

Arch backstitch

RAJENG/2012/44989 • Vol. 3 • Issue 4 • Rs. 40/- • Jaipur • October 2014 • Design Magazine of ARCH

**Inter School
Competition 8-9**

**India for
Animals (IFA) 10-11**

**Round Table
Women Empowerment 14**





Dear Readers,

Seasons Greetings!!!

The month of September is known for "Teacher's Day" where we pay our gratitude to our teacher's. I was highly impressed by the talk given by **Prime Minister Mr. Narendra Modi** on this Teacher's day. Talking to the students Prime Minister Modi rightly said that there is need to find out why the value of a teacher has lost its sheen and why students don't want to be teachers when they grow up. He said there is a great demand for good teachers in the world, and India being a young country should be able to produce good quality teachers for the world.

In this issue of Backstitch we aim to bring together the experiences and sharing's of distinguished Guests of International stature like **U.S. Chargé d'Affaires Ambassador Kathleen Stephens, Mr. Anthony 'Ace' Bourke** and **Prof. Jinan KB**.

This issue also features "CHRCHA- the creativity meet". Both the last editions of Chrcha focused on discussing and getting opinions on "Does Rajasthan Needs a Design policy", with the first one moderated by **Prof. Benoy Thoompunkal** & the latter one lead by **Prof. Jinan KB**. Besides serious discussions, this issue also covers the celebrations of Teacher's Day, Fresher's Party and Dandiya Night.

On behalf of the Backstitch Team we wish all our readers a Very **Happy Diwali**. Let's celebrate this Diwali with grandeur and festivity. We believe this festival will facilitate an inclusive growth encompassing all castes, creed and community.

We constantly look forward to our reader's review and suggestions. Please do write to us at editor.backstitch@archedu.org.

Wish you a very Happy Diwali!!!

Archana Surana
Editor-in -Chief

Letters to the Editor

Dear Editor,

I found backstitch is a branch of knowledge. It is the best place to present the work of students. Visual lexicon is the best part of it, is an amazing way of learning design and it gives so much knowledge about designers and their designs. It is helping me to build my career in designing field. Its my pleasure to be a part of this college.

Kartik Soni
Foundation Batch

Dear Editor,

I have been a regular reader of backstitch. I find it delightful and the best platform for the students to get acknowledged for their work and their experience. I find backstitch very informative and highly inspirational for me as a designer. It is very motivational for every student to build their career as a designer.

Rinki Lalwani
Foundation Batch

Dear Editor,

I look forward to every issue of backstitch and I appreciate the whole team of backstitch for their fabulous work. I learnt a lot from this magazine as it branches into different domains of knowledge. Besides information about the campus happenings, it supplements my knowledge for my design stream, Interior Design. I hold every issue of the magazine to be important for my progress.

Monika Singhal
Foundation Batch



Up-coming Events

A Touch of Class Exhibition
1st - 6th October 2014

Amroodon ka Bagh, Opposite Amar Jawan Jyoti, International Exhibition for Household Consumables.

Wills Lifestyle India Fashion Week 2014
8th -12th October 2014

Wills Lifestyle India Fashion Week Spring-Summer2015 celebrates the 24th edition on the runway. FDCI is heralding the next season by holding the bi-annual, prêt a porter extravaganza, the Wills Lifestyle India Fashion Week's spring-summer 2015 edition.

The Singapore Jewellery & Gem Fair
23rd - 26th October, Singapore

Marina Bay Sands, Singapore
The 4 day premiere International Jewellery show will be showcasing more than 300 renowned Exhibitors from 28 Countries across the Globe exhibiting over US \$1 billion worth of Jewellery.

CHRCHA

29th October '14
ARCH Academy of Design
Discussion on proposed "Rajasthan Design Policy -Design Framework"
An evening of sharing ideas & concepts with each other over a cup of tea & snacks.

VASTRA 2014

29th - 31st October, Jaipur
VASTRA - An International Textile & Apparel Fair. VASTRA 2014 will Exhibit the latest Fashion and high quality Fabrics of the new era.

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

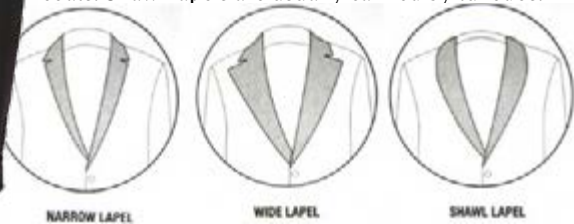
DESIGNERS Visual Lexicon

Fashion Design

Lapel



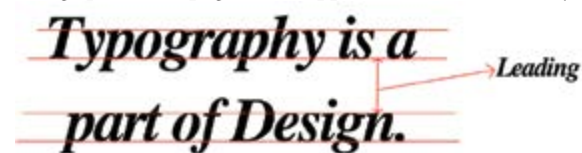
Lapels are the folded flaps of cloth on the front of a jacket or coat, and are most commonly found on formal clothing and suit jackets. Usually they are formed by folding over the front edges of the jacket or coat and sewing them to the collar. Lapels have a buttonhole on the left to hold a boutonniere, a decorative flower. A loop is fixed to the back to hold the flower properly. A lapel pin is also sometimes worn. There are three basic forms of lapels: notched, peaked and shawl. Notched lapels are the most common and usually seen on business suits. Peaked lapels are more formal, and nearly always used on double breasted jackets or coats. Shawl lapels are usually carried by tuxedos.



Graphic Design

Leading

In typography, leading (pronunciation "ledging") is the spacing between the baselines of type. The term leading is derived from the practice of placing lead strips between lines of type on older hand set printing presses such as a letterpress. Adjusting the leading is also a very useful way of saving or using space on a page. Most applications automatically apply



standard leading based on the point size of the font. Closer leading fits more text on the page, but decreases legibility. Looser leading spreads text out to fill a page and makes the document easier to read. Leading can also be negative, in which case the lines of text are so close that they overlap or touch. Leading is also called "line-height" or "line spacing" or "interline spacing".

