

Arch backstitch

RAJENG/2012/44989 • Vol. 3 • Issue 10 • Rs. 40/- • Jaipur • January 2015 • Design Magazine of ARCH

Quest Design
Today 04

City Celeb
15

Mentoring
Hands-on 17



Tedx Salon
12

DESIGN IS... A COMPETITION FOR SCHOLARSHIP



Dear Readers,
Happy New Year !

A warm welcome in the chills of January - 2015!
The year begins with festivities & Celebrations - Lohri, Kite-flying, and Republic Day! All of which is so joyously celebrated at the Academy year after year. The fun-n-fervour is witnessed when the entire college throngs to fly kites or burn 'revadis' and 'moongfalis' or drape themselves in patriotic ensembles.

Arch celebrates its Alumni Meet every year in January and he staff, faculty, students gear up to prepare for a day of elebration, spirited know-how, felicitations and rocking performances. It is day where nostalgia runs high. Old students reunite with their favorite staff members and share their trials and tribulations. We had vibrant Open Houses for all the departments wherein they got opportunities to indulge in Inter-disciplinary learning. contrary to theoretical approach, ARCH students willingly went on excursions with faculty members to places like Delhi, Nepal, and Udaipur to absorb practical knowledge. Our students made us proud by winning awards in the largest youth festival "Mood Indigo" held at IIT, Mumbai. The magazine covers our star Alumni and star students who have stood out brilliant with their work. The Jaipur Literature Festival is a much awaited event for the City.

AIEED forms, our Online exam for admissions has received a thumping response from budding designers. The issue covers the subscription for the same. We have also gone a step forward to promote design education to remote areas of Rajasthan through our 'Design Thinking' workshops. Our Team of faculty members and students on the UKIERI Project would be visiting Scotland in mid January and we wish them a successful educational trip.

We hope to continue educating the design enthusiasts with every issue of our magazine. Happy to share your ideas in our forthcoming issues.
Happy Reading

Archana Surana
Editor-in-chief

Letters to the Editor

Dear Editor,
Wish you a very happy new year!

It is an immense pleasure to read backstitch and learn new design norms through the Visual Lexicon. The article on UKIERI project was a delight to read. It told us about proposals exchanged between the two countries, India and Scotland.

The research page on the UKIERI project was highly informative and resourceful to know the concepts of design communication by fostering creative thinking and promoting Creative and Cultural industries and welfare of the local artisans.

The new issue marked eye-catching visual graphics for the readers and immense knowledge of the design revolution initiated by different countries to share their policies and create a common aspect of design. Thank you for this issue. I am eagerly waiting for the next issue of backstitch.

Akshita Airan,
Fashion Design

Dear Editor,
Greetings!

I was very happy to see the centre spread of this issue of the backstitch. The Success Saga of the Alumni gives me immense hope to strive ahead in my career and be successful too. Their work and profiles were very inspiring!

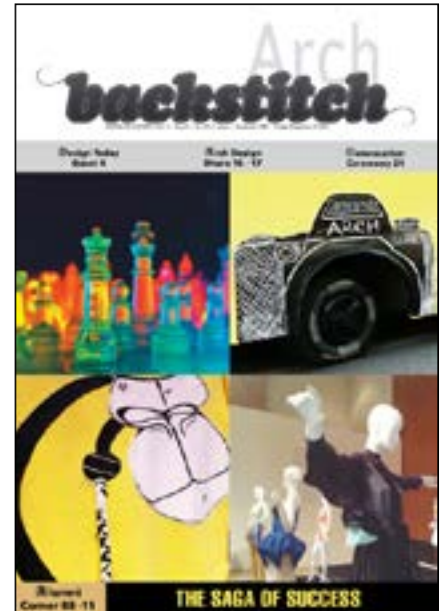
I look forward to every issue of backstitch and my suggestion for the nest issue is to have an article that can let us know some courses that run in the Academy

Namrata Dev,
Class XII Student

Dear Editor,
Greetings!

I only knew up till now that Arch is an Institute in Jaipur following its curriculum but the article 'Passport to Education' exposed me to its Pearson- Edexcel' Curriculum. I look forward to 'Career Options' information through these design magazines. This issue helped.

Priyanshi Mathur,
XI Grade Student



Up-coming Events

Mercedes-Benz

Fashion Week - New York 2015
February 12 - 19, 2015

Mercedes Benz Fashion Week New York 2015 will be held at Lincoln Center Campus from February 12 - 19, 2015.

Print Pack India 2015

India Expo Centre, Greater Noida
February 11, 2015

12th Edition of PPI 2015. It will provide a unique platform for latest printing, packaging & allied machinery from India and abroad.

Asian Paints India Design

NSIC Grounds, New Delhi
February 13 -15, 2015

The Asian Paints India Design Awards will happen between 13th & 15th February at NSIC Grounds, New Delhi. They are prestigious awards for the design enthusiasts

29th India International Leather Fair 2015

February 1- 3, 2015

The Leather Fair 2015 is a huge event in Chennai showcasing the designers PAN INDIA.

A different way to add to your vocabulary and some...

DESIGNERS Visual Lexicon

Fashion Design

Nankeen

Nankeen is a kind of pale yellowish Chinese cloth also called 'nankeen cloth'. It was originally made at Nanjing from a yellow variety of cotton, but subsequently manufactured from ordinary cotton which is then dyed.

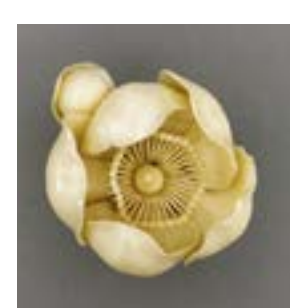
The term 'blue nankeen' describes hand printed fabric of artistic refinement and primitive simplicity, which originated on the silk road over 3000 years ago.

Hand-carved stencils, are used to make the patterns dipping them into the indigo dyes. Once the desired color is achieved and the fabric is dried, the paste is scraped off, revealing the white patterns on the blue cloth. The fabric is then washed, dried, and ironed before fabrication.



Craft Accessory

Netsuke



A netsuke is a form of miniature sculpture, invented in the 17th century Japan serving both functional and aesthetic purposes. Traditional Japanese garment Kimono- had no pockets; however, men who wore them needed a place to store their personal belongings such as pipes, money, seals or medicines.

A small toggle called netsuke was attached to a cord to stop it from slipping when men suspended a pouch from kimono sash. Netsuke is beautifully decorated with elaborate carving, lacquer work, or inlays of wood, ivory, precious metals, shell, coral and semi-precious stones. The masterpieces made by craftsmen in the Edo period are traded at a very high price.



Jewellery Design

Navette

Shaped like a boat or oval with two pointed ends, the Navette cut was inspired by the fetching smile of the Marquise de Pompadour and commissioned by Louis XIV who wanted a diamond to match the smile. Lapidary is the process whereby a rough stone is turned into a gemstone.

It is also known as the Marquise cut looks like a long oval that has been stretched out to a point at each and like a rugby ball viewed straight down from top. The standard number of facets of a Navette shape gemstone is 57.



Interior Design

Nail - Head Trim

Nail-head trim is a decorative device, as on tooled leather, resembling the round head of a nail. The decorative nail accent that is used to embellish upholstered furniture gives it a sophisticated look. Nail-head trim can accentuate the style of the piece, and it is usually used on arms and rails. One can also use nail-head detail when re-upholstering one's own furniture to add a finished look and to hide staples or imperfections. From plain to ornate, polished brass to brushed nickel, you can find a nail head-trim to coordinate with your home's decor and existing sofas and chairs.

Individual decorative nail heads must be hammered in one by one. You can get a nail spacer that helps you space nail-heads neatly and evenly along the fabric edge. Alternatively, you can purchase a continuous nail-head trim strip that looks like many nail-heads joined together, and you can hammer in every few nail-heads instead of each one. To prevent damage to the decorative nail-head when you are installing, use a lightweight tack hammer with a nylon tip.



Design Today



A practicing Design Consultant and academician for over 29 years, he has worked in the multifarious fields of design, ranging from Heritage Conservation and Product Design to Interiors, Space & Structure, Lighting, Exhibitions and Display, Photography, and Clock Design. An NID Alumnus he specializes in Furniture Design.

Benoy Thoompunkal

Director Academics
Partnerships, Research & Innovation
Arch Academy of Design

Q. I am interested in management courses. Do you have any course that fits my interest and can help me pursue international education?

Shreya Behal, Delhi

A. Hello Shreya, ARCH has management programmes as well. Pearson Edexcel BTEC Level 7 Extended Diploma Programme in “**Strategic Management & Leadership**” has THREE pathways covering Design Management, Strategic **Design Management & Strategic Management & Leadership**. This programme is equivalent to the 1st year of post graduation. Students of 19 years and above are eligible to enroll for the Strategic Management & Leadership Programme along with the Design Management Programmes. No other previous learning achievements are considered as requirements for admission. After having finished the Pearson Edexcel BTEC Level 7 programme at ARCH, these aspirants can avail the opportunity of progressing to a ‘Top Up’ MBA degree in 6 months from any of the Pearson Edexcel listed Universities around the world.

