to show the irregularity in the regularity. His artwork is a creative approach of threading the hexagonal forms using varied materials and showing the imperfection in a creative way using creative pattern making and surfaces of cutwork and appliqué.

ALLURE BY VINITA CHANDWANI

Allure means the quality of being powerfully and mysteriously attractive or fascinating. The collection is inspired from fleeting beauty of the birds of paradise which evokes the poetic rhythms and ever changing elements in nature.



GANJAPPA BY PALLAVI GUPTA

Ganjappa- playing cards of Orissa from the historic times- when the cards were artistically hand painted which has lost its existence and is replaced by the contemporary version of the playing cards. The collection is having explorations in terms of motifs, colours, techniques and effects used in Ganjappa. The silhouettes for bottom wear vary from pattern garment to draping.

GLO BY CHAITALI VERMA

Her collection is inspired from Glow worms as a natural source of light that moves because of bioluminescence. The resort wear collection with a range of evening wear contains layering; origami, lights (L.E.D) and surfaces created by Craft of Rajasthan- Batik-wax resist dye- through a creative approach. The collection is heavy in visualization but very light and easy in wearability.



PUSHKAR INVEILED BY SILKY KHETAN

The Collection is inspired by the bright colors and culture of Pushkar, Rajasthan. Focus would be usage of the bright colors in creative silhouettes layered with traditional coats and western jackets putting a fun spin to the traditional ensembles.



Pratima Pandey
FASHION DESIGNER



Abhishek Gupta
FASHION DESIGNER



Ayush Kasliwal
PRODUCT DESIGNER



Aparna Bahl
FASHION CHOREOGRAPHER

DESIGN FOR DELIGHT

Celebrating 15 glorious years of Arch Academy on 3rd May at The Lalit hotel, built an impeccable future for the designers. On 4th May, creativity meet Chr -Cha a Panel discussion with India's top Fashion designers & Product designer & Choreographers was organized. Moderator Archana Surana added "CHR-CHA is a monthly event for brainstorming and giving opportunity to individuals to share their ideas, thoughts & opinions.

Panelists were Abhishek Gupta, fashion designer, Delhi [Brand-Fightercock]; Pratima Pandey, fashion designer label Prama; Ayush kasliwal, product designer (AKFD) and India's best fashion choreographer Aparna Bahl. The session was moderated by ARCH Director Ms. Archana Surana.

The Topic for discussion was "Design for Delight" where designers shared their experience among students from different schools, ARCH students & faculty. Students from Sawai Mansingh Vidhalaya, Mahaveer Public School & Saint Paul's participated by raising their queries & listening to the experiences of the designers. The discussion was all around ideas and insights & the options and opportunities available in design and how they can be a part of this world. Sharing their experiences designer Pratima Pandey said, "My mind was clear for fashion, I started with 500 bucks in pocket and was firm about my designing passion. Everything was sponsored initially fabric, stitching, but once it started selling I got my confidence I wanted to continue. Always surrender yourself for learning and a person in designing field should always have an affair with her garments". She loves working with fabrics like chanderi, cotton silk, mainly emphasize on natural dying and natural technique. She has started teaching in National School of drama as well. She believes in line "Me, My journey my collection"

Abhishek Gupta, Fightercock designer initiated the interaction telling his experiment with signature example "We, people should have our own signature style, I never took inspiration from designers work. For creativity one should have awareness and self-motivation. You can take inspiration from anything like from surroundings, travelling, nature and then only a person can make his own individuality". He started knowing fashion design when he was studying at Whelam's Boys School and got inspired from his art teacher. He searched on Wikipedia about art & design and decided to go into fashion industry at 12th.

He believes a person should have inner sensibility of inner garments.

"I came to know at age 11 that mugging is not my option and start engaging myself in art discipline and dance said by Aparna Bahl, Fashion Choreographer. She belongs from qualified background engineer, doctor, lawyer family and it was difficult to be in the creative world". She says that choreography is a tough work you need to bind the audience and have inclination towards presentation and music. She feels she creates memories for audiences. For her the statement is "Keep yourself always open for being extra innovative".

