

Arch

# backstitch

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Unconference | Design Quest | IFFTI | Women Empowerment | Fashion Styling



Greetings!

Empowering Individuals is something which is very closely associated with Arch. The completion of 15 glorious years in Design Education has filled me with excitement as well as a deeper sense of responsibility towards this vision and to continue the journey with enthusiasm, & ethics fulfilling the vision and mission of Arch. I feel more committed every passing day to make it an Institution par excellence and towards increasing our global presence by having high standards of quality in every aspect of Design Education. Towards achieving this, Arch has introduced new Design & Business courses - Fashion Design & Business, Interior Design & Business, Jewellery Design & Business and Craft Product Design & Business. 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. Start-up is the buzzword today and entrepreneurs frequently express that they have higher self-esteem and an overall greater sense of control over their own lives as well Arch has introduced Entrepreneurship as a major

component at the Post Graduate level to prepare its students to set up their own business ventures more skilfully and thereby succeed in the competitive economy. To give shape to this dream, 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.

The year so far has also been very special in terms of International Relations with Arch signing an MOU with DeMontfort, UK towards development of academics exchange.

This year on the International Women's Day, I, being the Flag bearer, had the honour of organizing the Annual Global Mentoring Walk for the Sixth time in Jaipur. It was a great success, with participation of 200 professional and upcoming women leaders and a huge media presence. I believe that the Vital Voices Global Mentoring Walk is an opportunity for women in our community to unite around a common purpose and together, we will pave the way for the next generation of women leaders. Being awarded with the prestigious Women Empowerment Award by the Hon'ble CM of Rajasthan, Smt. Vasundhara Raje has strengthened my ideas and boosted my views for Social Development & Women Empowerment even further. Please read this issue to discover more. 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](mailto:director@archedu.org)

Happy Reading!



**ARCHANA SURANA**  
EDITOR IN CHIEF



Dear Editor,

Congratulations on completion of 15 Glorious years in Design Education. I am a regular reader of Backstitch and look forward to every issue. Apart from improving my knowledge in multivarious aspects of design, it also provides interesting information on various global events.

Sarika Aggarwal  
Teacher, St. Angela Sophia Sr. Sec School

Dear Editor,

I am a student and photographer. I really like the visuals and pictures in backstitch. They are very innovative and give me amazing ideas. Backstitch is useful as well because it keeps me updated about the National and International happenings in the world of Design.

Yash Joshi  
Photographer, Indore

Dear Editor,

Congratulations on completing 15 years! The journey of Arch was showcased beautifully through the pictures in the last edition.

Atul Pushpad  
Designer , Concept Artist

## UPCOMING EVENTS

### Design Wall Show, Mumbai

2nd-3rd September, 2016

A two days event being held from 2nd-3rd September, 2016 at Hotel Sahara Star in Mumbai, India. The event will showcase some of the most innovative products and technologies of the leading brands from the building materials, architecture and design fraternities in the Architecture & Designing industry

### The London Design Festival

17th-25th September, 2016.

An annual event, held to celebrate and promote London as the design capital of the world and as the gateway to the international creative community.

### Festival of Architecture & Interior Designing, Mumbai

23rd -24th September, 2016

The two day festival expected to have a gathering of 3000+ design professionals interested in Design. The National Conference with a power packed presence expected with 400+ registered delegates from across the country. The visitors will witness the works of stalwarts which will be displayed in a 30,000 sqft area at the Design Arena along with the latest innovative products by leading brands.

Cover Page Photo:

Stylist: Nagma Sharma, Student Arch

Theme: The Heritage Chick

Styling & Modeling:

Shrishti Chaturvedi, Student Arch

Photography:

Abhishek Sharma, Faculty Arch

# VISUAL LEXICON

## LEXICON

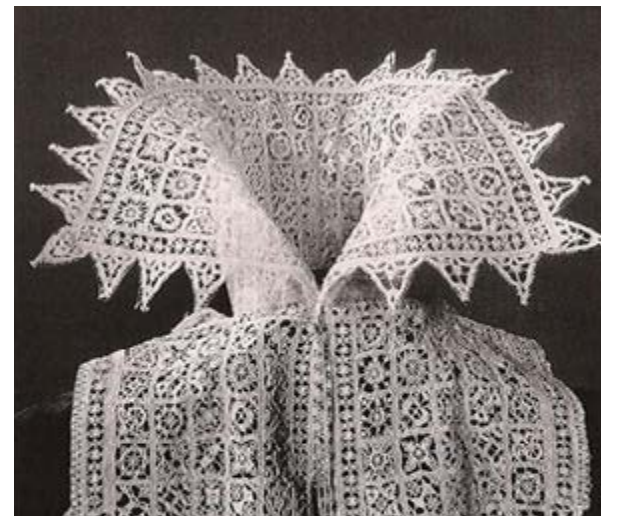
The vocabulary of Design...

### VERMEIL



Pronounced “ver-may,” this material is a combination of silver and gold. The gold portion must be about ten karats, however, depending on the thickness of the piece for which it is being used, it can be as much as 14, 18 or 24 karats. To the naked eye, it looks just like pure gold but is often less expensive and can be shined up to a gloss, or left to tarnish for a more vintage look.

In clothing, a collar is the part of a shirt, dress, coat or blouse that fastens around or frames the neck. Among clothing construction professionals, a collar is differentiated from other necklines such as revers and lapels, by being made from a separate piece of fabric, rather than a folded or cut part of the same piece of fabric used for the main body of the garment.



### VANDYKE

### VARNISH



is a transparent, hard, protective finish or film that is primarily used in wood finishing but also for other materials. Varnish is traditionally a combination of a drying oil, a resin, and a thinner or solvent. Varnish finishes are usually glossy but may be designed to produce satin or semi-gloss sheens by the addition of “flattening” agents. Varnish has little or no color, is transparent, and has no added pigment. This is a liquid coating applied to a surface for protection and for a glossy effect.

### VECTOR GRAPHICS

allow the designer to expand or reduce the vector graphic in size without any loss in quality using curves, points, lines, and polygons. It is the use of polygons to represent images in computer graphics. Vector graphics are based on vectors, which lead through locations called control points or nodes. Each of these points has a definite position on the x and y axes of the work plane and determines the direction of the path; further, each path may be assigned various attributes, including such values as stroke color, shape, curve, thickness, and fill.



# Design Quest

**Q.1** Can you please explain what AIEED is about, its paper pattern and what are the eligibility criteria? - Kriti Saxena, Ajmer

**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 & evaluate the aesthetic sense, creativity & design sensitivity of students seeking fulfilling careers in the various fields of design. It also tests the logical reasoning & problem solving aptitude of the student. Students who have appeared for/Cleared Class 10+2 are eligible to write the AIEED Exam. For more information I suggest that you go through our website and send your queries on [www.archedu.org](http://www.archedu.org)

**Q.2** Do the students get any international exposure in Arch and how does Pearson Certification help getting the opportunity in overseas market, as your brochures show the affiliation with so many international colleges? - Rahul Sharma, Pune

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

**Q.3** What are the facilities provided at Arch and how they can help in a student's Design career? - Aanchal Bansal, Mumbai

**A** - ARCH is a premier Education centre providing world class facilities in the field of Design. Arch is well supported with a very strong infrastructure ranging from Labs and Studios that include a Photography Studio, Sewing and Garment Construction Lab, Furniture & Woodwork Lab, Dyeing Lab, Pottery Lab and Jewellery Lab etc. Arch is a High speed Wi-Fi Enabled Campus. Fully Air-conditioned classrooms, Hostel Facility, Transport Facility, Canteen area, etc are few of the other campus amenities provided to the Arch Students.

Arch has a wide range of the latest equipment, so that our students are market ready. To promote Entrepreneurship among students, Arch has recently come up with the Arch Business Design Incubator where the students are supported with all the tools and techniques needed to come up their own startup. The Incubator Lab is fully equipped with 3D Printer, 3d Scanner, Xerox color printing Machines, Apple Mac Computers, etc. with a great no. of other machines on campus, like the production capacity Investment Casting Machines v& Ceramic Kilns etc. so that the students can best link their Creativity with their Business.