48 pt Leading
THESE ARE
JUST A FEW
RANDOM
WORDS

THESE ARE
JUST A FEW
RANDOM
WORDS

38 pt Leading

Jewellery Design

Lariat

A lariat is a very long variation on the rope, without a clasp and often worn draped multiple times around the neck. The ends can be crossed over, looped, or knotted in various ways. This type of necklace sometimes



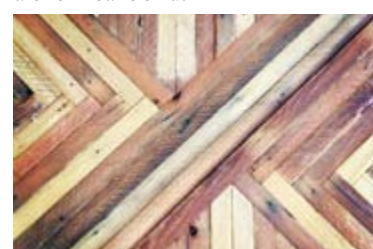
incorporates a loop at one or both ends to allow it to be worn in the style of a lasso, or it may be worn doubled over with the ends passed through the loop formed in the middle. The loose ends of the long strand often have decorative beading, metal objects, stones, cord, leather, feathers or other items attached to them. Strands are usually twice as long as or longer than most necklaces, roughly 40 to 60 inches. Adding small loops to each end of the original strand allows the owner to add, replace or remove charms or other items.



Interior Design

Lath

A lath is a thin, narrow strip of straight-grained wood used under roof shingles or tiles, on lath and plaster walls and ceilings to hold plaster, and in lattice and trellis work. Lath has expanded to mean any type of backing material for plaster including a metal wire mesh or expanded metal that is applied to a wood or metal framework as matrix over which stucco or plaster is applied and wallboard products called gypsum or rock lath. Also reed mat was historically a lath material. One of the key elements of lath, whether wooden slats or wire mesh, are the openings or gaps that allow plaster or stucco to ooze behind and form a mechanical bond to the lath where gypsum lath relies more on a chemical bond.



Design Today

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



Benoy Thoompunkal
Director Academics
Partnerships, Research & Innovation
Arch Academy of Design

Q. I am a housewife and interested in starting my own small fashion unit can you suggest me a suitable course?

Shivani Sharma, Jaipur

A. It is good to know that you plan to start your own fashion business. We can help you in undertaking a Part Time course in Fashion Design which will give you the understanding and skill set to run your business. Along with this time to time we also conduct entrepreneurship development programs in collaboration with various Government Departments which will be give you an extra edge to prepare your Project report and getting funding from government institutions.

Q. I am a professional working in a retail industry for the last 5 years. I came to know you are offering an International Certificate course in the same. Can you share some more details about this?

Rahul Kashyap, Chandigarh

A. The Arch Academy has linked itself with the most sought LCCI [London Chamber of Commerce and Industries] International Qualifications from Pearson. These are among the best and most highly regarded business related qualifications in the world. They include vocationally related qualifications that cover the key areas of business, as well as language and teaching qualifications.

The subjects include:
I. Travel and Tourism
II. Advertising

III. International Retail Operations
IV. Principles and Practice of Management

You can take a program in International Retail Operations and can upgrade your qualifications and get higher prospects in your Job.

Q. I am an engineering final year student and aspire to take Design Management as a profession. Can you please guide me for the same?

Mansi Jain, Vellore

A. It is interesting to know that after studying a Technical course you aspire to take Design Management. Design Management is a new age program with strong focus on Design and having a background of Management. We offer a 2 Year Program coupled with BTEC Edexcel Level 7 Extended Diploma in Strategic Management and Leadership. The course also provides progression for MBA in 4 to 6 months at selected universities in UK or India.

Q. I belong to a family of craftsmen and I am looking to take our skill and craft to the next level. I aspire to grow the business multifold. Can your academy help me in achieving the same?

Vishnu Soni, Udaipur

A. It is always motivating to know that the Next-Gen is interested in taking our rich Crafts to the next level and want to explore their entrepreneurship skills on the same lines. We as an institution believe in creating an environment that nurtures the 'empowerment' of the individual

and society for inclusive growth. We also aim to nurture Indian youth, to develop as innovative professionals and entrepreneurs employing indigenous knowledge and resources that reach out to global markets with new age design sensibilities. You can take programs with us and get support from our Incubation Cell to start your own business.

Q. What kind of experience will I get as a Design student at ARCH & Jaipur?

Megha Patel, Ahmadabad

A. Since Jaipur is a thriving student city, the college experience at ARCH will be more than just classes. It will be about discovering and developing an understanding of the culture while getting exposed to the art, craft and talent of the local creators; understanding and contributing in real ways to the evolution of sensibilities through the study and practice of Design. Jaipur is popularly known the world over as the 'Pink City. Glimpses of the glorious history of Jaipur are visible in its crafts, city planning, royal artefacts, colorful culture, and splendid forts. Jaipur today is a hub for industries connected with craft export, jewellery, block printing, textiles etc. There is lot for young design students to learn and explore.

**For queries write to
admission@archedu.org**

BE INSPIRED



Alumnus NIFT

Working with ARCH Academy of Design as Faculty of Fashion & Textiles. She is greatly inspired by NATURE and this inspiration is reflected in her design process. Her creativity is at its best when she is with nature or travelling as she draws her inspiration for creativity from both.

“In learning you will teach, and in teaching you will learn.”
Be an inspirer, and be inspired

SWATI GUPTA

Swati Gupta, faculty for Fashion & Textiles at the Arch Academy of Design and an alumnus from NIFT began her career in fashion designing at an early age. She started designing as a hobby, which turned into passion and later into a profession. Having honed her skills in the fashion industry with an eclectic experience ranging from exports to retail, production houses to design houses, she has built a strong understanding of the Industry demands. Her creativity is at its best when she is with nature or travelling as she draws her inspiration for creativity from both.

The only mantra she believes in her life is DO YOUR BEST AND LEAVE THE REST...

She started her career with Ratan Textiles, Jaipur and found her interest in Kids wear design. She loves creating new surfaces, trying Origami and Macrame, working with different materials like glass, fiber, metal, plastic etc and experimenting with colour and creating colorful handicrafts.

While researching for her costume and exploring different surfaces for the same, she visited a lot of Indian palaces and forts and surprised herself with her upbeat imagination for 'I Feel Like A Princess Tonight', a garment made of fiber glass, led lights, foam and cotton which got her an entry into the Children's section at the Montana WOW (World of Wearable) Art Awards Show 2009. Inspired by fairytales, she wanted to create a child's dream, "which has no boundaries of any nation, set in clouds, moonlight and a castle". It took her 4 months to complete one piece which earned her positive reviews from both national and international press. The show was the turning point of her life as it broadened her perspective.