Ayush Khasliwal is from Jaipur who started his career after completing graduation from NID in product design, he established his firm AKFD in 2006. He shared his childhood experience "At age 11 no material hardware was available in the market. It was difficult to think about designing field, but my parents were always encouraging and I appeared for the NID exam and at the time of giving interview, I realized that's what I want from life. Listen more

speaking less. Listen to yourself give time to your thoughts" is the tool of success of Ayush UNESCO award winner of 2011.

A rapid Questions/Answer round in between session endowed Tejsivini one of the students from SMS, school asked about important traits which are required in a designer. Against that question Ayush focused on knowing the reason(Why) behind each & every design. He further added that each designer must be curious to understand the mystery behind each tangle & continue. Aprana perceived that whole

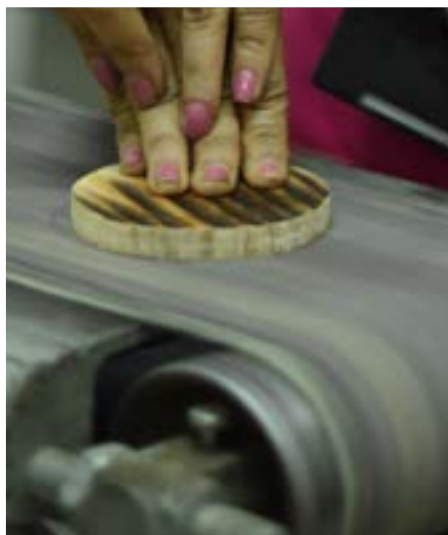
world is a university for learning hence everyone never stops learning. Pratima defined herself as a curious learner she could learn lot more things however she quoted the example of 'Alice Out of the Wonderland'. She was in favor of living with full of enjoyment.

ARCH Student Ashita Airan asked how should the designer keep his patience. Against this Abhishek embarked that patience is the key of true learning, in the phase of impatience we compromise with the situations. Ayush rightly said that if a mother goes impatient with her child then how will the child face her. Likewise a designer should have a lot of patience.

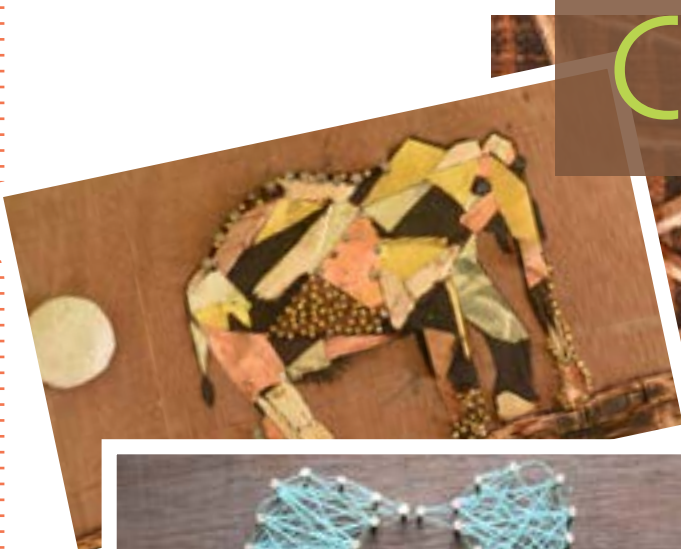
Session concluded with quotes & keywords like be someone, don't worry be happy & compete yourself, surrender, listen, originality, innovative, no ego, signature style, keep exploring & consistency.

The power packed session left audiences with new insight and food for thought.





Craft: Learning to Create



It's time for a big event for Arch and the students. We are not leaving any stone unturned to make it successful. Here is "The making of FORHEX" FORHEX, an event organized by The Federation of Rajasthan Handicraft Exporters which is working towards creating greater synergy levels within the members, with the Govt. bodies and all trade related bodies. In more concrete terms, the Federation has plans to be a part of the infrastructural development plans for Handicrafts in the State.

