

# Arch backstitch

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DESIGN QUEST | HERITAGE WEEK | CHR CHA | SUCCESS STORIES | AWARDS



Greetings!

2015 proved to be a scintillating year. We didn't realise how quickly the year rushed by... Creativity is a wild mind and a disciplined eye. The time has come when we are knocking at the door of a promising and bright year ahead and bidding adieu to 2015. The Annual issue of Backstitch is covering the major events and highlights at Arch, for the year 2015.

The Jaipur metro started this year in June. As the uniform is designed by Arch Academy of Design, the Backstitch team encountered the metro white collared workers about the comfort of the uniforms and covered their review. In June 2016 during the campus drive the graduating batch got 100% placement with the popular brand & companies like CAD fashions, Dwarkas, Symtree by Haritsons, FIPA etc. Internationally respected Fashion Designer, Ritu Kumar, was at the Arch campus to see the live work of our students, after which she graciously chose our students to work on her upcoming projects.

The Academic Partnerships Department signed various MOU/ LOI with different International Universities. Our students visited University of Salford, UK for a summer training programme in May 2015. 2 more students will be going to Sweden in January 2016 for the student exchange programme with Tillskärarakademi, Sweden.

Industrial visits play an important role. Students went for educational tours to various National events.

In June 2015 we got the institutional membership of the Fashion Design Council of India (FDCI) an apex body. In August 2015 Arch signed a MoU with the 26 year old Garment Exporters Association of Rajasthan (GEAR) for the facilitation of Industry Exposure/ Internship, Placements, Industry Mentored Real Time Classroom Projects etc.

GABA 2015 (Graduate Fashion Show) was a celebration that marked the onset of the 15th year of the existence of the Arch Academy of design.

Our Admission Forms for the All India Entrance Examination for Design (AIEED 2016 for the Session 2016-17), were launched as a part of our perennial efforts to provide learning opportunities for the youth of today who look up to leaders and achievers in the field of design.

Wish you a very Happy New Year! We appreciate all our readers & look forward to create more value for them.

Happy Reading!

 **ARCHANA SURANA**  
EDITOR IN CHIEF



Dear Editor,

I look forward to every issue of Backstitch. The events happening all over the Globe gives us deep insight in understanding world market. I wish the Backstitch Team all the very Best for future endeavors.

**Saurav Rungta,**  
Textile Entrepreneur, Surat

Dear Editor,

I found Backstitch to be a treasure of information combined with innovation. The article on Chrch helped me in understanding the industry, & the points of view of senior designers on various topics.

**Akshita Airan,**  
Fashion Design Batch

Dear Editor,

Being a regular reader of Backstitch, I sincerely appreciate the quality 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. Anslem's School, Jaipur

## IMPORTANT EVENTS

**Wills Lifestyle India Fashion Week, March**  
Fashion event exhibiting work by eminent designers

**Lakme Fashion Week, August**  
Fashion event by Fashion Design Council of India(FDCI)

**Vastra, August, September**  
Trade fair & conference on Textile and Apparel

**Rajasthan Heritage Week, December**  
To promote handmade fabric & highlighting modern luxury

**IIJS, August**  
Prestigious jewellery show providing finest range of jewels

**JAS, August**  
Gemstone & Jewellery show

**Forhex, August**  
Handicraft and textile fair

**JJS, December**  
Astonishing Jewellery show of Jaipur

**Jaipur Art Summit, November**  
Promoting young and dynamic talents

**CII-NID Design Summit, December**  
To build effective design eco system in India

**IIA Netcon Convention**  
Conference on current trends in architecture

**Acetech Exhibition, December**  
Exhibition of displaying and sourcing products

## Interiors

### Upholstery

It is the work of providing furniture, especially seats, with padding. The word "upholstery" comes from the word "upholder" which refers to the tradesmen who hold up their goods. The term is equally applicable to domestic, automobile, airplane and boat furniture, and can be applied to mattresses, particularly the upper layers, though these often differ significantly in design. A person who works with upholstery is called an upholsterer, uses materials like coil springs (post-1850), animal hair (horse, hog and cow), coir, straw and hay, hessians, linen scrim, wadding, etc.



## Jewellery

### Unakite

Unakite is an opaque mineral that is green with patches of red and pink.

It is a variety of granite, which contains green epidote and pink feldspar and lacks mica. It was named after the Unaka Mountains in Tennessee, USA where it was first discovered. Unakite is found in the USA and Africa.



A good quality unakite is considered a semiprecious stone; which takes a good polish and is used in jewellery as beads or cabochons and other lapidary work such as eggs, spheres and animal carvings. It is also referred to as epidotized or epidote granite.



## Graphics

### Unsharp Mask



Unsharp Mask a method used to heighten the sharpness or focus of images by selecting and increasing the contrast of pixels alongside the edges of images. This is an image sharpening technique, often available in digital image processing software.

As the name suggests, the technique uses a blurred, or "unsharp", negative image to create a mask of the original image. The unsharped mask is then combined with the positive (original) image, creating an image that is less blurry than the original.

## Fashion

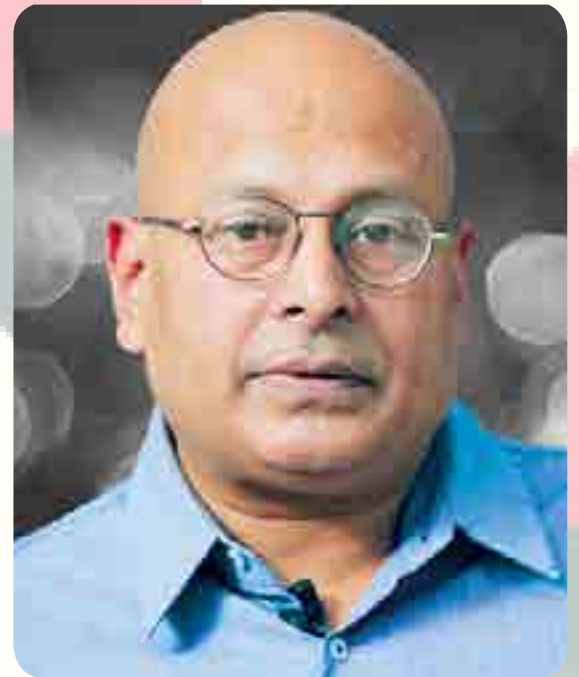
### Unitard

"A close-fitted, one-piece garment for the torso, legs, feet and often for the arms."

A unitard is a skin tight, one-piece garment with long legs and sometimes long sleeves, usually stopping at the wrists and ankles. The garment is considered as a combination of a leotard (which does not have long legs) and tights.



## DESIGN QUEST..



**Benoy Thoompunkal**  
Director Academics  
Partnerships, Research  
& Innovation

**Q.1** I am a student of class 12th and interested in courses in designing field. Could you please suggest the right course for me?