Q. I am a student in Grade XII. I wish to do some programmes that can fit in my school schedule yet give me international certification. Can you advice me if there is any such course. I have English, Economics and Business Management as my subjects.

Pranavi Bhargava, Jaipur

A. Pranavi, as a XII grade student you can do ‘The Pearson Assured Certification’ for Short Term professional courses that lend global credibility to the student profile, Professional profile and even an expert profile. These courses are recognized worldwide. You could do these courses in your vacations or evenings as their duration is anywhere from 3 months to an year. Besides this we also offer LCCI (The London Chamber of Commerce & Industry) international Qualifications from Pearson that are widely recognized by international

universities, governments and professional bodies alike. LCCI qualifications are regarded among the best business related qualifications in the world. And since you mentioned Business Management as your subject in school, you can enroll in **Selling & Sales Management and Principles and Practices of Managements**.

LCCI’s short term certificate, Diploma and Group Diploma courses provide students with the pragmatic knowledge and skill-sets to actually do the job effectively, and are valued by employers worldwide. These qualifications do not entail a centre based guided learning environment. Students or Professionals can simply enroll for exams at the Arch, an authorised centre for LCCI. Qualifying the examination contribute to successful performance at work place.

Q. I want to apply for a design program at your Academy. Pease help me with the information.

Vanika Sharma, Ghaziabad

A. ARCH Academy of Design conducts AIEED (All India Entrance Examination for Design) for Undergraduate (4yr) & Postgraduate (2yr) programmes. For the convenience of prospective applicants, the Exam is conducted in two modes – Online and Offline (Centre Based). Both versions of the exam test the aesthetic sense, creativity & design sensitivity of students seeking fulfilling careers in the various fields of design. It also tests the logical reasoning & problem solving aptitude of the student. ARCH invites applications for AIEED ‘15 towards its UG & PG programmes for Academic year 2015. The application form can be filled online on our website (www.archedu.org/www.aieed.com) OR the application can be purchased at campus or is available at selected Bank of India branches for INR 1500/- only.

Q. Can you let me know if ARCH Academy of Design caters to exchange programmes ? Please let me know the most recent programmes that have happened if any.

Akshita Sahni, Bharatpur

A. The ARCH Academy of Design has signed AMOUs to promote partnership with institutions focused on research, development of new curriculum, progression routes towards higher education, and staff development programmes in the area of Fashion and Design. In the larger arena, our collaborative alliances with global partners, International Universities and the Industry have produced world standard alumni. ARCH student team left for Scotland on 19th February 2015 for a 2 year project in partnership with Perth UHI, Scotland under the ‘**Communication and Application of Design to Promote Mutual Creative & Cultural Industries**’ project that includes staff and student exchanges and development of an online platform for delivery of Design Communication in the industry.

Q. Can you let me know if ARCH Academy of Design has recently got into any agreements with foreign universities?

Naini Singhal, Jodhpur

ARCH has signed an MoU with the University of Salford, UK, in which the collaborative activity envisaged includes progression, staff & student exchange programmes, skill transfer programmes and development of curriculum and pedagogy in Design Education. ARCH and De Montfort University, Leicester, UK have signed a Letter of Cooperation (LOC) for academic, cultural and personnel exchanges including student exchanges. The Pearson HND programmes are open to all international students as well.

PAINTING ABSTRACTS ON LATEST GARBS...



Ms. Nita Thakore, Curator and Textile Artist

A workshop on translating an abstract painting into creative textile samples

Ms. Thakore taught the students to believe in themselves, particularly girls to build their self-confidence and pursue their interest. In alignment with Arch Academy's vision of empowering individuals, this workshop instilled in students the value of self empowerment and self worth as important differentiators for their work as designers.

Ms. Nita Thakore, Curator and Textile Artist is very well known Craft educator apart from being an artist and textile designer. She is an Alumnus of Maharaja Sayajirao university of Baroda & Goldsmith's College, London and Rhode Island School of Design, USA. Her vast and varied 30 years teaching experience reflected in the recent workshop that she conducted with the Fashion Design students of ARCH Academy of Design. She brought a fresh wave of creativity and excitement in students about 'translating an abstract painting into creative textile samples and surface textures using various techniques'.

Our students benefited enormously from Ms. Thakore's expertise and experience in her field. She introduced them to new concepts of creating surface textures using Origami, weaving, applique and quilting. This workshop opened up a whole new world for the students as they explored the world of textile art and textures through these age old techniques, each one interpreting them in their unique style according to their chosen theme.

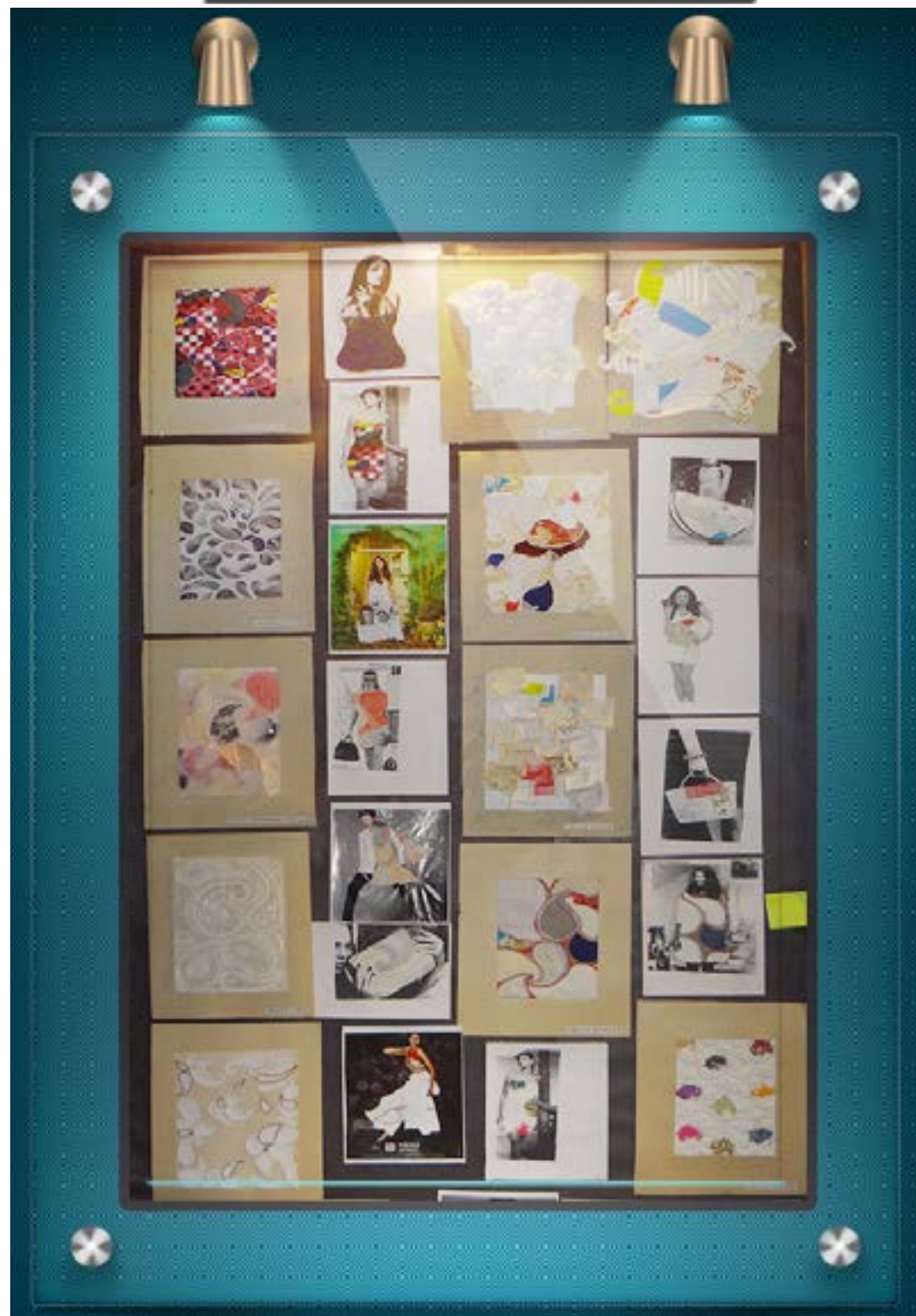
Ms. Thakore has also worked with women from villages on skill development and self-empowerment. She shared her previous work with students to inspire them. Each stu-

dent had learnt multiple techniques of fabric manipulation to be used in their upcoming design collection at the close of the workshop. They also worked on innovative illustration to understand practical application of these ideas and concepts in apparel design.