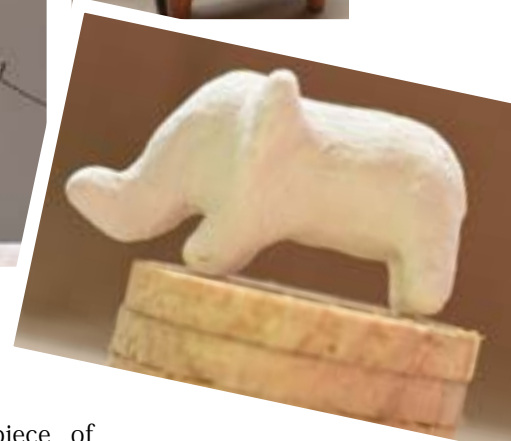
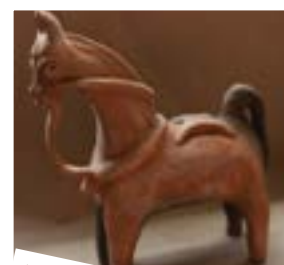


from Developing Countries (CBI), of the Govt. of Netherlands, who has also taken up FORHEX as their "Business Support Organization"; efforts will be channelized for more & greater co-operation by virtue of such associations in other countries across the world. Thus, allowing the members, the opportunities to update themselves & their products. Specific programme in areas of designing, the materials used in crafts, efforts to explore new & hidden crafts, trade related workshop, personal development programmes & group participation are all in the pipeline.

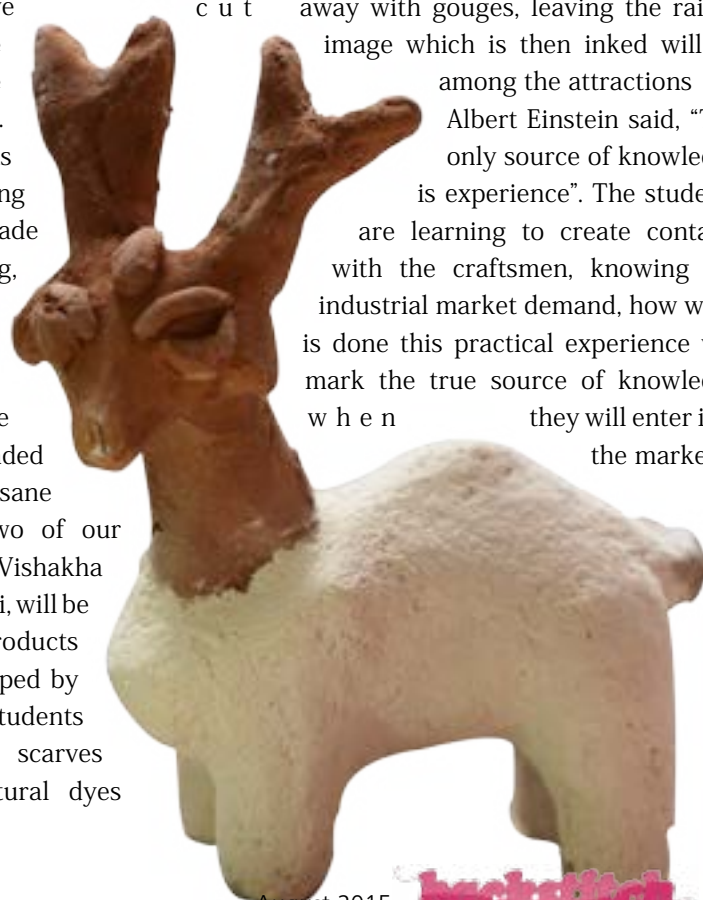
Arch Academy of Design is coming up as an active participant in the exhibition. Students are working on the interiors of entrance, corridors, craftsmen zone, V.I.P lounge and food courts. And that's not it the focal points are to be made with the collections of the craftsmen to add beauty to the event.

There will be an exclusive Arch stall displaying the products made by the students in the college. The jewellery students will be showcasing jewellery products made of stamping, engraving, embossing techniques for ACCESS Development Services under the UPLIFT project funded by Michael & Susane Dell Foundation. Two of our Jewellery students, Vishakha Agarwal and Sanskriti, will be selling Jewellery products designed and developed by them. The fashion students will be featuring scarves made with the natural dyes

and the students from the interior departments will be putting up the products inspired from the fascinating fresco paintings made with the traditional Tempera technique. The exciting part of these paintings is that they are made with the earthy and mineral colors. Also Woodcut, the oldest technique used in fine art printmaking, a form of relief printing



where the artist's designs are made on a piece of wood, and the untouched areas are then cut away with gouges, leaving the raised image which is then inked will be among the attractions. Albert Einstein said, "The only source of knowledge is experience". The students are learning to create contacts with the craftsmen, knowing the industrial market demand, how work is done this practical experience will mark the true source of knowledge when they will enter into the market.