**A** - It is interesting to know, that you aspire to take Design as a career. We offer Undergraduate Programs in Fashion, Jewellery, Graphic Design, Interior Design, Design management, Craft Product Design. All these courses are internationally recognized by Pearson Edexcel. They are Level 5 HND BTEC (Business and Technical Council) Qualifications and help students for progressions to Degree Level in UK. You can take a personalized counseling or visit our website [www.archedu.org](http://www.archedu.org).

**Q.2** Can you please explain what AIEED is about, its paper pattern and what are the eligibility criterion?

**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 evaluates 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. Students who have appeared for/Cleared Class 10+2 are eligible to write AIEED Exam. For more information I would like to suggest you to go through our website and do send your queries on [www.archedu.org](http://www.archedu.org)

**Q.3** Do we get any international exposure in Arch and how does Pearson Certification helps getting the opportunity in overseas market, as your brochures shows the affiliation with so many international colleges?

**A** - ARCH is a premier EDEXCEL learning centre and in strategic partnership with Pearson Edexcel, is accredited to deliver eight BTEC Level 5 HND qualifications in Art & Design. It is also presently the only Design Institution in India that imparts Pearson Edexcel Assured Courses, which ensures an independent international quality benchmark recognized all over the world. The BTECH Level 5 HND (Higher National Diploma) is equivalent to the 2nd year of a graduation programme in the UK and certain places abroad. It provides opportunity to progress directly into the 3rd year of a graduation programme and gain a top up degree from any of the Pearson Edexcel listed institutions in the UK & the world. They include Middlesex University, Bradford College, Bath Spa University, Bournemouth University, University of London, Birmingham City University, St Patrick College, Parsons School of Design, Paris and many more.

**Q.4** Does Arch offer any Summer/Winter Workshops for non Arch students?

**A** - Arch regularly conducts exciting creative skills development Summer/

inter workshops under the mentorship of national and international faculty. These workshops are open for all age groups as well as to non Arch students. Presently our workshops cover a range from Arayash (Fresco) painting, Clay Sculpture, Pottery Craft & Papier Mache to Metal Craft Design, Enamelling, Wood Cut Print, Creative Woven Textiles, Natural Dyes, & Photography.

The duration of the workshops vary from 5 days to 15 days & on successful completion, Arch awards certificates of participation.

**Q.5** What is the pedagogy followed at Arch?

**A** - At the Arch Academy of Design, the tools that facilitate learning are varied and the approach to pedagogy is flexible and adaptable to changing norms & needs in the Industry. ARCH differentiates itself from any other Design Institution in India by staying attuned to its surroundings of local traditional thought and rich knowledge & blending it with the best, contextually driven design developments & thinking in the world. The teaching methodology aims at using the inputs from core functional areas to interdisciplinary issues and problem solving - an emphasis on self-motivated learning by using information, experience and practice

**Q.6** What are the important academic activities?

**A** - The important academic activities that are a common feature at Arch are the following:

**CLASS ROOM PROJECTS:** The well integrated inter-disciplinary curriculum infuses an in-depth knowledge and learning through research of design, arts, & the liberal arts and its relevance to each other.

**INDUSTRY INTERFACE:** Students frequently visit museums, art galleries, industrial units, exhibitions, and trade fairs to keep abreast of the latest developments in their fields & to integrate theory with practical knowledge and primary research.

**INTERNSHIPS:** Students intern to understand the structural and functional constituents of the industry in which they may work and learn to adapt to real life industry situations.

**OPEN HOUSE:** ARCH students have an interdisciplinary exposure as an integral part of their curriculum. An open house is a day when individual design department students get a chance to put their work on display for the entire community at ARCH for interactive criticism by peers & an internal and external jury, followed by three best presentation displays to the Academy.

**RESEARCH FELLOWSHIPS:** ARCH offers Research Fellowships in Fashion, Textile, Jewellery, Gemmology, Interior and Accessory, for durations varying from a month to a year.

# Designing-A sea of opportunities

Whether you prefer to work with colours or with computers, Art and Design careers offer rewarding career opportunities for everyone who is an artist at heart. The sea opportunities are very deep to dive in. This article will help provide insights on Design Education & Career Paths in Art & Design.

## Art & Design Education & Pathways

### FASHION DESIGN

The programme in Fashion Design intends critical engagement with the subject of 'Fashion' in all its forms, which includes retail, press, advertising, public relations, branding, film, music, broadcasting and lifestyle as well as the role that personnel such as photographers, stylists, models, consultants, editors, art directors and others play in the industry.

#### CAREER PROSPECTS

- Fashion & Costume Designers
- Independent Design Consultant
- Creative Pattern Makers
- Fashion Illustrators
- Fashion photographers
- Fashion Editor, Journalist, Critic
- Trend & Forecast Analyst
- Fashion Stylists & Coordinators
- Brand Manager
- Fashion Merchandisers
- Automobile Designers

### TEXTILE DESIGN

The Textile Design course offers an exciting range of learning opportunities across innovative textile design and product design, focusing on core specialist textile techniques of weaves, prints, surface ornamentation and knits.

#### CAREER PROSPECTS

- Textile Designer
- Textile Technologist
- Freelance
- Quality Control
- Fabric Outsourcing & Consultancy

### INTERIOR DESIGN

Interior Design in contemporary times reflects the impressive progress made in the field of energized spatial solutions generated to satisfy perception and psychology. The course aims to develop learners' skills and understanding needed to visualize, create, modify & craft preferred environments, for specific purposes and to high professional standards.

#### CAREER PROSPECTS

- Interior Designers
- Specialists or Consultants
- Exhibition Designers

- Museum Designers
- Visual Merchandisers
- Event Management

### JEWELLERY DESIGN

The Indian Gems & Jewellery Industry is the backbone of the Indian economy. The course intends integrating the finer aspects of design, technology, materials and processes with the various levels of production from a precision orientation to vendor based manufacturing.

#### CAREER PROSPECTS

- Designers & Product Development Managers
- Accessory Designers
- Trend Analyst, Merchandisers & Brand Managers
- Bench Jewellers & Entrepreneurs
- Sourcing Managers

### CRAFT PRODUCT DESIGN

The course is intended to promote the crafts of India as uniquely placed for innovative integration into contemporary design practice. This course also envisages inputs in relation to design collections and range development in craft products to support fashion and lifestyle trends.

#### CAREER PROSPECTS

- Product Designers
- Design Managers
- Designers of Costume Jewellery, Leather Goods, Giftware, Tableware, Watches, Bags, Footwear and Handicraft
- Sourcing Consultants
- Visual Merchandisers

### LIFESTYLE ACCESSORIES DESIGN

Lifestyle products have emerged as a major emerging market segment in India. It has gradually evolved to address the entire spectrum of accessories and lifestyle products, precious, semi precious and costume jewellery, leather goods, footwear, watches, giftware, tableware, silverware, crystal ware, office furniture, consumer interface design and retail environment design.