**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.4** What are the courses for students in class 12th interested in designing field? - Adhiraj Singh, Jodhpur

**A** - Students applying after class 12th can apply for two kinds of programmes - Design OR Design & Business. We offer programmes in Fashion Design & Business, Interior Design & Business, Jewellery Design & Business, Craft Product Design & Business, Graphic Design & Business, Fashion Design, Interior Design, Applied Arts (BVA), Lifestyle Accessories Design. All these courses are internationally recognized by Pearson Edexcel. They are Level 5 HND BTEC (Business & Technical Education Council) Qualifications and help students for progressions to Degree Level in UK. You can take a personalized counseling or visit our website [www.archedu.org](http://www.archedu.org).

**Q.5** What are the important academic activities? - Shyamal Dutta, Kolkatta

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

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

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

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

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

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

You can post your queries to:  
[directoracademics@archedu.org](mailto:directoracademics@archedu.org)

To subscribe to Backstitch, send your request at:  
[editor.backstitch@archedu.org](mailto:editor.backstitch@archedu.org)



**SUMMER SCHOOL** provides a scholarly environment in which the focus is to learn. The intensive study keeps up the learning momentum and you completely immerse yourself in a subject or subjects for days or even weeks at a time. The result is a solid grounding in what you've studied and a deeper knowledge than those among your peers who haven't been on a summer school. It helps you develop academic skills in an Unique educational environment ,develop social skills and study a subject not available in school while getting to know about different cultures and traditions all over the world .



## PROGRESSION: A new way to Global Education

Design is a very cultural phenomenon, influenced by tradition, heritage and sometimes even religion. Experiencing other cultures and how design works within them can open up a whole new realm of skills and knowledge, which can then be transferred across all that you do.

Global Exposure can be a great way to build a network with a range of different designers in many different locations. This opens up a whole world of possibilities for future work opportunities. Being able to travel while you learn more about your passion and career is a fantastic combination. Learning about other cultures, improving your communication skills, learning new design techniques is a great way of gaining invaluable experience.

BTEC Nationals are qualifications designed to provide highly specialist work-related qualifications in a range of vocational sectors. They give learners the knowledge, understanding and skills that they need to prepare for employment. The qualifications also provide career development opportunities to higher education, degree and professional development programmes, provide progression opportunities within the same cognate or related areas of study within universities and other institutions. It gives you a qualification from a renowned university, abundance of teaching resources, enriching learning exposure that a modern and cosmopolitan society provides outside the campus and a top up Degree from one of the best universities across the globe. As per Edexcel norms, all students 16 years and above are eligible for the International Undergraduate level course and therefore, these aspirants have the incredible opportunity of culminating their studies at ARCH with a Level 6 Top Up Degree graduation in one year. As a Pearson-Edexcel authorised institution, Arch students can choose from more than 100 listed institutions in the UK & worldwide for such possible progression. Additionally, students taking up Fashion, Jewellery, Interior and Graphic Design can take a regular Degree courses from the University of Rajasthan.



Our cooperation partners De Montfort University, UK, visited us on 25th May, 2016. They were highly appreciative of the quality of student work at Arch and shared their professional observations with the budding Designers on the meaningful integration of Creativity & Career ! Taking the collaborative intent between our institutions further, a new Memorandum of Understanding (MOU) was signed towards development of higher academics exchange.

# EMPOWER for a PURPOSE



Ms. Archana Surana recipient of YUVA ICON AWARD 2011 by Former President & Bharat Ratna Dr. A.P.J. Abdul Kalam

For her exceptional contribution towards society, Ms. Archana Surana, Founder & Director, Arch Academy of Design has been awarded the prestigious Zee Rajasthan Women Empowerment Award, 2016 by Smt. Vasundhara Raje, Honorable Chief Minister of Rajasthan. She laid down the foundation of the institution in the year 2000 to impart specialised & industry relevant education in the field of Design.

Creating new footprints as an Empowered Woman, Ms. Surana has laid the foundation stone of the Women Mentor's Forum, Jaipur, a platform to Learn, Engage and Share.

"When we are working, we get so much involved that we at times forget to unlearn and relearn a lot of things and I feel that the VV Lead platform has given me that space where I am able to see and reflect. I really need to unlearn because I am changing, people are changing, situations are changing and we need to adapt to this change and I feel adapting to change is the new learning that we all need to get into."

Archana Surana,  
Inaugural Lead Fellow  
of Vital Voices  
Global Partnership

## VITAL VOICES



Ms Archana Surana, Flag Bearer, Vital Voices Global Mentoring Walk has been organising the global event in Jaipur for since 2011. 2016 Walk witnessed 200 professional women walk together for "Paying it Forward"

Ms. Shagun Choudhary (Indian Olympic Shooter), Princess Diya Kumari (MLA Sawai Madhopur of Rajasthan) & Ms. Suman Sharma (Chairperson, Women's Commission of Rajasthan) walked together for the cause.



Ms. Archana Surana at the White House with Ms. Hillary Clinton at the International Women Leaders Mentoring Partnership Program 2007



Ms. Archana Surana is an inaugural Vital Voices Lead Fellow, Vital Voices Global Ambassadors Program Mentee & Mentee of the International Women Leaders Mentoring Partnership Program of the U.S. State Department, Fortune Magazine & Vital Voices in 2007. She initiated to create a forum to bring together Women mentors and mentees to Connect, Share & Learn. A Global Mentoring Walk being organized in the city since 2011 had been a source of connecting the mentors & mentees to engage in meaningful dialogue. On 5th of March, 2016, 200 Professional Women leaders from different walks of life came together on the occasion of International Women's Day to 'Pay it Forward'.



Global Mentoring Walk Mentors & Mentees

## FICCI FLO



Ms. Archana is also a member of the National Governing Board of the FICCI Ladies Organization FLO, a body aimed towards bringing together like minded and successful Women Entrepreneurs so as to be able to take Women Empowerment to all new heights. FLO represents over 4000 women entrepreneurs and professionals. With over 33 years of experience, FLO has been promoting entrepreneurship and professional excellence among women through workshops, seminars, conferences, training and capacity building programmes etc. The objective of the organization is to encourage and facilitate women to showcase their talents, skills, experiences and energies across sectors and verticals of the economy, for a truly inclusive economic growth trajectory. 2017 Vital Voices Global Mentoring Walk will be organised at New Delhi in association with FICCI FLO.



FICCI Flo Governing Board Members

# ALL THAT GLITTERS IS GOLD!

Arch Shines at  
*jas 16*

Arch Students & Faculty Members participated in the Jewellers Association Show (JAS 2016) from 20th-24th August, 2016, an event full of Glitter, Shine and Recognition. The Arch students embodied their work through a Display which had the exhibit of almost everything from students' jewellery design sketches to the design moulds to their actual work. The work at the display spoke for itself very clearly.



The major highlight of JAS 16 was the Award winning Design of Arch Jewellery Design Student Enakshi Bishnoi who bagged the first prize in the Jewellery Design competition and received Award from Chief Minister of Rajasthan, Smt. Vasundhara Raje and Union Minister of State in Finance and Corporate Affairs, Sh. Arjun Ram Meghwal. Her Design, "Dia Pendant" is a combination of Diamond, Ruby and Citrien and speaks volume in terms of Design, Creativity and Perfection. Her design was sponsored by Motisons Pvt. Ltd, renowned Jewellery brand at Jaipur.



## Handloom Day

### Celebration of WARP & WEFT

India's Textile Industry is the country's second largest industry in terms of employment potential. Handloom sector plays a very important role in the country's economy. Handloom industry is the largest cottage industry in the country with 23.77 lakh looms.

India has a long tradition of excellence in making high quality handloom products with extraordinary skills and craftsmanship, which are unparalleled in the world. The intricate workmanship of the handlooms provides this segment a unique identity of its own. This inherent strength of Indian handloom products is required to be promoted with new designs, colour combinations and defect free weaving for meeting the need of the market.

In a move that aims to empower the handloom weavers of India, the Ministry Of Textiles under the leadership of Smt. Smriti Irani announced #IWearHandloom-a twitter based campaign to commemorate National Handloom Day on 7th August 2016.

#IWearHandloom is a campaign to show support to a community which weaves the diverse fabric of our nation's rich heritage and bring international fame to our nation. It is a tribute to women who contribute to 15% of cloth production in India and 95% of world handloom production.



FDCI is supporting the #IWearHandloom campaign, an initiative by Ministry of Textiles that is going viral.

So Let's join the celebration of warp, weft and weaves.

