

Arch

backstitch

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Season's Greetings !!

The month of September started with the TIE Rajasthan Annual Charter Members Retreat at The Leela Palace Udaipur. I was delighted to hear the famous Mr. Prahlad Kakkar on Branding & Entrepreneurship & Celebrity Physiotherapist John Gloster on Healthy life & Teesha Gloster on her story of being a Commercial Pilot. All the speakers shared their achievements, drawbacks, hurdles and personal experiences which were inspiring.

I believe that Entrepreneurship is the past, present and future of the country. Arch has always promoted Entrepreneurship among the students in various different ways. It is important to give it a direction. For that, Arch has now started special Business Courses in Entrepreneurship. These courses, along with developing "Design Thinking" & the building of Aesthetic sense, Intellectual Curiosity and Creativity, will also prepare the students for working in the National and International Market of Art and Design. Design Aspirants will be able to learn the Fundamentals of Business and Management Principles and their application in the commercial context in the Design environment.

To give shape to this dream of Empowering Individuals, Arch is introducing the Design Business Incubator to provide an array of business support services that include

expert advice, manufacturing space, production equipment, networking connections along with routes for financial support. This will be achieved through a special set up at the Arch Academy with world class sophisticated equipment. Thus, students will get a real life experience of starting and running a business as well as developing connections and finally, providing the end product.

It gives me immense pleasure to bring forward that the Research Papers of Arch Fashion Design students, Megha Goyal, Akshita Airan and Alka Ydav have been selected for the CPF-4th International Non Western Fashion Conference to be held at University of Antwerp, Belgium from 24th-26th November, 2016. I will be representing Arch as the key note speaker while the students will be presenting their papers and building contacts.

With the AIEED Exam series coming up, I feel excited to meet and interact with fresh creative brains from across the nation.

Changes are necessary part of life, so for this October issue of backstitch we have planned a new look and a new design. You will find interesting quizzes, contests and facts on Design along with some great event updates. So, stay connected and experience the new Backstitch. We are honoured to share the work of so many committed and thoughtful people. Please feel free to leave comments on the articles to share your thoughts at: director@archedu.org

Wishing you a very Happy & Prosperous Diwali well in advance !

Happy Reading!



Dear Editor,

I love reading Backstitch. Also I am regular subscriber. I read the Visual Lexicon page regularly to get knowledge of the new terms in the field of design.

Pranali Bishnoi
Udaipur

Dear Editor,

I always look forward for the next issues of backstitch. I loved the article on Entrepreneurship in the previous issue. It would be great if you include Quizzes or Crosswords related to design that will be fun to read.

Akshay Sharma
Pune

Dear Editor,

I have a keen interest in Fashion Design I love to read about the Fashion weeks you cover in the issues. Please cover them more often. You guys are doing a great work. It keeps me Motivated and inspired.

Shanaya David
Indore

UPCOMING EVENTS

Cover Page Photo

Artist: Vivek Saini, Student ARCH Academy

Photography:

Abhishek Sharma, ARCH Faculty

Amazon India Fashion Week Spring Summer 2017

12th-16th October, 2016

As autumn takes its last breath, begins the adventurous journey which will take you through the colors of this season. The bright, bold and beautiful will compile the most charming trends this Amazon Fashion Week in association with Maybelline New York Spring Summer'17.

Vastra 2016, Jaipur

20th-23rd October, 2016

VASTRA - 2016 is all set to blaze a new precedent. Rajasthan State Industrial Development and Investment Corporation Ltd. (RIICO) and Federation of Indian Chambers of Commerce and Industry (FICCI) jointly announce 5th edition of VASTRA viz. "VASTRA - An International Textile and Apparel Fair 2016"

Designers Caravan, Pune

7th-8th October, 2016

A showcasing of Bridal wear, Ethnic wear, Real jewellery, Fashion jewellery, Shoes, Bags, Lifestyle Products, Home Decor, Gifts and much more from selected Designers with various skills with a shopping opportunity. Collection upgradation time for fashion conscious who are looking for trendy, classy and wearable clothes and accessories.

VISUAL LEXICON

The Vocabulary of Design

W
VISUAL LEXICON

WAINSCOTING

A board of riven oak, and wainscoting was the panelling made from it. The reason that wainscot was preferred to home-grown oak for this role, especially in Holland and Great Britain, was that it was a far superior product. Wainscot oak came from large, slow-grown forest trees, and produced boards that were knot-free, low in tannin, light in weight, and easy to work with. They were also dimensionally stable. During the 18th century, oak wainscot was almost entirely superseded for panelling in Europe by softwoods (mainly Scots pine and Norway spruce), but the name stuck:

'The term wainscoting, as applied to the lining of walls, originated in a species of foreign oak of the same name, used for that purpose; and although that has long been superseded by the introduction of fir timber, the term has been continued notwithstanding the change of material'



WEFT AND WARP KNITS

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WATERMARK

Watermark is an identifying image or pattern in paper that appears as various shades of lightness/darkness when viewed by transmitted light (or when viewed by reflected light, atop a dark background), caused by thickness or density variations in the paper.[1] Watermarks have been used on postage stamps, currency, and other government documents to discourage counterfeiting. There are two main ways of producing watermarks in paper; the dandy roll process, and the more complex cylinder mould process.



WHIPLASH CURVE

Curved, flowing lines. A description published in Pan magazine of Hermann Obrist's wall-hanging Cyclamen described it as "sudden violent curves generated by the crack of a whip," which became well-known during the early spread of Art Nouveau. Subsequently, not only did the work itself become better-known as The Whiplash, but the term "whiplash" is frequently applied to the characteristic curves employed by Art Nouveau artists. Such decorative "whiplash" motifs formed by dynamic, undulating, and flowing lines in a syncopated rhythm, are found throughout the architecture, painting, sculpture, and other forms of Art Nouveau design.



DESIGN QUEST

BENOY THOOMPUNKAL
 Director Academics, Partnerships, Research & Innovation, Arch Academy

After reading Economics at St. Stephens College, Delhi, he went on to specialize in Furniture Design from the Faculty of Industrial Design at the National Institute of Design, Ahmedabad.

His practice as Design Consultant and Academician for over 30 years, covers a wide expanse of fields in the multifarious world of design.

Q.1 What is Arch Business Design Incubator all about?

A-Arch Business Design Incubator, a first of its kind initiative in Rajasthan, where you get a chance to convert your creativity into an expandable business opportunity. The Arch Business Design Incubator is a platform where you are continuously mentored by stalwarts of industry, where you get multiple opportunities to showcase your work, a platform which bridges the gap between you and the industry so that you are nurtured to grow as a Designer. The Arch Business Design Incubator also provides you the Financial Assistance, which you as a Young Designer may require to set up your own business. The program, thus connects you to the Angel investors who are ready to support your projects financially, so that you can best transform your ideas and work into your own entity. The program & facilities not only give you an opportunity to hone your skills but help you give shape to your inner ideas and develop them into your very own Creative Brand with hands on experience of the market & a thorough understanding of the latest trends and the integrities needed to have a Successful Business.

Q.2 What is Entrepreneurship? How can a Designer be an Entrepreneur? Do designers make good entrepreneurs?

A-Entrepreneurship has traditionally been defined as the process of designing, launching and running a new business, which typically begins as a small business, such as a startup company, offering a product, process or service for sale or hire.

Anybody can become an entrepreneur but to become a successful entrepreneur one needs to develop entrepreneurship skills first. To understand

Entrepreneurship, Arch provides various business courses. These courses prepare you to be an entrepreneur and helps you step up an entity in the competitive era of start ups.

Q.3 What are the courses offered at Arch?

A-The Academy offers various Undergraduate, Post Graduate and Professional Programs in Design and Business. The courses cover various aspects of Design such as Fashion, Interior, Jewellery, Graphic, Craft Product, Lifestyle Accessory, Design Communication as well as Diploma & Certificate Programs in Visual Merchandising & Gemology. The Academy is affiliated to The University of Rajasthan (State University), India for Undergraduate Programs like Bachelor of Visual arts (Applied Arts), Bachelor of Business Administration (BBA) & Post Graduate Degree Program in Garment Production & Export Management.

Q.4 I am little late to join for the courses at Arch? Can I still join?

A-Yes, you can. Arch provides many vocational and Short Term Courses. You can apply for them and be a part of our family.

Q.5 I wanted to know about the part time courses at Arch?

A-At ARCH, students not only get the relevant technical expertise to step into a professional world, they also get trained in advanced skills like drawing, draping, pattern making, sewing, haute couture along with training in production.