#### CAREER PROSPECTS

- Lifestyle & Accessory Designers
- Design Managers
- Product Development Managers
- Designers of Costume Jewellery, Leather Goods, Giftware, Tableware, Watches, Bags,

Footwear and Handicraft

- Sourcing Consultants
- Visual Merchandisers
- Toy Designers

### GRAPHIC DESIGN

Graphic design is a creative, strategic, managerial and a technical activity. It essentially gives visual solutions to communication problems; often highlights the crux of the solution!

#### CAREER PROSPECTS

- Graphic Designer
- Freelance Writers
- Journalists & Reporters
- Researchers & Trend Analysts
- Curators, Copywriters & Columnists
- Illustrator for Book Publishers
- Newspapers & Lifestyle Magazines
- Research Firms or Public Relations Firms
- Graphic Artist, Visualiser & Art Director

### VISUAL ARTS

The programme of BVA 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.

#### CAREER PROSPECTS

- Artists
- Art Historians
- Art Director

### DESIGN MANAGEMENT

The Design Management program (DM) bridges the gap between the disciplines of design and business management. The course is intended to develop competencies in management of design based functions in the area of Management, Business, & Design as a profession, developing skills in managing traditional small businesses, design houses, entrepreneurial ventures and modern organizations.

#### CAREER PROSPECTS

- Design Department Managers
- Brand Managers
- Creative Directors
- Design Directors
- Heads Of Design
- Design Strategists
- Design Researchers



## THE PEARSON **PASSPORT** TO EDUCATION

ARCH is a premier Pearson Qualification International learning centre and in strategic partnership with Pearson UK, is accredited to deliver eight BTEC Level 5 HND qualifications in Art & Design. This year ARCH is offering five of these Level 5 programmes & one BTEC Level 7 Extended Diploma qualification in Strategic Management alongside its other programmes of study. It is the only design institution in India offering such a wide range of BTEC (Business and Technical Educational Council) programmes and Pearson Assured Courses. The Pearson Assured status ensures that ARCH quality processes achieve the International benchmarks and standards in overall delivery. Pearson Assured an independent international quality benchmark recognized across the globe.

Pearson is the largest awarding body in the UK for Academic, Vocational and Work related qualifications, and the largest education company worldwide BTEC (Business & Technical Education Council) courses ranges from entry level to Postgraduate level on the Qualification Credit Framework (QCF). All BTEC qualifications are accredited and registered with OFQUAL, a regulatory body of UK government, and offer the most evolved routes for progression to overseas countries for further studies or into employment. BTEC qualifications are developed in consultation with UK Sector Skills Council to ensure that they are relevant and meets the employer needs for workforce to be productive from the first day.

### BTEC LEVEL 5 HIGHER NATIONAL DIPLOMA (HND)

BTEC Level 5 Higher National Diploma (HND) qualification is equivalent to the 2nd year of a graduation programme in the UK and abroad, and the inbuilt flexibility of the program enables the holder to progress directly into the 3rd year of a graduation programme and gain a degree from any of the Pearson Edexcel listed Universities around the world or similar educational institutions in the UK.

As per OFQUAL norms, all students 16 years and above are eligible for International Undergraduate level course and therefore, these aspirants have an incredible opportunity of culminating their studies with the 'Top Up' degree in 1 year from a foreign university after having finished the Pearson BTEC embedded program in the 4 year programme at ARCH.

The Faculty of International Programmes in Design, Art & Management (Level 5 HND & Level 7 ) offer the following Programmes covering further Programme Pathways:

- Programme in "Fashion & Textiles" - ONE pathway - Fashion Design.
- Programme in "3D Design" - THREE pathways - Jewellery Design, Interior Design and Craft Product Design.
- Programme in "Graphic Design" - ONE pathway - Graphic Design.
- Extended Diploma Programme in "Strategic Management & Leadership" - ONE pathway - Design Management.

After successful completion of the above mentioned programmes, progression is possible to more than 100 destinations worldwide that include Universities & Colleges in the US, Canada, New Zealand, Australia, South Africa, Mauritius and some Institutions in the UK that include the following:

- Middlesex University
- Bradford College
- Bath-Spa University
- Swansea Metropolitan  
(now University of Wales Trinity Saint David)
- Birmingham City University
- Bournemouth University
- University of Bedfordshire
- University of Heriot-Watt
- St. Patrick's College
- Nottingham Trent University
- University of Glamorgan
- University of London
- Parsons School of Design, Paris

ARCH has signed a 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.

### BTEC LEVEL 7 EXTENDED DIPLOMA

The 4 year DM programme provides an education far more focused than an MBA for the special needs of leaders managing design firms or managing teams in creative industries. The courses provide participants with an integrated focus on the role of design in the creation and management of strategic and sustainable advantage.

The programme will provide a BBA degree from University of Rajasthan along with a BTEC Level 7 Extended Diploma in Strategic Management & Leadership programme. The BTEC Level 7 Extended Diploma in Strategic Management & Leadership is equivalent to the 1st year of post graduation and can culminate in a Masters Degree in six months at any University in the UK, or abroad.

Design Management - (4 yr Undergraduate level) has specialization in Fashion / Interior / Graphics / Jewellery.

After successful completion of the above mentioned programmes, progression is possible to any of the following universities in the UK: Southampton Solent University, University of Worcester, University of Greenwich, Heriot-Watt University, University of Northampton, University of Gloucestershire.

The ARCH Academy also conducts vocational programs with 'Pearson Assured' certification. The Pearson Assured status ensures that ARCH quality processes achieve the International standards as it is an independent international quality benchmark recognized all over the world.

### FACULTY OF INTERNATIONAL PROGRAMMES IN DESIGN, ART & MANAGEMENT

COURSES	AWARDS
<b>FASHION DESIGN</b> (30 SEATS)	<ul style="list-style-type: none"> <li>• UG Degree from UNIVERSITY OF RAJASTHAN*</li> <li>• PEARSON BTEC Level 5 HND ( FASHION &amp; TEXTILES)</li> <li>• ARCH DIPLOMA IN FASHION DESIGN</li> </ul>
<b>JEWELLERY DESIGN</b> (30 SEATS)	<ul style="list-style-type: none"> <li>• UG Degree from UNIVERSITY OF RAJASTHAN*</li> <li>• PEARSON BTEC Level 5 HND ( 3D DESIGN)</li> <li>• ARCH DIPLOMA IN JEWELLERY DESIGN</li> </ul>
<b>INTERIOR DESIGN</b> (30 SEATS)	<ul style="list-style-type: none"> <li>• UG Degree from UNIVERSITY OF RAJASTHAN*</li> <li>• PEARSON BTEC Level 5 HND ( 3D DESIGN)</li> <li>• ARCH DIPLOMA IN INTERIOR DESIGN</li> </ul>
<b>GRAPHIC DESIGN</b> (15 SEATS)	<ul style="list-style-type: none"> <li>• UG Degree from UNIVERSITY OF RAJASTHAN*</li> <li>• PEARSON BTEC Level 5 HND (GRAPHIC DESIGN)</li> <li>• ARCH DIPLOMA IN GRAPHIC DESIGN</li> </ul>
<b>CRAFT PRODUCT DESIGN</b> (15 SEATS)	<ul style="list-style-type: none"> <li>• UG Degree from UNIVERSITY OF RAJASTHAN*</li> <li>• PEARSON BTEC Level 5 HND (3D DESIGN)</li> <li>• ARCH DIPLOMA IN CRAFT PRODUCT DESIGN</li> </ul>
<b>DESIGN MANAGEMENT</b> (15 SEATS)	<ul style="list-style-type: none"> <li>• BBA DEGREE from UNIVERSITY OF RAJASTHAN</li> <li>• PEARSON BTEC LEVEL 7 EXTENDED DIPLOMA IN STRATEGIC MANAGEMENT AND LEADERSHIP</li> <li>• ARCH DIPLOMA IN DESIGN MANAGEMENT</li> </ul>
<b>BACHLOR IN VISUAL ARTS</b> (SP. APPLIED ARTS) (12 SEATS EACH)	<ul style="list-style-type: none"> <li>• BVA DEGREE from UNIVERSITY OF RAJASTHAN</li> </ul>