Let's Celebrate Handloom!!  
#IWearHandloom #ArchAcademyofDesign

### SELFIE WITH HANDLOOM

7<sup>TH</sup> AUGUST, 16



Arch Faculty Members Supporting Handloom

## MICRO TO WAVE



Member Institutions of the IFFTI conference 2016

# 18th Annual IFFTI conference | Cultural Revival 2016

International Foundation of Fashion Technology Institutes (IFFTI) is the world's largest consortia of Design Institutions. Arch is a regular member of IFFTI. Arch Director, Ms. Archana Surana and Director Academics, Prof. Benoy Thoompunkal recently attended the 18th Annual Conference & 35th Executive Committee Meeting at Beijing Institute of Fashion Technology (BIFT).

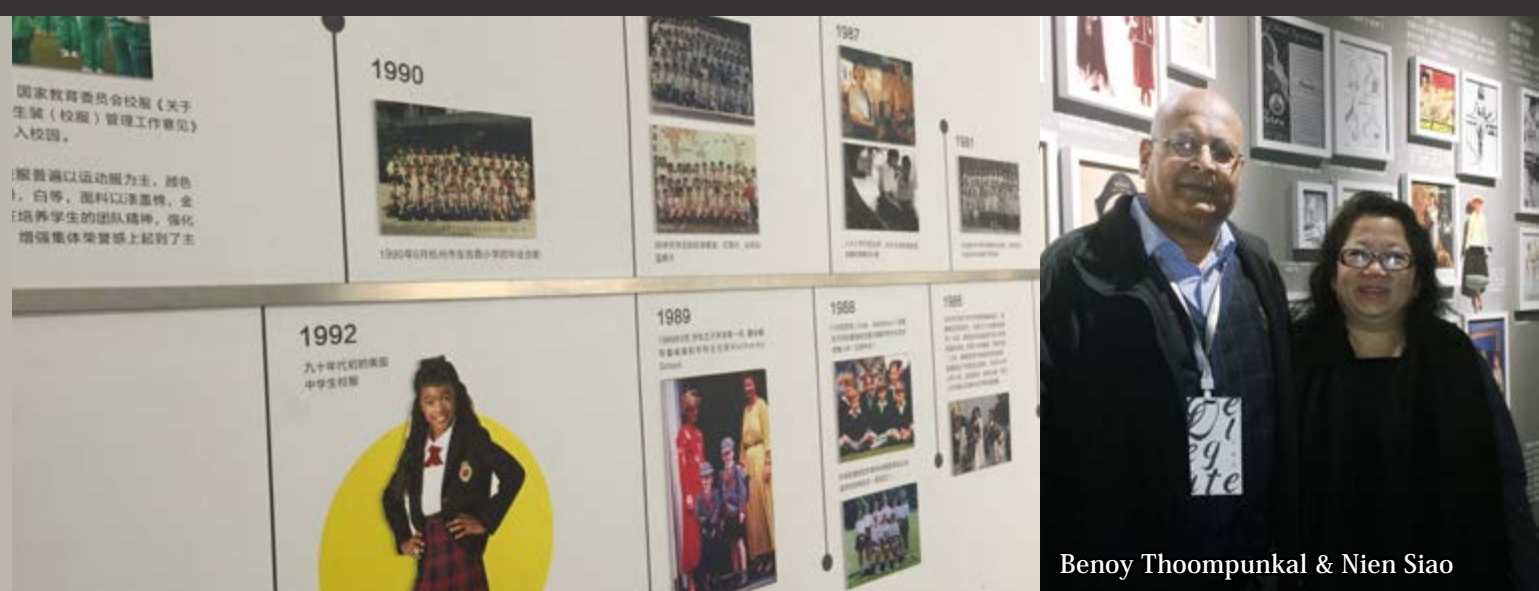
The conference aims to serve as an international forum for the exchange of ideas and collaborative research and development in fashion design, technology, business and related industries. Arch has also become a Member of the Industry Sub Committee with other Member institutions like AMFI (Amsterdam Fashion Institute), Netherlands; London College of Fashion and FIDM (Fashion Institute of Design & Merchandising), Los Angeles etc.

In the 16 years since its inception, IFFTI (The International Foundation of Fashion Technology Institutes) continues to set the standard for fashion education across the world. The 18th annual IFFTI conference was hosted by the Beijing Institute of Fashion Technology from 21st to 25th march 2016. Experts, Scholars and Entrepreneurs from 58 organizations participated in the conference. IFFTI's membership has grown from 17 member institutions to 57, drawn from 22 countries.

The theme of the Conference was Cultural Revival. Many cities and many countries are currently exploring how their histories and traditions within fashion are going to inform the future, how we can all develop younger designers, how we can grow and nurture the future industry and the fashion education system. This theme pervaded the conference and the discussions through the various cultural events.

As the Conference host, BIFT (Beijing Institute of Fashion Technology) organised a series of academic activities for all participants, including Symposiums, Gallery Exhibitions, Catwalk Shows presenting outstanding graduates' works, creative workshops on traditional crafts and sightseeing such as visiting BIFT Nationality Costume Museum and BIFT PARK.

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Benoy Thoompunkal &amp; Nien Siao



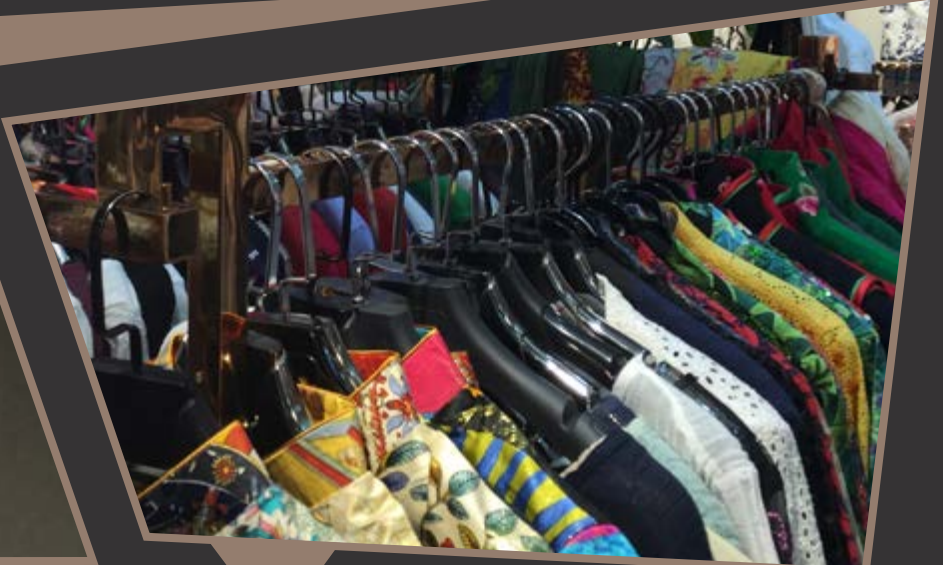
This Conference was indeed a fashion gala which enhanced academic exchange and cooperation among participants and promoted mutual understanding amongst them. Finally, it deepened the future of academic cooperation and exchanged information between Chinese Fashion Industry, Higher Education Institutions and the International Fashion World.

IFFTI continues its commitment towards its aims i.e to advance education and research in Fashion Design, technology and business and related industries, to serve as an international forum for the exchange of ideas and collaborations research and development in fashion and related industries, to promote the interests of students of member institutions by involving them in the activities of the foundation and to foster the development of fashion and related industries internationally. To conduct all such business as may be necessary for the pursuit of its mission, including but not limited to, developing and undertaking programs and activities which effectively utilise the resources of member institutions.



**IFFTI 2017  
AMSTERDAM**     **BREAKING THE  
FASHION RULES**

The Next IFFTI conference is happening in Amsterdam from 28-30th March, 2017. The Theme of the conference is Breaking The Fashion Rules. The theme talks about Fashion activism, Fashion business models and Fashion disruptive technology.



Do we Still need Fashion Weeks?

# amazon FASHION WEEK 2016 Answers that!



There was a time in modern history where the fashion show was an unquestionable necessity. Long-haul travel was neither as common – nor as affordable – as it is today. The Internet did not yet exist, information travelled slowly. A small group of true decision makers controlled which styles were sold and featured in international department stores and magazines.

The concept of fashion week was a logical solution. Influencers from across the world visiting a series of designers based on geographical relativity, to either report on or order from their collections. For an industry based on seasonal collections, it also afforded a clear framework by which to organise design, production and sales.

But the Internet does exist now, as do the smartphone and the tablet; some shows even provide wireless Internet access. Travel is no longer the luxury it once was, and no longer as necessary a part of obtaining information. The media landscape has fragmented and the influence of these ‘real decision makers’ has augmented.