Fashion week



The Amazon India Couture Week 2015

The Amazon India Couture Week 2015 in association with Sunar marked a splendid event and we, Akshita Airen & Megha Goyal, the students of Fashion Design 4years under graduate programme of Arch Academy of Design got the opportunity to be a part of the official ushers team in the show. As a design student, what really matters is to understand the practical aspects and FDCI presented an ideal platform for students to participate and learn team work, co- ordination and the smart work to put up a great show. The India Couture Week was a 5 day show and Sabyasachi Mukherjee, the renowned designer, raised the curtain to celebrate the success journey of designers. And here is what we witnessed:



Sabyasachi's collaboration with Christian Louboutin at Amazon India Couture Week was nothing short of mesmerising. The theme of his collection was Gothic.



Actress Kalki Koechlin looked oh-so-classy in her tiered golden gown by Designer Gaurav Gupta. She could any day be compared to a Disney princess wearing that! a formal reception is where that outfit needs to be showed off at!

Actress Kangana Ranaut walked the ramp as the showstopper for Designer Manav Gangwani in this stunning purple gown. A sagan function or a cocktail party is what one can wear something like this on. An unusual color, beautiful detailing and a perfect fit is what will give one the diva look just as you see it here on this 'Queen of Bollywood'.

PC : Manan Surana

Fashion Week



Actress Shilpa Shetty displayed a creation by Designer Rimple and Harpreet Narula, and set the fire alarms running on loud as she looked smoking hot! Well, only if you have the figure to carry an outfit like that with such poise.

Actress Aditi Rao Hydari wore a stunning blue gown with net sleeves designed by Debarun Mukherjee. Her cute looks and fragile frame complimented the outfit very well. This gown is a perfect choice for an after wedding dinner party.



Designer Anju Modi's collection was inspired by Persia, and this red and off-white piece grabbed the position of favourites in our list. It is ethnic yet modern, has beautiful details and looks grand when teamed up with the right kind of jewellery. We also absolutely loved this red, white and maroon lehenga teamed up with a beautiful haar. Indeed, very Maharani like, perfect for your wedding day outfit.



Actress Richa Chadda walked the ramp in a beautiful and grand, red and gold lehenga by Designer Reynu Tandon. Starting from her jewellery, her makeup to her mannerisms, she looked no less than royalty. This is a perfect bridal look for a traditional royal wedding.



New kid on the block, Actress Kriti Sanon wore an out-of-the-box Indo-western ethnic lehenga skirt with a grey tank top designed by Monisha Jaising. Kriti teamed it up with embroidered sneakers and looked really hip! A look like this would be ideal for a theme wedding function like a hatke mehendi ki raat.



Manish Malhotra's 'The Empress Story' collection blew our minds away. Beautifully structured silhouettes, bold colours, flared gowns, deep necklines, sideways embroidery and a charming persona is what this collection was all about!

Aishwarya Rai Bachchan wore a Manish Malhotra creation at the Amazon India Couture Week 2015, and looked like an absolute diva! And, something like this would look best for a reception party. The short sequined jacket gave the outfit a different look all together, and the unusual earthy colour brought out her eternal beauty to the fore!

