

backstitch

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Greetings!

Congratulations to the entire ARCH community for covering another milestone in our journey with the inauguration of Arch Gurgaon campus. Last three months have been quite eventful with loads of new learning experiences. It was a proud moment for us to organise the Global Mentoring walk in New Delhi and to host an International Cultural Governance 2017 with our guests Dr Ian King and Prof Annick Schramme. The idea behind organising the Cultural Governance workshop was to bring together thought leaders and their valuable inputs for managing art and crafts in India.

The 'Aesthetics of Dress' workshop held at Jaipur and Delhi saw Dr Ian King enlighten ARCH students and stalwarts from the Design fraternity about the relationship between body and aesthetics.

In our efforts to increase Design awareness right from the higher education level, a panel discussion titled 'Career Pathways to Creative and Cultural Industries' was held at Gurgaon campus in the month of April, to highlighting how the domains of creative & cultural industries can add value to the overall society by incorporating the various career opportunities of the creative and cultural domain into higher education and college curriculum.

IFFTI 2017, held in Amsterdam was a thought provoking and inspiring revelation on how the fashion community and the industry are working together to 'Break the Fashion rules' by bringing sustainable Fashion into the mainstream.

This year ARCH obtained full membership of the prestigious organisation CUMULUS. Meeting industry experts and academicians at the CUMULUS 2017 conference at Kolding, Denmark would pave the way for shaping new partnerships in the future along with opening up new avenues and opportunities of international exposure for our students.

I would also like to congratulate our graduating batch of students, the convocation ceremony held on 2nd March 2017 saw our students graduate with heads held high, ready to make a mark in the field of Design. Special thanks to Honorable Minister for Higher Education Smt. Kiran Maheshwari, Chief guest for the occasion, for encouraging the students to follow their dreams. HUB IN the ARCH Business Incubator was inaugurated by Madam Minister. We are ready to launch Bachelors in Design, Affiliated to University of Rajasthan and be the first in Rajasthan to offer a DEGREE in DESIGN. We thank our stakeholders for their belief & support in our endeavours!

Archana Surana
Chief Editor



Dear Editor,
I'm always looking for news and information from the Design world since i'm interested in making my career in Jewellery Design and Backstitch helps me stay updated.

Chetan Joshi, Kanpur.

Dear Editor,
The article on 'How to create new objects of desire?' helped me a lot since I was going through a 'creative block' that time. It helped me gain a new perspective towards looking at the problem!

Nidhi Patel, Pune

UPCOMING EVENTS

IIJS - INDIA INTERNATIONAL JEWELLERY SHOW

27 - 31 July 2017, Bombay exhibition centre, Mumbai
A 'B2B' show which attracts business visitors, Jewellery manufacturers, importers, traders, retailers & students from Gem & Jewellery Institutes from India and overseas.

FOREX FAIR 2017

25 - 27 Aug, 2017 at Birla Auditorium, Jaipur Rajasthan
Organizer: Federation of Rajasthan Handicraft Exporter Association

JAS - JEWELLER'S ASSOCIATION SHOW

1-4 September 2017, JECC Jaipur
Initiated by The Jewellers Association, Jaipur, JAS sees widespread participation by manufacturers, retailers, designers, artisans, wholesalers, and buyers.

JAIPUR BY NITE BY CII, RAJASTHAN

15 - 16 september 2017
Jaigarh Fort / City palace, Jaigarh, Jaipur, Rajasthan, India
Womens Car Rally & Maraton

Cover Page:
Garment by Pallavi Gupta, batch 2011-15 inspired from Ganjappa - Ancient hand painted playing cards from the state of Orissa.
Photographed by Manan Surana

VISUAL LEXICON

The Vocabulary of Design



Zibeline (/ˈzɪbəlɪn/ or /ˈzɪbəlɑɪn/):

is a thick, soft fabric with a long nap. It is usually made of wool, such as mohair or alpaca, but can also be made from the hair of other animals, such as camels.



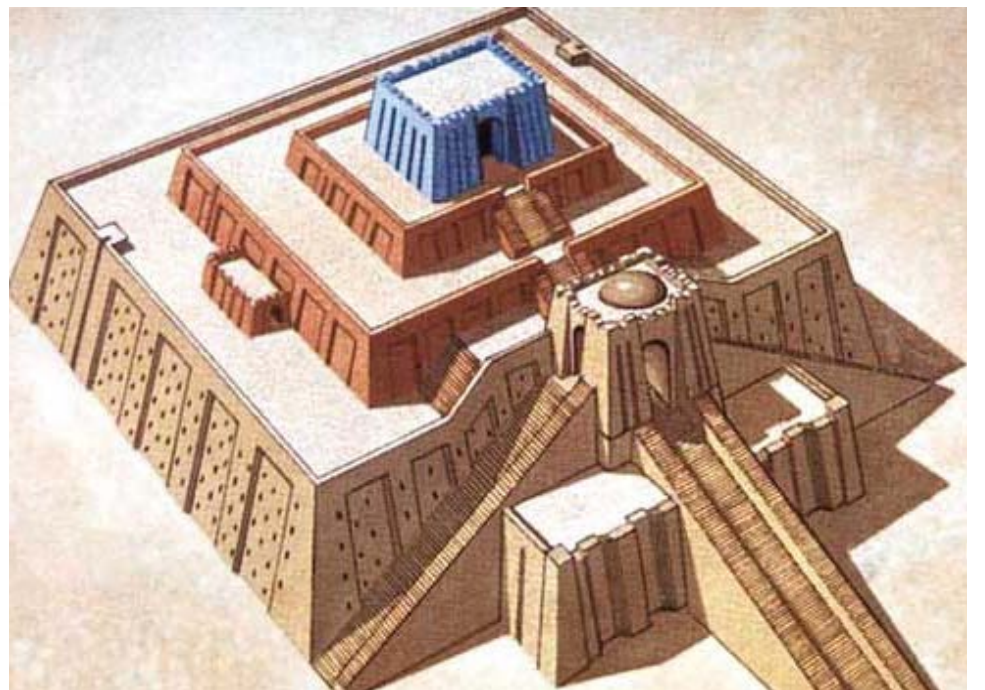
Zircon

is an important gemstone of many colors, and is an historical gemstone used for thousands of years. It is sometimes looked upon as a cheap Diamond simulant, but in actuality it can be a valuable gem. Its color diversity is caused by traces of certain impurities, some of which are radioactive.

Ziggurats

were a form of temple or very specifically Dwelling for Gods, built by Sumerians, Babylonians and Assyrians of ancient Mesopotamia (Current Day Iraq). These were STEPPED TERRACED PYRAMIDAL TEMPLE STRUCTURES. Fire Baked Bricks constituted the exposed areas and the internal core was built with sunbaked bricks. There are around 32 Ziggurat found nearby Mesopotamian region till date. The Shrine was located at the summit of the Pyramid and access was permitted only to the priests and therefore they were also the powerful members of the Society then. There have been various philosophies about the Ziggurat and its Spiritual connection.

Ziggurats generally have 7 tiers each representing the seven heaven and planes of existence, the seven planets and the seven metals.



Z Fold Brochure

A z-fold brochure—also known as a fan fold or zig zag fold brochure—is constructed by folding an 8.5" x 11", 8.5" x 14", 11" x 17" or 11" x 25.5" sheet of paper twice in the shape of the letter "Z".

A z-fold brochure looks like a fan because the panels do not fold into one another.

In a z-fold brochure page is one side of a brochure panel, and a z-fold brochure has six pages.

For z-fold brochures, the outside left panel folds to the left and the inside right panel folds to the left, forming the brochure cover.





Nien Siao

Campus Director, Gurgaon
Arch Academy of Design

With 22 yrs. of experience in Design Education, she graduated from NID in Textile Design and has developed expertise in Academics for Fashion and Textiles. She has worked extensively in development of Design interface for Textiles, craft, carpets, toys along with developing Design pedagogy. Areas involving Online learning and Sustainability are close to her heart.

Design Quest

Your Portfolio, Window to your World

It was a hot, sweaty, stark bright day. The Sun shone relentlessly on the tarmac bordering the cool green patch of grass. It was evident that the grass had been watered and nurtured carefully. The delicate, sleek blades of grass didn't seem to be disturbed by the intense temperature emanating from the gravel walls, unperturbed by the wave upon wave of scorching heat. As I glanced outside the tall glass window looking out on the street, students trooped into the building with large portfolios tucked under their arms. They were preparing to appear for an interview, ready to show and explain why they wanted to join a Design course. A lot rested on the portfolio, collection of work, which was painstakingly worked on over a year or two. Portfolio for whatever it is meant to be, perhaps needs to be understood better.