Q.6 What are the fastest growing Design careers?

A-Some of the careers in Design which are at boom right now and are increasing at a higher rate are Interior Design, Architecture, Graphic Design, Web Designer, Product Design, Jewellery Design, Fashion Design Game Design, Animation as well as Art Direction.

Q.7 What are the dates of AIEED 2017?

A-ARCH Academy of Design conducts AIEED (All India Entrance Examination for Design) for Undergraduate (4yr) & Postgraduate (2yr) programmes. For the convenience of prospective applicants, the Exam is conducted in two modes – Online and Offline (Centre Based). Both versions of the exam test the aesthetic sense, creativity & design

sensitivity of students seeking fulfilling careers in the various fields of design. It also tests the logical reasoning & problem solving aptitude of the student. ARCH invites applications for AIEED '17 towards its UG & PG programmes for Academic year 2017.

The dates for the applications forms starts from 5th November 2016. For more updates visit www.archedu.org

Q.8 How can I prepare for AIEED 2017

A-AIEED is a design entrance examination at Arch. To qualify all you need is to be creative. Being creative, having an open mind and knowledge about the surrounding makes you a good designer. The examination aims to test and assess the following:

- Problem solving skills
- Lateral thinking
- Comprehension
- Design sensitivity
- Logical reasoning
- Visual ability
- Creative skills
- General knowledge

Q.9 From where will I get the information about all the courses offered by Arch and other information related to AIEED?

A-All information about the design programmes, events and AIEED is available at Arch website www.archedu.org. You can also get your updates from Arch's social media websites like Facebook, Twitter, Instagram etc. Also check this space in Backstitch for more updates.

You can post your queries to:
directoracademics@archedu.org

To subscribe to Backstitch, send your request at: editor.backstitch@archedu.org

A PEEP IN

CASTLE

MARBLE CASTLE

Haven't we all as kids dreamt of a castle at some time? Its grandeur, its magnificence, its mention in the old bedtime stories and yes of course fantasized about owning one .

So many of our students attempted to bring their fantasies to life and hence built their own 'MARBLE CASTLE'

The medieval castle built of various 3D shapes depicts

royalty and strength. The shapes are rightly fixed to give a proportionate and strong structure . The sceptre surrounds the castle like great armies defending their citadel.

Where the structure depicts strength and royalty, the white colour depicts peace and harmony. The blend of medieval era architecture and thought process of 21st century generation captures the best of both worlds.



Artwork by Shraddha Bajaj, Simran Mehta, Sonam Gupta, Aishwarya Rajawat, Priyanka Sogani, Ricja Jaiswal

EXPRESSIONS



Artwork by Vivek Saini, Student ARCH Academy

Facial Expressions are the mirror of our conscious. They show our feelings and reflect both our sorrow & happiness. These expressions are an integral part of our lives. These expressions come on face and tell everything without saying anything. Inspired by these sentiments, these sculptures have been created !



ILLUSIONS

An illusion is a distortion of the senses, revealing how the brain normally organizes and interprets sensory stimulation. Though illusions distort reality, they are generally shared by most people. Illusions may occur with any of the human senses, but visual illusions (optical illusions), are the most well-

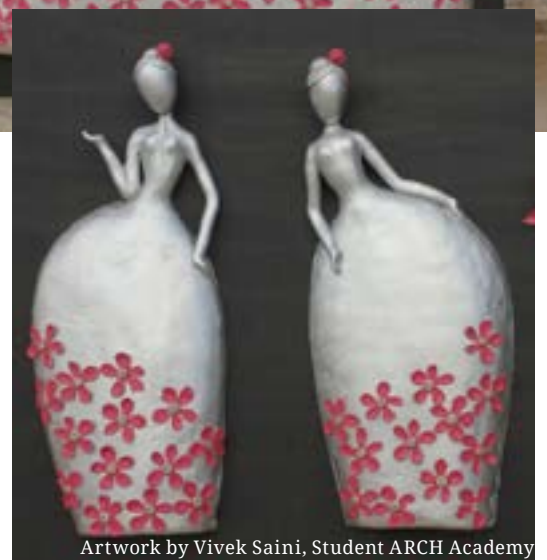
known and understood. The emphasis on visual illusions occurs because vision often dominates the other senses.



Artwork by Anubhav Goyal, Student ARCH Academy



Inspired by nature and the beauty of spring season, the sculpture represents a girl who is happy to see the weather and is dancing with joy and happiness. The sculpture is handmade using EPOXY CLAY and painted using ACRYLIC SYNTHETIC PAINT



Artwork by Vivek Saini, Student ARCH Academy

The World re-imagines The World

The first London Design Biennale opened this September at Somerset House with over 30 countries and territories participating (7 – 27 September). Nations from six continents presented newly commissioned works that explored the theme Utopia by Design.

At the London Design Biennale one could see installations curated by the leading museums and design organisations in the world, including Cooper Hewitt, Smithsonian Design Museum (USA), DAMn° Magazine (Belgium), German Design Council, the MAK and Austria Design Net, Moscow Design Museum (Russia), Triennale Design Museum (Italy), India Design Forum, Southern Guild (South Africa), The Japan Foundation, and Victoria and Albert Museum (UK). Design teams included architects, designers, writers and artists.

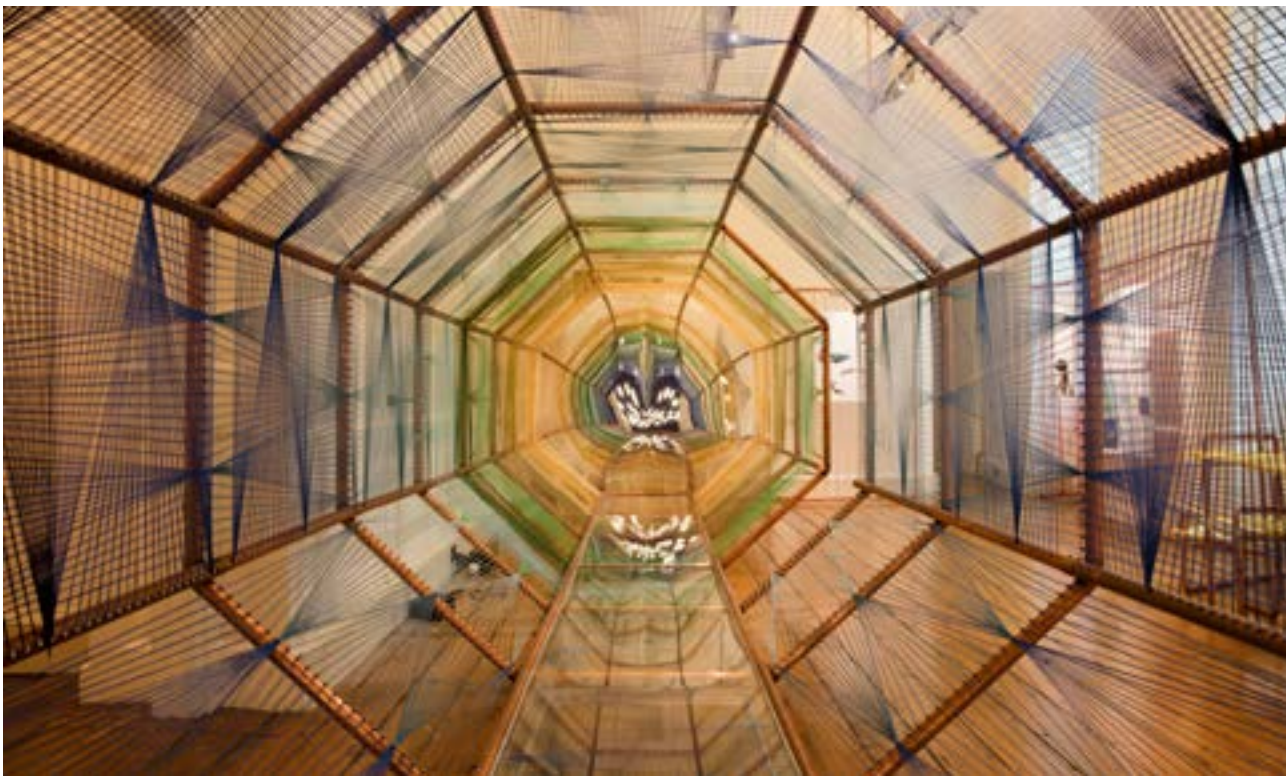
Taking over the entirety of Somerset House, including The Edmond J. Safra Fountain Court and River Terrace, the London Design Biennale explored big questions and ideas about sustainability, migration, pollution, energy, cities, and social equality. One could see engaging and interactive installations, innovations, artworks and proposed design solutions - all in an immersive, inspiring and entertaining tour of the world.