So why does the fashion world not only preserve, but perpetuate, a historical solution to an increasingly complex network of modern dilemmas?

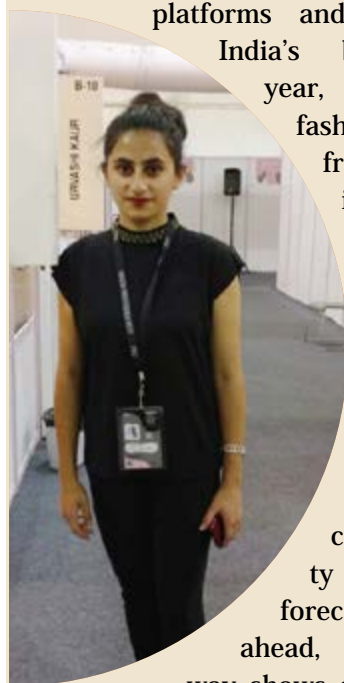
*“Winters make way for spring winds, as the all new edition of Amazon India Fashion Week for Autumn-Winter 2016 takes wings, continuing with its aesthetics of offering the best talents from all over the country”.*

Fashion Week 2016  
**amazon**



Arch Academy was proudly represented by its students, Priyanshi Arora & Shristi Chaturvedi selected from amongst hundreds of students from all over the country.

AIFW is one of Asia’s biggest fashion and trade platforms and a congregation of India’s best Fashion. This year, it was a five-day fashion extravaganza, from March 16-20, 2016 in the capital at the Jawaharlal Nehru Stadium, Lodhi Road.



A coveted list of 100 plus established designers and upcoming future talent, showcased their ingenuity through their trend forecasts for the season ahead, by way of 31 runway shows and 101 exhibit stalls.

This season, designers worked with the textile heritage of India, pushing it forward, keeping with the needs of modern women. Fashion Design Council of India (FDCI), the apex body of fashion continued to strive to make its events exclusive.

*This edition marked two firsts at Amazon India Fashion Week - an accessory show and two Menswear Shows to add to the glitter as the new features.*

AIFW brought together a plethora of professionals from diverse fields: choreographers, make-up and hair artists, stylists, bloggers, media professionals and fashionistas, setting the trends for the year ahead.

**fDCI**  
FASHION DESIGN COUNCIL OF INDIA  
presents

**amazon.in**

**INDIA  
FASHION  
WEEK**



**5 Days of Fashion Extravaganza  
100 + Designers, 31 Runway  
Shows and 101 Exhibit Stalls**

*with Pastel as the  
COLOR OF THE SEASON*



Fashion Styling is all about selecting the outfits for published editorial features, print or television advertising campaigns, music videos, concert performances and any public appearances made by celebrities,

models or other public figures. Stylists are often part of a larger creative team assembled by the client,

collaborating with the fashion designer, photographer/ director, hair stylist and makeup artist to put together a particular look or theme for the specific project.

Recently Arch paved the way for another exercise in Fashion Styling at the campus wherein the students became models themselves and posed in front of the Camera in the Photography Studio at Arch in their self designed garments.

It was indeed a great experience to see entire Fashion Wardrobes come alive through the pictures!



# FASHION *styling*



Arch Students with Mr. Arun Shorie



Ms. Barkha Dutta & Archana Surana

## IS THE MEDIA POLICING OUR MINDS?

More than 100 Journalists came under one single roof through Talk Journalism 2016- an event held at Fairmont Hotel from 29th-31st July, 2016. The event

marked the presence of eminent speakers like Arun Shourie, BarkhaDutt, Kumar Vishwas, Ravish Kumar, Sachin Pilot and many other such popular faces from the field of Journalism and Politics. The Arch Reporters covered the three day event and interviewed these celebs. Through the Event, the students not only got exposed to great learning but also got useful insights on the various Social Media Platforms like Facebook, Twitter, YouTube, Instagram, etc.

In India every 45th second is breaking news. Arun Shourie pointed that media today is not only playing a role in journalism but also in politics and social media. One point that came out very strongly from the three day talk was that the Media today has become very dramatic and is being misused a lot lately. Also that Journalism today has merely got restricted to the studios and not many people are interested in actually going into the field to do a real story. The highlight of the event was the Jugalbandi between Kumar Vishwas and Ravish Kumar on using Facebook for storytelling. Social Media was also very strongly present during the event with Twitter, Facebook, Instagram, Youtube and Google doing Live Workshops and Demo. The three day event was a great way to connect with the media and to be abreast with all the latest happenings around the Social Media Platform.

The event covered many aspects and interesting interviews of these industry stalwarts. Sachin Pilot sharing about himself said that he was a journalist in the beginning but later came to the political world, as there is a one to one relationship between the political field and journalism. Nowadays social media involves lots of different methods of showing news. With the boom in the social media, journalism has also expanded its wings and is not just stuck to the traditional style of printing. Similarly in a discussion, Barkha Dutt pointed out that in the last few years many news channels have come up and that most of the news channels are trying to police the minds of individuals.



Arch Student with Mr. Ravish Kumar

# Google Arts & Culture

Vincent van Gogh, Portrait of Armand Roulin, 1888, Museum Boijmans Van Beuningen, Rotterdam

Created by Google Cultural Institute – Google Arts & Culture is a new way to Explore collections from around the world

Google Arts & Culture features content from over 1000 leading museums and archives who have partnered with the Google Cultural Institute to bring the World's treasure online. One can get a complete collection of images, virtual tour, videos ranging from Street Art to Architectural Wonders, from Cultural Heritage to Nature in Focus, you will get it all.

In addition to the above, Google Cultural Institute also has a Lab, a crossroads of Ideas, Art and Technology. The Google Cultural Institute creates new technology to help partners publish their collections online and reach new audiences, as seen in the Google Art Project, Historic Moments and World initiatives.

The Lab was created in Paris as a place where tech and creative communities come together to share ideas and discover new ways to experience art and culture.

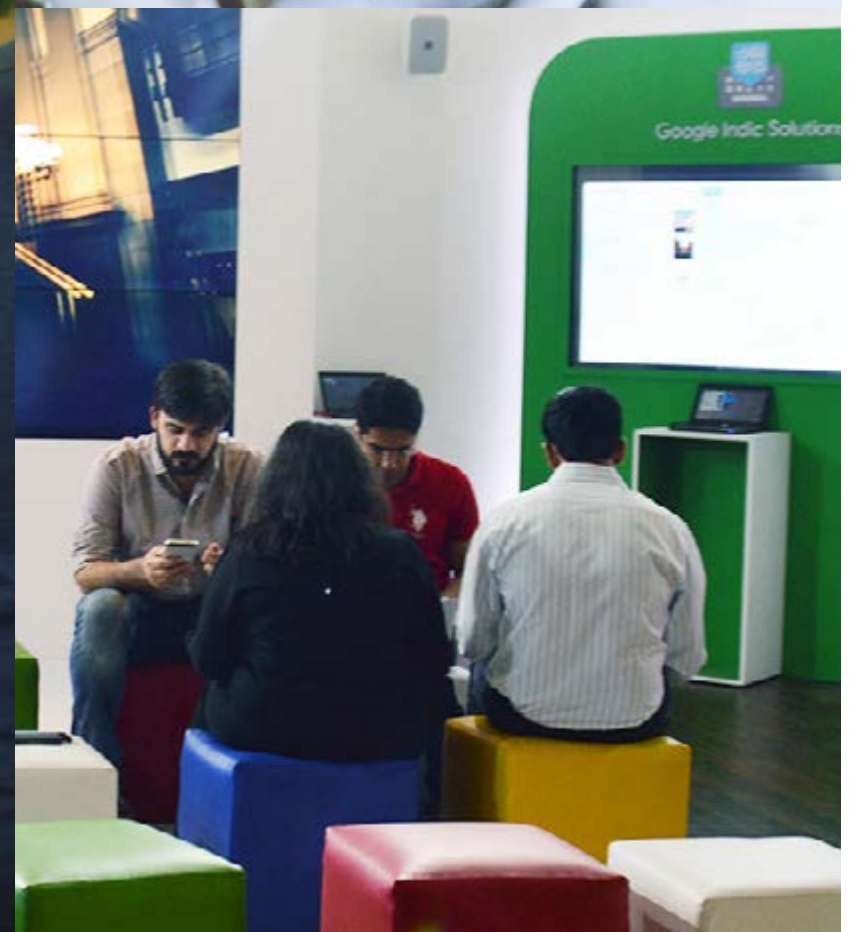
Google Cultural Institute is a platform where creatives, curators, artists, designers and educators come together to craft new bridges between tech and culture.