Q What does a Portfolio mean? What should a Portfolio contain?

A-Portfolio is a collection of works that showcases an individual's interest, strengths and beliefs. It may contain all forms of visual work such as drawings, sketches, paintings, photographs, collages and doodles. Any 3 dimensional works, such as models, sculptures or installations can be captured in photographs for the portfolio. It would be much more comprehensive if you are able to show the process of developing the 3D installation, such as sketches of ideas in progress, various stages of the model being built up and so forth.

Every piece of visual when accompanied by a title or caption gives the visual a deeper insight to your thinking and your perspective. In a working drawing many designers scribble a comment or a related idea to look into development later. This practice could be followed by you if you would like to build on it later.

Q Why is a Portfolio important?

A-A portfolio represents what you are as a creative practitioner, gives an insight into how you are developing and what may you be inclined to do. It should be able to give a glimpse of your uniqueness by showing works which emphasize your creative

strengths.

An interview is meant to evaluate an individual's attitude and thus fitment and suitability for the job. When you appear for an interview along with your portfolio, it can become the point of conversation, leading the interviewers to understand your professional strengths. Hence the portfolio, in a creative opportunity brings the focus on your ability to fulfil the job requirement by displaying your creative perspective and conveys your design philosophy.

Q How is a portfolio prepared for admission different from a portfolio aimed at placement opportunities?

A-The situations are different, however the purpose of portfolio for both remain same. For an individual the portfolio will represent your creative strengths, the scope of your visual, textual and technology competencies, your experience, inspiration and your inclination towards specific interest areas.

The collection prepared for admissions besides showcasing basic skills perhaps need to contain a wider range of creative skills. A portfolio prepared for placement needs to focus on the competencies that is sought by the employers. A professional environment expects an interviewee to fit into the role and requirement of the job, which needs to be known and the portfolio can be prepared to showcase the best suited works aligned to the requirement.

Q What kind of a portfolio should I develop to apply for a course abroad?

A-A portfolio for application to institutes abroad should be prepared for the purpose, i.e. A visual showcase of your strengths and philosophy. However, in addition much emphasis is laid on writing and skills of verbal expression. The works can be supported by text and explanation of the visual presentation. A statement of purpose explaining the rationale for application and vision of your plans will give an added perspective.

Q Since I am applying for a course in Design which is largely visual and skill oriented, do I need to include any textual matter at all in my portfolio?

A-Yes, it helps to showcase your language skills and the ability to express. A designer ultimately needs to draw all sensory skills together to successfully create a product and to communicate about it. A complete

design professional is expected to develop visual sensitivity, communication skills, manual skills and cognitive skills such as reasoning, logical thinking and analytical skills besides, most of all to be able to 'Think Outside the Box'.

Q Please advise what kind of a portfolio should I present in my application for a Top-up Degree?

A-A top-up degree is a phase of learning where you may take up the opportunity to shift to a University or college outside India to complete the Degree phase of learning. It would be important to give a brief picture of your learning status and abilities through the portfolio that you will present. It should consist of all works completed till year 3 and also an indication of the areas of interest, so that the University you are applying to is able to provide support in your final degree phase and ensure facilitation and academic support.

Q Will a Digital Portfolio appear as authentic and as believable as original work?

A-Digital technology has been a boon to the creative sector in many ways, in the ease of storing, transforming and realizing ideas. On the other hand, it has made copying much more easy. Dressing up the original work has made visual presentations sleeker, drawing attention away from the content. This has led to much scrutiny to figure out what actually is the original idea.

Nonetheless it is possible to ensure that the works and in - process presentation remains true to what you'd like to highlight. Any digital effects should not be allowed to take the attention away from the main focus i.e. your work. On the other hand, being able to use digital tools effectively, to strengthen your weak skills can be viewed positively.

AIEED stands for All India Entrance Examination for Design

AIEED examination consists of GAT (General Ability Test) and CAT (Creative Ability Test)

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INCUBATING DESIGN



“Incubation services increase the chance that a start-up will succeed, and shorten the time and reduce the cost of establishing and growing its business.”

Design education has seen tremendous growth in the last 5 years, however, the Indian Design industry is still growing gradually (India Design Report, CII), which implies a gap in the demand and supply of Design professionals. In the last decade, there has been a paradigm shift in education and academics in terms of course content, duration of the classes, pedagogy and academic environment. This calls for a co-related shift in the way students are absorbed in the industry through job creation or as entrepreneurs.

For the unseasoned, the word 'Startup' and 'Business Incubation' may seem newfangled but not for the youth of our country. Since startup companies lack many resources, experience and networks, incubators provide services which help them get through initial challenges in starting up a business. These obstacles may include soft and hard infrastructure amongst other prerequisites for running the business.

There are approximately 900 business incubators nationwide, according to the National Business Incubation Association.

Business incubation provides SMEs and start-ups with the nurturing environment needed to develop and grow their businesses. The need of the hour is to provide maximum practical exposure to students. Business Incubation Cell at ARCH has been established for this very purpose. ARCH is the very first institution in Rajasthan to take an initiative to meet industry requirements, with a vision to create a world-class ecosystem for entrepreneurship for the benefit of our students.

The incubator offers help with business basics, Networking activities Marketing assistance, Market Research, High-speed Internet access, co-working space, help with accounting/financial management, Access to bank loans, loan funds and guarantee programs, help with presentation skills, links to higher education resources, links to strategic partners, access to angel investors or venture capital, comprehensive business training programs Advisory boards and mentors, Management team

identification, Help with business etiquette, technology commercialization assistance, Help with regulatory compliance, Intellectual property management.

A research study done by our Projects - Director, Mr Pramod Yadav highlighted the need for Business incubation services to support the growth of textile /garment designing and manufacturing for new startups in Jaipur, Jodhpur, Bhilwara, Pali & Chittorgarh region. From the Rajasthan state more than INR 3500 Cr. export belongs to the Textile and readymade garments exports only. Therefore, the incubator will be helpful to fulfill the requirement of local Indian market as well as to increase the export from the Rajasthan through new startups.

Incubation services increase the chance that a start-up will succeed, and shorten the time and reduce the cost of establishing and growing its business. In-house incubation services through ARCH help students to develop long term relationships which assist them in Research & Development and building their professional network. To increase awareness, ARCH has organised various student entrepreneurship awareness programs led by

experts from the industry with the support of I CREATE, START UP OASIS AND NEN. The goal of business incubation cell at ARCH is to make our students self-reliant and job creators. The socio-cultural impact of grooming individuals to become job creators is beneficial for the economy as a whole.



Ms. Kiran Maheshwari, Honorable Minister of Higher Education, Rajasthan Government inaugurating the Business Incubator at ARCH Academy of Design.



Inaugural Panel Discussion on
Pathways In Creative & Cultural Industries



A MILESTONE TOWARDS INTERNATIONAL EDUCATION

ARCH Academy's Gurgaon campus was inaugurated on April 7th, 2017, by Dr Ian King, Prof of Aesthetics & Management London College of Fashion and Chair for Research at the University of Arts London and Professor Annick Schramme, professor and academic coordinator of the Masters in Cultural Management at the University of Antwerp (Faculty of Applied Economics), Belgium.

April 7th, 2017 marks a turning point in ARCH's journey with the launch of its second campus in Gurgaon, Delhi NCR. Nestled in the heart of the institutional area of Sector 44, the campus is an important milestone in our journey towards setting world class standards in Design Education. The ultra modern campus spread over 40,000 Sq ft, in a centrally located space offers various well designed courses keeping in mind the domestic and international industry requirements. New Delhi, being the capital of India, is the political, social and economic hub of the country and with ARCH Academy of Design's strategically located campus in Gurgaon, students will have access to the professional, industrial and market driven environment of Delhi-NCR for increased exposure.

The inauguration for the Gurgaon campus was done by Dr Ian King, Prof of Aesthetics & Management LCF and Chair for Research at the University of Arts London and Professor Annick Schramme, professor and academic coordinator of the Masters in Cultural Management at the University of Antwerp (Faculty of Applied Economics), Belgium and academic director of Competence Centre Creative Industries and the master class Creative Jumpers at the Antwerp Management School.

The state of the art modern campus was filled with excitement and anticipation. Our honorary guest

list, people from the Design fraternity from all over the country, graced the occasion to support and encourage ARCH community. Speaking at the occasion Dr King congratulated ARCH fraternity for their unrelenting efforts towards advancing Design education in India and continuously developing innovating ways of infusing Design awareness and sensibilities amongst students and general public. Professor Annick Schramme added saying that

only through consistently striving for better Design education, can we expect to resolve the problems faced by our planet.