Similarly, her other garment TWINS SPACE made of fabric, foam and plastic sheet is selected for WOW

2010 which portrays a connection between twins. Inspired by the closeness and the unique experience twins share, the costume fits two models at the same time. Their closeness has the potential to either bring them together or separate them as far as possible.

She says "Nothing ever became real till it was experienced. As a teacher, teaching and connecting with students has been both a transformational and an emotional journey so far. My first teaching experience has been a good one. I have had my share of emotions laden with caring, satisfaction, sharing and pride. I think I have managed to learn from my mistakes including the basics of design. And discipline in my teaching methodology has brushed up my enthusiasm and my own imagination. I encourage original and independent thinking even with my students. I teach them to focus on concepts which can aid in generating ideas, designing complex structures, or even communicating complex ideas".

Currently, she is working on wearable art inspired by crystals and stalactites.



Technique: Macrame knots



FASHION & TEXTILE

The Open house is a forum where Jury Members critically evaluate the work of students. The students of the Fashion Department presented their work to the panel who hailed from different backgrounds like Garment and Architecture. Mr. Rohan Kumawat, Architect and Mr. Karan Khurana, Faculty Fashion & Marketing adjudged the display on 3rd September 2014.

The students had researched and worked on the problems prevailing in Jaipur like pollution in the heritage city, potholes on Jaipur roads, garbage, smoking among teens, etc. before they prepared their work for the Jury.. They made two costumes, one of fabric and the second using different material. The presentation depicted in-depth knowledge of the process of design & pattern making and construction of Sample using close, cut & open techniques.

The learning outcome was to teach each student to source and collect personal research and sharpen skills and creative thinking to design creative fashion garments using

different material and techniques. Jury members, Mr Kumawat and Mr Khurana were impressed by the research and brainstorming done by the students and emphasized that students need to learn more documentation skills and should record their research and development work going forward. They were of the opinion that the next step should be material selection to develop their chosen silhouette, final fabric making, a fit mock-up on model, & photo shoot for the garment.



INTERIOR

The 'Open House' is a platform to share and showcase your learning in a concrete form. The teaching translates into work displays; concepts form ideas of creation which actualizes into a blueprint and exploring content for a process results in a final product. Open House at the Arch Academy of Design is akin to interdisciplinary learning promoted at foreign universities. All the departments come forward to encourage the other department by becoming their audience.

The Interior Design Department open house was conducted on 17th September 2014 at ARCH Campus. Architect, Mr Ajay Jain was the external jury and the Interior Design Faculty members- Ms Swapnal Jangid, Ms Nishi Jajoo, Ms Prabha Sharma, Ms Divya Sharma & Mr Abhishek Pasariya adjudged the students internally.

The students presented their projects on Furniture Design, Building Construction and 1 BHK Plan etc.

The jury members provided a critical feedback to the students so that they could increase their efficiency and improve their concepts further. Besides this, time management, teamwork and coordinating skills were brought to their notice as important instructions to watch out for while presenting their ideas solo or as a group to a panel of Jury members or a single verifier.

JEWELLERY

The Open House for the Jewellery Design Department covered the following modules: Fashion Trend, Forecasting, Portfolio and Product Photo shoot, Couture Jewellery Design Project, Kundan Meena Jewellery Design Project, and CAD Design Project etc.

The work of the students was judged by the external jury member, Mr. Abhishek Raniwala from Raniwala Jewellers and Ms Richa Lakwal and Ms Swati as internal Jury members. Mr Raniwala liked the Kundan Meena Jewellery Designs made by Vishakha Jain which were inspired by the Nizam of Hyderabad. Vishakha Jain designed and developed couture jewellery designs for the luxury Jewellery brand Palmiero. Mr. Raniwala was pleasantly surprised to see the conceptual understanding of the students at Arch and appreciated their thoughtful creation.

Another student, Sahil Khandelwal's Kundan Meena Jewellery Design was inspired from the Tawaif Culture of Lucknow which was also noticed by Mr Raniwala. Sahil was one among the top five under the Formal Jewellery Category at the JAS Jewellery Design Competition 2014. The Fashion Jewellery work of Tanya Ajwani inspired from the movie, Pirates of Caribbean and African tribes is worth a mention.

Mr Raniwala opined that ARCH students had very strong conceptualization skills and would be taken seriously by the jewellery industry in future.



FOUNDATION



The Open House for the foundation batch was closely linked to the pitiable condition of the city the students live in. Understanding the culture of the Pink city and approaching spiritedly to transform Jaipur was the essence of the designs displayed to the Jury.

Prof. Bhawani Shankar Sharma, Artist, Sculptor and Ex Director- Lalit Kala Academy and Shamit Das, Craft Product Designer, were the External Assessors. Richa Lakwal and Swati Gupta, Faculty, Arch Academy of Design were the Internal Assessors.



Three students presented their work on 'Contextual Studies - Transforming Jaipur' by Advance Foundation Fashion and Jewellery Students and 'Design Method - Stall Design and Installation' by Advance Foundation Interior Students. The work of the students comprised of the elements of design namely: Line, Shape, Color, Texture, Nature Drawing, Object Drawing, and Perspective.

The students tried to understand their roots and took inspiration from pink city while designing products, garments and jewellery for the high-class client and for the under privileged client.

Suhani Jain, Priyanshi Arora, Muskan Rathi, Sucheta Patnaha, Sukriti Banthia, Bidisha Das and Jamila Yunous's work was very much appreciated by the jury members.





**Anthony
'Ace' Bourke**

At the prize distribution & felicitation event held at ARCH, the renowned guests Mr Anthony 'Ace' Bourke and Mr Sunil Mehra, shared their love and concern for animals in their speeches to the gathered students from various schools. Mr Bourke spoke about his pet lion "CHRISTIAN" and his association with him. He made a presentation replete with Christian's growing phases and also showed the famous YouTube 'Reunion' movie where his lion recognized him with a show of great affection even after two years in the wild. The loving bond with Christian, the Lion was palpable in slides where Mr Bourke and Christian were sleeping together – 'hand in paw'!