\* Optional UG Degree in BBA/B.com affiliated to the University of Rajasthan

University of Salford



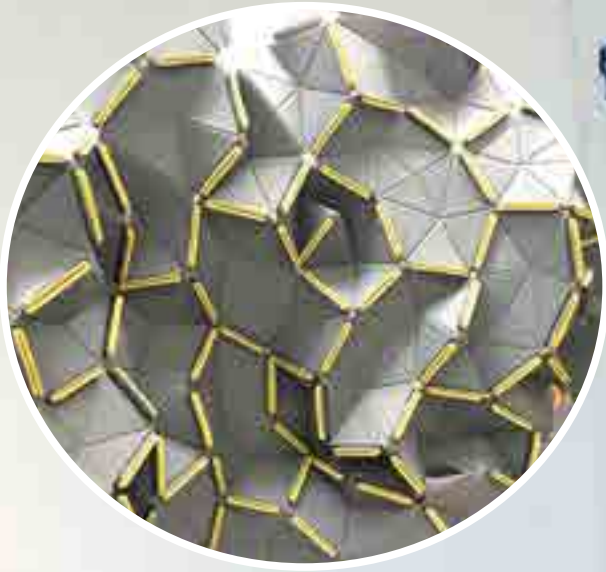
PARTNERSHIPS



Middlesex University



University of Creative Arts



De Montfort University



University of Huddersfield



# Industry Academia interface with Design Leaders

At Arch, students get the chance to work with Designers on various interesting briefs as Classroom Projects. For eg with veteran Fashion Designer Ritu Kumar or with Designer Ayush Kasliwal, on the Visual Merchandising Project for the FORHEX 2015 fair. They also frequently visit museums, art galleries, Industrial units, Exhibition and Trade Fairs etc. to keep abreast of the latest development in their fields and to integrate this knowledge in their class rooms.

Recently, Ritu Kumar came to interact with the students to discuss & take forward a project proposed by her with the institution for developing samples using Natural Dyeing techniques. As per her guidelines the students designed a collection using the innovative Button technique and constructed 10 finished samples.



“During the Rajasthan Heritage Week, I saw a Natural Dyeing Collection developed by the ARCH students. I was impressed by the way they had used Dyes from Natural Colours, and the Textures & Drapes. This motivated me to visit the campus & give a classroom project.”  
 —Ritu Kumar, Ace Fashion Designer



- 1 Fashion Designer Anita Dongre awarding graduating students at GABA 2015 with Fashion Designers Pratima Pandey & Abhishek Gupta
- 2 Students visit to IIJS, Mumbai
- 3 Arch Students got chance to assist during the Amazon fashion week
- 4 ARCH Director Ms. Archana Surana with Mr. Sunil Sethi, FDCI Chairperson at Amazon Fashion Week-2015
- 5 Award winning Display at FORHEX fair 2015 by ARCH students





Designer Abraham and Thakore at the concluding show



International Fashion Designer Bibi Russell showcased her collection



Rajasthan Chief Minister Smt. Vasundhara Raje

# Handmade in Rajasthan

Rajasthan Heritage Week 2015

This winter Khadi Board launched the first edition of the Rajasthan Heritage Week where seven national award-winning artisans along with renowned designers came together to celebrate handmade fabrics of the state. ARCH Academy of Design has a stall and the students were the volunteers for the event. The students worked closely with designers like Bibi Russell, Ritu Kumar, Abraham and Thakore etc. Rajasthan CM Smt. Vasundhara Raje visited the stall & appreciated the Natural Dyed Scarfs & Garments. The Khadi Board and the Rajasthan government, in association with Prasad Bidapa Associates, did this event highlighting modern luxury and beauty of heritage.



Arch Director with Apurv Kumar, MD, Hotel Clarks Amer



Arch Director, Archana Surana with Rajeev Sethi, renowned Designer



Display by Arch Students at Heritage Week



Show choreographer Prasad Bidapa & Shama



Students Displaying the products

# PORTFOLIO

## 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.

## 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'



## 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



## 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.

# GLORIOUS YEARS



**2000**

Inauguration of ARCH Academy of Design by Model Malika Mathur on 3rd April 2000 at S-6, Jyoti Marg, Bapu Nagar

**2001**

Inauguration Of Banipark Centre by Minister of Higher Education Mr. Jitendra Singh and Prof. Pawan Surana



**2004**

Convocation Ceremony at Rajputana Sheraton with Honorable Governor Mr. Madan Lal Khurana launching Arch ki Taza Khabar

**2004**

Ratna Vastram, 1st Annual Show of ARCH Academy Design in 2004



Director Archana Surana with former US Senator Hillary Clinton, participating in the International Women Leaders Mentoring Programme of the US Department & Fortune Magazine.

**2007**



**2007**

Fortune Magazine Editor-at-large Pattie Sellers and International Fashion Designer Bibi Russell at ARCH GABA 2007



# 2000

# 15 Glorious

**2003**

Launching Gemmology and Jewellery Manufacturing Course by political leader Ms. Girja Vyas and Vice Chancellor Prof. Kamal Sharma



**2005**

Laying of Foundation Stone of the present main campus at Malviya Nagar, Jaipur



**2007**

Visit of US Senators to ARCH Campus



**2004**

Students Exhibition inaugurated by Mr. Rajeev Arora and UDH Minister Mr. Pratap Singh Singhvi



**2006**

Affiliated to the University of Rajasthan the ARCH Academy of Design shifted to its present campus



# JOURNEY

academy of design  
INDIVIDUALS

As Design Consultants to the Jaipur Metro, ARCH designed and launched their entire set of Uniforms



Ms. Archana Surana with Mr. Pradyumana Vyas, Director NID, Ahmedabad, and Mr. Sudhir Kasliwal after the ARCH Convocation

The Design Dhara Bus, a travelling exhibition that travelled all over Rajasthan, to promote Design awareness, & showcasing Design through the work of ARCH students. Flagged off by Chief Minister, Ms. Vasundhara Raje



British Council administered UK - India Education Research Initiative between Perth UHI, Scotland and ARCH Academy of Design.