Most importantly, Ms Thakore taught the students to believe in themselves, particularly girls to build their self-confidence and pursue their interest. In alignment with Arch Academy's vision of empowering individuals, this workshop instilled in student the value of self empowerment and self worth as important differentiators for their work as designers.



Surface Ornamentation



FASHION & Textile

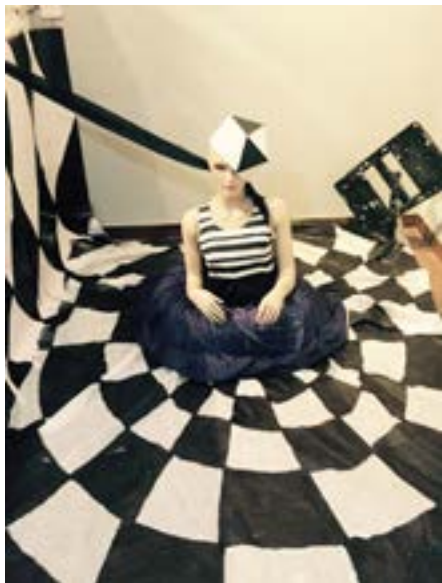
The theme chosen by 4 year VII semester students for Open house was 'Design Process of Final Collection'. This included the 1 selection out of the 10 things that inspired them the most for their final garment. A variety of things preferred were 'Marine life' by Chaitali Verma, 'Sadhus' by Pallavi Gupta, World Of Wearable Art by Vinita Chandwani etc. Their scrapbooks and presentations comprised of Inspiration - Mood board - Client profile - Style - Colour - Trend.

The external jury, Ms. Komal Sukhani, Director Chandan

Fashions was impressed by their clarity of concepts, innovation, creating an ambience and following their teacher. She appreciated their work. The 2 year III semester presented 'Industry brief based Design' and 'Draping & Textile Appreciation' exploring different draping and textile methods in ethnic wear.

Ms. Gagan Khanna, Faculty - BBD Government College, Chimanpura encouraged the research embedded approaches of 2 year I semester and 3 years I semester students presenting basic design & Design Ideas on

fabric. The 1 year II semester students presented pattern making & Garment construction which was also a course planned according to the need of the hour, fashion.



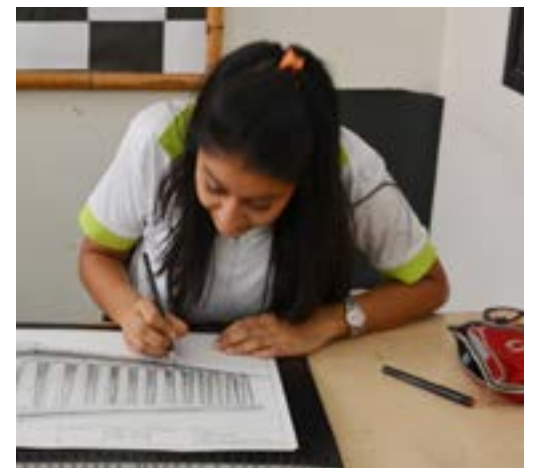
INTERIOR Design



Interior Design students of 1st semester and 3rd semester presented their work on November 19, 2014 in the Open House. Their work was appraised by the external jury members Ms. Sugandha Samariya, landscape architect; Mr. Ashish Kumawat, Owner, Inline Design; Ms. Nishi Jajoo, Ms. Swapnil Sharma, Mr. Abhishek Pasauriya, and Ms. Divya Sharma (internal jury members)

The students presented their work on various aspects of Interiors such as joints, arches, wardrobe, stairs, toilet tiling, powder room, lettering, and presentation of hardware, history of architecture, material textures, and soft furnishing etcetra. The final year students also worked on 3 BHK flooring, layout planning, ceiling, electrical planning, construction of arches & lintels, bathroom layout and section planning.

The students learned various techniques of using rotting pens (0.2mm; 0.5mm; 0.8mm) with technical perfection and detailing and enjoyed orthographic texture. The jury appreciated the presentation and suggested improvement in civil works, positive and negative space, communication and skill development.



JEWELLERY Craft



Held on 12th November, 2014 the open house showcased the creations of the final year students. The external jury members from MBJ Group were: Mr. Mayank Soni, Director ; Ms. Jaya, HR Manager; Mr. Vikas, Asst. HR Manager and the internal jury members were Ms. Swati Gupta , Ms. Prabha and Ms. Divya Sharma.

Of a variety of designs showcased by students, Vishakha Jain presented her jewellery inspired from Jacekyerka, an acrylic painter who paints fantasy comprising of manmade and natural objects. She focused her design on Palmiero, an international brand famous for PAVE setting of minute stones. Sahil Khandelwal designed

silver based, and gold plated, textured and tribal jewellery for Amrapali basing his inspiration on Sariska wild life sanctuary while Atal Jain designed chandbali , sitahar , kanbala , nolok ,and hathpodma in gold with minimum enameling inspired by Mughal walls and gate decorations.

Another student Megha Patel got inspired by "Chola" period temple architecture and therefore glorified sculptures and carvings of gods, goddesses (mainly Shiva & Natraj) and animals in her designs for Tamil Nadu and Chennai as the target markets. The Jury was impressed with the final work and applauded the students.



FOUNDATION Studies

The curriculum to showcase work of students focussed on Principles of Design and Still life & Human figure drawing including symmetric and asymmetric balance, contrast, repetition, harmony, rhythm and their likes.

The distinguished external jury members to critique the work of the students were Prof. Bhawani Shankar Sharma, Artist, Sculptor & Ex-Director of Lalit Kala Academy; Sohan Jhakhad;

Rekha Bhatnagar, Kuldeep and Anupama Bose, Textile Designer. Swapnal Sharma & Tamara, were the Internal assessors. Students showed their products sculpted out of soaps by cutting, scooping, engraving, moulding and annealing the soap into various new shapes. Noticeable work of Suhani Jain, Muskaan Rathi, Priyanshi Arora, Siddharth Barai, Rashmi Maloo, Nikhil Raj Mangwani, Siddhartha Barai and Deepika Agarwal was appreciated by the jurors for

their clarity in concept, skills, quality of work produced, and uniqueness in work. The Jury members felt that each student's work was unique with a good composition sense.

Bhawaniji suggested other students to be more clear with their concepts and more articulate with their presentation. The Jury members unanimously felt that practice alone is the key to improving their skills.





Mood Indigo, also known as MoodI or MI, is the annual cultural festival of the **Indian Institute of Technology (IIT)**, Mumbai. Started in 1971 by a group of enthusiastic IITians, Mood Indigo now in its 44th edition, has become the largest festival of its kind in Asia. It is an event usually held towards the end of December every year.

MUMBAI MANIA



“Asia’s biggest and finest youngster’s hub - **MOOD INDIGO** 2014 created the energy in the youth manifesting their flair, their passion and their verve ! All in all it was a roller coaster ride that ended fun-tastically..!!”

Akshita Airan, Student

Mood Indigo, also known as MoodI or MI, is the annual cultural festival of the Indian Institute of Technology, Mumbai. Started in 1971 by a group of enthusiastic IITians, Mood Indigo now in its 44th edition, has become the largest festival of its kind in Asia. It is an event usually held towards the end of December every year. The 2013 edition of Mood Indigo witnessed a footfall of more than a lakh student from more than 1500 colleges from across the country. This year, it surpassed the last year’s record. Over the years, MI has also attracted considerable media attention and numerous well-known sponsors.

ARCH Academy of Design was represented by enthusiastic girls and boys travelling on Christmas day to witness the fun n fervor of Mumbai Mood Indigo. Of the string of social causes attached to the festival over time, well known celebrities and film personalities gracing the occasion, MI also houses a host of competitions for the very ambitious students.



Day 1 Competitions:

- **Grey Stroke** - Abhilasha Saikia and Suchita Patnaha participated in the event. They qualified the elimination rounds and gave their best shots in the finals.
- **Can You Duet** - Shraddha Jhanwar and Siddhartha Barai performed which was highly appreciated.

The IIT campus was really done up well with interesting installations by the students based on the MI theme. A unique display of the collection of 18th century postcards and stamps of famous musicians was eye-catching.

Day 2 Competitions:

- **Trashion** - An exciting competition to experiment with trash or waste materials. Designing outfits out of newspaper, paper cups, paper napkins etc. was the vintage theme. Akshita Airan, Shrishti Chaturvedi and Diksha Jangid represented Arch Academy of Design and stood third in the competition.

Students who applied for Scrabble for Glory had an amazing time storming their brains. The literature fest in IIT Mumbai gave the students a lifetime opportunity to have a tete-e-tete with Rajdeep Sardesai and Amish Tripathi, author, Shiva trilogy. Street dance battles was worth the wait.