Ms. Archana Surana, Founder & Director, ARCH Academy of Design shared the key aim of the organized competitions was to increase the involvement & awareness of youth towards the animal protection movement and developing Compassion in them towards Animals.

SHOOT 'em ALL

PHOTOGRAPHY COMPETITION



Top Row (Left to Right): Mr. Sunil Mehra, Anthony 'Ace' Bourke, Winners of the Shoot 'em all competition **Ivan Singh Parihar**, Maharaja Sawai Man Singh Vidyalaya, **Manan Surana**, Maharaja Sawai Man Singh Vidyalaya, **Satvik Bhatt**, Maharaja Sawai Man Singh Vidyalaya (Entries displayed at the bottom), Ms. Archana Surana, Director Arch Academy of Design.

Bottom Row - Recognized Entries of Shoot 'em all Competition
Aaditya Sharma, Step by Step High School , **Ambika Ranawat**, St. Angela Sophia Sr. Sec. Girl's School , **Malviya Nowlakha**, Maharani Gayatri Devi Girl's School , **Pavitra Shome**, Ryan International School, **Vidhi Johari**, St. Angela Sophia Sr. Sec. Girl's School



1st

■ **Ivan Singh Parihar**
Maharaja Sawai Man Singh Vidyalaya



2nd

■ **Manan Surana**
Maharaja Sawai Man Singh Vidyalaya

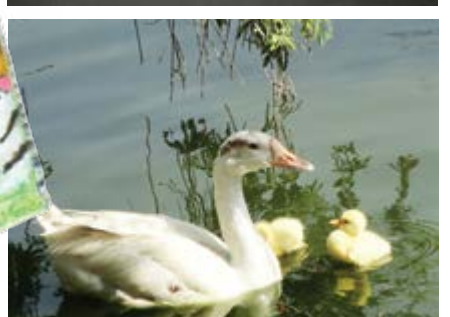


3rd

■ **Satvik Bhatt**
Maharaja Sawai Man Singh Vidyalaya

The Wild Collection

DESIGN COMPETITION



Top Row(Left to Right): Anthony 'Ace' Bourke, Mr. Sunil Mehra, Ms. Archana Surana, Director Arch Academy of Design.

Middle Row: Winners of the Shoot 'em all competition **Sakshi Sadh**, Maharani Gayatri Devi Girl's School, **Varsha Wadhwa**, Mahaveer Public School, **Ambika Ranawat** St. Angela Sophia Sr. Sec. School (Entries displayed at the bottom),

Bottom Row - Recognized Entries of Shoot 'em all Competition **Amishi Agarwal**, Maharaja Sawai Man Singh Vidyalaya, **Gargi Kalra**, Radiance Academy of Design, **Jayata Shah**, Tagore Public School, **Mahak Mandia**, Maharaja Sawai Man Singh Vidyalaya, **Pahul Singh**, Maharaja Sawai Man Singh Vidyalaya



1st

Sakshi Sadh
Maharani Gayatri Devi Girl's School



2nd

Varsha Wadhwa
Mahaveer Public School



3rd

Ambika Ranawat
St. Angela Sophia Sr. Sec. School

Let's empathise with animals!

A three day national conference IFA (India For Animals) was organised at Hotel Clarks Amer Jaipur from 12 to 14 September. Hosted by the Federation of Indian Animal Protection Organizations (FIAPO), in association with Dogs Trust, UK; Compassion in World Farming and Jaipur-based NGO 'Help in Suffering', the conference had nearly 250 animal activists from across the country and abroad.

National and International leaders driven for animal protection namely Padma Shri Norma Alvares, Padma Bhushan D.R. Mehta, Dr. Chinny Krishna, world-renowned Anthony "Ace" Bourke, Clarissa Baldwin, Philip Lymbery, Les Ward, Christine Townend gathered at a single platform. Norma Alvares, chairperson, FIAPO told us, "Jaipur has been at forefront in terms of working towards welfare of animals; hence we chose this city for the conference."

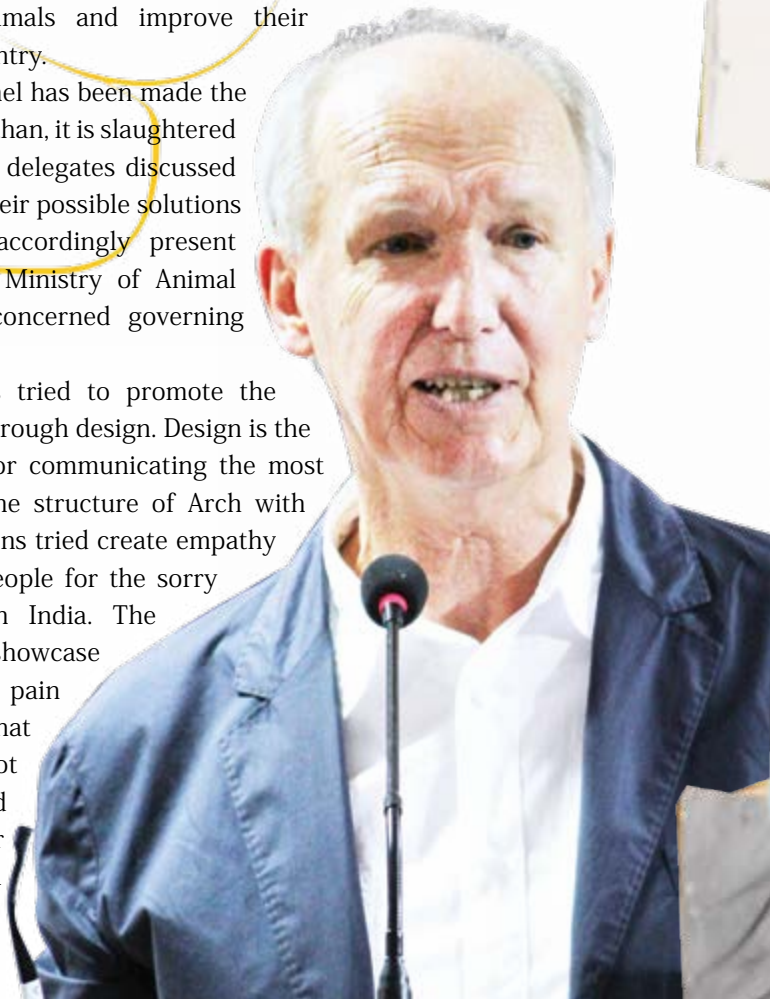
The event focused on panel discussions, workshops and small-group breakout sessions giving delegates an opportunity to share and collaborate on strategies to protect animals. Ms. Menka Gandhi, an animal right activist and Indian Union Cabinet Minister for Women & Child Development in the Government of India was one of the eminent dignitaries who participated in the conference.