## 2013

ARCH in collaboration with IIID organised the 41st Indian Interior Design Day celebrations at ARCH on 21st December 2013



## 2008

ARCH organised the Fashion Show at Jaipur by Night Event organised by CII

## 2012



## 2010

Ms Archana Surana with Mentor, Media Icon Geraldine Laybourne, Founder & Former Chairman and CEO, Oxygen Media

# Years of Arch

# 2015

## 2011

Archana Surana recipient of YUVA ICON AWARD 2011 from former President and Bharat Ratna, Dr. Abdul Kalam



## 2011

Former Tourism Minister Ms. Bina Kak inaugurating Echo, the Graduate Exhibition 2011



Inauguration of Arch new Metro Floor by City Mayor Sh. Nirmal Nahata.



## 2010

Ms. Archana Surana releasing poster of AIEED 2010 with Renowned Fashion Designer Mr. Sabyasachi Mukherjee



## 2011

Visit to ARCH by IFFTI President Satoshi Onuma & Secretary, Commodore Vijay Chaturvedi which subsequently led to ARCH becoming a member of IFFTI

## 2015

Celebration of 15 Glorious years of Design at ARCH Academy of Design with Renowned Career Counsellor Ms. Parveen Malhotra and Arch Family



# UK India celebrating Design Communication & Application of Design to Promote Mutual Creative & Cultural Industries

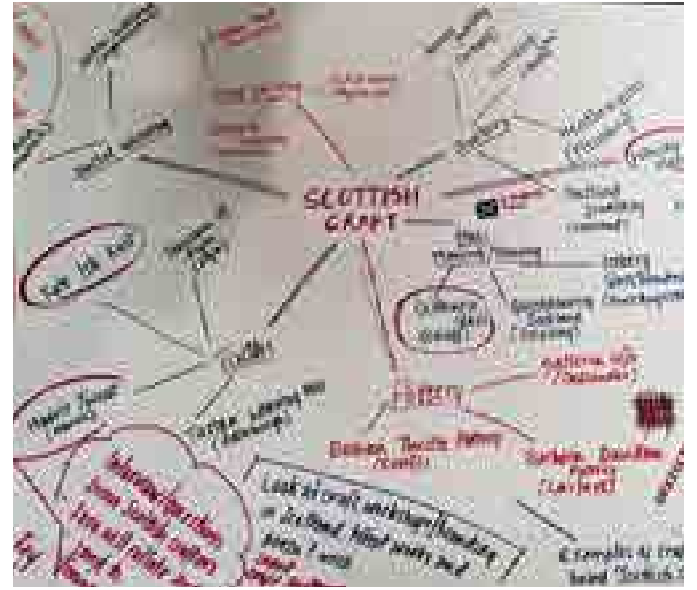
The ARCH Academy of Design & Perth College, UHI, Scotland, have jointly received the prestigious 45,000 GBP UKIERI 2012 grant for Institutional Capacity Building. Administered through the British Council, the grant funds are for use towards the activities and planned implementation of a 2 year project titled "Communication and Application of Design to Promote Mutual Creative & Cultural Industries". Faculty and Student exchanges including live projects for students within each country is part of the projects agenda and includes building a comprehensive curriculum & the co-development of an Online portal containing shared materials for three distinct course components at beginner and advanced levels. This will be offered for training members of the Creative Industries of respective countries. Towards completion of all planned outcomes of the project, team members of both partner countries have started visits to each others countries.

The first visit of ARCH to institutional partner, Perth College UHI in Scotland, started off the collaborative project with the preliminaries of scheduling and structuring of the proposed parts and intended activities of the project. In the lovely itinerary planned by Ms. Christiana Margiotti, Subject & Programme Leader - Creative Arts & Technologies and Visual Design & Communications and Lorenze Cairns, Head of Curriculum, Creative Industries, the ARCH

“ The 2 years long collaborative project of the ARCH Academy of Design and Perth College, UHI, Scotland to develop & prepare a world class Design Communications course curriculum with specialization in the Creative & Cultural Industries. The UKIERI project Communication and Application of Design to Promote Creative & Cultural Industries is enabled through a grant for Institutional Capacity Building and is administered by the British Council.

**Prof. Benoy Thoompunkal,**  
Project Director, ARCH Academy of Design

team got a firsthand experience of the visible culture, heritage and creative components of the Scottish Creative & Cultural Industries and was productive in terms of achieving agreeable cohesion of thought and intent between the individual partners in the collaborative effort. Ms Margiotti in turn has just led a visit to India with Perth faculty member Helen Rogers and two students, where the ARCH team familiarized the visiting team with some of the components of the Indian Creative & Cultural Industries. The project has been completed in January 2015.



Ms Archana Surana, Director, Arch Academy of Design, India and Mr Benoy Thoompunkal, Director Academics & Research with Indian students Surbhi Verma and Taniya Ajwani sharing a fun moment



Preparation for Craft Exhibition at the UHI Exhibition Hall at PERTH. Students engaged in Planning the Visuals to communicate Design Ideas to viewers about the Creative & Cultural Industries of both Countries with a Brainstorming display of the Visual Image



Ms Christiana Margiotti, Programme Leader- BAH Visual Design & Communications with Indian and Scottish Students at the UKIERI (UK-INDIA Education Research Initiative) Exhibition at Scotland, UK



Ms Archana Surana, Director, Arch Academy of Design, India and Mr Pete Wishart, MP for PERTH and North PERTHSHIRE



Ms Archana Surana, Director, Arch Academy of Design, India and Ms Christiana Margiotti, Programme Leader-BAH Visual Design & Communications with Indian and Scottish Students at the UKIERI (UK-INDIA Education Research Initiative) Exhibition at Scotland, UK



Scottish Students during there India visit

# DAY IN A METRO

*Arch Academy of Design is the official uniform designer & consultant to the Jaipur Metro Rail Corporation Limited (JMRC). Arch team has conceptualised and developed uniforms for 6 different categories (Cadres). The outfits are blend of traditional sensibilities and contemporary style*

Recently, Jaipur has witnessed one of the fastest mode of transportation in the city. Metro is a proud feather in the hat of Pink City. It lays its major contribution in the development of infrastructure of the city.

Few months ago, ARCH was awarded the prestigious project of designing the uniforms for the staff working for JMRC Metro. It was a contest where the jury panels (comprising of seven technical experts from different sectors) that appreciated and approved the outfits which were designed as a blend of Contemporary style with traditional sensibilities. The main Phase of the project was completed by the team at Arch with only the manufacturing to follow.