In her vote of thanks to the guests, industry stalwarts, and ARCH community, Ms Archana Surana highlighted that she believes the two most important pillars in Arch Academy of Design have been Inter-disciplinary Approach and Imparting Holistic Design Education.



Ms. Nian Siao, Mr. Benoy Thoompunkal, Prof. Annick Schramme, University of Antwerp, Prof. Ian King, Professor of Aesthetics and Management, University of Arts, London, Ms. Archana Surana.

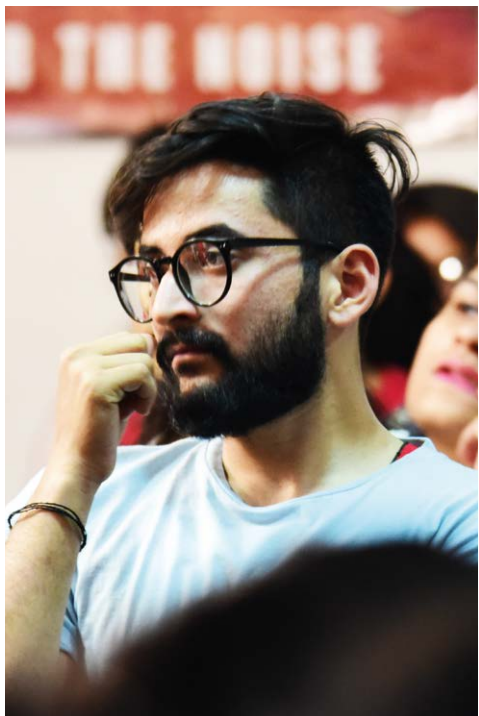
Career Pathways in Cultural industries

A workshop titled 'Career Pathways to Creative and Cultural Industries' was held at the ARCH Gurgaon campus on 7th April 2017. The event was a panel discussion organised on the occasion of the inauguration of ARCH Gurgaon Campus.

Panelists included Dr Ian King (Professor of Aesthetics and Management, London College of Fashion), Prof. Annick Schramme, (Professor and academic coordinator of the Masters in Cultural Management at the University of Antwerp, Belgium) Ms. Archana Surana, Founder – Director, Arch Academy of Design, Mr Benoy Thoompunkal, Director- Academics, Arch Academy of design, Nien Siao, campus director – Arch Gurgaon campus, Rahul Rajmuthiah, Governing body member.

The discussion focused on how the domains of creative & cultural industries can add value to the overall society by incorporating the various career opportunities of the creative and cultural domain into higher education and college curriculum. If academicians and people in the education industry are able to bring about a change at school and higher education level to bring an impactful difference in overall curriculum, the future generations will be benefitted with greater clarity in terms of career options. One of the key takeaways of the discussion was the idea that Design thinking needs to be introduced at school level so that students get introduced to and familiar with the concept of Design Thinking and take up careers which they are passionate about.

Identifying the main career options in the creative and cultural industries will support the cause of enhancing curriculum of the higher education and university level programmes and knowledge of the students. Teaching should be industry linked and most importantly, aesthetics of Art & Culture should also be incorporated into these programmes.



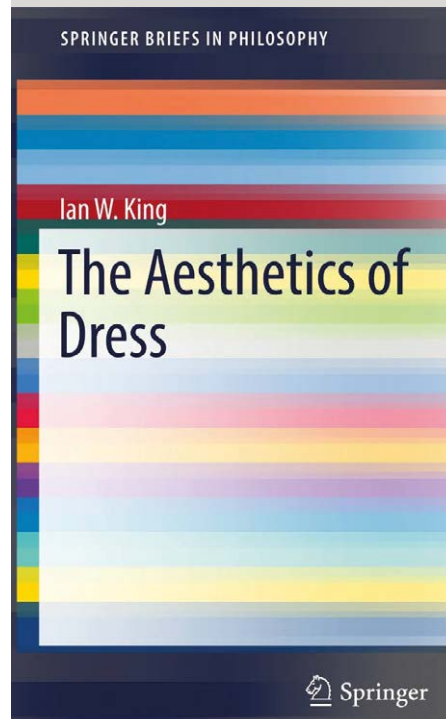
The Aesthetics of Dress

On the occasion of Gurgaon campus inauguration, a talk titled 'Aesthetics of Dress' was hosted at ARCH Academy's premises on 7th April on the lines of Dr Ian King's latest book 'Aesthetics of Dress'.

Professor Ian King started out in theatre, completed his PhD in 1990 and later on turned towards academics. He has organised arts-based events in over 30 countries and is currently working as the Professor for Aesthetics & Management at the London College of Fashion (affiliated to University of Arts London). He is also an appointed censor to the Danish Government on the potential of arts and creativity for management education. Dr King was accompanied by Professor Annick Schramme, and the talk was attended by industry experts from all over the country and ARCH community members.

Highlighting the research done for his book, Prof King said "Dress provides a rich visual indicator to all audience, both familiar and unfamiliar. This can be judged by simple observations in our day to day lives as a particular piece of clothing worn by a person is associated with a formal role like a doctor, nurse, fire-men, policeman, defense personnel, attending a party or getting married". This book explores the relationships between how the body appears and feels in everyday life through aesthetics. We 'dress' our bodies to communicate – to express our confidence (or not), identity, status, aspirations, affiliations etc. We dress according to the situation/audience etc. It might be to attract attention, to protect or to hide the body. Thus, the appearance (as well as the feel) of the body is significant if we are to appreciate an enacted approach to aesthetics.

Closing the event, Dr King said "have the courage and confidence to go forward and appreciate who you are and what you can do" pointing to the fact that when we take pride in where we come from, we can truly start to unearth limitless possibilities.



Prof. Ian King, Professor of Aesthetics and Management, University of Arts, London. Prof. Annick Schramme, University of Antwerp, Mr. Benoy Thoompunkal.



Ms. Archana Surana, Prof. Annick Schramme, Ms. Nian Siao, Prof. Ian King.

IFFTI 2017 AMSTERDAM

BREAKING THE FASHION RULES · March 2017



This year's IFFTI conference was all about 'Breaking the Fashion Rules'. The 19th edition held from 28th to 30th March 2017 was hosted by the Amsterdam Fashion Institute (AMFI), Netherlands. Since its inception in 1999, IFFTI has grown as one of the premier international organisations representing leading fashion higher education institutions with an aim to advance education in areas of design, technology and business through international collaboration. The organisation consists of 45 members from 22 countries.

Founder Director Ms Archana Surana, Director Academics and Mr Benoy Thoompunkal attended a series of events at AMFI, together with Mr Rahul Rajmuthiah, governing body member. 'Breaking the Fashion rules' brought together researchers, industry experts and academicians to talk about innovation and sustainability as the key areas of interest.

The lecture by Mr Isaac Nicholson, the founder of S3- Sustainable Source Studios, focused on spreading awareness of sustainable textile and Fashion, recycling methods and the significance of sustainability in the future.

The talk by Ms Mihela Hladin, Environmental & Social Initiatives Manager Europa of Patagonia, a company manufacturing clothing and gear for climbing and other outdoor sports highlighted how their company has been involved in sustainability and environment

friendly activities like using organic cotton, repair stations, 35% fair trade protection, limiting to only two collections per year and donating 1% of the revenue to environmentalists, to counteract fast fashion. True to the theme, the conference saw speakers from within the industry and outside who stressed on challenging the old paradigms in the Fashion industry, which several generations have grown up to believe - 'Real fashion is expensive', 'Only Paris knows Fashion' or one of the more popular ones of our times - 'Sustainability is not profitable'. The Fashion industry, with time, evolved, fixated on cheaper, faster Fashion with an eye on growth

and greater ROI. The idea behind this conference was to discuss, understand and bring forth the challenges and opportunities to build a generation of fashion professionals who are not bogged down by stereotypical beliefs and chart their own path to help build a better tomorrow for our planet. Some of the other eminent speakers at the event were: Jimmy Nelson, Photographer - known for his portraits of tribal and indigenous people. Liam Maher, ECCO - VP Global Creative Director and Pascale Moreau - Public Affairs Manager - Sustainable Apparel Coalition.



Mr Rahul Rajmuthiah, Ms Archana Surana with British Photojournalist Mr. Jimmy Nelson.



Souraya Bouwmans-Sarraf AMFI - Amsterdam Fashion Institute Ambassador, addressing the audience.