LONDON DESIGN BIENNALE



Biennale di Venezia is one of the most prestigious cultural organisations in the world. Founded in 1895, the organisation takes stand for the research and promotions of contemporary art trends by organizing exhibitions and research in sectors like Arts, Architecture, Cinema, Dance, Music and Theatre





DESIGN DHARA



Arch Design धारा 2016

Design & Craft Fest



The event was inaugurated by Bollywood Actor, Mr. Zayed Khan where he launched Backstitch- ARCH's Monthly Design Magazine and the poster of DesignStory Photography competition lit by Arch to start from 1st September, 2016. He interacted with the students from different schools, colleges and media personnel and also introduced the audience with his latest app "ImKnotShy".

Day 2 of Design Dhara started with Ms. Anuradha Singh, ADG, Jawahar Kala Kendra sharing insights on the topic "Design in Every Day Life" with students from St. Angela Sophia School, St. Edmund's School, Maharaja Agrasen Public School. The show was moderated by the Founder - Director, Arch Academy of Design- Ms. Archana Surana. The second day of Design Dhara was full of

colours, interaction and display of various skills ranging from Weaving to 3D Printing, from Jewellery Making to Block Printing. Arch Design Dhara has it all!

The campus had been decorated as a mela with Colorful banners,

Selfie points and live workshops going on. The fair is a perfect example of learning with fun!

The students took Special interest in the Laser Cutting, 3D Scanning and Photography. These facilities have been introduced at Arch Business

Incubator, a first of its kind initiative in Rajasthan, where you get a chance to convert your creativity into an expandable business opportunity.

Mr. Paresh Gupta, Country Lead, Headstart Network was the Lead speaker for Day 3 who shared insights about Design and Entrepreneurship. He was of the view that Entrepreneurship is something which should be started at a very young age and is a platform which is tax free and promoted by the Government too. Talking to the youngsters he said that in a state like Rajasthan, Jewellery Design, Handicrafts & Tourism are the 3 key areas of work, out of which the first 2 are related to Design. He thus laid importance on the fact that Design is a very important segment of the industry and thus more and more people should join Design field and become Entrepreneurs in the area.

During the Fair, Arch Academy witnessed footfalls from top schools of Jaipur such as The Palace School, MGD, St. Edmunds, Ryan

International, Jayshree Periwal, Manipal University, etc. In all there were more than 1500 People visiting Design Dhara. The 3 day event was open for the public too.



On 16th June, 2014 Smt. Vasundhara Raje, Honourable Chief Minister of Rajasthan flagged off the ARCH mobile TRAVELLING EXHIBITION on wheels, which went all over Rajasthan.

Taking the legacy of 15 Glorious years of Design Education ahead at ARCH, the **Design Dhara 2016- Design & Craft Fair** took off this year, with live demonstrations of different crafts where students got an opportunity to understand parts of the Design Process & learn Craft making techniques with skilled craftsmen.

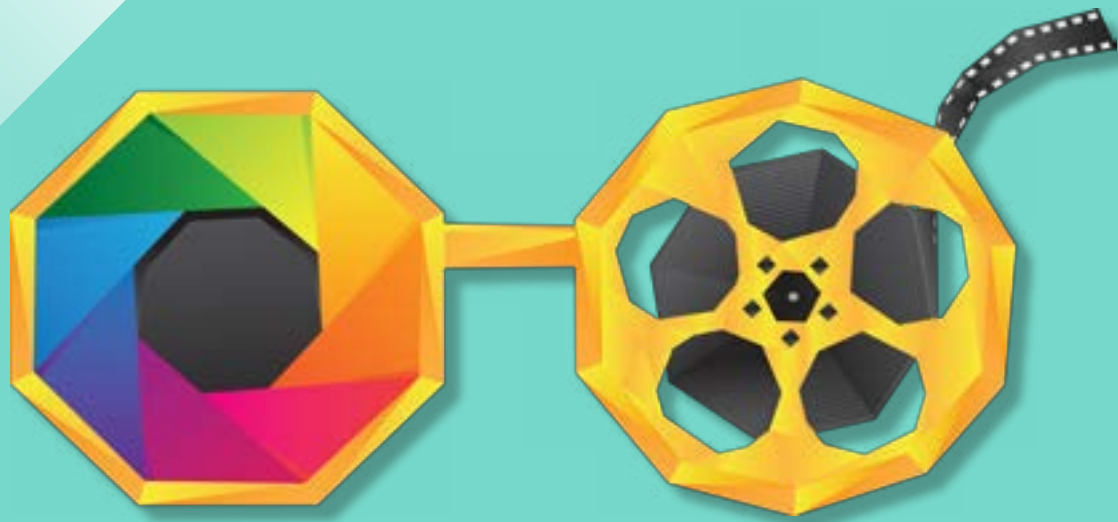
ARCH Design Dhara is a powerful initiative taken by the Arch Academy of Design towards promoting Design Education & Design Awareness.



Share a

DESIGN Story

to TOUCH, MOVE & INSPIRE . . .



An **Online Photo/Video competition** lit by Arch



**You Take it from the Soil
You Give it back to the Soil !**

The pictures here show a Crow sitting and enjoying his Meal. He is from this city. Was born and brought up here only. He has many friends in and around the place and he loves to Eat. He is so fond of the city and believes so firmly in the saying that you should always return back what you take from the soil that he decided to give back what he ate to the Statue of the City Emperor in his OWN Way!

A real Patriot!



ARCH 'DesignStory' - An Online Photo-Video Competition aimed at gathering the Best Visual Observations & Commentaries on Design from students in the age group of 16 to 25 years studying in the best schools, colleges and universities across India. The aim of the competition is a Mass Outreach to 1000 schools across India via Offline Marketing and an outreach to more than 6, 00,000 youth through online Marketing.

The intent of the competition is to build an awareness of the Design that surrounds us, to share stories, realizations & observations, which have the power to "TOUCH, MOVE & INSPIRE" us, and to reveal the possibilities of our incredible creative potential to build solutions.

It seems worthwhile to shine a light on every day life, its situations and challenges, on the objects & creations of existence - music, art & crafts, sports, communications, traffic, pollution, garbage, the neighbourhood 'paani puri wala' and diverse other societal stimulations in our taking, giving, living and working lives, - and find delightful connections, and record the visible & invisible elements of the success or failure of Design and communicate them through Photographs or Video and a short written Commentary!

The competition will be judged by Eminent Luminaries from the field of Filmmaking, Advertising, Design, Photography and Aesthetics and will be covered by a Leading Design Magazine of India along with 'Backstitch'- Arch's Monthly Design Magazine, which has a readership of over 10,000 per issue across India.

The Event was launched by film actor, Zayed Khan on 29th August, 2016 and the Competition is running on the Arch website www.archedu.org and is open till 21st October, 2016.

The Gala Award Ceremony of the Event will be held at one of the finest properties in Jaipur on 8th November, 2016.

Ms Carrie Morgridge - American philanthropist, author & member of the CISCO Family has been invited to grace the occasion and give away the awards totaling Rupees 5 lakhs. Carrie, is not only number 11 on the list of the top 25 Philanthropy speakers globally, but is also

9 times IRONMAN and the Vice-President of the Morgridge Family Foundation, whose contributions have been in the tens of millions of dollars, with a particular focus on improving education, as well as health, the arts and the environment.

So lets create great DesignStories & INSPIRE the world for even better Designs !

Design is all around us: in the streets, on the bus, at work and in our homes.

Designers see it, learn from it, critique it, and improve upon it on a daily basis. For most of us normal folk, it is a lot less obvious. People do say that the best design is that which gets out of the way and that lets you do what is needed. So, not recognizing really is OK. DesignStory gives us a chance to see the Design that surrounds us !

Do what you love and love what you do - and you will never work another day in your entire life. A.K.



This article discusses the adaptability of the cloth to the body through the moulage. In drawing and sketches of fashion, the body is designed and organized as it was formed by rectangles that are combined to recreate the human body. But in fact our body is a tridimensional structure that does movements and which interacts with the environment. This three-dimensionality is often ignored in drawings. Our bodylines are ignored by the mirror image delineating only for our front figure. Only from interactions with the environment we can have a spatial sense.