Though the Jaipurites gave a warm welcome to her but, this fall, Backstitch Team decided to welcome Metro in a unique way. The team visited different metro stations and interviewed some of the staff members there and together they welcome Metro. Here's how :



PC: Rishi, Eshandeep, Priyanshi



“ I loved the idea of welcoming Metro in this way. I would say Ghammaganni to the metro on my behalf. The metro uniforms are very pretty and comfortable. It is a pleasure to wear these garments.  
 Shweta Agarwal(CRA)

“ Welcome to the city metro will be my words to welcome metro. Also, I want to take an opportunity to thank the design project team for designing these garments for us.  
 Seeta Meena (Administration Controller)

“ It's a nice feeling to have metro in the city with us. I want to say that its god to see you here metro. My say about the designs of our uniforms is that I am satisfied in what I am wearing and I love to wear it. Thank you Arch.  
 Bablu Ram Meena(CRA)



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-Fightercok]; 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, Fightercok 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 speak 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 ended 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.





# Conversations on Contemporary Art

“The Jaipur Art Summit is an International level Summit wherein 182 artists from around the world showcased their work. It aimed to create a premier platform for modern and contemporary art. **Prof. Bhawani Shanker Sharma**, Mentor, Visual Arts Department, ARCH Academy of Design”

“Every art is contemporary in its own time”. Chief guest of the evening, Mr. Vidhyasagar Upadhyay, leading visual artist of India, brightened Arch academy of Design on 24th November with his presence. Well renowned artists from all over the world came together to converse on the topic of Contemporary Art. Ms. Archana Surana, the founder and director of Arch Academy of Design welcomed the prominent personalities and requested them to share their views on the same.

**Dr. Vidhyasagar Upadhyay**, from Jaipur, described contemporary art as a new approach and new thinking with no limitations. He highlighted the importance of research and documentation.

**Ms Lalitha Lajmi**, from Mumbai, expressed her gratitude to be the part of the evening. She emphasized on installation art and the advancement of technology.

“**Ms. Rebecca Canan**, astounded by India’s rich heritage and cultural beauty, talked about how self-sufficient our country can be. She emphasized on how one must have a deep understanding of their roots. She advised not to adapt the western culture.

**Mr Charan Sharma**, from Mumbai, belongs to a family full of art lovers. He carries his traditional norms which can be seen in his work. He added that artists have high observation power which others might lack.

**Mr. Shailesh** contextualizes his work based on mythological references and puts them into a visual form. He refers to the story of Varaha which he uses in modern days. He uses this concept for visual imagery as a piggy bank in which the pig refers to Varaha and the money in piggy bank in saving the earth.

Moderator for Chr-cha Dr. Vidhyasagar Upadhyay

An article by Aishwarya, Ayushi



Rebecca Hannon



Ms Lalitha Lajmi



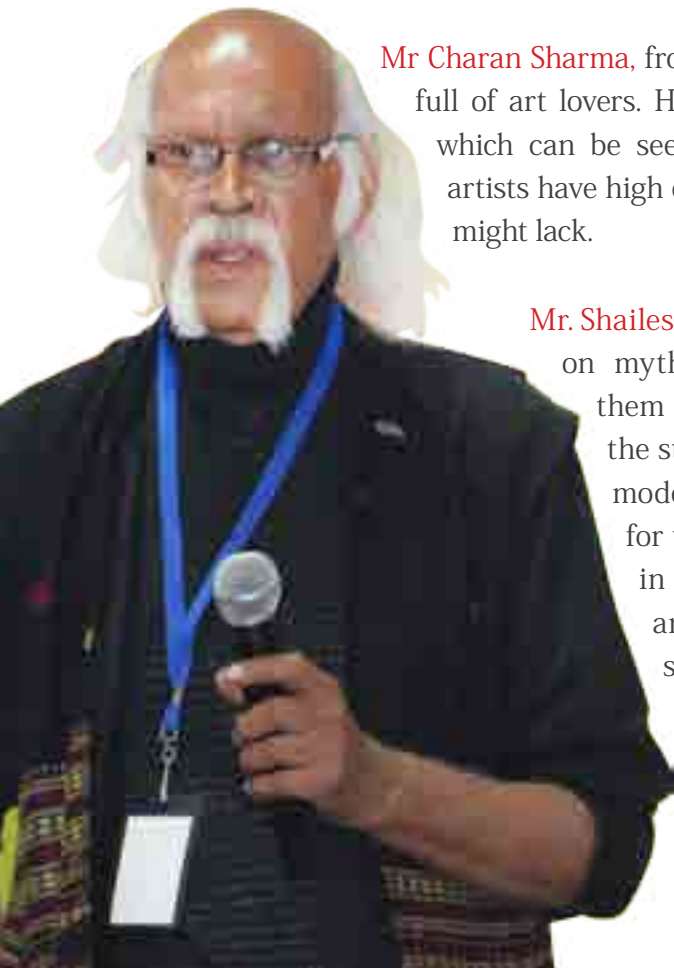
Director Archana Surana



Ms Balamani Malladi



Artist Charan Sharma



# राजस्थान है तैयार



**R**esurgent Rajasthan Partnership Summit was the result of the great initiative taken by the Rajasthan government. The summit on 19th and 20th November, 2015 at Jaipur Exhibition & Convention Centre, EPIP Sitapura, Jaipur. Students of ARCH also contributed in the summit by volunteering in the event.

The summit was to boost Rajasthan and move it towards sustainable long-term growth and inclusive development through reaching out to stake holders and partners in this journey.

In order to attract investment from private sectors and to sensitise them for investment in the State, Government of Rajasthan embarked on a sustained investment promotion campaign over a period of time which included investor meets, events, conferences, culminating into Resurgent Rajasthan Partnership Summit 2015.

The Resurgent Rajasthan Partnership Summit was an unprecedented event with strategic conferences, sector-specific/cross-sectoral discussions and deliberations, an MSME Conclave and one-on-one meetings.

It brought together leading investors from all over the world like Cyrus P Mistry, Chairman Tata Sons; Anil Ambani, Chairman Reliance Anil Dhirubhai Ambani Group; Adi Godrej, Chairman, Godrej Group, senior State government officials like Mr. Arun Jaitly, Finance Minister, India; Ms. Vasundhara Raje and local business community for interactions on investment environment and opportunities in Rajasthan.

~By Sukriti Banthia, Jewellery design



Arch student with Rajasthan Chief Minister Ms Vasundhara Raje



Arch student with Ananth Kumar



Arch student with Anil Ambani



Arch students with Irfan Khan



The volunteers from Arch Academy of Design at Resurgent Rajasthan, Jaipur

# Fashion for Development

## BIBI RUSSELL



“Great people exist to show us the world as beautifully as a window” And as she answered our questions one by one, gracefully and patiently, we were stunned by her positivity! Words prove to have fallen short, all we can say about her is that she is a true humanitarian at heart and someone so warm, welcoming and full of passion and affection. Bibi Russel , an international fashion designer “The Weaver of Coloured Dreams” as we would call her, graduated from “The London College of Fashion” in 1976 . In the career she worked as a model with top brands and has been the face of Vogue, Cosmopolitan, Marie Claire and many more. The brand has provided work for thousands of weavers and artisans and also promotes the development of handloom fabrics with colours that are non-chemically produced. She has been awarded “UNESCO Special Envoy: Designer for Development” in 1999, UNESCO Artist for Peace in 2001, National Film Award (for Costume) in 2010, ICTA Design Award 2012 and many more...