Jaipur's premier design institution, Arch Academy of Design receives the prestigious membership from 'CUMULUS', the international association of universities and colleges of art, design and media. The REDO biannual Cumulus 2017 conference was a 4 day event held in Kolding, Denmark.

Cumulus is a global association, formed to serve Art and Design education and research. It is a forum for partnership and transfer of knowledge and best practices. It currently consists of 257 members from 54 countries. Cumulus Secretariat is located in Helsinki, Finland. Initiated with an aim to build and maintain a dynamic and flexible academic forum that would bring together top-level educational institutions from all parts of the world. Cumulus offers wider international context for discussion and developments in education and research of art, design and media. Arch has recently obtained full membership of CUMULUS.

This will help in opening up more opportunities for our students as well as providing them greater international exposure. It will also enable (our) children or students to participate in research, scholarship and competitions etc being conducted by this organization.

Along with this Arch academy of design has also tied up with the leading design colleges of Paris, École Duperré, College of Art, Design and Fashion and École Boulle for summer internship and semester internship which will provide global level platform to broaden their perspectives and enhance skills.

Other members of the association include well known international universities like the University of Antwerp, The Royal Danish Academy of Fine Arts, Aalto University, National Institute of Design, India, IIT-Mumbai, Istituto Marangoni School of Design.



Cumulus President Ms Luisa Collina awarding Membership Certificate along with Eija Salmi, General Sect. Cumulus.



Sheila Copps Former Dy. Prime Minister of Canada. President World Design Summit.



Annick from École Duperré, Paris.



Cardboard Furnitures.



CULTURAL GOVERNANCE

Pathways to good governance



“The ARCH Academy of Design, Jaipur, with support of the Government of Rajasthan, the European Network on Cultural Management and Policy (ENCATC), Creative Europe, the Creative Enterprise Programmes of the European Union, the University of Antwerp and the University of the Arts, London was the organising host institution in India for the Cultural Governance project 2017. The event brought together the key people involved in the challenges of managing arts and cultural organisations in India.”

This unique initiative by ARCH Academy of Design provided a friendly and independent space for exchange of knowledge among diverse stakeholders (Design Professionals/ Institutions, Development Professionals, Industry Players/ Associations, Govt./Non-Govt. Organizations, Academicians, Art & Craft Producers, Researchers). On 8th of April in the heart of India, New Delhi ARCH conducted the international Cultural governance workshop.

Our highly respected guests Prof. Dr. Ian W. King, Professor of Aesthetics and Management University of the Arts London and London College of Fashion and Prof. Annick Schramme, President of ENCATC, Professor at University of Antwerp / Management School of Antwerp (Belgium) shared their ideas, concepts and opinions on the most important and palpitating topics of modern society. Initially the rationale for this workshop

was to show that the challenges in managing successful arts and cultural institutions globally are immense and the task is not getting any easier. Meanwhile the whole understanding of the global picture of good practice in ‘cultural governance’ is quite imprecise and weak. Predominantly, the information gathered from a narrow literature and set of understandings that is mainly western from predictable locations, for example: UK, USA and Europe. The premise of this workshop is that this literature and set of understandings may be of only limited value to arts and cultural institutions located outside these western locations – and in fact, the concern is that this literature might be doing more harm than good. Accordingly, the aim of the workshop was to collect further information regarding the guise of cultural governance across a number of locations across the globe. In order to know how



Prof. Dr Ian King, Prof. Annick Schramme, University of Antwerp with and Ms Archana Surana, Ms Jaya Jaitly former Samata Party president, an activist, Campus Director Arch Gurgaon Nien Siao, Jaspal Senior Faculty.

arts and cultural organizations are managed in these non-western locations. Such conversations help in the understanding the current situation and cultural exchange.

As it was stated during event, nowadays, the government with the support of the community needs to decide whether it supports cultural heritage - artifacts (paintings, drawings, prints, mosaics, sculptures), historical monuments and buildings or all the forces should be directed to contemporary art development. The main question is what is the procedure and who exactly will take the decision. The other main question is how to protect the culture. Should it be cultural governance or governance of culture?

The dramatic shift from government to governance as "our joint and uneven terms of engagement with the complex field of economic, social, political and cultural power relations in which we are all 'stakeholders'" admitted Dr. Ian W. King. The processes such as privatization, decentralization, incorporation, which do not only mean fragmentation of the decision-making systems but also the withdrawal of the state from the public sector and the emergence of new problems requires the interaction between state, market and civil society.

There is one aspect missing from this set of issues which deserves special mention, namely the creative industries discourse. When the main justification for public funding of culture becomes the discourse of profit we need to be aware of the consequential marginalization of the non-use values of culture and other arguments that have so far been legitimizing culture as a public good. Speaking about strengthening culture as a public good, building capacities to foster better governance, managing cultural diversity and constructing citizenship, promoting the participation of all stakeholders, reviving citizens' public spaces, fostering ethical challenges, involving public, economic and civil sectors in 'co-production' and consolidating through the respect of human rights.

The main overview of current trends in cultural governance will focus on four main aspects of cultural governance which open new directions in terms of research as well as policy issues: (1) value-based governance; (2) independence from government funding institutions; (3) impact of the current financial crisis.

Value-based governance is a trend that relates to the inclusion of a specific sort of thinking linked to public economics in management, policy and governance aspects of culture. Instrumental values relate to culture being funded by governments primarily because of its economic and social benefits; intrinsic values relate to culture being funded as a public good in its own right; while institutional values are mainly related to management tools to improve the way in which cultural organizations serve their public. A sound policy and governance of culture would therefore take account of all different types of values and place a focus on non-use values (such as justification for public support to the arts) and cultural values (such as the most culture-specific values).

Another important issue for cultural governance is the impact of the current financial crisis. The crisis has had a mixed impact, being mostly visible at the level of state public funding and much less so at the level of local public funding. The challenges of the crisis for both governance and management of cultural institutions and claim that "the crisis could be overcome only through a radical change in the current governance and management models" claimed Dr. Annick Schramme. The workshop was a 'day-long' affair, where the opportunity to develop understandings with further information, activities and discussions were held. There was generated a pool of knowledge that we hope will lead to an international standard that supports the improving quality and practice of cultural governance across the globe.

The Cultural Governance programme was attended by dignitaries from the art and creative industries included:

Ms Jaya Jaitley - Ms Jaya Jaitly is an Indian politician and a former Samata Party president. She is an activist, author and Indian handicrafts curator.

Jayant Kastur - Former Secretary and CEO of India's National Academy of Performing Arts – the Sangeet Natak Akademi, art administrator, speaker and thinker.

Prof. I.M. Chishti - Architect & Design Thinker, Mr Chishti teaches the Theory of Design at the School of Planning and Architecture. His projects include installations, theatre and films.

Prof. Ashish Ganju - A thought leader in Indian architectural philosophy, visiting professor at various international universities, UNICEF consultant and faculty at the School of Planning and Architecture and IIT, New Delhi.

Parthiv Shah - Director, CMAC
An alumnus of the National Institute of Design, India, graphic designer and a photographer.

Bindu Manchanda - Director Projects - INTACH
Ms Bindu is the Director, Projects at The Indian National Trust for Art and Cultural Heritage (INTACH) which was founded in 1984.

Meenakshi Jha - Artologue foundation
Artologue is a Travelling art project by Meenakshi and her husband Jey who travel to different parts of India to bring Art to the people's houses.

Vikram Joshi - Founder and owner, Rangotri
Trained as a textile technologist, Rangotri manufactures unique hand crafted textiles and home furnishings & exports to over 25 countries.

Sushma K. Bahl, MBE, is the author of '5000 Years of Indian Art' and former head of Arts & Culture for the British Council India.

Pooja Sood - Director General, Jawahar Kala Kendra. She is also a founding member and Director of 'KHOJ'.



Prof. Jatin Bhatt, Ambedkar University, Delhi with Mr. Jayant Kastur, Former Secretary and CEO of India's National Academy of Performing Arts, and Mr. I M Chisti (Architect, Design Thinker)



Prof Ian King, Mr. Vikram Joshi (Rangotri Founder and owner) with Mr. I M Chisti (Architect, Design Thinker)



CONVOCATION 2017

“ ARCH Academy of Design has been contributing towards elevating the status of Design education for Jaipur for the last 17 years and with the launch of its Gurgaon campus , I’m confident that the journey to empower individuals will continue with the same enthusiasm.”