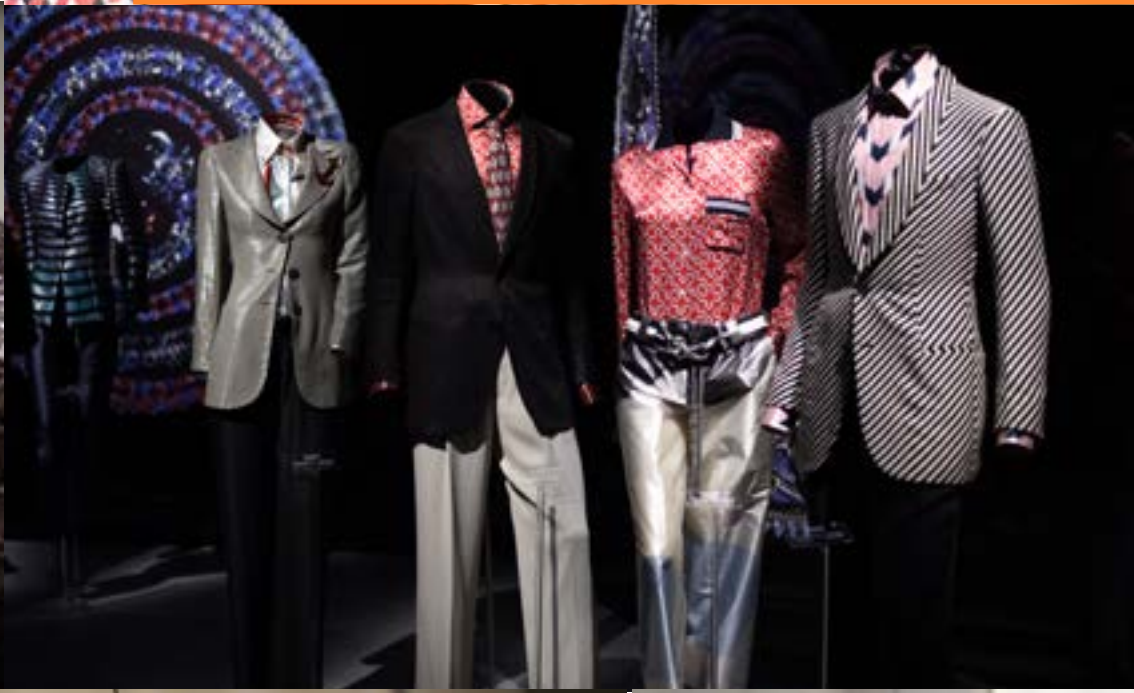


PC : Manan Surana



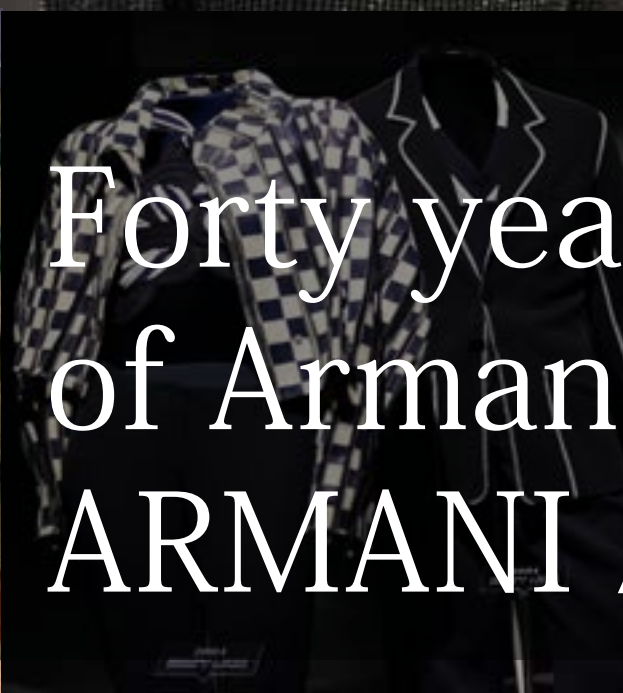
High Fashion

ARMANI / SILOS

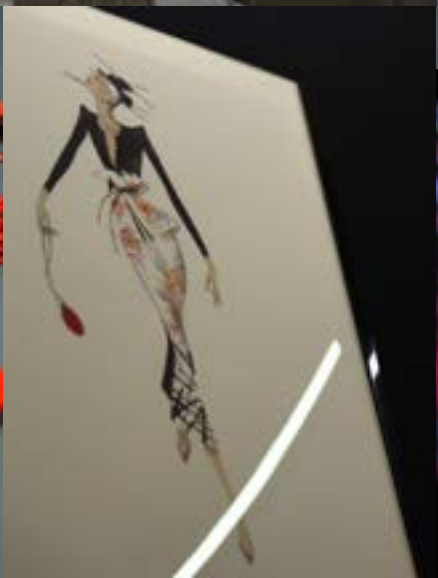


High Fashion

Forty years of Armani fashion ARMANI / SILOS



PC : Manan Surana



Orientation Week

The Orientation of Budding Minds



The new session started from 20th July this year. Orientation sessions for students were arranged, and therefore the week was celebrated as "The Orientation Week". The

sessions were attended by all the freshers enrolled in various national and International Programs in Art & Design.