Day 3 Competitions:

- Fine arts Marathon, Rangeela, Spell Nazi and Singing the Indigos were the main competitions scheduled for the last day. Priyanshi Arora and Bidisha Das attended the workshop on paying beats. Arch team got another feather in their hats when they received Rs 1000/- cash prize for bagging the third prize in the competition.

The event concluded in style with the Dutch metal band ‘Epica’ giving a rocking performance at the concert. The three eventful days spent at IIT campus were educational and an inspiring bliss for the students as they enjoyed to the core.



Craft your IDEAS

The Crafts of India are diverse, rich in history and religion. The craft of each state in India reflect the influence of different empires. Throughout centuries, crafts have been embedded as a culture and tradition within rural communities.

Present Scenario of Crafts in Rajasthan and India

Rajasthan, recognized by its Royal heritage is a prominent and well-established Craft industry. Craft remains a tradition in Rajasthan, preserved over centuries by the stronghold of the Royal Rajput family. Within the craft industry are smaller occupations. These include, **fabric coloration and embellishment, decorative painting and puppetry.** Craft workers see this not as an occupation, but rather a mark of respect to their heritage.

The fabric play such as tie-dyeing, resist dyeing, direct application, lehariya, traditional block printing and mirror embroidery plays a visible part in Rajasthan. Floral motifs are seen in Interiors of homes. Moving to fauna of Rajasthan, we notice patterns imprinted on the hide of the camel and elephants. Puppetry and theatre has remained a popular form of entertainment in Rajasthan. Facial expressions are painted on a mango wood head and the body is covered in decorative, Rajasthani clothing. The strings loosely bind the arms and torso together to give flexibility for movement. These puppets usually perform in legends and mythology conveying a moral message.

SURVIVAL OF THE HERITAGE-CRAFTS

The Crafts of India have been valued throughout time; their existence today proves the efforts put into their preservation. Contemporary designers such as Ritu Kumar and Ritu Virani are constantly embedding traditional crafts into their designs. Also, there are educational institutes and organizations who educates for the crafts and their existence with

design and also includes education of traditional crafts in their course curriculum to maintain this culture. Despite these efforts, the roots of these crafts, which are the rural craftsmen, are in decline. Rising costs of materials and supplies have placed many of these craft communities in financial struggle. With rising economic and political issues in India, the craft sector is struggling to uphold. Although an interest to retain the culture of crafts is seen in designers and institutions.

This is a serious concern for existence of Crafts which needs to be prioritized in framing the National policies. The major contribution one can make in revival of languishing crafts and preserving them is proper documentation of history, techniques and processes of Crafts including Entrepreneurship model to give Socio-Economic stability.

DOCUMENTING CRAFTS

Craft Documentation is a process of recording, categorizing and dissemination of information, through both graphic and written mediums. The process documents and explains the significant characteristics of a craft; the materials, process, tools and techniques involved in creating it; as well as the applications (Interior Architecture elements, Furniture, Objects and Accessories) of the Traditional and Vernacular Crafts. The recording process initiates with gathering information through literature study, followed by recording through field drawings and photographic documentation, which would later take form of a document, report or plate, depending upon the number of stages involved in order to carry out a particular craft.



Rajasthan based Craft Industry is iconic to the identity of India with many of its styles reaching the international market.

ARCH students **Muskan Rathi** and **Bidisha Das** indulged in some amazing research in their breaks. They documented their work respectively in their experiences.



Muskan Rathi, 4 yrs Jewellery Design student visited a small but leading manufacturing plant in Hisar, Haryana named Aroma paper products, boosting a variety of machines catering to different sizes of paper cups. These cups require perfect temperature (160 degree for base and 250-285 degrees for the cylinder) to avoid leading paper burns. According to Muskaan, **'It was a great exposure to a new world and I learned to see design in a new form'**

The Raw material from Delhi at INR 100/kg was used to design these cups. The process included rolling of sheets for the cylinder and cutting circles for the base; later combining them together by heating. During heating, the cylindrical folded parts stick to the base resulting in



Bidisha Das, 4 yrs Fashion Design student researched on Shanti Niketan bags, a perfect example of high quality work done by local artisans. It is characteristic of West Bengal cultural heritage. This culturally rich craft employs cutting, polishing and embossing of leather embellished with hand painting. The craft work uses appliqué, batik and designs inspired from animal, flower, and Indian rural life. Sometimes they are excerpts taken from dance drama by RN Tagore such as CHANDALIKA, TASHER DESH, etc. Leather, raw material is nature extracted - vegetable tanned and vegetable based pigment colors and chemicals used are PCP free. The leather is later stitched into beautiful hands bags, mobile covers, belts etc as per the demand in the market. Bidisha's experience about Knowing crafts-men, their work and co-operation in sharing their work details added a new dimension to her research and gave her a re-connect with her local roots.



BEHIND THE SCENES

“Alumni Meet at Arch Academy of Design is a ritual every year where the staff is enthused with a never before seen energy. **The installations, the invite list, the itinerary, the DJ, the awards and the cultural activity** saw the college buzzing with vigour.

The making of the event is the most satisfying experience even for the new students when they wait with bated breath to meet their seniors. The Meet will be covered in the next issue.

So WAIT..!”



 	
17 th January, 2015	
TIME	AGENDA
9:30 am - 10:30 am	Registration & Photo Shoot Hi-Tea
10:30 am - 10:45 am	Lamp Lighting & Ganesh Vandana
10:45 am - 11:30 am	Welcome Session <ul style="list-style-type: none"> Address by Ms. Archana Surana, Founder & Director Address by Mr. Benoy Thoompunkal, Academic Director
11:30 am - 12:00 pm	Convocation & Award Ceremony
12:00 pm - 12:45 pm	Panel Discussion with Alumni
1:00 pm - 1:45 pm	Parallel Panel Discussions with respective Design Streams
1:45 pm - 2:30 pm	Lunch Break
2:30 pm - 4:30 pm	Kite Workshop by Skye Morrison
4:30 pm - 5:00 pm	Feedback Session
5:00 pm - 6:00 pm	Fun-Time Activity <ul style="list-style-type: none"> Photo frame / Mug frame Fashion Selfie Point Jewellery Selfie Point Craft Session Games
6:00 pm - 8:00 pm	Talent Hunt
8:00 pm - 10:00 pm	EDM Concert by Freaky Nerd





Rupal Gupta was a Finalist at the 'Swarovski Elements Jewellery Design Award 2012' with her outstanding piece 'Medusa'. The unique design had a beautiful outlay at the nape of the neck which is an unusual latch to the neck piece.

Deepa Bhati won the 'Fashion Design Awards India (FDAI)' on the theme "Life is Beautiful", held at Hotel Clarks Amer, Jaipur.



Her work was inspired from the Wall paintings of Amer Fort



Rita Burman won the 'World Gold Council Jewellery Design Award' for her Necklace and Earrings set



Aradhana Sharma won the 'Inside Outside Design Award' for a creative chair inspired from the beetle leaf



Alpa Gupta won 1st Prize at 'Jewels of Rajasthan 2008 Jewellery Design Award' for by her 'Orbit' inspired Pendant & Earrings set



Quaid Bala won 3rd prize at the 'International Photography Competition 2013' held in Jaipur

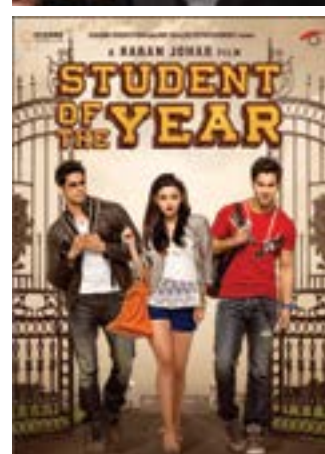


Rita has won a plethora of awards for her work. She won the special Art Director Award in the TAHITIAN PEARL TROPHY, 2007-08. She was also the Jewellery Design 1st Prize Winner in the Jewellers Association Show 2010.



Sandeep Palke

Sandeep is currently residing in Mumbai and working as a Designer cum Stylist for the Bollywood Industry. He has been working with Designers Manish Malhotra, Sheetal Sharma, Rocky S etc. and has developed expertise in Designing Western-wear for both men & women and also Styling for Adverts and Movies. Working within Bollywood has given him the opportunity to Design and Style many celebrities such as Katrina Kaif, Kareena Kapoor, Bipasha Basu, John Abraham, Minisha Lamba, Esha Deol and many more.



Acknowledging Arch and its contribution to his life, Sandeep says "The guidance and mentorship provided by the faculty made me a high performing student. I have received many accolades for my Signature Design Style. Arch provided me with the opportunities to participate in many design and social projects, enhancing my Leadership skills & Team working abilities and helped make me a better professional."