On March 2nd Arch Academy of Design conducted its 15th convocation amidst much fanfare and flair! Hon'ble Minister for Higher Education Smt. Kiran Maheshwari, graced the occasion and presented mementos and certificates to the awardees and showed the young evangelists the path to entrepreneurship! Hon'ble minister was elated to observe that Arch academy of design is concurrently imparting education and skill development; she was glad to see the success journey of the institute and it's alumni who have created numerous success stories in different spheres of design industry. Further she appreciated the well-entrenched and future ready plans of the founder director Mrs. Archana Surana to establish a Design University. She also inaugurated Arch design incubator center which currently boasts of state of the art machineries, international linkages and industry experts to impart practical knowledge and encourage numerous hues of entrepreneurial spirit.

She has assured that she will support Arch academy on behalf of the Ministry of Higher education that provides various government schemes and plans like MSME, SKP, etc. to create more employment

opportunities.

The dignitaries who graced this occasion were Smt. Kiran Maheshwari- Hon'ble Minister for Higher Education, Architect Anshuman Sharma- Hon. Secretary- IIID, Jaipur, Nitin Gupta-CII, Jaipur, Dhirender Jain-Senior Journalist, Nien Siao-Campus Director Arch Academy Gurgaon, Benoy Thoompunkal- Academic Director, Arch Jaipur, Rahul Rajmuthiah -Governing body member.

Annual Report:

Arch Academy of Design is a pioneer institute in the field of design education spread across 30000 Sq Ft landscaped campus with over 16 glorious years of imparting education along with deep rooted spirit of entrepreneurship. Director and founder of Arch Academy of Design Mrs. Archana Surana has informed that total of 427 students are currently studying and more than 5000 have passed out in last 16 years, out of which 2000 students are already entrepreneurs and have established new dimensions in industry.

Starting 2017 , ARCH Academy's Gurgaon campus has opened it gates for admissions into various Design programmes.



AWARDS



Maira Gouveia
EVOLVE Award recipient - 2017

I have to thank this institution, for every minute that I have lived here, for all those who opened the doors for me, for the directors, students, teachers, coordinators and all the workers who trusted me and supported me in every project. I have always tried to encourage my students to stay curious, explore new avenues of expressing their creativity which will help them evolve as an individual. This award is not only mine, but for all the people who have worked with me!



Richa Lakwal
EMPOWER Award recipient - 2017

I am extremely honoured and grateful for the recognition I have received for my work in the form of "The Empower Award of the year". I truly believe that the other nominees were as capable, if not more, of receiving this award.

The environment and the numerous challenges in my tenure of five years at the ARCH Academy of Design have strengthened and contributed in making me the kind of person I am today. Thanks to all my seniors and colleagues who have inspired and encouraged me to perform better at every stage with dedication and integrity. I would also like to acknowledge, Founder-Director of ARCH Academy of Design, Ms Archana Surana's contribution for driving not just me but every individual towards achieving excellence in their domain.

This award will act as a catalyst for making me strive, to work towards elevating the quality and standards for Design education in this organization.



Yogesh Bhatt
CO-CREATE Award recipient - 2017

I have always believed that, doing good work, consistently, leads to extraordinary results in the long run. I'm grateful to the ARCH governing board, management team, my co-workers and most of all Pramod sir for having faith in me and supporting & guiding me everyday to deliver my best. Teamwork is the essence of co-creation and it is only when all the team members understand the importance of empathy, compassion and accountability, does a team achieve exceptional outcomes.



Anindita Khare
Best Student Overall Performance

I truly appreciate the efforts put in by our teachers and the academic staff in ensuring all our projects, activities, site visits are executed in an appropriate and timely manner to ensure we are able to reap the benefits of industry exposure, internships, mentorship programs. I was able to hone my leadership and interpersonal skills as a result of closely working with my project mentors. I have been able to strengthen and improve upon the technical and practical skills required for excelling in my profession.



Savi Jain
Best Student Vocational Studies

The Fashion Design Vocational programme at ARCH helped me in gaining perspective towards my career path, with a blend of technical knowledge and my individual expression. The inclusion of elements of entrepreneurship in the programme will further help in my professional life.



Divya Soni
Best Student Innovation

I believe that innovation is one of the essential elements for any creative profession and the reason behind many successful careers.

Learning, a stimulating environment for training and co-curricular engagement programmes are the key to innovative thinking. Moreover, innovation is the differentiating element in today's competitive world. I'm grateful to ARCH for providing both along with supportive faculty.



New Delhi, Lodi Gardens, India



Unleashing Womens Leadership



I realized that we, all of us, each of us has immense amount of potential to make women's empowerment come true. We were born as multitasking multipliers. Our abilities of creation and facilitation are immense. We can proudly proclaim, that many of us determined the course of events and the forms of human culture. We originated, founded, governed, prophesied, created great art, fought for our rights, and for our people. All of this is a proof that we have unlimited inspiration but have to work with limited resources.



Women's empowerment creates a ripple effect in the community as it makes us independent in all aspects from mind, thought, rights, decisions by leaving all the social and family limitations and labels. As it was proclaimed by the participants of IWD 2017, women need fresh and more capable environment, so that we can take our own right decisions in every area of our lives. It's not just about human rights, it's all about making the country highly developed, free and safe. We need to unlock our potential now, we need to help each other grow and learn, and mentor-ship is the best starting point.



Former India's Ambassador to the United States of America, Ms Meera Shankar joining Ms Archana Surana for the Mentor-mentee walk

Ms Archana Surana is a 2017 Vital Voices Global Mentoring Walk Flag Bearer for Delhi. She has been organising Global Mentoring Walk for the last 6 years in Jaipur, this year she organised the first Global Mentoring Walk at Lodi Gardens, New Delhi, India. In association with FICCI Flo

Around 60 professional women entrepreneurs, corporate professionals, and distinguished artists walked together united by the purpose of "Paying it Forward" in the capital's Lodi Garden. This year became very crucial for me. I had the privilege to organize the first Vital Voices Global Mentoring Walk with the support of the ARCH Academy of Design right in the heart of the country, New Delhi. Mentors and Mentees who visited this event were sharing their professional and personal experience with each other, guided by the passion of creating and regulating. Listening to the astounding stories of these great women inspired me to make further change in my community and to never shy away from a challenge.

The participants were sharing their views on global issues, exchanging their experience and bringing their stories in perspective of female empowerment and equality. As the result of the conversation and following discussion mentors and mentees co-created brand new ideas to solve the difficulties that women in India and all across the world can face on the way to their dream. Mentors and mentees made a great job, which is hard to underestimate. By looking at the World's issues together we discovered that together we can make a difference. Understanding, support and care allow us to stay aware of business opportunities, or find a group of like-minded people to lean on in difficult personal times. I think we need to break the social labels and unjust laws now starting from ourselves. We need to pursue our vision to build a graceful future.

Women Mentors Forum

JAIPUR.INDIA



“The Global Mentoring Walk was coorganized by the Vital Voices Global Leadership Network (an international NGO), FICCI Ladies Organization (FLO) and ARCH Academy of Design. The International Women’s Day 2017 was celebrated in Delhi and Jaipur by identifying and training emerging women leaders and social entrepreneurs by experienced mentors.”

GLOBAL MENTORING WALK Jaipur, Polo Ground, India

the industry continuously mentor students, and students get multiple opportunities to showcase their work. The financial assistance to set up Design Enterprise, which is given by the ARCH's Business Incubator gives the students possibilities to become successful entrepreneurs. This platform is unique and extremely useful, as far as it helps to fill in the gap between alumni and industry. Now with the opening of Gurgaon campus the ARCH Academy of Design family is getting even bigger, so more students will have a possibility to built their future in Design today.

I would like to express my gratitude to Vital Voices Global Leadership Network, FICCI FLO Ladies Organization and personally to Ms. Archana Surana Vital Voices Global Mentoring Walk, Flag Bearer, the Founder & Director of ARCH Academy of Design for this amazing opportunity. Indeed, the Vital Voices initiative of the Global Mentoring Walk makes a great difference for women and their leadership.



I had participated in the event as a mentee and was inspired by the sheer climate of giving back, the event was infused with. Moreover, I was inspired by the story of its Flag Bearer, Ms. Archana Surana. Her touching narrative on how she turned the two room design training centre in Jaipur into one of the leading design training academy in the country in a less than a decade, enraptured me. The Jaipur Walk witnessed 160 participants which included professional women: entrepreneurs, corporate professionals, and distinguished artists. Princess Diya Kumari - Brand Ambassador of the "Save the Girl Child" campaign - was present on this occasion as the Chief Guest and State Commission for Women Chairperson Suman Sharma as the guest of honour. The main purpose of this event was to demonstrate a belief in the importance of women's leadership and participation in the society, in order to instil the values of mentoring in rising leaders, who can give back to future generations.