THE MOULAGE:

NEW BODY ARCHITECTURE

The key to a creative process is to be aware of the three-dimensionality of the clothing and the human figure, and the various angles from which they can be observed. Through this interaction between clothing and body, we can infer as to what is created from previous experiences, beliefs and knowledge which are then translated into an image which is then observed from different views, cultures and histories. So we can conclude that a clothing will never be fully finished, since each one of us will have our readings and will use this clothing in a different way.

To obtain these results, professionals can be used for two-dimensional drawings or use three-dimensional models. In a two-dimensional drawing, the view is generally preferred over the others and thus becomes more complex i.e. the process of understanding the ideas and volumes that will be worked in the garment.

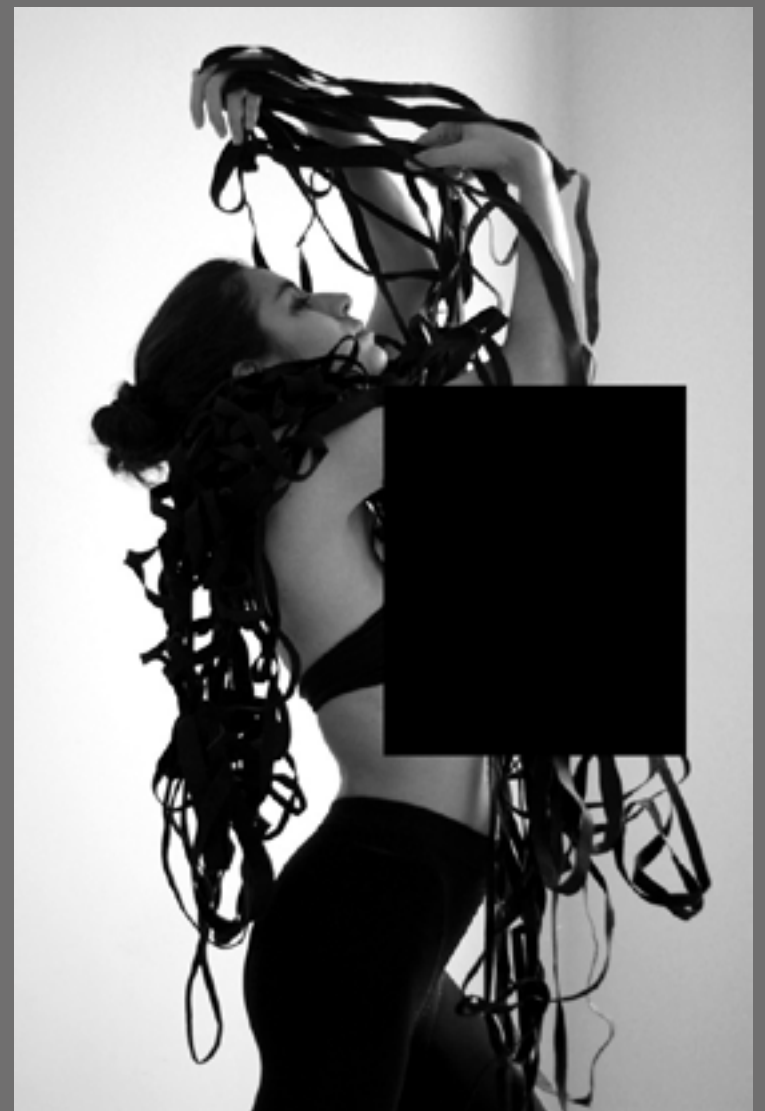
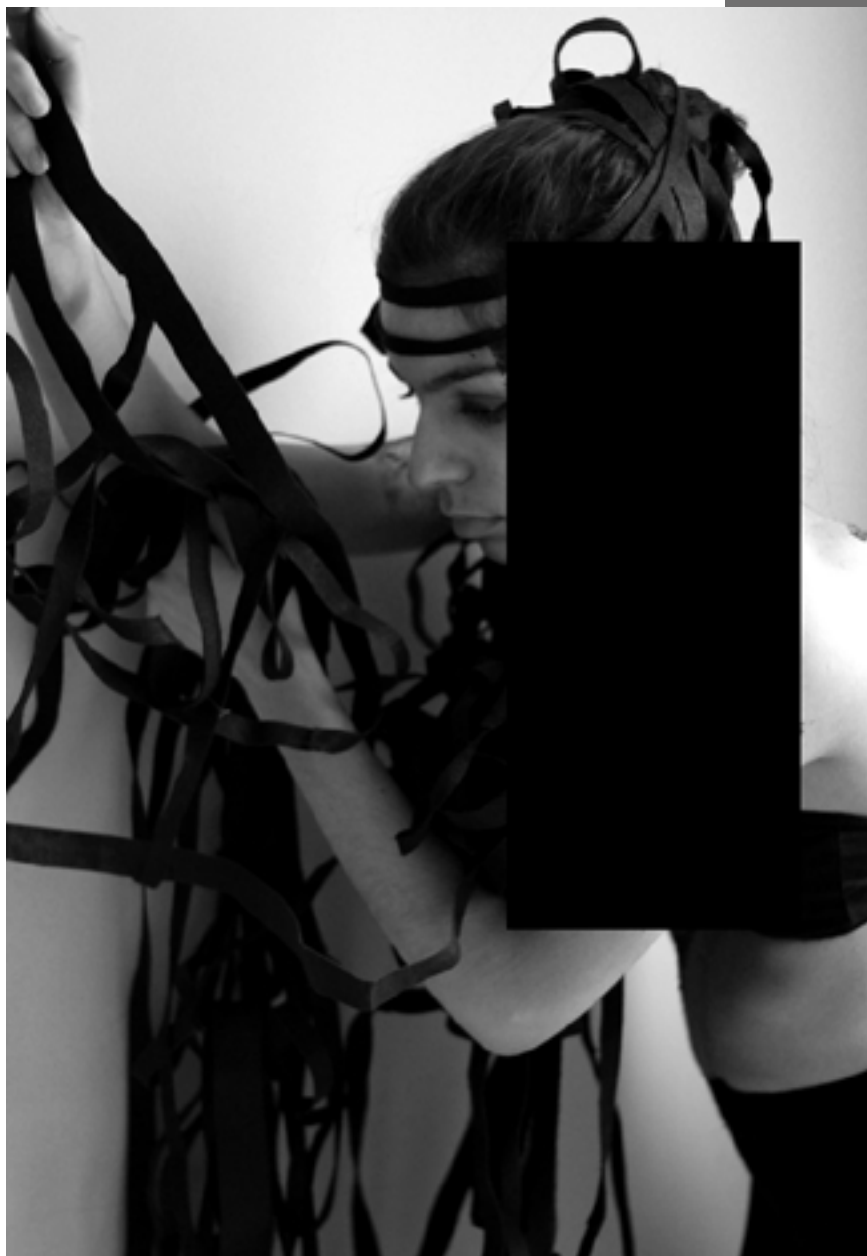
But starting from the two-dimensionality, there is a greater complexity in the process of creating directly using a three-dimensional support, such as a clothing sculpture can be seen from any angle. So the clothes will be the material that separates environment with the body.

Thus, we reach the technique of moulage, where the tissue is manipulated directly on a body, which may be natural but generally it is a mannequin with the same size and proportion as the human figure, and thus the relations approaching the body detachment folds are noted automatically, at first glance, and make room for a series of trials with greater freedom, to find out what works and the new formats. The modeling, as clarified in the article is also possible with this technique and materializes models already created that later becomes a species of sculptural work.

The complexity of the technique leads to a constant need to adapt them, recycle and rethink solutions and results and thus innovation and courage are necessary. The initial process concerns are the usability of the clothing that will be created there, comfort, finish from centre of this point, designer is the language element which appropriates and configures the product, creating with lines, volumes, proportions and textures.

The moulage shall be considered then as the most effective way of creating, it is effective not only visually but also in the actual construction process of clothing, step-by-step, and from that the same process will be contributing to the emergence of new ideas and part construction techniques. Silhouettes and volumes obtained with this technique are countless. During moulage ideas of how to model these volumes and silhouettes change.

Through the direct projection process it is easier to imagine new ways to position the volumes on clothes, and from the author's intentions can accept the body shapes or deny them, so the structure can be highlighted or hidden and many times also deformed, but the result is always the new body architecture.