Some of the highlights of the conference were eye opening sessions on the status of animals in India, improving the lives of dogs, a discussion on captive elephants in India

and a panel discussion on making India free of Rabies. The primary focus of the conference was to prevent slaughtering of animals and improve their treatment in the country.

Even though the camel has been made the state animal of Rajasthan, it is slaughtered at a large scale. The delegates discussed various issues and their possible solutions so that they can accordingly present a manifesto to the Ministry of Animal Affairs and other concerned governing bodies.

The ARCH Students tried to promote the welfare of animals through design. Design is the simplest language for communicating the most complex thought. The structure of Arch with its various installations tried create empathy and awareness in people for the sorry state of animals in India. The students tried to showcase the discomfort and pain of these animals that unfortunately cannot use words to demand attention but their eyes certainly speak loudest that they be treated well.





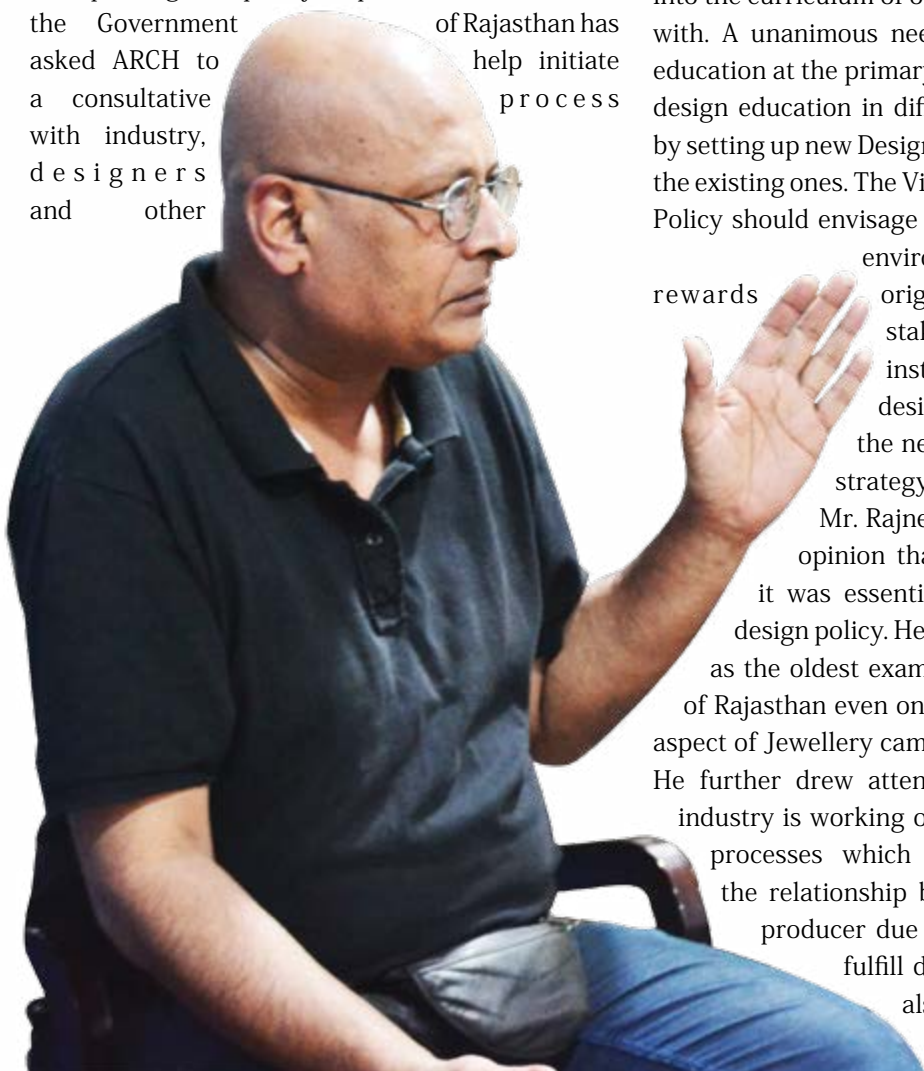
Does Rajasthan need a ... Design Policy?



CREATIVITY MEET AT ARCH

The first of the 2 discussions initiated in the ongoing series of 'Chrcha' titled "Does Rajasthan Need a Design Policy" took place on 17th August 2014. It was moderated by Prof. Benoy Thoompungal, Director Academics, ARCH Academy of Design. Eminent participants included Mr. Rajneesh Bhandari, Entrepreneur; Architect, Bobby Vijaykar; Prof. Bhawani Shankar, Artist; Ms. Sadhna Garg, Media Person, Mr. Kunal Dutta, Academician; Mr. Sharad Kamra, COO, ARCH; Ms. Poonam Bhargava, Academic Administrator, ARCH etc.

Sharing insights Prof. Thoompungal told participants that every state has its own cultural identity and Rajasthan was a state known for its Craft and Culture & entrepreneurial capacity. Stressing the need to popularize Design and make it reach the masses and to use it effectively in the development of the economy he said that the Strategic role of design for national and industrial competitiveness is now universally recognized. Realizing the increasing importance of design in economic, industrial and societal development and in improving the quality of products and services, the Government of Rajasthan has asked ARCH to help initiate a consultative process with industry, designers and other



stakeholders to develop the broad contours of a Rajasthan Design Policy.