“This event gave the young new mentees an opportunity to gain from the experience of their respective mentors, and the mentors in turn got a chance to “unlearn” and “learn” from their respective mentees,” quipped one of my co-mentees. Several prominent personalities - some of whom I had the privilege of meeting and knowing personally - were present during the event. The former Ambassador in the Obama government and Meera Narain joined us as a mentor along with other stalwarts like Padamshree awardee Meenakshi Gopinath. It was my pleasure to co-participate in this event with Neha Kirpal the owner of the India Art Festival, and vertical heads from PepsiCo & Ernst Young. Later on Mathew from the Alumni Exchange Program of US Embassy along with Mandeep Kaur from the American Embassy joined us. Falak and Aishwarya from Naz foundation also walked with us to make the difference in the modern society.

I was inspired to know, that Ms. Surana started the ARCH Academy of Design as a two-room organisation and nurtured it into one of the leading design academy in the country in a short period of time. The ARCH Academy of Design isn't only an excellent education institution, but also the women leadership skills and in developing the women's forum in the country. ARCH is helping young and talented students to create their future today by organizing it's own fashion shows wherein the students' work is represented. Moreover, the Arch Design Business Incubator helps to convert creativity into an expandable business opportunity. Through this platform, the captains of



Princess Diya Kumari interacting with the participants at the Jaipur chapter of the Global Mentor Walk at Central Park, Jaipur.

DESIGN

SOLUTIONS

A TALK ON DESIGN AND INNOVATION



“TEDx Jaipur, as a part of the global TED programs, was organised in Jaipur by ARCH Academy as one of the sponsors. The talk featured Harsh Songra-founder of My Child App, and Mr Arun Cherian-founder of Rise Legs Design Labs.”

As a creative institute focused on student's design experiences and innovation, Arch Academy of Design was one of the sponsors for this year's TEDx Jaipur. The event was held in February in Clarks Amer Hotel.

TEDx event is a part of the local programs of global TED, which is a non-profit group, devoted to the concept of 'Ideas Worth Spreading'. The program started in 1984 as a conference bringing together people from three worlds: Technology, Entertainment and Design. TED is now an annual event that brings together the world's leading thinkers, sharing ideas that matter in any discipline. Supported by Global TED, TEDx Jaipur saw incredible speakers from many Indian cities, aiming to spread the ideas and solutions from other communities, sharing life stories and experiences. With inspiring lectures, the program inspired design students to seek solutions to global problems, but many others present in the audience. TEDx Jaipur is one of the most influential programs in India, spanning over the last 4 years and 7 events, hosted by more than 50 thought leaders from across the globe.

Knowing the importance of such events for Jaipur community and also for getting information required for a career in design, Arch students and faculty members not only participated in the event, but also organized a lecture on the 26th of the same month at ARCH campus, with two speakers nominated by an old and solicitous partner of the institute and organizer of TedX Jaipur, Mr Ajit Sharma, who introduces us the innovators, Harsh Songra and Arun Cherian.

Harsh Songra is the 20-year-old founder of My Child App, an app that screens developmental disorders in 10 seconds. He is also the founder of

We, Included, which is a platform to share stories of differently abled people. His parents were unable to identify problems in their development for several years, due to lack of awareness and limited access to information about such diseases. He has now made it his life's mission to make sure that other families do not go through the same ordeal. He is also in the Forbes 30 under 30 list. Arun Cherian is a problem solver and innovator. He is a consultant to the International Committee of Red Cross, MIT D Lab Scale Up Fellow and the founder of Rise Design Labs. Arun is also partnering with multiple worldwide organizations to test devices to cater to the masses in developing nations. He quit his PhD in Mechanical Engineering at Purdue University, USA to develop 'Rise Legs' and completed his Masters in Mechanical Engineering from Columbia University, New York.

As part of the process to organize this event titled DESIGN SOLUTIONS TALK, Arch faculty members developed a two-week project with students about interdisciplinary design, in which students from different batches and courses were able to interact and solve a design problem using the acquired knowledge in each area, studying, sharing experiences and working in a group, relevant to their industry. In the project, students worked on solutions for people with disabilities and created products that could facilitate routines of these people. Out of the 7 billion population worldwide, 15% refers to people with some kind of disability, therefore it is extremely important that this new

generation of designers, as problem solvers, begin to create for a reality that needs more attention and has specific needs. With the participation of guests, speakers, the president of the institution, Ms. Archana Surana and the Academic Director-Mr Benoy Thoompunkal, students immersed themselves in new ways of designing and innovating. At the end of the lecture, the students were able to have a session with the speakers to show their projects and receive enthusiastic and interesting feedback.

DESIGN SOLUTION TALK was an important event for ARCH and its students, and it was intended to be the first of many other events, where students and designers in the market can discuss, interact and talk about design, giving voice and opportunity to people, beyond the basic and common needs.



Mr Harsh Songra and Mr Arun Cherian with Ms. Archana Surana, along with students from M.G.D School at the event.

TOWARDS A RAJASTHAN DESIGN POLICY



CREATIVITY MEET AT ARCH

Conceptualised and organised by the Arch Academy of Design, CHR-CHA is a forum to bring together people from the design industry for interdisciplinary discussions, pivotal to Design & Creation in all fields, over a cup of tea. The forum enables individuals to examine challenges in their sectors & share their experiences, ideas, opinions and policy advocacy towards collaborative efforts, implementation methodologies and build meaningful connections with like-minded people from the community.

The need for a platform where creative minds from the city could share and discuss ideas, exchange feedback, debate and pose questions for the design fraternity to think and ponder upon, led to the genesis of Chr-cha. The initiative has attracted participation from diverse backgrounds - Design Professionals, Industrialists, Academicians, Entrepreneurs, Development Professionals, Art & Craft Practitioners, Researchers, Non-Govt. Organizations, Associations, Institutions, Policy Makers, etc.

Previous editions of Chr-cha include a discussion focused on the theme of "Does Rajasthan Need a Design Policy?"

The most recent edition of Chr-cha held on 5th April 2017 revolved around 'The need for a Cultural Governance Forum'. The idea behind an International Cultural Governance Forum is to collect information regarding the guise of cultural governance across a number of locations across the globe. Attended by Mr. Ian King, Professor of Aesthetics and Management, from the University of the Arts, London, and Professor Annick Shramme, Academic director, Knowledge Community Creative Industries, Antwerp Management School, the discussion focused on how arts and cultural organizations are managed in western locations (mainly UK, USA and Europe) to understand how to manage the same and incorporate best practices in 'cultural governance' in non-western locations.

Learnings from such conversations will help in gaining perspective towards solving complex issues related to supporting the efforts for growing and preserving (arts-crafts-culture) civilization for the next generations.

A PEEP INTO CULTURAL GOVERNANCE



Kishore Kaithan, Reema Hooja



Bhawani Shanker Sharma, Abishek Sand.



Media Coverages.





PHOTOGRAPHY

by Laura Lopez

Lighting in photography: The essence forgotten with time

Lighting is the essence of photography, if you ever want to capture something from the selfie for your Whatsapp to the picture of that amazing panther in Jhalana Doongri, all of it need light to show the image, without light you will have a black frame, and with a lot of light you will have a white one. Imagine you have your perfect shoot, the scene you have look forever in your photography dreams, but when you decide to click the picture the image is totally different as the one you wanted to get. Have this ever happen to you? Well, to be honest it had happen to me a looooot of times, ruining what I though would be a perfect shoot is one of the most frustrating things when I am trying to show my talent. however, with time I have learn that this is the essence of photography, learn how to feel, sense and play with the light.