Title of the Design: The Aureole Earrings

Vishnu Soni received 1st Prize in Jewellers Associations Show 2013 (JAS), Jewellery Design Competition in the category of Earrings based on the theme 'A Melange of Wonders' inspired from Morning Glory.



She gained valuable exposure & experience through participating in the student exchange programme at ARCH, where she spent a month in Sweden learning a lot about fashion and styling and digital techniques



Gaurav Sharma, created an innovative staircase that won the 1st prize in Ideation at the Inter-Collegiate Competition of IIID



Deepika Kumawat won the 'Society Interiors Design Award' for Tea-set holder inspired by Cycle

Akshay Agarwal won a Nano Car as 1st Prize in the 'Imagination 2012-13 Jewellery Design Competition'



DONT LEAVE

DESIGN WITH DESIGNERS...



CREATIVITY MEET AT ARCH

'TRANSFORMING JAIPUR' SERIES...

DESIGN GOT SMALL --> BUT DESIGN
USED TO BE **BIG** -->

INTEGRATED THINKING -->
BALANCING DESIRABILITY, VIABILITY
AND FEASIBILITY...

DESIGN GOT **BIG** AGAIN --> START
DESIGN WITH HUMANS...

TEDx Jaipur and Arch Academy of Design teamed together on 23rd December, 2014 to host the first TEDx Jaipur Salon of Jaipur city along with Chr-cha event of Arch to bring the designers & exponents of art on a common platform to discuss and address the problems and challenges through design thinking for a session titled, **'Designers - Think Big!'**

Tim Brown says the design profession has a bigger role to play than just creating nifty, fashionable little objects. He calls for a shift to local, collaborative, participatory "design thinking" — starting with the example of 19th-century design thinker Isambard Kingdom Brunel.

TED (Technology, Entertainment, Design) is a global set of conferences run by the private non-profit Sapling Foundation, under the slogan **"Ideas Worth Spreading"**. The renowned guests of the evening were Jyoti Rana, Ryan International School; Retd. Prof. Bhawani Shankar Sharmaji; Tanay Khandelwal, KK Real Gems; Vaibhav Neb, GE; Sajil Roy, Architect; Siddhartha Goel & Megha Goel, MTLB; Mihir Chatterjee, Genpact; Reeta Nyati, Alternate therapist; MGD, ARCH, St. ANSELM'S students; Rebecca, Full bright Scholar; Pallav S. Kapoor, Aaka Events; Manish Choudhary, Business; Garima Agarwal, Derewala; Dr. Divya Kumawat,

Both the movies left the audience with a powerful thought of independent thinking culminating in connections across the globe. The thought, to improve life using design thinking in sectors like waste management, electricity conservation, sensitivity at grass root level was discussed. Applying design thinking to these areas made our guests put on their thinking caps. Rebecca stressed on self responsibility to make an effort. Mr. Benoy suggested distribution of trash cans in every place possible. Display through picking up the waste can set the trend. On a macro level, a union of waste pickers called it "Safai Sewa". They provided proper gloves for this work. Ms Bhargava reiterated that educate people. Design thinking can be utilized almost everywhere, from individual to society.

TEDx Salon at Chr-cha on **'Designers - Think Big!'**

What problems and challenges in today's world can be addressed through a participative design thinking approach?

psychotherapist and Journalist, Juhi Shah.

Ms Surana, Director, Arch Academy of Design opened the session voicing her views on design thinking very similar to what TEDx advocates. She introduced Ajit Sharma, a former TED University Speaker & TEDx Global Ambassador for TED who moderated the evening session.

He started with the birth of TED -in 1984 as a conference where **Technology, Entertainment and Design converged**, but today it covers almost all topics from science to business to global issues in more than 100 languages. TED lent a platform to people who had different ideas - displaying their creative and innovative streak. Sharing these ideas as conversations locally gave TED another platform TEDx. 'x' in TEDx stands for independently organized TED event.

TED.com Talks by Tim Brown, CEO of IDEO was screened which sparked off a debate on how design thinking can change the way of life. Quoting from

his life Tim explained that design isn't making **something more fancy, easy or marketable; it is something that should address human needs and solve problems if they are tackled with THINKING attached to DESIGN.**

Mr Brown spoke in context of the famous thought leader Brunel, quite ahead of his time with his thought of connecting London to New York for a traveller 100 years ago. His design thinking gave us tube rails in sea. Another powerful example used was of prototyping design to cater to human needs. Chennai in India worked wonders by prototyping intraocular lenses and reducing cost from 215 dollars a pair to 4 dollar a pair by using design thinking. The second TEDx talk by John Maeda, the former president of the Rhode Island School of Design, was dedicated to linking design and technology. Through his software tools, web pages and books, he creates and spreads his philosophy of elegance, simplicity.



The focus of organizing ChrCha by ARCH Academy of Design on such issues is indeed a good cause for awareness and triggering conversations for building a new participatory & collaborative design thinking approach.

TEDx Ambassador, Mr. Ajit posed a question to initiate thinking amongst guests - **'There is a system which runs the country, but can we participate in it like its government who works. Advocating a thought, can we take it to a level?'** It further made us enquire into our own sensibilities and Mr. Bhawani Shankarji said that we should focus on general sensitivity by educating our children. Recycling things in exchange of money can trigger off many innovative design ideas. eg raddi and its likes. ARCH Director expressed that if these problems are solved in design thinking way, innovative solutions will come out. One of the faculty suggestion around it was transforming filthy waste area into a clean area by painting it. Ms. Juhi suggested a book, "Laws of Simplicity" to support her cause.

Are we bombarded with Technology? what are the things which can be simplified with the use of technology and design ?

Bhawani Shankarji said that Technology should not overpower. Ajit mentioned that it should address needs of traffic jams by designing a traffic control model that can suggest re-routing options to people. Technology is very diligently used to address women safety needs as well. An sms service is the product of design thinking that instantly informs her family members her whereabouts and ensures help. Rape and molestation has hugely reduced because of this service. Irony remains that very few women are committed to using this feature in their defense.

THINK Y

why design & design thinking



On a personal note, I always expected great changes in small periods of time. As a child I expected to be a teenager, as a teenager to be a grown up person, always looking for the experience of **'change in the next level'**. As a young-adult person, I now realize it does not matter what level of your life you are in, any change you want, will only happen after you have put your effort and time in it. And that change is never an overnight shift but takes months and years to build on. Baby steps towards the **great reality!**

We have a pre-molded world around us all the time. It can be here, in France, Italy, Brazil, USA, the world and ironically the rules are already there and we start living by other people's vision of life. Do we have our view? Have we ever pondered if we have a need? Or more so have we desired things our way? At some point, we can decide that we need more, or we need different things that the world can offer. What can we do about it?

Start building the kind of world you believe in.

Here at Arch, I got that opportunity! to make a difference...

Journeyed the length and breadth of four states, different schools, same students but with one powerful idea - **'Start thinking'**. These five days we met students and made them aware about the concept - **'Design Thinking'**.

The main idea of the Design Education workshop was not to see a perfect final product, but to experience the process of design creativity and introduce students to a small side of a designer's daily routine encompassing...

*how does a designer think
what are the kinds of exercises they do to stay creative
what is their idea behind their career
problems they can face as designers*

The idea conveyed was that, as a designer, you can start the change you want to see as **'Change starts with you'**. Communicating solutions start with you. You can create and innovate many fields, by giving people not only products, but new ideas behind the products.

At the implementation stage of thinking, with bare minimum resources given to students, they were asked to create objects with only newspaper and nothing else. The chaotic chatter was **"No, this is impossible! how can I build something with just newspaper, without glue or nothing to attach this to something?" or "I can't do this, too little time, it is just too hard"**. And that made me happy, because they were truly reacting to the exercise. But gradually they responded to this challenge and in a little while started working on the process, the ideas with their respective groups and tried to come up with the best solution they could find. **The 'thinking seeds' sown to break their fixed unconventional thinking into radical thinking and arriving at solutions was a possibility now.**

The simple introduction of **'letting them be'** and watching their responses was worth the idea. These young students were craving for some such experience, a challenging situation for their brains to work upon. While creating the objects in the assignment, they actively participated in brainstorming the thought ideas, extending their capacity and thinking beyond.

The range of results surprised me as their kitty had everything from ideas for new products and solutions for our day-to-day life. Its indeed a revelation how exposure to an environment that allows a vast scope of research and contact with protean types of art, design and ways of thinking can change lives.

Resistance is synonymous with trying to 'cause a change'. such as realizing the level of design knowledge the students were in, getting them as far as they could in the short amount time we had, and understanding the cultural differences between Brazil, my country and India. Noticeable differences among teenagers made me think about difference in culture. Girl students in India think about marriage or a career that leads to a good marriage contrasting to what Brazil girl students think.