Google Cultural Institute was present at Talk Journalism Event and took the Audience to an all new world via their Virtual Reality Headset.

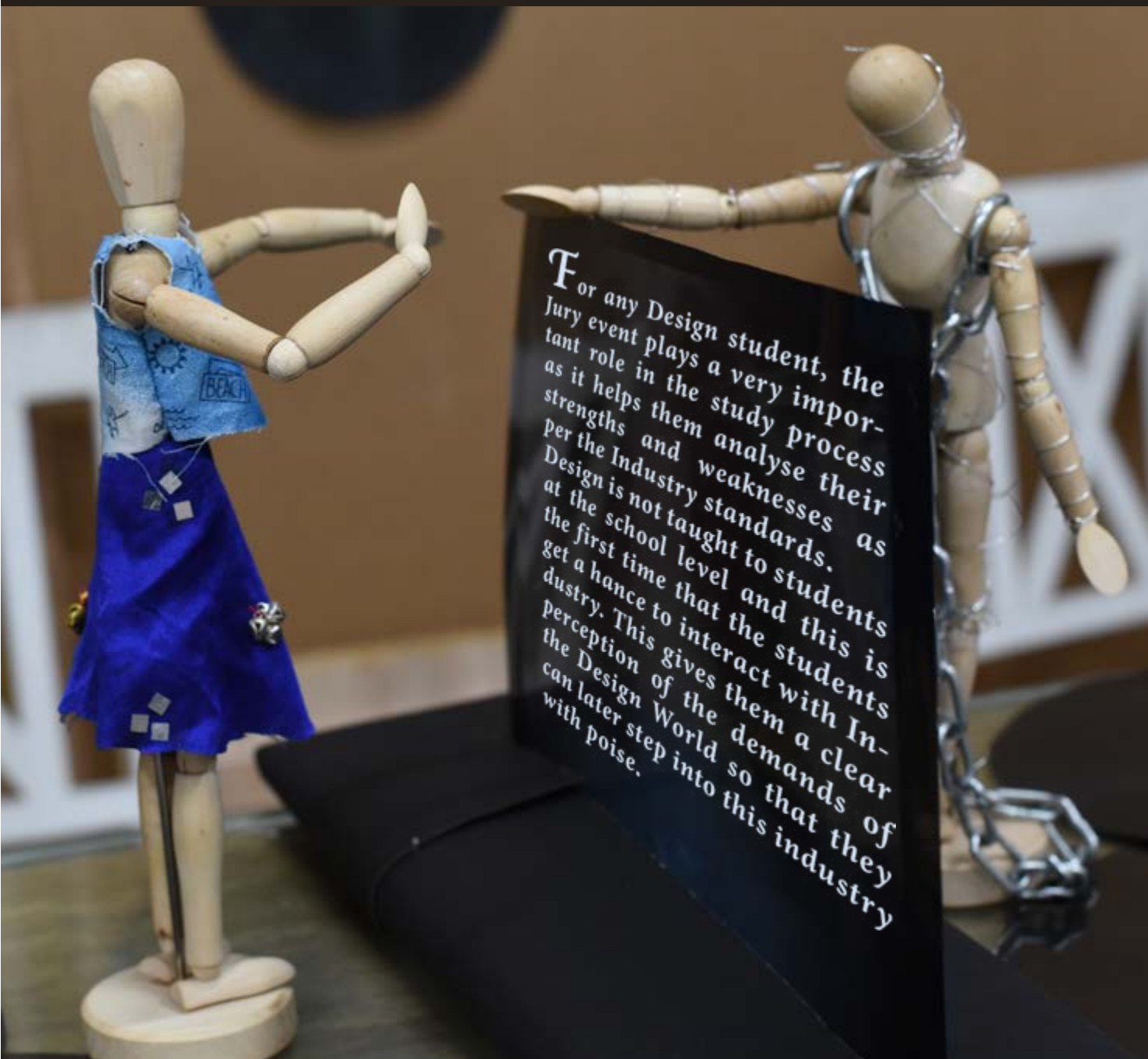
So, if you have a knack for Design, Google Cultural Institute is the place for you to research and access Arts or Artist, Movements or Historical Figures or Places. Google Cultural Institute is the One stop Solution for all of it!



Arch Student trying out the Google VR Box



# Budding Designers Interact with Industry Stalwarts



Arch conducted the Year end jury for the Foundation Year students of the Four Year programmes incorporating the Pearson BTEC HND Level 5 in Fashion, Graphics, & 3D Design (Jewellery, Interiors and Craft & Product Design.) The work was appraised by experienced professionals from the Creative & Cultural Industry comprising of Mr. Karan Khurana (Bahai Dar University, Ethiopia) & Ms. Elisabeth Pfahl, Design Thinker, Cornell University; Ar. Rajendra Puri, renowned Architect & Academician in Jaipur; Ms. Shagun Chaudhary (Creative Head, 91 Degrees). The Arch students presented their work in Art & Design related to Visual Communication, Contextual & Cultural Referencing along with Idea Generation for the same. The students also researched on the subcultures of Rajasthani Music, and on Art works and Paintings of Rajasthan. They created a manuscript and presented the same marvelously through Visual arrangements. The young Arch Designers in the making, sketched and visually portrayed the various art forms of Jaipur in the form of Sand. The students got a chance to interact with the Industry stalwarts and understand finer points of the Design World, while presenting their work.





The Semester end Jury was conducted for the 5th semester students of Arch's 4 Year, Pearson BTEC HND Level 5 programme in Fashion & 3D Design (Jewellery, Interiors and Craft & Product Design.) on June 10, 2016. The jury panel consisted of Scholars & Professionals from the Design industry such as Prof. Rashmi Kohli, Academic Design Consultant for the past 35 years; Ms. Pallavi, graduate of NIFT, Delhi and owner of the Fashion label "Pallavi, Jaipur"; Ar. R.C Chauhan, Member of IIA & IIID, working in the Department Of Architecture under Technical Education, Rajasthan since 1997; Ar. Anshuman Sharma, IIID Secretary & running a independent architectural practice for 8 years followed by 2 years of overseas experience in Australia; Ar. Ricky Mathur, with more than 15 years of experience in the field of Architecture and Design; and Ms. Neha Bhatia, another graduate of NIFT with more than 7 years of experience in the Jewellery industry and currently working as a designer with Birdichand Jewellers Jaipur.

**Fashion**

Arch Fashion Design students displayed their collection of White Garments, Graduation Fashion Fiesta Collection. The students made garments on the themes Fall Season, African Culture and Galaxy.

**Jewellery**

Arch Jewellery students made projects on Gold and Light Metals and showed their Scrapbook, rough sketches and manufactured pieces to the Jury Members.

**Interiors**

Arch Interiors Students displayed work related to the Contextual Studies in Art & Design, Visual Communication, Idea Generation, BHK Interior Project, Wood study in Art & Design, Construction Sheets, Wall & Window sections, Doors & Windows etc.

All the work which was exhibited at the jury was created in the various Arch classroom Studios & labs such as the Wood lab, Jewellery lab, Garment construction lab, etc.