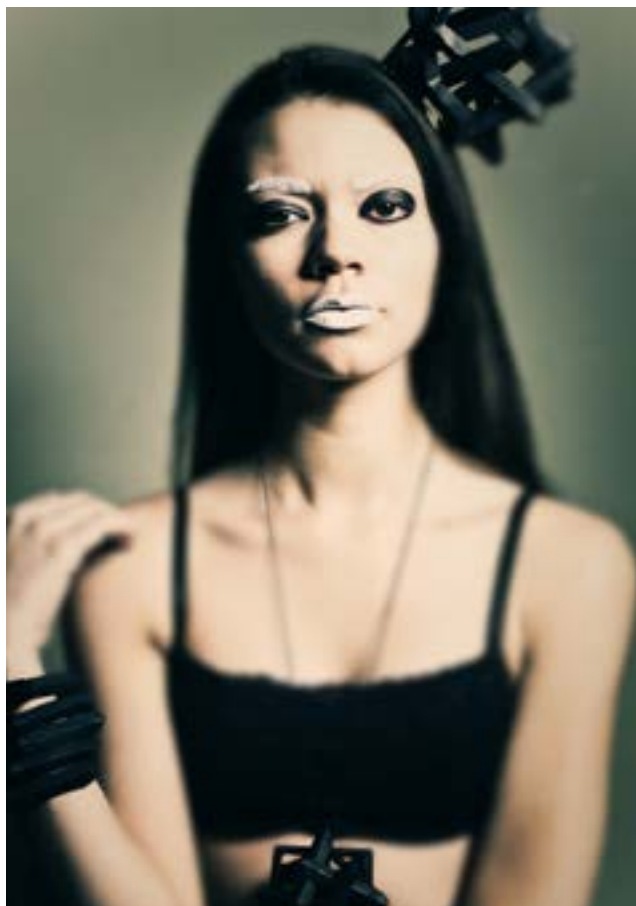


FASHION PHOTOGRAPHY

AN OVERVIEW

Photography has an undeniable importance in the fashion industry, from the beginning of haute couture obtaining images of the clothes has always been of great importance and from the establishment of the prêt-à-porter release, these images have been of utmost importance for the dissemination of clothes to those who do not have access to the locations of the exhibitions that are usually very restricted.

Thus, since its inception, photography was of fundamental importance to the designers, the record of the clothes and later the mass distribution of such images allowed them to reach a much larger audience without requiring the parade to the dissemination of clothes. Before this the records were made by illustrators and were not always very reliable and clear and they are more expensive and they were more expensive & slow.



Later, this record of the clothing part as the designer had imagined, or as per the clients usage gave origin to a new kind of photography: the editorial of fashion magazines that aimed to show the clothes through the eyes of the photographer and the stylist, which usually mixed parts from different designers aiming to disseminate the customer as to what was most interesting, and which set the tone. Be it a particular season or even in the case of simpler events, trade magazines show combinations that the customer can use for several occasions of their day-to-day lives.

Photographer at his side, depending on the degree of thoroughness while working together with the producer can choose the models, makeup, and many other details, but especially what the photographer will decide are the ideas of his images, the location, the lighting used along with the poses of the models.

In the 90's we faced a total change in the media, the popularization of the Internet and the technological miracles that led globalization of this type of advertising had gained an increasing power and figures like fashion producer, editor and photographer who already had some importance in the fashion disclosure process had become key parts of creating concepts in fashion.

Therefore these fashion photographs, specifically in the editorial magazines have turned and gone through a few revolutions to the point where the clothing is not exactly the main point of the editorial, but the concept of the season or the specific magazine idea for that edition catches the attention of the readers.

This kind of attitude on the part of editors and photographers have been of great importance in the history of fashion, these editorials have often been both controversial and interesting.

To be able to communicate with its stakeholders generally such magazines choose not to give ready answers to their customers but also to give styling tips and show ways and put up questions that are generally directed to modern women, with more autonomy and aesthetic sense and towards the public with a more mature style. Thus, these magazines often seek new things and let you innovate. Even the most unsuspecting consumers work for the simple contemplation, even without understanding the whole context.

No doubt it is challenging for photographers and editors to communicate with such extensive and diverse audiences, renewing each month, transforming the meanings of clothes,

looking for new combinations, new ways of doing, new places, new stories and especially new questions. This contemporary way to the editorial, giving the clothes a new place has expanded and is a great way to sell ideas and generate consumption concepts, which is exactly what fashion has most liked in recent times when paying for quality of the fabric, the finish where the exclusivity has increasingly lost its value!

- Article by Maira Gouveia
Faculty Fashion Design and Foundation
ARCH Academy of Design

TOP 10 DESIGNERS TO FOLLOW



1. Opening Ceremony, @openingceremony
 If you're looking for just straight-up beautiful photographs, Opening Ceremony can be a great choice. The compositions are pretty much gallery-worthy—if one could hang them on their walls, they would.



2. DVF, @dvf
 If you love the infamous designer for her prints and wrap dresses, then chances are you'll adore her for her Instagrams, too. DVF's posts are just as colorful as her clothing, and you can expect everything from gorgeous throwback photos of DVF herself to killer celeb cameos (SJP! **Bella Thorne!** **Leandra Medine!**) to behind-the-scenes office shots.



3. Christian Siriano, @csiriano
 Filled with sketches, swatches, and beautiful inspiration shots, Christian Siriano's Instagrams really let you in to the life of a hands-on fashion designer...like the kind who actually designs fashion.



4. J.Crew, @jcrew
 If you're looking for that perfect prep-meets-glamour fix, just stop over to J.Crew's Instagram page. They've got everything from a guy surfing in a business suit to myriad shoe-and-purse combo shots to the always welcome Jenna Lyons appearance.



5. Alice and Olivia, @aliceandolivia
 In true Stacey Bendet style, Alice and Olivia's Instagrams create a fantastical wonderland of stripes, flowers, outfit inspirations and the occasional shoe cupcake.



6. Dannijo, @dannijo
 Gorgeous statement jewels. Lots of Leandra Medine. Dannijo's Instagrams are pretty much what you would expect...only better.



7. Zac Posen, @zac_posen
 Still looking for prom inspiration? Zac Posen's Instagrams are all about the dress...with a healthy dose of wanderlust mid in.



8. Michael Kors, @michaelkors
 Michael Kors's Instagram page is like the ultimate lookbook. The product shots are seriously stunning, and even the insider celeb cameos look like they're straight out of the glossy pages of a fashion magazine.

9. Kelly Wearstler, @kellywearstler
 Kelly Wearstler's Instagrams are all about the composition. From landscapes to architecture to decor, these shots are stunning and are perfect for the Instagrammer with a more artistic sensibility.



10. Marc Jacobs, @marcjacobsintl
 Wearstler's Instagrams are all about the In a sea of ultra-colorful, pattern-filled Instagrams, Marc Jacobs's posts are decidedly unfussy. There's always a healthy amount of white space, and the designer's masculine aesthetic is definitely palpable (and appreciated).



A VISIT THROUGH THE INDUSTRIES!

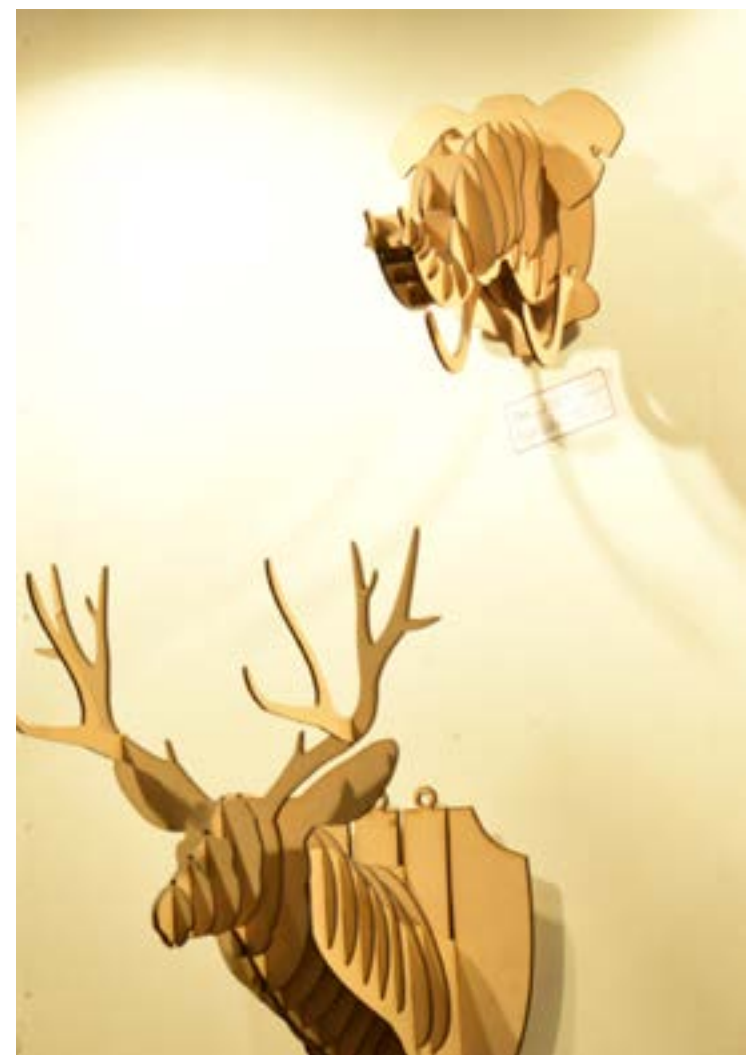
India Industrial Fair is one of the largest Industrial trade shows in Rajasthan. IIF offers participating companies a unique, never before platform to exhibit products & services in Rajasthan. After the resounding success of IIF 2014 & IIF 2015 at Jodhpur (Rajasthan), Laghu Udyog Bharati had decided to organize its third edition of India Industrial Fair IIF 2016 at the JECC, Sitapura, Jaipur (Rajasthan).