In conclusion, I hope to make a difference, even if for one student not by making them think by my point of view, but by making them realize their own. This experience reinforced my belief that I have for the youth and the changes we can make in the world, by starting the revolution.

Tamara Alvis
Fashion Faculty

Despite the growing importance of Design in today's world, design continues to be misunderstood. When we hear the word "Design", many of us still think about the shape and colour of objects, or flashy aesthetics, or items of luxury. **But this view diminishes the importance of design.** Even though style is the most recognizable part of a design, its substance often gets hidden away as an intangible asset. **Design has a higher purpose that goes well beyond creating something that is pretty to look at.**

When it comes to interiors, for example, design is about adapting the environment to our functional, emotional, psychological, and social needs. It is what contributes to making our living spaces more enjoyable, to creating atmospheres that give us energy and make us feel good while simplifying our lives. **Design can help us come together; as a family, as a group, as a community, as a society. In doing so,** it enhances the **significance** of a place, or even an object.

Design is about adopting a holistic mentality and applying it to our lives. It's about figuring out how disparate things can be brought together in new ways; it's the ability of creative thinking, suggesting unexpected solutions to our problems, in order to continue improving our quality of life, in every aspect.

Design thinking stands for design-specific cognitive activities that designers apply during the process of designing. Design thinking has come to be defined as combining empathy for the context of a problem, creativity in the generation of insights and solutions, and rationality in analyzing and fitting various solutions to the context of the problem. **Design thinking is a formal method for practical, creative resolution of problems and creation of solutions, with the intent of an improved future result.** By considering both present and future conditions and parameters of the problem, alternative solutions may be explored simultaneously. Design thinking is a process which includes the "building up" of ideas, with few, or no, limits on breadth during a "brainstorming" phase. This helps reduce fear of failure in the participant and encourages input and participation from a wide variety of sources in the ideation phases.

The design thinking process has seven stages: define, research, ideate, prototype, choose, implement, and learn.

Within these seven steps, problems can be framed, the right questions can be asked, more ideas can be created, and the best answers can be chosen.

Although design is always influenced by individual preferences, the design thinking method shares a common set of traits, mainly; Creativity, ambitious thinking,[9] Teamwork, User-Centeredness (Empathy), Curiosity and Optimism. So, if we want to make our lives better, we should look to design for inspiration and believe we can all be problem-solvers and agents of change by using a design approach to everyday matters.

Deeptashree Saha
4th Semester,
Interior design.

VISUAL ARTS CULTIVATES THINKING, INNOVATION AND COLLABORATION

In an age of Visual Communication, problems are best communicated through visual graphics and solutions. At Arch Academy of Design, we have recently launched a bachelore programme in Arts.

BACHELOR OF VISUAL ARTS (BVA) 4 YRS DEGREE PROGRAMME

COURSE INTENT

The programme of BVA affiliated to University of Rajasthan offered at the ARCH Academy is aimed at students who have a passion for Visual arts and want to carve a niche in the area of Visual Communication. The course provides an opportunity to the students to specialize in Applied Arts or Painting.

The programme has one year of Foundation programme followed by three years of study in the specialization subject. The degree program will enable students to become successful visual art professionals.

COURSE CONTENT

YR 1 STUDY PROGRAMME - FOUNDATION STUDIES

Fundamentals of Visual Arts / Study / Composition / Design in Applied Art / 3D Design / Print Making

SPECIALIZATION SUBJECT: APPLIED ARTS

YR 2 STUDY PROGRAMME

- Advertising Art and Ideas -1
- History of Art and Design (Aesthetics)-1
- Graphic Design-1 / Drawing / Photography and Reproduction Technique -1
- Computer Graphic-1

YR 3 STUDY PROGRAMME

- Advertising Art and Ideas -2
- History of Art and Design (Photography and Reproduction Technique)
- Graphic Design-2 / Drawing-2
- Photography and Reproduction Technique -2 / Computer Graphic-2

YR 4 STUDY PROGRAMME

- Advertising Art and Ideas -3 / History of Art and Design (Postmodern Advertising)
- Graphic Design-3 / Drawing-3
- Photography & Reproduction Technique -3
- Computer Graphic-3



Art depicts Emotions

In a step towards art renaissance, the Jaipur Art Summit saw a host of artists gather from India and abroad.

The students of Arch Academy of Design availed this amazing opportunity to interact with various artists by participating in these summits.

In a step towards art renaissance, the Jaipur Art Summit saw a host of artists gather from India and abroad at Jawahar Kala Kendra and at Clarks Amer, Jaipur on 17th and 18th November, 2014. The students of Arch Academy of Design availed this amazing opportunity to interact with various artists by participating in these summits.

Artists from Kolkata, Srilanka, Pakistan, New Delhi etc were all bound by a common thread 'color'. They made their color play on canvas an enriching experience for fine art students and volunteers alike. **"Every painting needs a perfect composition; at one point painting may look beautiful but without composition, it is incomplete"** an Orissan artist, Mr Vijay Biswal remarked. He taught budding designers of Jaipur about portraits through his water colors.

A Pakistani artist, R M Naeem, painted the portrait of a guard with a turban depicting Rajasthan, which was eye catching for the students. The painting was a tribute to common man on a big canvas. "Artists should behave very responsibly and should not hurt

someone's sentiments knowingly. One can always convey one's message without hurting someone," he said.

Mr. Surendra Singh from Apex College interacted with the students and gave them valuable information about enamel paint on both an opaque or semi-transparent glossy surface that is a type of glass. Enamel is applied as a protective coating to metallic or other hard surfaces for ornamental colors after verification. The artists enameling colors are opaque while jeweller enameling colors are transparent and crystallized.

"My Paintings depict emotions of the society" Mr. Dheeraj Chaudhary said. An artist from Kolkata, he has painted some interesting quotes of Rabindra Nath Tagore and Wilfred Owen depicting the 100 years old time of world war I in which 3 million people died. His work spreads the message of peace and love in the world where peace should overrule any kind of violence. When asked why his paintings are so rough, he replied roughness and softness don't matter as much as the character and subject do.





CELEBRITY DESIGNER HIMMAT SINGH

Interview by Abhilasha Saikia & Sukriti Banthia

STYLING THE MEN

Mr. Himmat Singh is one of the most successful and known fashion designers for Men's wear in the fashion design industry today. He is an active member of FDCI (Fashion Design Council of India). He is known for his innovative style, edgier designs, elegance, fit and artistic craftsmanship both nationally and internationally. He started his career as a fashion graduate but under the gifted guidance of his father stepped into the glamorous world of fashion industry. Of the many leading Bollywood stars, royal Raj Gharanas & Darbars, he has designed costumes for personalities like Abhishek Bachchan, Aishwarya Rai Bachchan, Shilpa Shetty, Navjot Singh Siddhu, Ajay Jadeja, Ajay Devgan, Ritesh Deshmukh, Neel Nitin Mukesh, Kapil Sharma, Manish Paul, Mika Singh, Honey Singh, Aditya Roy Kapoor to name a few.

Q1. How would you describe yourself through your design?

Ans. Royalty. My designs in garments showcase the royalty of Rajasthan. From royal cuts, fits, embroidery, to royal tailor-made buttons, I make everything keeping in mind the royalty of Rajasthan.

Q2. What is your unique selling proposition?

Ans. My father always told me to watch out for 'quality' and keep it high so that my customers keep coming back to me for providing best finished and flawless garments. And therefore today I believe in being 'Loyal with the Royal'.

Q3. What is your source of inspiration and knowledge? Who inspired you to become a fashion designer?

Ans. Besides reading and travelling, my main source of inspiration is Rajasthan. I find this state to be a blend of creativity, art, and royalty. And the latter reflects directly in my work. My father, Mr. Shankar Singh Pawar, has been my biggest inspiration in becoming a fashion designer. I used to see him work diligently for the top most people of the glamorous industry and even for the former Prime Minister of India, Mr. Rajiv Gandhi. I always aimed to become like him one day. My father has been the most important pillar in my career.

Q4. Where all do you operate? Tell us something about your operating centres and workshops. How is the response of people to your Indian designs in other

countries that you operate in?

Ans. I operate both nationally and internationally through my various outlets. Currently in the name of my label, I possess a factory, a sampling house, a cooperate office in Jaipur itself and a total of 5 outlets in Jaipur, Mumbai and Ahmedabad. Besides India, I have an outlet in Dubai, where my Indian designs are accepted very well by Indians and the Arab inhabitants.

Q5. Recently you were nominated in Wills Lifestyle fashion week to present your collection, tell us about your experience.

Ans. As a member of FDCI, I applied for the jury in which the jury members chose me as one of the designers to showcase my collection on the ramp. Talking about the response, I would say that the response was acknowledgeable. It led to formation of new contacts and a prospective customer base nationally as well as internationally. Furthermore, I received work proposition from various online shopping stores.

Q6. According to you which of your collections has attracted you the most and why?