**"The work of the students was quite impressive. The students need to work more on the planning and should refine their basic concepts.**

**They should travel and explore the various design forms across the globe and observe different patterns."**

Ar. Rajendra Puri, renowned Architect & Academician, Jaipur



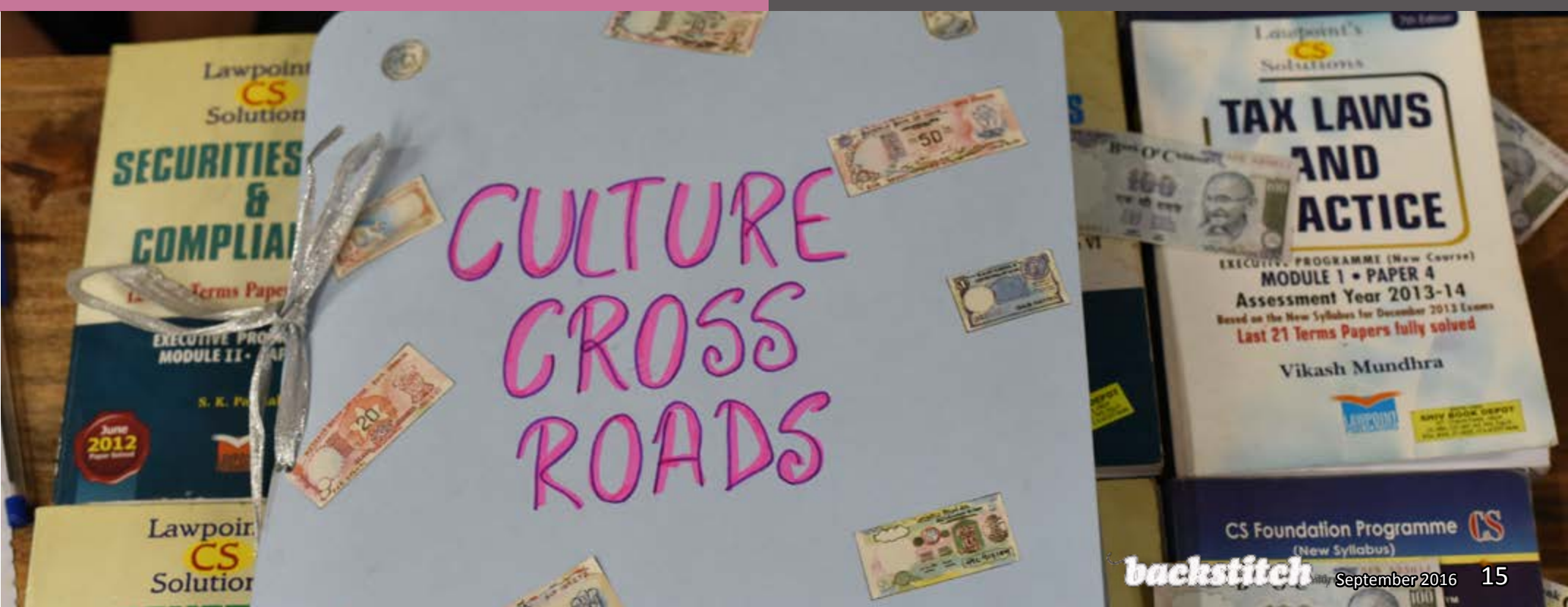
**"Interesting work. The students should try to get new inspirations and do more of research related to different design in Jewellery. Direct interaction with the customers is beneficial in understanding the demands of the market."**

Ms. Neha Bhatia, graduate from NIFT, Designer with Birdichand Jewellers Jaipur.



**"The designs of the garments were appealing. The students need to focus on Quality and Costing. Minute details of the garments should be kept in mind and the students should try to explore more through books and meet people & designers and attend their sessions and not just limit their scope to internet only."**

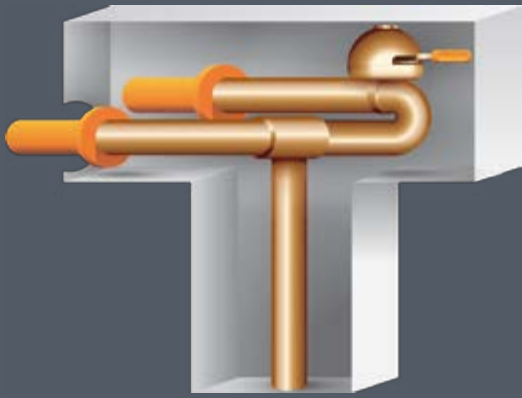
Ms. Pallavi, graduate from NIFT, Delhi and owner of the Fashion label 'Pallavi, Jaipur'.



# ORIENTATION



*Learning is not a Spectator Sport. So Let's Play !*



Arch presents Tricycle Sessions- a bouquet of sessions to suit different mindsets and to make learning more Interactive, Fun and Industry Oriented, Master Classes-an array of extra classes to connect the students to the Industry and keep them abreast with the latest happenings so that they can step into the Design World with confidence! Arch celebrated Orientation week online wherein the students shared on Facebook, their experiences, learnings and inspirations from their first week at College!



School has passed and it's time to look towards the future. The summer before college is not only a time to enjoy your family and friends, but a time to move towards your life in college. Student orientation is the first real college experience for any new student. Even if you've visited the campus in the past, it will be the first time you go there as an official student. It's a great opportunity to investigate and learn about the different clubs and facilities available on campus and determine what you would like to be involved in.

**You have reached your destination**



Arch Students & Faculty Members with Pro. Ranju Mehta-Regional Director North I-Create India





Alumni Vikas Soni and Shivangi Gupta interacting with Foundation Batch



International faculties at Arch

To mark the beginning of its new Session, Arch Academy of Design conducted Orientation Sessions to welcome its new 2 years, 4 years and 3 years Vocational Programs Students. The Session was attended by students, parents and faculty members where they were introduced to the Course Details & the Latest Additions to the Arch System. Celebrating the Orientation week, Arch Academy of Design conducted One to One Talk Shows on the topic "Career and Opportunities in Design" which were held in two parts, where the first session witnessed talks by Industry Stalwarts and the second one was addressed by Arch Alumni.

Established industry arbiters shared their experiences with the students through these talk shows. Participants included Mr. Anshuman Sharma, having more than 10 years of experience in the field of Architecture, Ms. Sujata Bhandari, a leading name in the field of Jewellery, Mr. Sambhav Bohra, CEO of DE KUTURE WORKS, which produces, promotes and discovers Authentic Traditional Music of India, Mr. Naveen Advani, Secretary Garments Exporters Association of Rajasthan (GEAR), Mr. Karan Khurana, having more than 10 years of knowledge in the Fashion Design industry, Ms. Shreya Bagda, a successful Architect, with an

experience of over 7 years currently running her own firm and Mr. Abhishek Sand owner, Savio, Jaipur, one of the leading designer jewellery brands in India and featured in the Guinness Book of World Records, etc..

The second session had Arch Alumni who shared their personal experiences at Arch and how Arch had transformed their lives and helped establish them as eminent designers. The Arch Alumni also shared advice on the practices which each student should follow from the very start of the course so as to be able to reach new heights in the Design World. They also talked about time management, having a set goal, honesty with work and the importance of execution of any idea in Design. Introducing the students to the field of real world Design, the alumni shared insights covering the Opportunities, New Trends and Developments in the Design Industry, throwing light on the details, challenges and advantages of being in the field.

Along with that, to make the Orientation week even more interesting and fun, Arch came up with the 'Let's Celebrate Orientation Week Online' competition wherein the students were asked to post about their First week at College on Facebook. In all it was a week of Fun, Frolic and Great Learning!



Ms. Archana Surana with Ms. Sujata Bhandari, Mr. Sambhav Bohra, Mr. Anshuman Sharma & Mr. Naveen Advani



What would a learning city be like? What is your idea of such a place? Can Jaipur become a learning city, and if so where do we start? How to know where do we have to direct our efforts for making it a reality? Why not bring everyone together who gets excited about this idea at a common platform and discuss, take suggestions, and maybe design a route-map, while giving everyone just a glimpse of how amazingly vibrant a learning city can be! The purpose of organizing Jaipur Learning City Unconference was the same. And the way this whole event turned out, we can simply say, the foundation has been a solid one.

“UnConference is all about the genuine conversations on various discipline and making genuine connections with other people. It is more about acceptance. It not about rushing towards an end goal, rather it is about living more in the present moment and appreciating what is going around. It is about opening up more than we usually do, allowing our creative thoughts flow freely, and our actions to consciously increase the positivity around without the fear of being judged.”

- Manish Jain, Shikshantar, Udaipur  
Unconference Organiser

## UnCONFERENCE

Unconferencing was an event to bring together people from different fields and age groups to discover, share, explore and celebrate their collective intelligence and help towards creating an environmentally sustainable, socially just and spiritually fulfilling environment through an informal platform. The idea behind unConference was to act as a wake up call for the people, to make them stop for a moment and to take some time off from their ever growing materialistic world and connect with themselves, with other people as well as with nature. The event also focused at zero wastage of resources and encouraged the gift culture in an attempt to increase the feeling of brotherhood and friendship.