Arch's Fashion Design Students visited India Industrial Fair, 2016 Jaipur and got introduced to the Industrial Trends, New Technologies and learnt about the new products in the Industry!!

The fair concentrated on various varieties of small scale industries and start ups and promoted the same with the exhibitors coming from various parts of India, majorly from Rajasthan. The industries that dominated the fair were- **HANDICRAFTS, FASHION TEXTILES, WOOD, GERMAN SILVER, MARBLE, ELECTRONICS, JEWELLERY, PLASTICS, DECORATIVE ITEMS, GARMENTS, FURNITURE DECOR LIGHTING, AUTOMOBILES** etc.

The fair had various booths where the visitors were briefed by various exhibitors on how the industry works and how they survive with all the competition around.

It was a great experience filled with fun and learning!!



Fashion and Lifestyle

Jhalak - India's most Premium & Luxurious Fashion Exhibition flaunting over various cities, creating a platform for young & elite Fashion experts.

A one stop shopping destination, right from Indian Ethnic Wear to Western Apparels and the very Classy Indo- Western Dresses !! Arch students and Faculty Members visited Jhalak to be a part of this exclusive Shopping Extravaganza and witness Fashion par excellence.



DESIGN COMMUNICATION

Creation of a cadre of creative professionals (skilled pedagogy) to teach and train other students and trainees in such topics is the immediate short term result of this project.

In the longer term, these materials will create many more aspiring professionals spiral the growth of creative & cultural industries in India in a similar fashion as India's IT industry has been able to create its own identity in the world.

Design communication is a process we all undertake each day of our lives. Throughout the design process, there is a human interaction. Designers constantly interact with clients, users, experts, teammates and supervisors. Through the www.designcommunication.org portal, designs are available for public dialogue, negotiations, collaboration, and redesign along with the interpretation, perceptions and suggestions of the people involved. Through this portal space is available for, public dialogue, negotiations, collaboration, and redesign along with sharing the interpretation, perceptions and suggestions of the people involved. Quality of design and designers thinking is improved with good communication and clear articulation of requirements and design.

The goal of the Design Communication (DC) program is to develop a keen understanding and mastery of Design Communication principles, theories, and skills. We define Design Communication in broad terms, ranging from printed work to interactive displays, all in the service of informing, educating, and delighting people and increasing their awareness of design.

India's vocational training institutions working in creative spheres like ARCH Academy of Design, which is engaged in imparting design education & training by focusing indigenous skills (handicrafts) are well positioned to cater to the growing demand for vocational courses based upon creative design and media to generate meaningful employment for India's youth especially skilled communities.

This partnership will infuse a new lease of life in developing and promoting the Indian creative and cultural Industry to create jobs. By collaborating with Perth college UHI, the materials will be designed in a manner that will be able to cater to a large cross section of the industry, which is on a growth path in both the partnering countries. The pedagogy will be jointly developed keeping in view the requirements of the cultural industry in both the countries especially in terms of the use of digital technology and web based delivery methods.

Therefore combining UK's strengths in creative industries with vast untapped potential of Indian cultural industries makes sense for UK's fraternity of practitioners and academicians like those at UHI Perth working in the sector to aim for carving out a niche into the huge Indian market for CCI yet to be tapped in its true sense.



Arch students and faculty member during the UKIERI project.



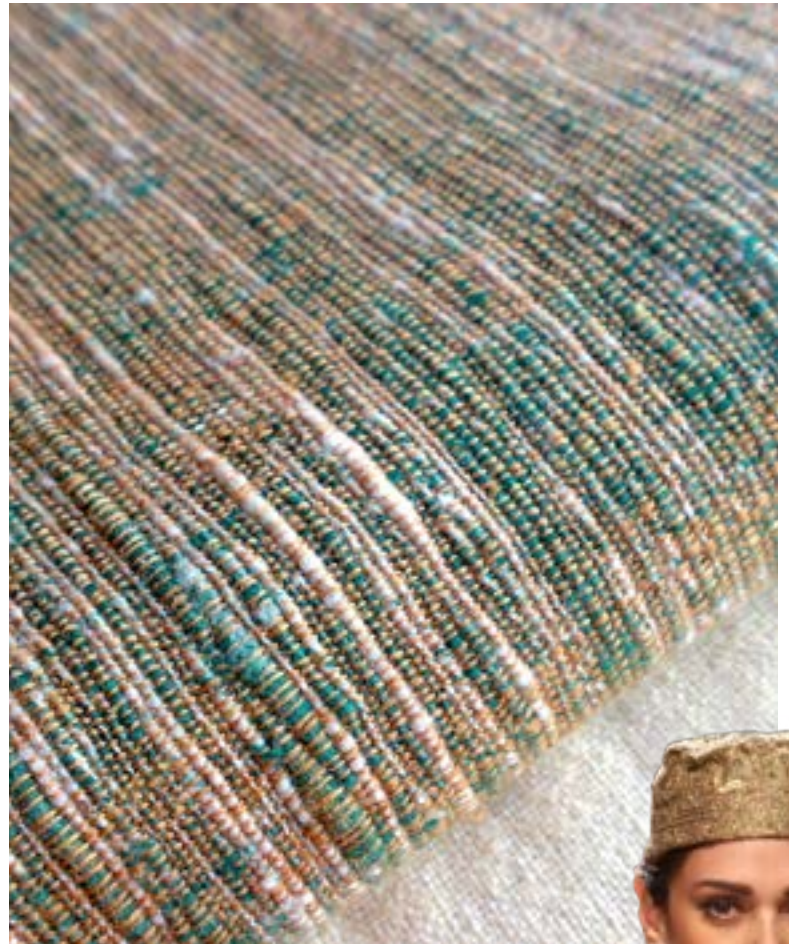


THE WEAVES OF HANDLOOM

HEPC Visits Jaipur



Arch Students and Faculty Members with Mr. Satish Raina, Jt DGFT, Jaipur



Intensive efforts are being made by the Office of the Development Commissioner for Handlooms, Government of India to upgrade the hand weaving technology in terms of weaver's comfort, productivity and quality. A large number of Handloom Weavers' co-operative societies too are constantly at work to improve the quality and working conditions for hand weaving. Nine Indian Institutes of Handloom Technology located across India impart specialised training in handloom weaving to the Gen next to ensure continuity of hand weaving heritage.

India has more than 500 specialised handloom weaving clusters spread across the country. Responding to the changing consumer demand in the modern world, handloom weaving in India is evolving each day. If Madras Check, Cheesecloth and Seersucker, became a craze in the Western world in the 1960 s and 1970 s, several characteristic innovations like heavy casement, recycled rugs and jacquard woven fabrics in thick cotton and silk fabrics are a popular choice today. Celebrities and designers globally continue to make a fashion statement around Indian handlooms.

Today Indian hand weavers offer vast range of decorative and furnishing fabrics for homes in cotton and silk. They have become global style statements. Over 50% of India's hand woven exports consist of home textile products like bed linen, curtains, table & kitchen linen, cushion covers and durries. It is difficult to distinguish a handwoven fabric from a machine woven fabric. Therefore, in order to stamp the authenticity of handwoven textiles, the Government of India has introduced "Handloom Mark". The HEPC

WHAT WAS IT ABOUT?