The discussion was opened to all participants where each one expressed the lack of design awareness in standalone sectors and how there should be a formulation as a policy to help integrate design into the curriculum of our education policy to begin with. A unanimous need was felt to start Design education at the primary level along with spreading design education in different regions of Rajasthan by setting up new Design Institutions and upgrading the existing ones. The Vision of the Rajasthan Design Policy should envisage the creation of an enabling environment that recognizes and rewards original designs for all its stakeholders like educational institutions, industry & designers besides incorporating the need, outline, innovation, and strategy & delegation.

Mr. Rajneesh Bhandari expressed his opinion that as a major stake holder, it was essential to align industry in the design policy. He cited the Jewellery Industry as the oldest example of industry in the state of Rajasthan even on the world map. The Design aspect of Jewellery came into existence much later. He further drew attention to the fact that today industry is working on computerized production processes which has further strengthened the relationship between a consumer and a producer due to more efficient supply to fulfill demands. Mr. Sharad Kamra also had similar views to

focus on industries while formulating the policy for the state.

Ms. Sonam Gupta said that the development of skilled manpower was a very important aspect for any society. She said that Design Education could bring about that change if it were pitched in the curriculum with the right exposure. Prof. Thoompungal mentioned the relatively recent

The Strategic role of design for national and industrial competitiveness is now universally recognized

admittance of Design into main stream education delivered by colleges & universities through the UGC listing of B.Des. & M.Des degrees. Prof. Bhawani Shankar was in favor of balancing the theoretical & practical aspects of design so that the creativity of an individual was sustained. He not only stressed the need to restore our cultural diversity but also affirmed how traditional & contemporary designs complemented each other.

Ms. Bhargava focused on education which plays a vital role to build the basic structure of design to make it global. She believes that Design Education is essential therefore it is important that Govt. should take initiative to push this education from primary level of school to college level.

In the end, it was concluded that Rajasthan design policy is required for rural urban development, education & industry growth.



Design and Education

The Strategic role of Design for national and industrial competitiveness is now universally recognized. Carrying this thought forward from the last CHRCHA, the session 2 of Chrcha on 19th September 2014 was also on same subject 'Does Rajasthan Need a Design Policy?' The lead speaker for the session was Prof Jinan KB, a product designer researching on indigenous design process and cognition to reassess the design education methodologies in India. He has also researched on the decolonization of the aesthetic sense.

Opening the Chrcha, ARCH Director Academics, Prof Benoy Thoompunkal introduced Prof. Jinnan to some notable participants like Mr. Sudhir Kasliwal, Jeweller and Photographer, Ms. Geetanjali Kasliwal, Architect, Mr. Nandan Ghiya, Fashion Designer & Artist and Mr. Kunal Dutta, Fashion Design Academician, Ms Sonal Chitranshi, Designer to name a few.

Prof Thoompunkal shared an overview of the last session that broadly spoke about initiating a consultative process with industry, designers and other stakeholders to develop the broad contours of a Rajasthan Design Policy. He said: "In the last Chrcha we discussed that Rajasthan is a rich state in terms of art & culture but due to lack of awareness, it has not yet grown into a Design State". He said that Design plays a pivotal role in adding value through innovation and enhancing competitiveness both in manufacturing and service industry.

Prof Jinan interacted with participants and shared the importance of aesthetics and how Design helps in spreading the awareness of product &

its consumption. A good design must fulfill the intent, however knowledge of design exists in our surroundings profoundly. Prof Jinan expressed his concern by suggesting renaming the Design Policy as Cultural Policy for lack of design awareness in people. According to him a Design Policy should fulfill the purpose of cultural restoration and should be able to conserve our own indigenous culture. Quoting an example of the late Laurie Baker, a British Architect, he said that no Indian architect in 67 years of Free India has done justice to conserve Indian Architecture in the way he had.

In response to this thought, Mr Sudhir Kasliwal expressed his views on another British Architect, Samuel Swinton Jacob whom he admires for lending his cultural genius in the design & construction of Umed Palace, Mubarak Palace & Lalgarh Palace of Bikaner and making India architecturally rich. Mr Kasliwal also said that it is important we restore our heritage, monuments & culture in order to keep our identity existing. He further added that the National Skill Development Council should support and fund Innovative Design Ideas. It should provide a platform for creative design development, design promotion and partnerships across many sectors, states and regions for integrating design with traditional and technological resources.

The need to make a Design Council was felt necessary. This Council should undertake Research and Development, Strategy & Impact studies along with Design awareness programs that act as a platform for interaction with all stake holders. Mr. Kunal Dutta left food for thought for today's Designers in how self introspection is needed to

Design Policy should fulfill the purpose of cultural restoration and should be able to conserve our own indigenous culture.

identify Design as hand in glove with Glamour or to evolve it as our core strength. Mr. Nandan Ghiya agreed that design has universal value and quoting how Japan is following a custom where best designs are incorporated in their agenda, our Government should come forward to label all design that our country has designed.

Prof. Jinan also felt that education in its broadest sense today has become an act or experience that has a formative effect on the mind, character, and physical ability of an individual and in its technical sense, education is the process by which society deliberately transmits its accumulated knowledge, values, and skills from one generation to another through institutions. Education is the process by which an individual is encouraged and enabled to fully develop his or her potential; it may also serve the purpose of equipping the individual with what is necessary to be a productive member of society. Through teaching and learning the individual acquires and develops knowledge and skills.

Prof Bhavani Shankar was also in favor of adopting the education structure both formally and informally. He suggested that sensitivity & creativity should be part of policy. Chrcha ended with everyone giving an assurance of forming a framework to support the design policy.



Round Table Women Empowerment

with the U.S. Chargé d’Affaires Ambassador Kathleen Stephens



To discuss the challenges and opportunities available for the women in Rajasthan, ARCH Academy of Design hosted a round table discussion with the U.S. Chargé d’Affaires Kathleen Stephens and some very eminent women of the city. Ambassador Stephens was accompanied by Jonathan Kessler, the North India Program Coordinator, at the New Delhi Embassy and Robyn Kessler, Commercial Officer at the Foreign Commercial Service.

ARCH Director and US State Alumni, Archana Surana welcomed the Ambassador and the guests. Speaking on the importance of women rights, Ambassador Stephen said ‘Advancement in women rights is the key to security, peace and prosperity of a nation’. She further added, that her mission as Ambassador is to extend her support in the field of infrastructure and empower women in India.