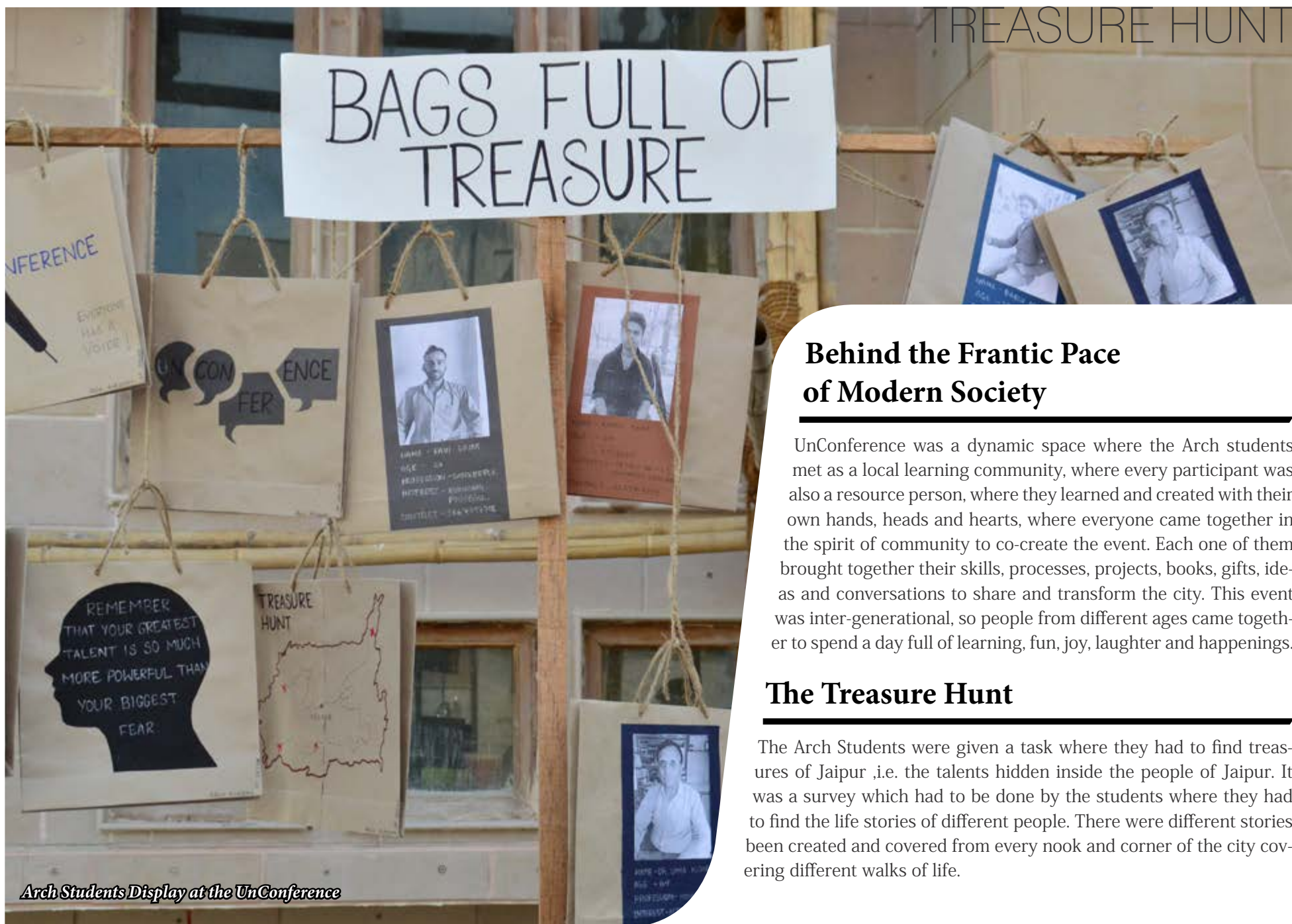


The students of Arch participated in the event with great enthusiasm and worked on a task called the TREASURE HUNT. They explored Jaipur to discover its hidden human treasures in the form of varied unknown talents and documented the findings in the form of PPTs, Scrap Books, Videos and Pictures There were several other events and activities like Dance Workshops, Yoga Sessions, Meditation, Music Jams and a lot of other fun games.



It was a beautiful concept, reaffirming values of sharing and caring. The air was filled with warmth the participants felt towards the objective they were there to achieve. Everyone had a great time and went back with great ideas and inspiration to give back to the society and environment that nurtures them.





*Arch Students Display at the UnConference*

## Behind the Frantic Pace of Modern Society

UnConference was a dynamic space where the Arch students met as a local learning community, where every participant was also a resource person, where they learned and created with their own hands, heads and hearts, where everyone came together in the spirit of community to co-create the event. Each one of them brought together their skills, processes, projects, books, gifts, ideas and conversations to share and transform the city. This event was inter-generational, so people from different ages came together to spend a day full of learning, fun, joy, laughter and happenings.

## The Treasure Hunt

The Arch Students were given a task where they had to find treasures of Jaipur, i.e. the talents hidden inside the people of Jaipur. It was a survey which had to be done by the students where they had to find the life stories of different people. There were different stories been created and covered from every nook and corner of the city covering different walks of life.

**Name: Mr. Vinod Prajapati**

**Age: 32 years**

Mr. Vinod Prajapati is a stemcell researcher and is also trying to develop an artificial hand. He has recently developed an app named "Rogi Mitra" which tells us about the location of all the government hospitals in the state and other details about them. He also publishes his own magazine "Health of India".



**Name: Mrs. Shyama Sharma**

**Age: 62 years**

Mrs. Shyama Sharma is a retired government teacher. She used to teach in the Jhalana Government School. She has done BA in Psychology and MA in Hindi. She also teaches poor kids free of cost. She thinks by educating an Individual, you are giving your biggest contribution to the country.

**Name: Suresh Kumar Goswami**

**Age: 68 years**

Suresh Kumar Goswami is a retired factory engineer. He was the Deputy Chief inspector in Boilers and Burners department. He did his engineering from Kolkata and a 3 years diploma from Bikaner. Despite his hectic profession, he has always given time to his passion which is classical music. He is an A-grade violinist for All India Radio, Jaipur. He has done many shows in Jaipur and Delhi. His love for music is inspiring and teaches us that it is never too late to start.





Mr. Paresh Gupta, Country Lead, Headstart Network conducted a Founder Institute Information Session at Arch.

## DO DESIGNERS MAKE GOOD ENTREPRENEURS?

Start up is the buzzword in the market today and there has been a marked change in attitude towards Entrepreneurship as a means of living. This is because, in recent years, Entrepreneurship has been claimed as a major driver of economic growth. The Entrepreneurs, in addition to creating wealth from their business ventures, also create jobs. New and improved offerings & products or technologies from Startups lead to new markets being developed and add to the national income. Moreover, people exposed to entrepreneurship frequently express that they have higher self-esteem, more opportunity to exercise creative freedom, and an overall greater sense of control over their own lives. Fulfilling its mission of Empowering Individuals, the Arch Academy of Design is giving a boost to Entrepreneurship based on the current scenario, bringing for its students new courses related to Business & Entrepreneurship. These include Fashion Design & Business, Interior Design & Business, Jewellery Design & Business and Craft Product Design & Business. Alongwith that Arch is Coming up with Entrepreneurship Courses in Fashion, Jewellery & Interior Design.

## CHECK YOUR EQ! (ENTREPRENEURSHIP QUOTIENT)

1. How many sections are you required to do for your description of business?

- A. 5
- B. 8
- C. 9
- D. 10
- E. 11

2. What are the three types of businesses?

3. Who will be looking at your business's mission statement?

4. What is the definition of a Differential Advantage?

5. When writing a mission statement, which key point is not included?

- A. Statement of character
- B. Statement of value
- C. Statement of communication
- D. Statement of purpose
- E. Statement of Strategy

A five days Entrepreneurship Awareness Workshop was conducted at Arch Academy of Design from 28 th July-3 rd August, 2016 wherein the students were trained to set up their own business and to guide them about the process and various steps involved in the Entrepreneurship Process. The Workshop was conducted by Mrs. Ranju Mehta-Regional Director, North, I-Create, India, Mrs. Hema Chawla and Mrs. Shipra Vajpayee.

Designers want to design. They are passionate about and driven by their craft. They obsess over pixels and details. This is how they rise up in the world of design.

At other companies especially startups designers are often the lone designer for years. Sometimes that's because startups have limited resources and can't afford more designers; other times it's because they can outsource or feel that others can pick up slack on the design side of things.

Most entrepreneurs, in contrast, are actually not amazing at any one thing. People may see them that way, especially given the media narrative of how we depict entrepreneurs and startups, but founders are typically just good enough at a slew of things: fundraising, product, partnerships, etc.