PROMOTING THE INDIAN HANDLOOM BRAND LAUNCHED BY GOVERNMENT

WHAT DID THE STUDENTS GAIN OUT OF IT ?

STUDENTS LEARNED ABOUT THE EXPORT SCHEMES, INDIAN HANDLOOM BRAND, VISUAL MERCHANDISING

The workshop was full of knowledgeable sessions which are as follows

1. Presentation on "Color Trends and Visual Merchandising" for export market by Dr. Ruchika, NIFT, Jodhpur
2. Lecture by Mr. Satish Raina, o/o Jt. DGFT, Jaipur on how to enter into the exports.
3. Presentation on India Handloom Brand – procedure & benefits by Ms. Ruchi Yadav, Deputy Director, WSC, Jaipur.
4. Presentation on Export Benefits by Mrs. Reena Sawhney, HEPC, New Delhi

(Handloom Export Promotion Council) conducted a workshop on September 30th to promote Indian Handloom Brand, launched and promoted by our Honorable Prime Minister Mr. Narendra Modi. In order to promote handloom industry in India alongwith the exporters, HEPC is conducting this workshop all over India. Arch students and faculty

members attended the workshop at The Fern Hotel. The workshop was very interesting and informative.

The Indian Handloom brand is an initiative by the Ministry of Textiles, India, for branding of high quality handloom products. It is a trademark that would differentiate high quality handloom products and help in earning the trust of the customers by endorsing the quality in terms of raw materials, processing embellishment, weaving design and other quality parameters. It promotes high quality, authentic designs with zero defects and zero effect on environment. Students also learned about the handlooms that are listed under the Indian Handloom Brand.

All in all it was an amazing experience for the students to gain so much knowledge and be prepared for the future opportunities in the field of Design and Export.

KYOORIOUS DESIGNYATRA 2016

"Curiosity at a Glance". This was the scene when we first stepped into the venue of Kyoorious Designyatra 2016, an annual conference on design filling you with whole new zeal and enthusiasm. The 3 day conference is one the world's best and biggest

Alex Daly (Founder, Van Alexandra) a creative service agency that gets projects financed through crowd funding. The cliental included luminaires from the field of Design such as Ms. Neil Young, Oscar winning filmmaker, Pentagram Designers, Eric Ries, and TLC. She has

believes Villages are the future of the Country. During his presentation he said, "If we have high dreams and the guts to get on the top and achieve it, then there will be ways. These ways will never be easy".



ARCH Students with Jon Marshall, Designer



Singgih Susilo Kartono, Designer



conferences with about 1300 delegates across Asia featuring some of the biggest names in global creative and communication industry. The Designyatra is organized by Kyoorius, a not-for-profit organization that encourages creative and communication industry through marketing. Kyoorius provides a platform to the creative talents of India to empower and secure its rightful place in the industry. The surpluses generated through events go straight to the educational programmes created for the students and professionals. Designyatra is one such initiative which attracts creative minds from all over the world.

This year Kyoourious Designyatra was prentd by Zee and Powered by Patrika group from Sept. 29th to Oct. 1, 2016 at Fairmont, Jaipur. the theme for Designyatra 2016 was from the question everyone asks before visiting an event "Why am I here?". This 11th edition of Kyoorius Designyatra was meant to ask the same question to everyone, to ask them, what is the point of doing their work, if it doesn't fulfill greater meaning in the present day?.

The Arch Backstitch team got the opportunity to attend the event on Oct 1, 2016. The team attended sessions from the speakers like

also been a panel member of top film festivals and universities. She has also been named for 30 Under 30 2016, by Forbes magazine. She gave her secret crowd funding recipe in her presentation and said "I know creating and managing a campaign is tough, but I keep coming back to help people, to support those people who have dreams and to bring those dreams to life"

Jon Marshall (Co-founder and Creative Director at MAP, UK) a London based creative consultancy with a strategy led approach to industrial design was present too. MAP create products and user experiences for the well known companies like Panasonic, Virgin Atlantic and Google. They also work with public institutions, design and advertising agencies and ambitious startups. "Do the great works and present is your heroes and it will make it worthwhile" said Jon.

Singgih Susilo Kartono (Founder and Designer at Magno design, Indonesia) was the highlight of the event. In 1994, he left all his work and luxuries and got back to his village. He founded Magno which produced wooden radios which gained a lot of international acclaim. He also showcased his bicycle which he built from bamboo. In 2012 he started his social movement on Village Revitalization and also initiated International Conference for Village Revitalization. He

Outside the conference hall there were pop up shops by Colorplan, Absolut, PaperPlanes, Nicobar, My paperclip, and Something Sketchy, with the fun activities conducted by Zee Studios and the Concerts at night.

The event was an eye opener, the vibes left us thinking critically and surely inspired. We recommend all the young creative minds to be part for a lifetime experience.

LET'S GET MOVIVATED CREATIVE HEADS!!!

La Triennale di Milano



The idea behind the Triennale Design Museum at the base of the design is that the years of economic crisis could be considered particularly favorable to the stimulus of design creativity: from the origins of Italian design in the thirties, when Italian great designers have made exemplary works, to production districts (born in the seventies in small geographic areas between wealth of knowledge and excellence, based on local traditions and direct availability of raw materials) until the cutting edge forms of production and autonomy.

The Triennale Design Museum has a selection of more 600 works by authors including Fortunato Depero, Bice Lazzari, Fausto Melotti, Carlo Mollino, Franco Albini, Gio Ponti, Antonia Campi, Renata Bonfanti, Salvatore Ferragamo, Piero Fornasetti, Bruno Munari, Alessandro Mendini, Gaetano Pesce, Ettore Sottsass, Enzo Mari, Andrea Branzi, Ugo La Pietra until Martino Gamper, Formafantasma, Nucleo, Lorenzo Damiani, Paolo Ulian, Massimiliano Adami.



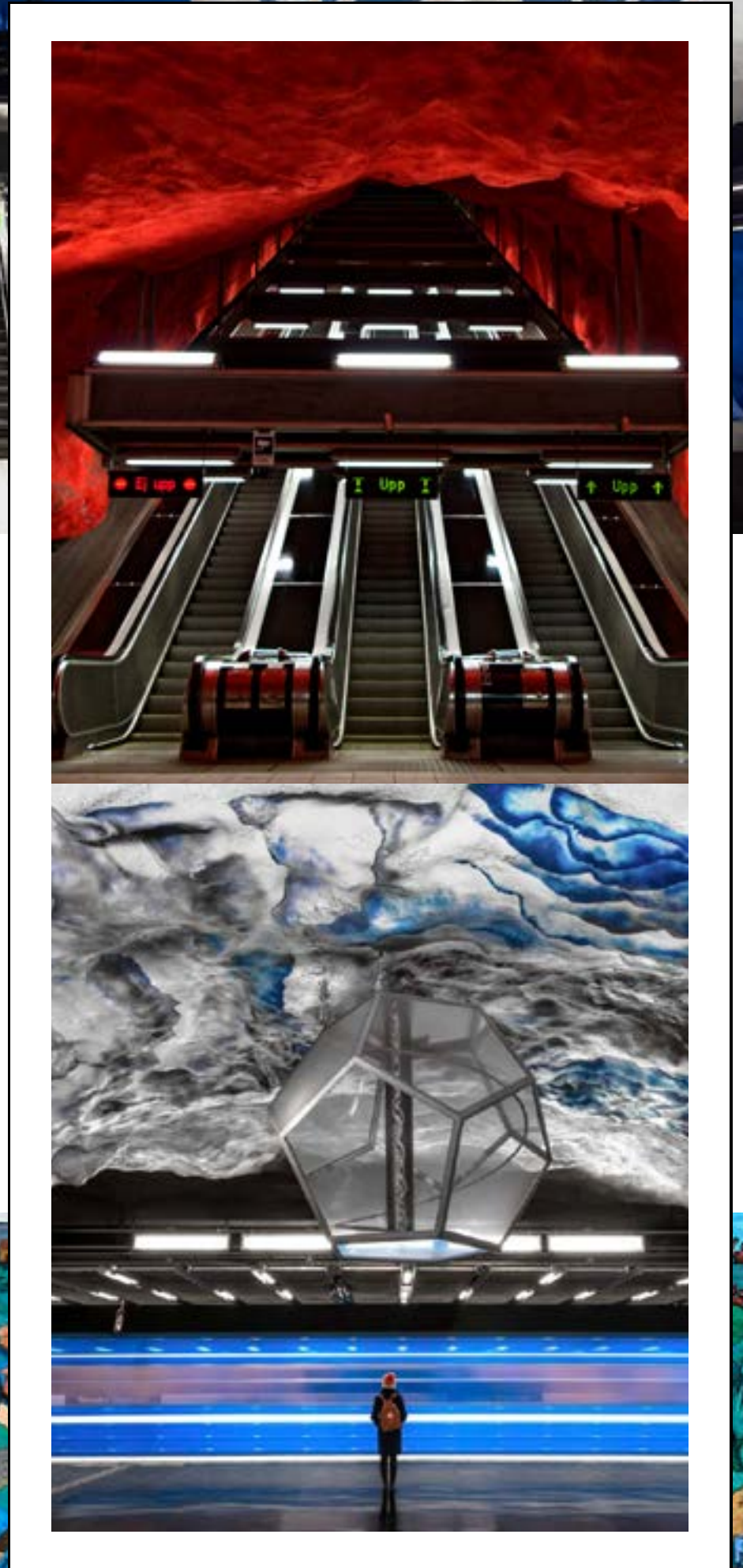
Arch Student interacting with Giorgio Galleani, The Triennale Design Museum