Ans. I find my women's collection of WIFW '15 to be very attractive and fulfilling. The collection basically had reversible-jackets or as i call them Fit-In-the-pocket-Jackets. These were sober reversible jackets with distinctive design on both sides.

Q7. According to you what does design mean? How long have you been into the field of fashion design?

Ans. I thoroughly believe that Design is not just about having passion but moreover it is a combination of creativity and hard work put in abundance. I am into this field of design since 15 years and still going strong.

Q8. What are your marketing and socializing strategies?

Ans. I am not a party person. I hardly attend social parties. My work speaks for me. The only way by which I promote my work is by providing quality and royalty in my collection, and creating goodwill for my work through the word of mouth.

Q9. What do you think about Design Education in India? What will you suggest to improve it? What is your message for the youth and upcoming designers?

Ans. Design education in India according to me should become more realistic, detailed and practical. It should provide a deep insight of the design world in terms of work and the practical aspects of the profession. It must make the students ready to face the hardships and challenges that they may face in future effortlessly and with dignity.

I believe one should always aim high, have faith in oneself and keep trying to achieve the goals one has aimed for. Try to take charge of time as that will make you reach your goals efficiently and



effectively. Never sleep with confusions in your mind rather clear them on the very moment they start tricking your brain. And most importantly, take sensible and speedy decisions.

Q10. Tell us something about your achievements in your journey.

Ans. I have been designing not only for the glamorous world but also for the world of sports, At the outset, I designed ceremonial dresses for Hiroshima Asian Games 1994 followed by Athens Olympics in 2004. My prince collection for Van Heusen India Men's Fashion week was highly admired by the youth. Presently I have been working with Colors TV18 as a costume designer for Kapil Sharma and Manish Paul for their respective reality shows Comedy Nights and Jhalak Dikhlaia.

A peek at Creativity...



The World of WearableArt Awards Show is a globally renowned art and cultural extravaganza held annually in Wellington, New Zealand. It twists conventional perceptions of both art and fashion churning out breathtaking works of art designed for the moving body into an extraordinary theatrical show.

WOW® is a platform that allows creative minds from all over the world to take their talent to a new and exciting level. Indian entries are eagerly anticipated at WOW® for the sheer brilliance and precision in each garment. Fashion Design Council of India and WOW® have been in partnership since 2005. In a bid to promote Indian fashion, FDCI has found great potential in the WOW® initiative.

Talented students from the Arch Academy of Design have created designs, unique art meets fashion concepts like transformation, assimilations, paradise birds, etc that explores the human body as a living canvas to depict art through creative innovation. There are no creative boundaries and students get to explore various materials like metal, fiber glass, latex, paper etc.

Based on the competition sections, students designed sketches for the initial level. Shortlisted entries get a chance to showcase their work in New Delhi. The Shortlisted applicants will be further judged and shortlisted by the WOW jury to arrive at the list of finalists whose creations will be showcased at the WOW show in New Zealand.

WOW gives designers the opportunity to be innovative and original, while not being bound by the constraints of commercialism. The only limit is imagination.

Swati Gupta, Faculty for Fashion and Textiles has already been a part of this grand event twice with her entries- **'I feel like a Princess Tonight'** for 2009, a costume made of fiber glass, LED lights, foam and cotton for children's section, and **'Twins Space'** made of fabric, foam and plastic sheet selected for WOW 2010 which portrays a connection between twins. She feels students have done complete justice to design for the show and get acknowledged internationally.

'Designing for WOW has allowed me to express my own creativity following no rules. Exploring with different forms, materials has made the whole process a complete challenge as well as fun'.

Sujit Kumar

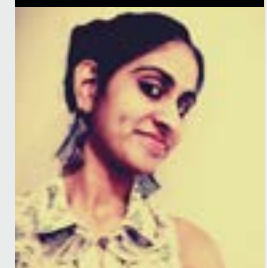
Final Year Student, Fashion Studies, ARCH



Fashion Design Awards India (FDAI)

It is an ideal platform for the young designers PAN INDIA to showcase their talent and bridge the gap between aspiring designers and the industry experts.

ISHITA



My inspiration for my designs are sea shells. The color of the sea shells, its varied shapes, the palpable textures and the unique designs have been instrumental in giving me a vivid imagination for my ensembles. I feel proud to get recognition by qualifying the FDAI awards based on the creativity with sea-shells. I chose shells because I love the marvel of each in their own uniqueness and the way they find their evolution over time by being in the ocean. A designer's eye can imagine beyond infinity and that is what i have attempted with my designs.

AAYUSHI



Learning surface techniques along with design process, I understood the usage and properties of different types of

fabrics and materials through surface ornamentation and fabric manipulation techniques. Choosing paisley as my inspiration.

I introduced our heritage with western silhouettes. The techniques used for my project were creative cutwork, creative weaving, creative crease, creative patchwork, creative folds, etc.

MUKTI



I felt accomplished when my entry was selected out of 3000 applications. My inspiration has been geometrical shapes which reflect in my

work. The garment entered for the competition consists of a top that is made by weaving techniques and a fully pleated skirt.

Keeping the elegance and the trends in mind, i accessorized my Garment using a 3-D and a wired headgear. The use of purple, black and brown colors further accentuated my creativity and complemented the feel and look of the same.

MENTORING

“Hands-ON”

Vital Voices, organises the Mentoring Walks through its Flag Bearers every year to empower women across the Globe.

The Global Mentoring Walk was organised last year in 40 Countries

Be a part of it in your own city Jaipur this year on Womens Day 8th March, 2015



To Celebrate Women's day on March 8th, the Vital Voices Global mentoring walk is held on the same date across the world. Arch Academy of Design through its founder Archana Surana, the Flag Bearer of the event organised the Mentoring Walk in Central Park on March 8, 2014, Jaipur.

Established & emerging women leaders were invited to walk together, each with a mentee.

They discussed their professional challenges, hurdles faced in achieving the position they were in and their successes stories with their mentees while walking. The mentees were also told the importance of Global Mentoring Walk, which is an opportunity to highlight the importance of women's leadership. During the walk they guided their mentees in how to establish themselves in their career. The 'Mentoring Walk' that took place on March 8th in jaipur did not stop there! The mentors decided to take the initiative forward, under the title of "Hands -on".

The thought of Ms. Laybourne, mentor of Ms. Surana believes mentoring outlook can be carried forward. That is the essence of why the women have done so well. The group decided that each of the 25 members would take a mentee and help them establish in society by empowering them. The focus was on how 'mentoring' which is such a powerful tool for personal development and empowerment can be carried further. Taking the journey of mentoring forward, the group met the potential girls / women of different under-privileged community from the Traditional Craft Communities.

At the outset, the mentors met 9 girls of "Chippa" community whose parents work at "Rangotri", a hand block textile printing unit and an export house in Sanganer, Jaipur. The girls of the "Manihari" community were also contacted. The 3rd and fourth group was from jewellery and embroidery cluster.



“Established Women need to Empower other women in their community. Mentoring is a powerful initiative to “Pay Forward”.

Archana Surana,
Vital Voices Lead Fellow
Flag Bearer, Global Mentoring Walk

All in all, over these meetings the 25 mentees got their 25 mentors. As the group moved forward in its initiative, the mentors started one to one communication with their mentees.

The mentors also took the initiative of addressing group of mentees, exposing them to the fields in which they as professional are successful and to believe in themselves to boost their confidence. They were allowed to ask questions and challenges surrounding their lives, look within themselves, their issues, opportunities, what they want in life and become more self aware, take responsibility of their life and direct their life.

Underprivileged children have other issues which are also an initiative to discuss with mentees regarding monthly cycles, sexual harassment, puberty etc.



Reeta Nyati, a past life regression therapist gave an insight into the meditation therapy; Archana Jain, dietician threw light on the value of food and nutrition in the lives of children. Value of naturopathy was given by Nishi Jain and ENT check up and vertigo treatment and its importance was given by Dr. Anita Bhandari.

Besides philosophy and counseling, some entertainment is also necessary which the mentees got through celebrations. "Christmas" was celebrated with them At "Ode to Earth", a shop put up by "ACCESS" which is a not-for-profit company whose overall aim is to incubate new institutions to enable self-sufficiency and self-sustainability". Cakes, biscuits and goodies by the Santa Claus brought joy and fun not only to the mentees but to the mentors too!

Mrs. Rashmi Mishra, founder of Vidhya - an NGO working for underprivileged women and children added synergy in the group met the mentors to further inspire them to scale up the initiative.

The journey of Mentoring goes on...

It is not about what courage one moves forward, with but how we pass it to the next generation of women leaders !



Rashmi Misra, founder of Vidhya Foundation



Young girls of the Chippa Community of Sanganer



Jaipur Bloc members are reducing the environmental impact of textile production by creating world-class infrastructure and textile production units at the new Jaipur Integrated Texcraft Park. This industrial eco-friendly textile park is located in Bagru, Rajasthan.