Ambassador Stephens further articulated, “We are heartened that Prime Minister Narendra Modi prominently and early in his recent Independence Day speech acknowledged not only the value and contributions of women, but also recognized the specific challenges women and girls face: from gender based violence and its link to poor sanitation to parents’ and sons’ roles in combating violence against women; from referring to women and girls as “mothers and sisters” to recognizing their great achievements. We stand by the Prime Minister’s recognition of the value of women and girls and look forward to partnering with him to remove these obstacles to their success.”

The discussion had noted Academicians like Rakhi Gupta, Principal IIS University, Rashmi Chaturvedi, Principal Kanoria College, Prof. Pawan Surana, former Principal Maharani’s College, Suniti Sharma, Principal MGD School, FLO Chairperson Appra Kucchal, Hotelier & Animal Activist, Timmi Kumar, and Dr. Anita Bhandari etc. Some of these eminent women from the field of Academics, came forward and without hesitation discussed the problems emerging after formal education is completed at the High School level in India. The dropout rate of these students from conventional family backgrounds,

where girls are married off early, does not support higher studies. It is indeed an irony that in spite of a high literacy rate at school level, Rajasthan state has only 35% women employed. The women unanimously agreed on lack of empowerment on various levels starting with motivation missing at the home front to lack of inspirational impetus at institutional levels. The participants felt that both the girl and the woman needed to raise their self esteem and apply education to life. They felt that it imperative to change the mindset of Parents towards letting their girl child take on higher professional education and embark on a winning spree in life.

Ms Stephens reiterated that education will continue to play a pivotal role in empowering She appreciated the Design Education imparted at the ARCH Academy of Design which is more skill based and aimed towards developing future leaders. There is a possibility of a future dialogue with the US Ambassador for partnering with Arch for empowering girls to become next gen ‘Empowered Women’.



DRAW THE WORLD TO KNOW THE WORLD

- a **samvaad** on the cognitive potential of drawing



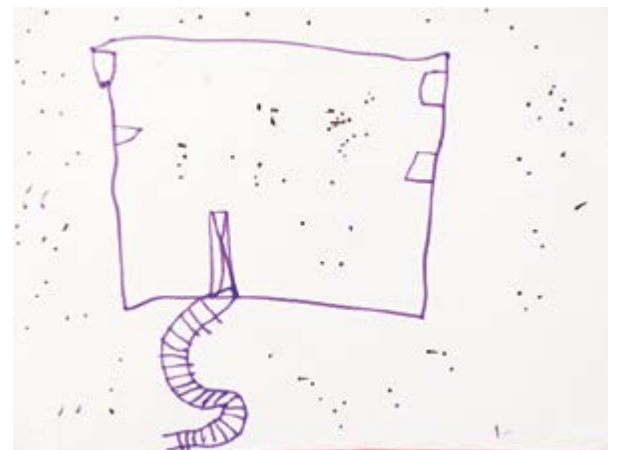
Prof Jinan, is an NID, Ahmedabad alumnus and is a product designer researching on indigenous design process and cognition to reassess the design education methodologies in India since 1989. As a designer he has been working as an active collaborator with artisans, helping them conceive new design possibilities and extend their design and product vocabulary. Another area of research he has addressed has been on the decolonization of aesthetic sense. He also has been researching on and documenting how children from non literate communities make sense of the world around. He is taking this learning to design and architecture students in India with an intention of awakening them to a new way of learning and being.

Drawing is like a vaccination given to the child who will be schooled out from the real world of experience which can be felt and sensed in to the imagined world of language, concepts, definitions and theories. Writing is not a cognitive tool. It is a communication tool primarily. Biologically we are not made to understand the world/ the context/knowledge by reading and imagining but to explore the world directly using our senses. Drawing helps in enhancing observation as it would make us observe what we draw more consciously. This can be achieved by seeing also but drawing helps in co-ordination.

Drawing needs to be seen as the tool that will help the child to observe the world around. A Child in fact naturally does this. Almost all children draw and then for some reason most stop drawing. Only the encouraged 'artists' continue. But everyone learns to write which is a much more complicated task. Adults around must have done something to us that we are now scared to draw.

The way a child 'learns' to walk, where an adult has no role in correcting the child, should be the way to see the drawings of children. No corrections, no comments, no praises. Just let children draw. You could create an environment for drawing by allowing children to draw where they want with what they want.

It is very important to see drawing as a tool to promote 'scientific thinking' which is nothing but the ability to observe the natural phenomena and other processes minutely. Great scientists like Leonardo etc have used drawing largely for the purpose of scientific study. So drawing has to be seen as an activity even more important than writing in that sense.



Picasso wanted to draw like a child towards the end of his life.

Picasso wanted to draw like a child towards the end of his life. That could be because children start off by drawing the essence. With least number of lines they are able to convey the message. And as we (children) get entrenched in the linguistic world from age 3, 4, 5 the real world of senses and experience recedes from our vision and in fact language and concepts begin to dictate our experience. To regain the primacy of experience, drawing needs to be promoted as only sense can help us to ground ourselves. But drawing needs to be understood as a functional tool to help in observation and hence it may need to be disassociated from so called art, self expression etc.

~ Prof. Jinan K B



What is Photoshoot and Styling?

- Important factors for a photo shoot
- Types of photo shoot which included:
 1. Editorial photo shoot
 2. Costume photo shoot
 3. Bridal photo shoot.

The theme selected for Editorial photo shoot was TRANSFORMING JAIPUR. The groups came up with ideas to evoke the spirit to cause a change for the editorial photo shoot. The theme of the costume shoot was RETRO. The students assimilated the nuances to keep in mind while doing a costume shoot. Since the costume demands focus and attention, the subsequent choice is to have a muted background. Elements of emphasis need to be highlighted upon and the space element also has to be considered for the same. On the contrary, while tackling the bridal photo shoot, the emphasis has to be made on background as well as the costume. Of the many themes picked up, sprinting bride, Colors of Rajasthan and Love for Denim were a few.

The complete presentation followed a basic format covering the above aspects.