**Q** Share an incident which took you to the Fashion World back in 1970's.

**A** I was born in Bengal. A place, culturally so rich and marks history in the field of textiles, muslin fabric. I grew up watching Tagore, Ravishankar. Everybody's childhood is very important. When you are born at a place, culturally so rich, it connects you to the design and creativity in every aspect of your life. “My childhood made me become this”.

**Q** We recognize you as an International Model for VOGUE, COSMOPOLITAN, ARMANI and on. So, how did Modeling and Designing get hand in hand?

**A** “Modeling was never my dream. It made me mature, made me travel and know the culture of different countries” quotes Bibi Rusell. The Designers I worked with, Issey Miyake, Armani, to name a few. They gave me 100% support which made me known to the world.

**Q** You have set up Bibi Productions in 1995. What role has your education played in the setup of the Bibi Productions?

**A** I started Bibi Productions in 1995. When I say ‘Productions’, it is fashion on the whole from clothing, accessory, culture to everything. Definitely, you need to have an organization. I work with completely different part of Bangladesh. Most of the Craftsmen are underprivileged. They are unique. People from all over the world come to see my team

and their work. My team is superb and everybody is self- sustained.

**Q** Do you remember your first Collection? What is “Fashion for Development”?

**A** In 1996, I launched my first Collection at the UNESCO Headquarters in Paris, a ready- to – wear collection titled “Weavers of Bangladesh”. It was a very big Platform. Big People from the Fashion World, Ambassadors, Head of State marked their presence where I created Fashion for Development.

**Q** Initially, what were your main sources of Investments?

**A** “My biggest Investment is absolutely my Knowledge”. Moreover, I have worked with almost anyone you can think of, as in, lots of Designers and Colleges and I knew they would be there for me and give me their support. In Bangladesh there are a number of NGO's which have also supported me in the setup. “Other than this Bibi Productions is setup on 100% of my Investment”, everything I earn I put it into BIBI PRODUCTIONS.

**Q** What impact do you aim to live with your Designs (Social or Commercial) ?

**A** “Of course at the end of the day my aim is Commercial”. But, I know my Targets. I know that I have to work for the progress of my Nation and towards its Culture due to which I use Fabrics like Khadi. I believe in saving the Crafts People and help revive their dreams.

**Q** What changes do you see in the Fashion scenario from 1970's to the present day?

**A** Fashion works like a cycle. ‘Fashion is an Atlas, it goes around’. Sometimes, the Fashion of 60's and 70's comes, sometimes it is the 50's style coming in. “Moreover the style keeps on changing, like sometimes it is a straight trouser, sometimes it is a flared one or A-line”. I also observe great differences in the lengths, colours used now to those used at that time.

**Q** What will be your role in promoting the Crafts and Craftsmen of Rajasthan?

**A** Currently I am focusing completely on the Crafts of Rajasthan. I know Rajasthan very well and there is no other state as rich cultured as Rajasthan. There is not even a single thread from Bangladesh or any other place that I am using in my garments for my present collection.

**Q** What are your expectations from the budding Designers?

**A** The young generation is the future. They have to keep observing and while using internet and media for entertainment they should not forget to observe what is going around the world. The Fashion students should keep themselves updated with colour trends ; style chart and other aspects. All I would say is that- they should keep inspiring themselves.

**Q** Do you have any message for the Women Entrepreneurs?

**A** Being a woman, I think every day is a Women's Day, because you can't just care for one day and forget her for the rest of the year .We can never forget our Mother to whom we are born. I believe in women rights and gender equality.

**Q** A Journey so long.. really matters. Anything significant you would want to share?

**A** At the moment I am in Rajasthan, a state which boasts of its rich Culture and Heritage. It is known for its royal roots i.e. the Rajas, Maharajas and their royal and well designed lifestyle. Rajasthan is a state which I find really Creative.

Interviewed by Sukriti Banthia and Akshita Airan



# SUCCESS SAGA

## Sandeep Palke

Alumnus, 2006  
Fashion Design



Sandeep is currently residing in Mumbai and working as a Designer cum Stylist for the Bollywood Industry. After completing his Graduation from Arch he went to Italy to pursue his Post-Graduation. 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.”



## Shivangi Natani

Alumna, 2009  
Fashion Design



After completing her course in Fashion Design from ARCH, Shivangi joined her father's business of Manufacturing & Production of Ladies Garments & Handicrafts for exports. As the Sub - Director and Fashion Designer at Shivangi Inc. Exports, the enterprise started off by her two years ago, she is heading the Design department as well the production for international clients such as Walmart, Sahara Woman, Points, Just One, LLC etc.

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. An extremely capable, responsible & conscientious professional (she holds an incredible 100% attendance record throughout her study at ARCH), she sees herself as an entrepreneur with her own label five years from now.

## Swati Rohilla

Alumna, 2006  
Fashion Design



After completing her course at ARCH, Swati Rohilla started working with her father in his Export house in Jaipur. She was part of the Student & Faculty Exchange programme with Doncaster College in the UK, where she was usefully exposed to International styling and trends and got to see their annual Graduate Design ramp show. She very strongly recommends international exposure through Exchange Programmes and urges all young aspiring designers to take advantage of such opportunities very seriously saying 'Classroom learning & projects need to be fleshed out with actual global experience, to understand the complexities of Design firsthand.' Recently, after 5 years of experience Swati opened her own Boutique naming it 'Silhouette by Swati Rohilla' which is doing extremely well. She is also paying back to her Alma Mater by contributing as a teacher, taking Fashion modules with the present young Fashion students.





## Vishnu Soni

Alumnus, 2008  
Jewellery Design



In his Final Year jury at ARCH, Vishnu was selected by the CMD of Amrapali, Mr. Tarang Arora, to be the company's Head Designer. Closely working with reputed brands like Swarovski and Manish Arora, he developed new themes and one of a kind designs. Heading a team of some of the best Jewellery Designers in the country, he was instrumental in the creation of amusing pieces which took Amrapali to new heights.

After working for three years with Amrapali, he did a small stint with Neerav Modi, and is now working with 'Fabulous Unrounds' (Fab Jewels Pvt. Ltd.), an H Dipak group company in Mumbai, as Senior Executive- Design. H Dipak, a 'De-Beers' site holder, is the world's largest manufacturer and distributor of Princess Cuts diamonds, and leverages its expertise across manufacturing, design and retail to introduce a whole new aesthetic to the world of diamonds & jewellery. Belonging to a jeweller family himself, Vishnu Says, 'Though I have spent my whole life around gold and gemstones, and my strings to jewellery are in the depth of my soul, I will always be deeply grateful to ARCH for enhancing my skills and building in me an intricate knowledge of Design, which I am applying to Industry today.'