"BRAVO!!

If I were to describe the week in a single word"

20th July, 2015

The program had commenced with a session conducted for students & their parents, with the Director Mrs. Archana Surana. Students learned about the designing skills how to incorporate the techniques in real professional world. The international linkages of Arch with Pearson Edexcel and its progression pathways were majorly discussed along with how an individual at arch could be benefitted through such linkages. After all my college believes in "Empowering Individuals"!

While the students learned a lot in the morning session, the evening was made magical through a dance and musical event #RockSatsang by the organization "The Art of Living".

21st July, 2015

The students primarily had a self motivational session by Prof Dr. Ramesh Arora, Motivator and Corporate Trainer, who has an experience of more than thirty years in the field he is associated to.



Orientation Week



The day ended by an interactive session on "Life & Success", conducted by Mr. Pramod Yadav, Director-Admin & Projects, ARCH Academy of Design

22nd July, 2015

In the orientation week at the ARCH Academy of Design a Chrch on "Stimulating Opportunities in Design" was organised. The panelists were Fashion Designer Pratima Pandey (Label is Prama), Jewellery Designer Sunita Shekhawat and Furniture Designer Samiir Wheaton. The session was moderated by ARCH director Ms. Archana Surana.

The panel also answered questions by students like from where do they get their inspiration. The answer was very simple and unanimous..like walking down a street you can stop an inspiration, It is all around us, you just have to notice.

The day was ended with a movie show.



23rd July 2015

Workshop on "Design Thinking" was conducted by Prof. Benoy Thoompunkal, Director Academics, ARCH. Further, the evening was complemented by a movie show.

24th July, 2015

The students were taken for Jaipur Darshan, a city tour, which would have been a great learning experience for them, from a Design point of view.

25th July, 2015

"All is well, that ends well!"

So of course the orientation week had to end perfectly. And yes it did, through a lively EDM concert (Electronic Dance & Music Concert) by #TRINATI.



Cool

AUTUMN-WINTER PROGRAMS

Conducted by the
Department of Visual Arts & Craft Product Design, ARCH Academy of Design

For Artists, Architects, Students, Homemakers & Professionals



Autumn-Winter Programs

Arayash (Jaipur Fresco)

An Indigenous Wall Painting Technique
Lead Person : Prof. Bhawani Shanker Sharma

Clay Sculpture

To Create Bold, Primitive Pieces or Finely Detailed Statuettes
Lead Person : Prof. S.N. Belakar

Creative Woven Textiles

Traditional and Modern Production Method
Lead Person : Mr. Arvind Kumar

Enamelling

Art of Decorating Metal Jewellery
Lead Person : Mr. Surendra Singh

Metal Craft Design

Upcoming Technologies for Applied and Decorative purposes
Lead Person : Mr. Asit Barman

Natural Dyes

Different Techniques to Play with Colors on Textiles
Lead Person : Mr. Arvind Kumar

Pottery Craft

An Indigenous Pot Making Art
Lead Person : Mr. Ramesh Prajapati

Papier Maché

Re-cycling Paper for Creating Art and Craft Works
Lead Person : Mr. Virendra Sharma

Photography

Capture the Essence of a Rare Moment
Lead Person : Mr. Mahesh Hariani

Wood Craft Design

Convert your Imagination into Artistic Products
Lead Person : Mrs. Prabha Sharma

Prof. Bhawani Shanker Sharma
Program Mentor, Bachelor of Visual Arts, ARCH Academy of Design
Dean & Former Head of Department of Visual Arts
Faculty of Fine Arts, Banasthali Vidhyapeeth
Former Chairman, Rajasthan Lalit Kala Academy
Winner of various awards

- Courses will be conducted by renowned Artists & Experts
- Age: 15 years and above
- Limited Seats

For more Enquiry
Call : +91-9414070678

Date: 25 August 2015 - Onwards
Time: 10:00 am - 01:00 pm
Venue: ARCH Academy of Design

Register Now

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