Ms. Manju Pabuwal was the Jury for the module of FASHION STYLING in October Open house held on 17th September, 2014. The students adjudged were from two semesters under the mentorship of Mr. Karan Khurana. Their presentations were highly evolved and followed a basic format. Beginning with what a photo shoot is all about to understanding it in the context of styling keeping in mind the thumb rules of photography was the mantra followed by all the groups. It taught them the basic ingredients and the various factors that are important in a photo shoot like hairdo makeup, light effects, background, flooring, model, costumes, postures and props etc. The students from different design fields made common group presentations, modelling themselves.

FASHION



MYSTIC KNOT
Sherwani Rs. 95, 000 by tahillani
Lehnga Rs.1, 85,000 by r
Accessories by nirav mo



Styling

Styling



Fast Fashion vs Sustainable Fashion: An Endless Struggle?

~ Emma Sumner, Visual Artist, Curator, Writer & Lecturer, presently on an extensive research trip in India, supported by the Arts Council England



**LOVE
FASHION
HATE
SWEATSHOPS**



Today, it seems a large majority of Western people feel they are no longer defined by who they but by what they purchase. To this majority it matters what furniture they have in their homes, what make and model of car they drive and most importantly what clothes they wear and who made them. With Western economic policies placing emphasis on consumption, increased commercial pressure has created a society of wasteful consumers who think it acceptable to buy and discard goods as they wish. But with natural resources already strained it's an economic system which feels greatly unsustainable. With a constant demand to have better and more luxurious products, the Western market appears to have become detached from any kind of decent social morals. The big question, and one I hope to find the answer to, is how do we reconnect them? This essay is an examination of my thoughts and research on the issue of fast fashion (cheap and easily discarded clothing) within today's Western consumer society. An issue which has brought me to India to gain first-hand experience of mass production processes and the impact they are having on people and the environment, with the hope that I can use this knowledge to help change consumer attitudes.

Within the realm of fashion, there are numerous campaigns which seek to re-associate social morals with the purchasing of fashion including Fashion Revolution who call for more transparency in the supply chain. Launching their campaign in April 2014 with Fashion Revolution Day, they called for people to wear their clothes inside out and use the social media platform of Twitter to tweet photos to help highlight how and where their clothes were made.

War on Want, a well know campaigner against greed has a sub campaign entitled Love Fashion Hate Sweatshops which highlights the plight of workers around the world who suffer poverty wages and exploitation producing cheap fashion for Western markets. Both these campaigns are very relevant and take action in their own ways, but it does feel that many consumers use the opportunity to join these campaigns to help them feel better about their buying habits rather than taking any radical action.

One of the biggest retail groups in the UK is the Arcadia Group. As part of their need to demonstrate ethical practices they have devised Fashion Footprint, a programme which monitors and manages the social and environmental impacts of their business stating:

"Fashion Footprint reinforces our commitment to sustainability ... [and] provides us with a mission statement that we can all get behind: to produce

fashionable products in an ethical way and demonstrate a responsible attitude towards people and the environment."

Although a good ethical basis for their business Fashion Footprint is not something Arcadia publicises to their customers and is in fact only to be found in the depths of their website, making the policy seem more about covering themselves should any issue arise rather than instilling any change in their customers buying habits.

An inspirational fashion designer whose actions and words are more directed at changing the consumers buying habits is Dame Vienne Westwood. Speaking in an interview with The Telegraph on 16 September 2013 she made the following plea to the public:

"Buy less. Choose well. Make it last. Quality, not quantity. Everybody's buying far too many clothes ... Instead of buying six things, buy one thing that you really like. Don't keep buying just for the sake of it ... Don't invest in fashion, but invest in the world."

Another fashion designer of inspiration is the vivacious Katherine Hamnett who is considered the pioneer of ethical and environmental fashion and has been actively campaigning around this issue since 1989. On her website Hamnett explains her mission: "... is to change the world through fashion, make products as ethically and as environmentally

Contd. on Next Page



as possible, with the best supply chain, the best social, environmental and cultural impact, alleviating poverty, and preserving traditional skills”

Both of these women speak of sensible solutions and have ethics at the heart of their business, but we need this attitude to be absorbed across the whole fashion industry. How this is achieved and how we make real changes in consumer attitudes to purchasing clothing is such a big issue that, immediate changes cannot be anticipated. Instead we need to be the change, stick to our moral ground and help make that change we wish to see. As an artist, I have always worked with the motivation that the small actions I take can make a big difference to the world around me. Using my artwork as a tool of communication I examine the mass of non-essential possessions many in Western Society feel unable to live without through a dynamic and hybrid practice which draws together the genres of painting and textiles. With my main focus on the issues of fast fashion I do my best to avoid the never ending consumer cycle by making use of second hand clothing instead of becoming part of the consumer cycle.

Using the knowledge and experience gained during my current research trip through India I aim to help create a new approach to fashion. One which will help people rethink how they purchase their clothing by creating transparency in the supply chain and forging a relationship between the consumer and the maker. How we change mass consumer attitudes for the better is such a vast question that I feel currently unable to answer but as my current research evolves, I hope to find clearer solutions which will lead to a more sustainable future for all.

FRESH TO COLLEGE



BIG TIME SUCCESS- FRESHER'S PARTY

Students throng for the first party in their college life - The Fresher's Day! The theme for the budding designers was 'Indo Western Fusion'. The fun element in a fresher's party as always is and will be Mr Fresher and Ms Fresher. Srishti Chaturvedi was awarded Ms. Fresher and Nikhil Mangwani as Mr. Fresher based on their talent showcasing on 27th September 2014. The party was followed by Dandiya night.

BACK TO SCHOOL



AIEED 2015

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- Graphic Design
- Jewellery Design
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- Design Management
- Bachelor in Visual Arts

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- Interior Design
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- Design Communication
- Strategic Design Management
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Affiliations & Authorisations



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15th Nov '14

SERIES I
ONLINE Entrance Exam
1st Dec '14 - 15th Feb '15

CENTRE BASED Exam
1st Feb '15

Interview Schedule
5th - 15th April '15

Session Begins
July 2015

SERIES II
Dates subject to availability of seats.
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