It houses hand-block printing units as well as other handcrafted textile production facilities, uses a common effluent treatment plant, harvests and recycles water, and promotes socially responsible health and safety standards in the production process.

“Texcraft Park” is a joint project of the Jaipur Bloc, the European Commission-funded SWITCH Asia Project called “Sustainable Textiles for Sustainable Development,” and the Government of India’s “Scheme for Integrated Textile Parks.”

JAIPUR BLOC

Sustainable Production,
Handcrafted Textiles



Rare collection of Wooden Blocks of Rangotri



Block Printing in Process

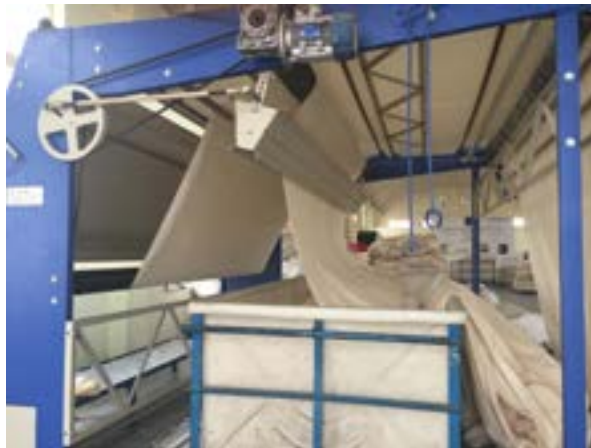
Block Maker at work



Wooden Blocks



Hand Blocks Library



Unique Rainwater Harvesting and Water Treatment Plant at the Bagru TexCraft Park



DESIGN IS...

AIEED 2015

All India Entrance Examination for Design

GUIDELINES

ARCH Academy of Design conducts AIEED (All India Entrance Examination for Design) for Undergraduate (4yr) & Postgraduate (2yr) programmes. For the convenience of prospective applicants, the Exam is conducted in two modes – Online and Offline(Centre Based). Both versions of the exam test the aesthetic sense, creativity & design sensitivity of students seeking fulfilling careers in the various fields of design. It also tests the logical reasoning & problem solving aptitude of the student. ARCH invites applications for AIEED '15 towards its UG & PG programmes for the Academic year 2015.

PROGRAMMES OFFERED

UNDERGRADUATE PROGRAM(UG)	POSTGRADUATE PROGRAM(PG)
1. Interior Design	1. Interior Design
2. Fashion Design	2. Fashion Design
3. Jewellery Design	3 Jewellery Design
4. Graphic Design	4. Design Communication
5. Craft Product Design	5. Lifestyle Accessories Design
6. Design Management(BBA)	6. Strategic Design Management
7. BVA (Bachelor in Visual Arts)	7. GPEM (Garment Production Export Management)

FORMAT OF THE EXAM

1. Online Exam 2. Centre based Exam (Offline)

ADMISSION CALENDAR 2015

AIEED Exam is conducted in two phases: **SERIES 1 & SERIES 2**. The dates of **SERIES 2** are as follows:

IMPORTANT DATES:

Application forms available from	01 April 2015
SERIES 1 Online Exam	15 April - 15 June 2015
SERIES 1 Centre based Exam	24 May 2015
Result Declaration - Online Exam	within 7 working Days
Result Declaration - Centre Based Exam	05 June 2015
Interview Dates	20 - 25 May 2015 20 - 25 June 2015
Result Declaration - Final	Same date of the Interview
Commencement of College	4th Week of July

TYPE OF PAPER:

- AIEED (CAT + GAT) • CREATIVE ABILITY TEST + GENERAL ABILITY TEST

ELIGIBILITY CRITERIA FOR UNDERGRADUATE PROGRAMMES:

Students who have Appeared for/Cleared Class 10+2 (CBSE/ICSE/IB/State Board/NIOS or equivalent as per UGC).

Class 10+1 Students can also write AIEED 2014-15. Qualifying students will be eligible for admission in Academic year 2016. As per Pearson norms, all students 16 years and above can apply for the International Undergraduate level courses. Students applying for 4 yr Interior Design Programme with a valid NATA core/ AIEED Rank are exempted from giving the AIEED Exam and will be called directly for Interview.

ELIGIBILITY CRITERIA FOR POSTGRADUATE PROGRAMMES:

Graduates or students pursuing graduation in any discipline from a recognized university can apply for this programme. As per Pearson guidelines, all students 19 years and above are eligible for the Strategic Management & Leadership Programme as well as the Design Management Programmes. MBA aspirants can apply for Strategic Design Management and Strategic Management and Leadership with their recent CAT/ MAT Scores. They will also have to clear the AIEED Exam and the Interview and submit their statement of purpose (SOP) prior to the Interview.

HOW TO APPLY - GENERAL INSTRUCTIONS

FILLING THE ONLINE APPLICATION FORM

Visit ARCH website home page (www.archedu.org/ www.aieed.com) and register your application. On successfully registering, an email and sms will be sent to the mobile number & email ID you have registered.

FILLING THE OFFLINE APPLICATION FORM

The application is available for INR 1500/- only. Please use one of the following options:

- Purchase prospectus from ARCH Academy of Design Centre, Malviya Nagar, Jaipur either by Cash or DD drawn in favor of "Arch Educational Society" payable at Jaipur, & fill and submit the Form included in the package.
- Purchase prospectus from selected BOI Branches by Cash (list available on website) & fill and submit the Form included in the package.

For more information Please visit our website www.archedu.org
For any further enquiries write at admission@archedu.org or call at Ph: **0141-4060500/02/03**, Mob: **09414070678**

DESIGN IS...

A COMPETITION FOR SCHOLARSHIP

Illustrate, Sketch, Click Photographs,
Write an essay, Compose prose, Pen poetry,
or visually communicate!

WE INVITE YOUR THOUGHTS & OPINIONS ON DESIGN...

Entries should be reproduced
to the ARCH Academy of Design
by 10th April, 2015 either as an
Original Copy or via email at
comeptititon@archedu.org
21st April 2015

Results will be announced on
ARCH Website
www.archedu.org
and winners will be informed
via email. or
Call us at +91-9414070678





EARLY BIRD SUBSCRIPTION OFFER

The Monthly Design Magazine from ARCH

Rs. 400 for 12 Issues**

Name: _____

Mailing Address: _____

Email ID: _____ Phone/ Mobile: _____

Profession: _____ if student, college / School ID _____

Payment details: Cash _____ Cheque No. : _____ Bank: _____

Payable to : Backstitch

Add: B, Govind Marg Malviya Nagar Institutional Area, Malviya Nagar, Jaipur-302017
Ph. : 0141-4060500/02/03, +91 9414070678

*Terms and Condition apply ** Student rate for 12 months, within Jaipur



Under Graduate

Fashion Design
Interior Design
Graphic Design
Jewellery Design
Craft Product Design
Design Management
Bachelor in Visual Arts

Post Graduate

Fashion Design
Interior Design
Jewellery Design
Lifestyle Accessory Design
Design Communication
Strategic Design Mgmt.
Strategic Management & Leadership

Affiliations & Authorisations



Eligibility (Under Graduate):
Candidates who have appeared / cleared
10 + 2 (CBSE / ICSE / IB / State
Board / NIOS or equivalent) / 16 yrs & above
10+1 Students can also apply for AIEED 2015

Eligibility (Post Graduate):
Under Graduate & Graduates Candidates
19 yrs & above can apply

Prospectus & Application
can be downloaded or filled online
www.aieed.com & www.archedu.org

Prospectus & Application
also available from select
Bank of India branches*.



Application Forms available from
1st April '15

SERIES II
ONLINE Entrance Exam
15th April - 15th June '15

CENTRE BASED Exam
24th May '15

Interview Schedule
20th - 25th May '15
20th - 25th June '15

Session Begins
July 2015

www.archedu.org
facebook.com/archedu YouTube Pinterest

Our Linkages



Campus: 9 Govind Marg, Malviya Nagar Institutional Area, Malviya Nagar, Jaipur- 17, Rajasthan, India
Ph. 0141-4060500/02/03, Mob: 09414070678 Email: admission@archedu.org

Editor in chief: Archana Surana **Patron:** Dharendra Jain **Editorial Team:** Abhilasha Saikia, Akshita Airan, Deeptashree Saha **Design Team:** Arpit Jain, Surbhi Verma **Production Manager:** Sheetal Karamchandani
Editorial Advisor: Benoy Thoompunkal **Editorial:** Poonam Bhargava, Megha Jain

Printer, Publisher and Owner Archana Surana, **Published from** ARCH Academy of Design, 9, Govind Marg, Malviya Nagar, Jaipur - 17 **Printed at:** Classical Art Printers, Jaipur