Design at a Stretch

World's Longest Art Gallery

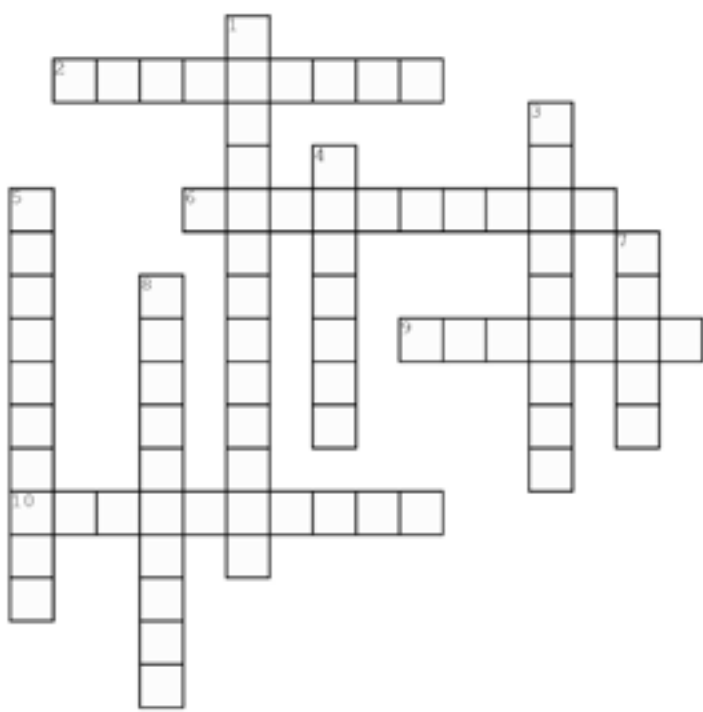
The Stockholm metro (Swedish: Stockholms tunnelbana, literally: Stockholm's Tunnel Rail) is a metro system in Stockholm, Sweden. The first line opened in 1950, and today the system has 100 stations in use, of which 47 are underground and 53 above ground. There are three colored main lines at the tube maps. These do however form seven actual routes (with different terminuses). Routes number 17, 18 and 19 (belonging to the green main line), 13 and 14 (red main line) and 10 and 11 (blue main line) all go through Stockholm City Centre in a very centralized metro system. All seven actual lines use The T-Centralen hub station. Apart from this Central Station for the metro, there exists just one other junction, the Fridhemsplan station, although both the green and red lines are mutually accessible at the Slussen and Gamla Stan stations.

The metro is like London Underground and Paris Métro but unlike the U-Bahn and S-Bahn in Berlin equipped with ticket gates. No ticket control is made when boarding the trains, but ticket checks are quite common. Single tickets must be bought in advance (typically in privately owned smaller shops and kiosks), or at ticket machines that are available in all underground stations and on several tram- bus- or boat stops. Passengers can also buy tickets at the ticket booth, just by the gates to the metro.



THE FUNNY BONE

DESIGN PUZZLE



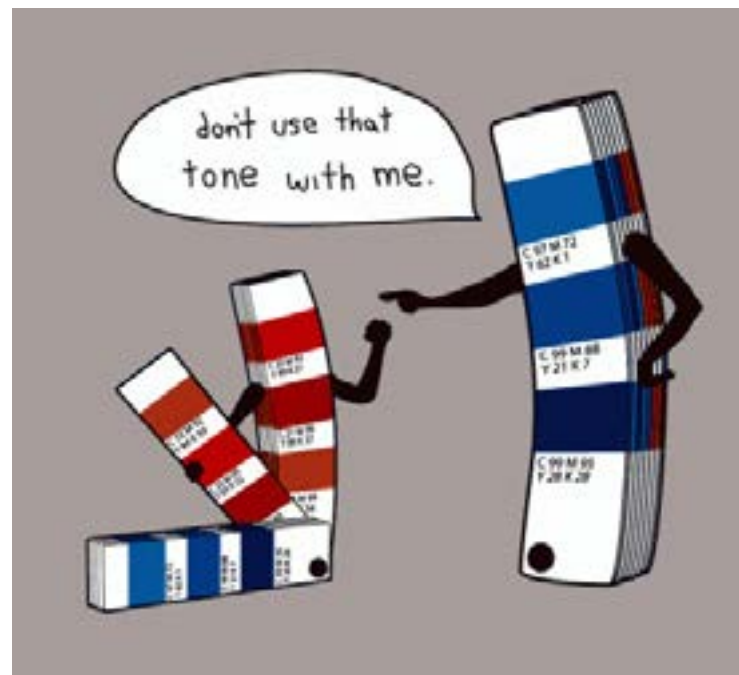
Across

- 2. Visual arrangement of design elements in a way that signifies importance.
- 6. Continuous representation of visual elements throughout a design help to create movement, rhythm, and consistency
- 9. The actual tactile surface of a design, or the visual tactility of your design
- 10. The artistic arrangement of type in a readable and visually appealing way

Down

- 1. literally means "finest dressmaking" in French
- 3. Functional model of the proposed design
- 4. The adjustment of space between two characters in your type
- 5. the shape of a clothing style. Formed by the width and length of the neckline, sleeves, waistline and pants or skirt
- 7. A font that has curved or extended edges
- 8. Designing a product around the physical properties of its use

tone matters



SNEAK PEAK

"LIKE" A COFFEE



DESIGNERS LIFE



EVERY DESIGNER IN THIS WORLD



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CONCEPT & FANTASY ART

Concept art is a form of illustration used to convey an idea for use in films, video games, animation, comic books or other media before it is put into the final product. Concept art is also referred to as visual development and/or concept design. This term can also be applied to retail, set, fashion, architectural and industrial design.

Concept art is developed in several iterations. Artists try several designs to achieve the desired result for the work, or sometimes searching for an interesting result. Designs are filtered and refined in stages to narrow down the options. Concept art is not only used to develop the work, but also to show the project's progress to directors, clients and investors. Once the development of the work is complete, advertising materials often resemble concept art, although these are typically made specifically for this purpose, based on final work.



Concept by
Praveen Sheoran,
Graphic Designer, Arch

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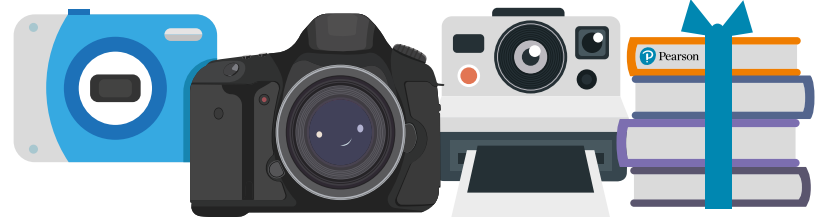
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Total Prizes worth **₹ 5 Lakhs!**



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ARCH COLLEGE CAMPUS: 9, GOVIND MARG, MALVIYA NAGAR INSTITUTIONAL AREA, MALVIYA NAGAR, JAIPUR-17
PH.: 0141-4060500/02/03, MOB.: 09414070678

Editor in chief: Archana Surana
Editorial Advisor: Benoy Thoompunkal

Patron: Dharendra Jain
Editorial: Deepika Singh

Editorial Team: Shraddha Bajaj, Priyanshi Arora, Sukriti
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