## Rita Burman

Alumna, 2001  
Jewellery Design

As soon Rita Graduated from ARCH, She started her own label named Rezart, a company that manufactures exclusive studded jewellery in 18kt/14kt gold with the use of the latest technology. To add value to the designs produced by Rezart, Rita uses texture, enamelling, & kundan work with diamonds and coloured stones. Each of the jewellery pieces have 3D work. Rezart also produces designer watches. Because of its excellent craftsmanship, competitive pricing, and quality control the company has a wide base of satisfied customers.

Over the past few years, Rita has won a plethora of awards for her work. She has been a two time Gold



Medalist in the Anglo Gold Ashanti Gold Jewellery Design Competition organized by the World Gold Council, 2005-06; a three times Gold Medalist in the All Rajasthan Jewellery Design competition, in the year 2000, 2002, 2003; Finalist in the India Vision 2001 Jewellery Design Competition and in the All India Jewellery Design Competition (VISION 2008); 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.

# ALUMNI



**Anupama Rana**

**Alumna, 2005**  
**Interior Design**

Anupama Rana is a Post Graduate in Zoology, from the University of Rajasthan. But her love for design got her take up the course in Interior Design from Arch. A very hardworking and dedicated student, she made her way through the professional field of interior design very gracefully. She went for training under Architect Ashish Jain and following this, she joined Sanskriti in 2005 for a part time job and later became a full time employee. In the year 2011, Anupama opened her own consultancy named 'The Design'. As an Interior Designer she has addressed all types of Interior Projects, covering sectors from Hospitality & Commercial to Residential. Focusing on the delivery of best quality outcomes, she has accomplished very successful results in 4 years with a range of highly regarded commercial and residential interior projects. In the 14th convocation of the Arch Academy of Design she was felicitated with the Best Entrepreneur Award, presented to her in the presence of Prof Pradyumna Vyas, Director of the NID, and the Chief Guest at the Convocation. She is a member of the Indian Institute of Interior Designers.



**Kirit Singhvi**

**Alumnus, 2006**  
**Interior Design**

With his passion for designing, Kirit walked into an architect's office for internship barely after completing his first semester at ARCH. On being asked why he should be recruited, he uttered 'I will work for free, will not ask for bus fare, and I will do drafting also!' After Graduating from ARCH, he completed his MBA from Delhi, worked in the education sector for six months, and then worked in the event industry, Hyderabad. Not finding interest anywhere as these were not his areas of expertise, he returned to his home town and joined Pyrotech workspace solutions and for the last four years, he has been working as Interior Designer, Product Designer and Project Manager. Since he knew that he didn't know it all, Kirit focused on practical experience and believed that it gave strength to one's knowledge. 'Grab as many opportunities as you can to absorb it. There is lot to learn, other than what our books and teachers can teach.' He says 'I began to understand the psychology of a client so that I could deliver what he was expecting from me!'



**Apoorv Saxena**

**Alumnus, 2008**  
**Interior Design**

As soon as Apoorv graduated from ARCH, he started his own Interior Design Studio naming it 'Espacio'. Currently he is successfully running live projects in Residential and Commercial Interior Design projects that range from Jewellery Showrooms to Farm Tree Houses! His attention is presently on a 13000 sqft Banquet Hall with two 5000 sq ft gardens which he would be Landscaping. He is also takes on work as a Stage & Décor Designer. Reminiscing, Apoorv says 'At times when I think about my career, I always acknowledge ARCH for the knowledge I hold today. It is ARCH which brought up a normal talented guy into an extraordinary skilled person and a true professional. From end to end I have always got guidance from my teachers and my mentors at Arch, enhancing my skills to deliver the best of interior space design.'



**Shafiq Khan**

**Alumnus, 2009**  
**Interior Design**

After Graduating from ARCH and awarded Best Student, Shafiq started as an Interior Designer with Manglam Arts, a large company into stone and handicrafts, where he is designing & supervising a number of projects. A very sincere, hard working and talented individual, he is currently working on a showroom project 'Gulal', Haveli Restoration Project at Chaksu, near Jaipur and on his own projects in Shri Dungargarh, Bikaner on residential interiors

based on modern design themes. He expresses his deep satisfaction with the education he received at ARCH and heartfelt thanks to faculty 'for building up his design roots'.



# AWARDS & RECOGNITION

## Jewellery



**Priyanshi Agarwal**, students of 5th semester of jewellery design won the 3rd prize in JAS'15



ARCH alumnus **Vikas Soni** recived 3rd prize in the Designer Jewellery Category at JAS'15



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



Rupal Gupta was a Finalist at the 'Swarovski Elements Jewellery Design Award 2012' with her piece 'Medusa'

## Fashion Design



The 'Fiat Emozione Italiana', was the first contest event to involve Fashion Design Schools in the Automotive domain, experimenting with the Color & Trim for the Fiat Linea in 2020. The two day competition at the 'Fiat Café', Pune was guided by famous Italian car designer, Emanuele Nicosia.

ARCH students Agantuk Singh, Pallavi Gupta, Ravi Ranjan, Sujit Kumar & Vinita Chandwani were the final five among 10 students selected. **Sujit Kumar won the FIRST prize of Rs.15,000 and a trip to Turin, Italy. Vinita Chandwani was awarded Rs.5000 as 1st Runner up**



**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



IFFTI invited its member Institutions from all over the world to participate in the **Poster Design Competition - "The Power of Fashion"**. All the 3 entries from Arch students were selected for exhibition at the conference venue, the **Bunka Gakuen University, Tokyo, Japan**



Preeti Sharma collection was selected for "World of wearable Arts" Awards show New Zeland in 2011

## Interior & Product Design



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



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



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



I AM A **DESIGNER**

# AIEED 2016

All India Entrance Examination for Design

### Under Graduate Level Programmes

- Interior Design
- Fashion Design
- Graphic Design
- Jewellery Design
- Craft Product Design
- Bachelor of Visual Arts
- Design Management  
(with specialization in Fashion/  
Interior/Jewellery/Graphics)

### Post Graduate Level Programmes

- Interior Design
- Fashion Design
- Jewellery Design
- Lifestyle Accessory Design
- Design Communication
- Garment Production & Export  
Management

### Application Forms Available:

- 21st Nov'15 Onwards

### Series I Exams:

Online Exam

15th Dec - 29th Feb'16

Centre Based Exam

10th April 2016

### Result Declaration:

- Online Exam: Within 7 Working Days
- Centre Based Exam: 15th April'16

### Interview Schedule:

- For UG programs: 10th - 20th April'16
- For PG programs: 27th - 29th Feb'16

### Batch Commencement:

- 30th July'16

### 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 2016

### Eligibility (Post Graduate):

- Under Graduate & Post Graduate  
Candidates 19 Yrs & above can  
apply



Scan this QR Code with any smartphone  
and fill Online Application Form.

Toll Free: 1800 3070 0626



Series II Exam dates will be announced shortly

### Affiliations:



Prospectus & Application can be downloaded or filled here:

[www.aieed.com](http://www.aieed.com)

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### Progressions & Exchanges:



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Ph.: 0141-4060500/02/03, Mob.: 09414070678, E-mail: admission@archedu.org