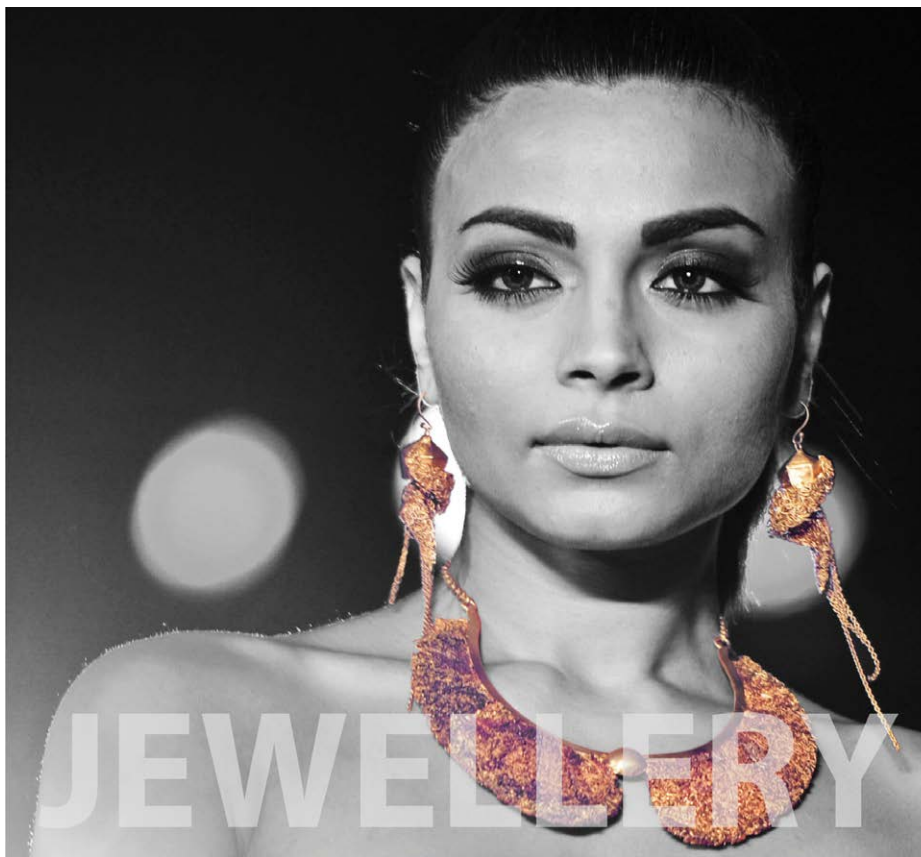
To understand how to make the light condition towards your goal, there are 2 different terms really important in photography. High key and low key. Maybe you are trying to understand what is all of this about. Well, basically High key is when you have predominance of light in one picture. This means when you have a lot of light present and your image is almost white, but wait! Don't get confused... a high key picture is not the one you click without setting the light and came white. High key is a style! You need to prepare the setting, and know what do you want, which parts of the image you want to be totally white and which others need to be visible.

By the other hand, low key are those pictures that have predominance of dark or muted colors. That means that you need a little amount of light to create a picture using this style. With the light, and usually this type of styles, it is possible to create and recreate different atmospheres to present our jobs. Create a

concept and follow it is one of the hardest things to do in photography. But understanding these styles, you can feel free now to practice, and give a completely new professional look to your pictures!

If you want to understand better some of the principles of lighting, especially of the lows and high, we can use Lindsay Adler as a Referent. She is a Fashion Designer, from United states, that have made some workshops on how to control the effect desire in photography with the use of lighting. The treatment of concept will give the final touch to your pictures, and can change one flat image to a professional picture





Jewellery Design & Business

Your learning journey

The course enables you to explore the creativity, research, and innovation with reference to decorative and aesthetic potential of jewellery accessories with concepts covering fundamentals and history of jewellery design, Gemmology & Metallurgy and Couture jewellery.

You will study concepts covering fundamentals and history of jewellery design, Gemmology & Metallurgy and Couture jewellery, along with techniques like soldering, stone setting, silversmithing, forging, fabrication and casting, ., enameling and gemology.

The final year of the programme focuses on business practice, allowing students to work in collaboration with industry through internships or projects. The course prepares you to handle business operations for a Jewellery business or start your own enterprise in the Jewellery domain. You will develop skills related to Jewellery Design appreciation which will support you in managing businesses in this field.



Jewellery design was worn by Hollywood Celebrity 'Paula Patton' at Academy Awards 2014 Red Carpet.

Riddhi Chaudhary

Designer, ORRA Diamond Jewellery, 2010 Batch.

By providing me with the right knowledge, guidance and exposure in the field of Gems and Jewellery, ARCH has given me the platform to make my life exactly the way I wanted.



Jewellery Design & Entrepreneurship

Your learning journey

You will be equipped with the required knowledge and understanding of the creative potential of materials, construction methods, appropriate manufacturing processes. Concepts of Entrepreneurship focusing on business opportunities exploitation, business plan development and control, start-up establishment, management, team-building, market strategies, leadership, innovation, intellectual property, market research will be covered as a part of the course.



RITA BURMAN

Alumnus, 2001

Owner: Rezart, Jaipur

Rezart is a production house specialising in designer gold and diamond jewellery.

Awards: Two-time Gold Medalist in the Gold Jewellery Design Competition organised by the World Gold Council, 2005-2006. 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.

PRO High Street Jewellery Design

Your learning journey

This course will focus on providing you a 'hands-on' learning experience to enable you to apply the knowledge of jewellery design development, exploring material techniques, surface finishes and manufacturing processes to develop a range. It also covers business concepts related to market identification, sourcing, budgeting, lifestyle trends and will introduce you to basics of Branding to understand what goes into making of domestic and international jewellery brands.



Vishakha Agarwal
Alumnus, 2014

Owner: 'Gharaz'

Gharaz specialises in Costume Jewellery line

After completing Jewellery Design course at Arch, Vishakha started her design label in 2014, working extensively with artisans and craftsmen in Jaipur and villages of Rajasthan

VOC Jewellery Design

Your learning journey

The programme is designed to enable you to establish your foothold in the jewellery industry. You will have ample opportunities to connect with the industry through formalised work-integrated learning and engaging with visiting industry professionals, and studio intensives.



Vishnu Soni

Designer - Amrapali Jewels
2010 Batch.

ARCH has always been a very important part of my journey. During and after the completion of the programme, I received many opportunities to showcase my work. With the guidance provided by my mentors, I was able to acquire skills, essential for interacting with clients and employers.





EARTHDAY

Upcycle to save the planet

For a healthier future, the international Faculty at Arch, Aisha Radwan from Egypt, had created Earth day art performance and exhibition along with her students from the foundation batch.

Encouraging them to actively participate in one of the green cycles for recycling, the students built the whole project around up-cycling. The project gave them the space to think of healthier choices in their design field throughout their college time and after graduation, starting from how they could be more responsible for the nature by going green, choosing the right materials and the right process of production in whatever field they will chose to work in.

Through this eco-friendly project the students made a wide research about what is the concept of up-cycling and the companies and artists who work in this field in India and all over the world They were amazed by the results of their research as they did not know about the the potential behind the concept of up cycling; they interacted with Indian Eco-Friendly Companies through their visits to the events that supported the same message trying to

raise awareness in the community. The students started the project by going to the scrap yard and collecting materials from there, then worked on creating better value products with the belief that 'one man's trash is another man's line of eco-friendly products!'

Then, they made an art performance to bring awareness to the community around them ,about going green. The Earth project concluded with magnificent results

as the students worked on three different projects to spread the idea and message that they wanted to deliver to the world around them, hoping for a greener future. The project involved body art, art performance and making art projects and products with only upcycled materials.

The project was a successful in changing the students' perspective and in leaving the audience inspired.



Naman



Akriti



Rahul

HIDDEN INNER MASK

Classroom project by Maira Gouveia



“The products we design are going to be ridden in, sat upon, looked at, talked into, activated, operated, or in some way used by people individually or en mass. If the point of contact between the product and the people becomes a point of friction, then the designer has failed. If, on the other hand, people are made safer, more comfortable, more eager to purchase, more efficient-or just plain happier-the industrial designer has succeeded.”

-Henry Dreyfuss

Since I started my graduation one of my favourites subjects of study in the design field was the anthropometry:

As designers everything that we create in the world is designed thinking in the human, we create tools, objects, houses, clothes and all kind of projects looking for pleased or make the life of humans easier.

The anthropometry is an object of study in several fields, and during the unit of Design Methods we could understand better the relations between persons and objects through an unusual object of daily life:

The mask.

But why masks?

No one knows for sure the origin of the name, Searching on the dictionary we can see several origins: "1530s, from Middle French masque "covering to hide or guard the face" (16c.), from Italian maschera, from Medieval Latin masca "mask, specter, nightmare," of uncertain origin, perhaps from Arabic maskharah "buffoon, mockery," from sakhira "be mocked, ridiculed." Or via Provençal

mascarar, Catalan mascarar, Old French mascurer "to black (the face)," perhaps from a Germanic source akin to English mesh (q.v.)"

What we know is masks were created and used for human beings since the more ancient times with different purposes:

Much more complex than only objects to hide identity, these magical and ritualistic objects not only have the power of hiding their users from showing their true identity but also support in the expression of emotions and personalities (theatre) and also entertainment (ball masque) and in the convocation of gods and spirits (rituals from several religions).

After study the many proprieties of masks we decided to create this object keeping in mind the anthropometric characteristics but also with the intent of explore the relation between the user and the object, the exploration of several materials, and the capacity of creativity and abstraction.

Based on the studies of anthropometry and the relations between form and function we developed the project of Masks inside the Module studying Design Principles.

In Arch Academy of Design, the students were challenged to create their own masks inspired from animals. Each student took an random animal but in the project the animal was not supposed to be represented in the figurative way, but through abstractions, taking in consideration the essence and subjective characteristics of each animal. It also involved working with recycled and upcycled materials.

Check out some of the works of this Unit. We are really proud of the results and expect that you will enjoy yourselves seeing these!

<http://www.etymonline.com/index.php?term=mask>

<http://www.azquotes.com/quote/1337521>



Maira Gouveia, Rashi Katta

SOCIAL INNOVATION IN DESIGN: Co-creating with Craftswomen

Started as a design education project, SKA now is a collective of sub brands by the women who co-create as artisan designers with Jaspal and other designers, craft revivalist or fellow embroiderers

The craftswomen are provided design education to empower them with confidence in their potential, workmanship and creative abilities.

Interlacing fabric in the nooks and corners of Lucknow is one such art, symbolic to a creative industry of Chikankari; an alluring form of embroidery that brings only accolades to designers but the craftswomen struggle to lead a meaningful life.

The Chikankari embroidery has evolved over generations and is cherished, but the value is not shared with the artisans responsible for creating it. It requires hours of handwork and endurance to design and embroider exquisite pieces. Their earnings do not ensure a healthy or comfortable lifestyle for the efforts that they put in. Bargaining power is non-existent as many are confined behind 'purdah' or widowed/ divorced by husbands and readily agree on anything that is

offered to supplement their livelihood. The growing appeal of Chikankari has attracted a whole lot of entrepreneurs but unfortunately it has not had a positive impact on the lives of those who handcraft these wonderful items. Currently the women are able to earn a meagre sum of INR 50-80 per day.

However, in the year 2015 Jaspal Kalra, a research scholar and an academician took the responsibility to reward these artisans by recognition and a fair price for each outfit created. He ideated 'Sangraha Karigar Atelier' with the objective of supporting the destitute. The craftswomen were provided design education to empower them with confidence in their potential, workmanship and creative abilities. Started as a design education project, SKA now is a collective of sub brands by the women who co-create as artisan designers with Jaspal and other designers, craft revivalist or fellow embroiderers.

The brand supports craftswomen's activities and co-creates opportunities in newer craft markets. The success of their products is evident by the fact that the Sangraha is usually sold out in its exhibitions. The negotiating power of craftswomen in the design process and bottom up approach has ensured that the designs are grounded in culture which is very important for perceived value of the product in craft commerce. The social and economic implications of the socially responsible way of working has led to long term impacts. Today 27 women, who have completed the course, participate in exhibitions and showcase their collection with pride with the

assistance of exhibition curators and ecommerce retailers earning INR 200 a day. As an outcome, from the prevalent trend of embroider's margin being 5%, today these women are getting 25%-30% of the retail price of each outfit.

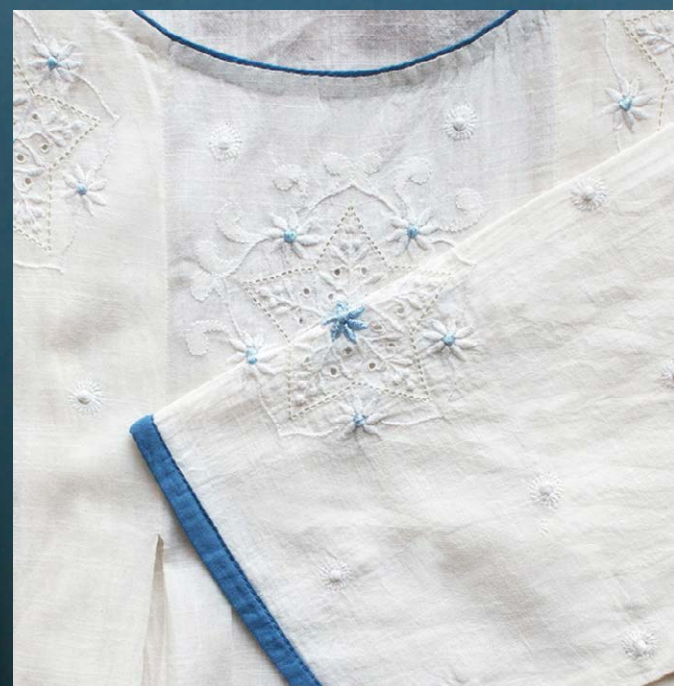
Tabassum who leads the group's manufacturing system and is a tough master for excellence in embroidery expresses "earlier we were just labourers who were commissioned work by an agent but now we feel we are artists". She can now dream to have her own house.

The brand now shares the moral responsibilities by funding education of craftswomen's wards and endeavors to give design empowerment to more embroiderers. Increasing its scale of production is not how this organization measures success but believes in improving the lives of the artisans and co-creating experiences.

This however, is just the beginning.



Mr. Jaspal Kalra is part of the Fashion & Textiles Faculty at ARCH Gurgaon campus. He holds a graduate Diploma in Fashion Design from NIIFT, Mohali along with Masters of Design (Fashion) from NTU. This article is based on one of his most recent assignments, a PhD research titled 'Design Education of Chikankari Artisans: A Tool for Social Innovation'



JOHN MAEDA

"When people say " I DONT GET ART "... that means art is working".

John Maeda is an American executive, designer and technologist and has been dedicated to linking design and technology. Maeda was originally a software engineering student at the Massachusetts Institute of Technology, where he became fascinated with the work of Paul Rand and Muriel Cooper. After completing his bachelor's and master's degrees at MIT, Maeda studied in Japan at Tsukuba University's Institute of Art and Design to complete his Ph.D. in design. He has also served as the former president of the Rhode Island School of Design. His work explores the area where business, design, and technology merge.

STEM + Art/Design = STEAM

STEAM is a movement championed by Rhode Island School of Design (RISD) and widely adopted by American institutions, corporations and individuals. The objectives of the STEAM movement are to:

- Transform research policy to place Art + Design at the center of STEM
- Encourage integration of Art + Design in K-20 education
- Influence employers to hire artists and designers to drive innovation.

Maeda is leading the "STEAM" movement--adding an "A" for Art to the education acronym STEM (Science, Technology, Engineering, and Math)--the arts and design should be integrated into the national agenda of STEM education and research in order to drive innovation. The movement's goals are to encourage the integration of art and design in education, to influence employers to hire artists and designers, and to transform research policy to place art and design at the heart of STEM. In one of his interviews, he stated: "I believe art and design are poised to transform our economy in the 21st century like science and technology did in the last century. Design used to be an afterthought. But with so many technology start-ups today, design is what differentiates their products, humanizes them and adds an emotional connection. So we have this exciting next step. Now that we have enough technology to do anything, design can begin to be better than the technology itself. Art and design are what are truly driving innovation in the 21st century." Till date Maeda has published numerous books including :

- Redesigning Leadership (2011)
- Laws of Simplicity (2006)
- Creative Code (2004)
- MAEDA@MEDIA (2001)
- Design By Numbers (1999)

However Laws of simplicity published in 2006 was his best-selling book to date, based on a research project to find ways for people to simplify their life in the face of growing complexity.

In 2015 he published his first Design In Tech Report to connect the investing world with the world of design and technology. A 2nd Design in Tech report was published in 2016. 3rd Design In Tech Report was published in 2017. He has exhibited in one-man shows in London, New York and Paris also his work is in the permanent collections of the Museum of Modern Art, the San Francisco Museum of Modern Art and the Cartier Foundation in Paris.

After leaving his post as RISD's president, Maeda turned his attention to Silicon Valley, where he is currently working as a Design Partner for Kleiner, Perkins, Caulfield and Byers. He is also consulting for eBay, where he is the chair of the Design Advisory Board.

To quote Maeda : "If you are bold enough to have a vision and take risks, you can make a difference—artists and designers know how to do that, to fail productively, to iterate."

To know more about John Meada . do check out his TED talks :

https://www.ted.com/talks/john_maeda_on_the_simple_life

https://www.ted.com/talks/john_maeda_on_design

https://www.ted.com/talks/john_maeda_how_art_technology_and_design_inform_creative_leaders

For more information on STEAM , visit <http://stemtosteam.org/>



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