Good enough to get things rolling and faking it until they make it that is, can hire people that are better than them in most areas. But if you think about it, this characteristic is true of designers too. A great designer excels at iterating and problem solving. At walking a delicate balance between the needs of their audiences, colleagues, and funders. Design is not just a service industry, but a cross-functional way of thinking that is invaluable in starting innovative companies.

It's not enough to just love to design. It's about loving the process so much that you want to design your company from the ground up. You're excited to apply the design mindset to rethinking organisational structure, go-to- market strategy, and the many other challenges that inevitably get thrown your way. Pushing entrepreneurship on people that live only for designing interfaces, products, or logos is therefore not a good use our time. If someone just loves to design for design's sake, or is focusing on just that when designing a product, then maybe he or she shouldn't start a company. I'd say the same for people who just love to code or just love to sell. But if what they really love is the process around designing around solving problems they are passionate about then they are well-suited for entrepreneurship!

### Answer Key

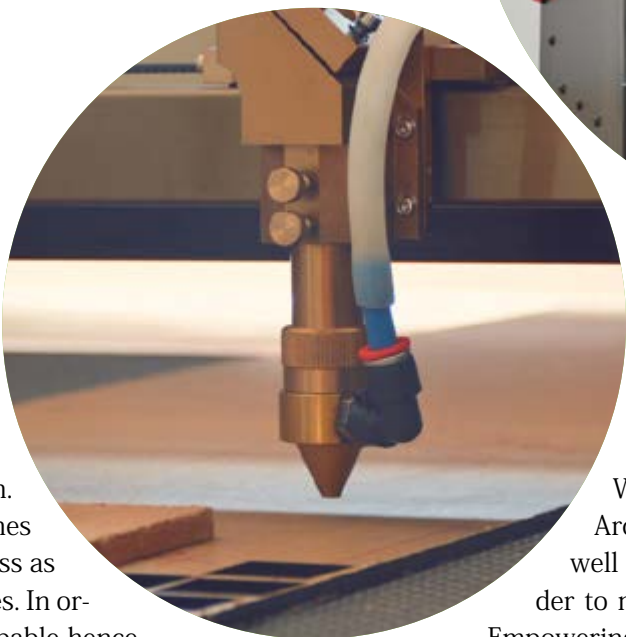
1. 9 2. Sole proprietors, Partnerships, Corporations 3. Media, custom-ers, vendors 4. Unique product, service, or characteristic that sets the business apart from its competitors 5. Statement of communication



# DESIGN BUSINESS INCUBATOR CREATIVITY INTO AN EXPANDABLE BUSINESS



Created at Arch Design Business Incubator Studio



Entrepre- ways been promoted of Design. similar lines new Business as ship Courses. In or- uals self capable hence Arch has also come up with -a first of its kind initiative in Rajasthan, where the students will get a chance to convert their creativity into an expandable business opportunity.

neurship has al- very strongly by Arch Academy Working on the Arch has launched well as Entrepreneur- der to make the individ- Empowering Individuals, the Arch Design Business Incubator

The Arch Business Design Incubator bridges the gap between the Designers & the Industry by connecting them with the Financial Assistance which a Young Designer may require to set up his/her own business.

The Arch Incubator has been supported with a well equipped infrastructure and a fully designed studio which has the latest equipment that include a Laser Cutting machine which is the best in the market & can cut all materials with high precision, 3D Printers for making three dimensional solid objects from a digital file, a 3D Scanner - a device that analyses a real world object or environment to collect data on its shape and appearance of which data is then used to construct an accurate three dimensional reproduction of the original object, a high speed Color copy machine from XEROX , Apple Mac computers and many more such tools because we only want the best for you.



"I am glad that Arch has come up with the Design Business Incubator. It will cultivate the feeling of entrepreneurship among the students & they will be more inclined towards coming up with their own business setups with the help of the facilities and guidance through the incubator."  
**Apoorv Saxena**, Arch Alumni,  
Interior Design  
Director, Espacio Studio



"I believe that entrepreneurs are the key drivers of tomorrow's innovations & integral to creating a thriving economy. Through the Incubator, the budding entrepreneurs will be able to grow & cultivate good business ideas."  
**Kamna Dhariwal**, Arch Alumni,  
Jewellery Design  
Director, Arth Jewellery



Photography Lab At Arch

# Fashion & Location

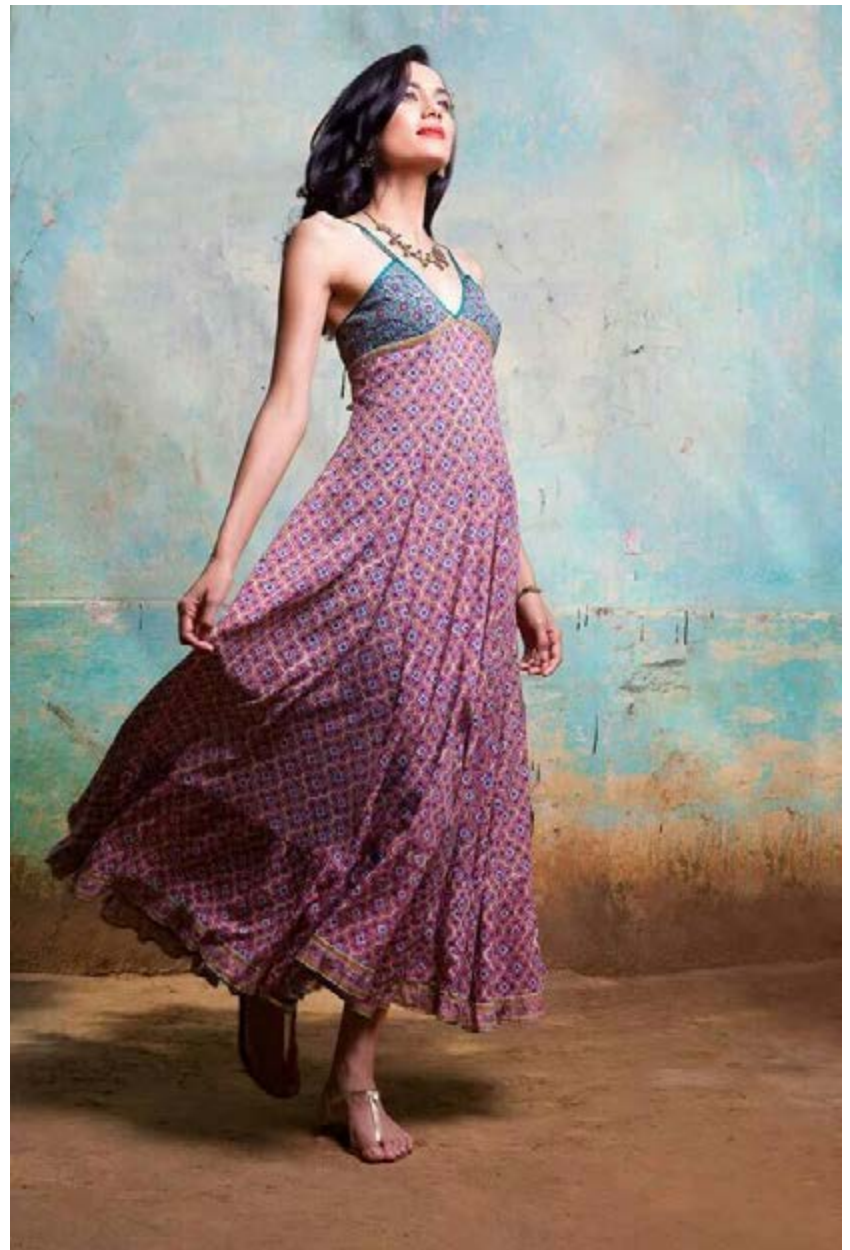


4TH INTERNATIONAL NON WESTERN FASHION CONFERENCE

UNIVERSITY OF ANTWERP, BELGIUM  
24TH-26TH NOVEMBER 2016

Fashion can be an important engine in the environmentally, culturally and economical sustainable development of communities with the potential to be a crucial element in the cultural ecosystem that nourishes identity formation. As central theme of this academic conference, the 4th International Non Western Fashion Conference would like to explore the contribution of small and medium fashion companies to the sustainable development of their local communities. As in the UNESCO Convention on Cultural Diversity from 2005, it considers cultural diversity, and thus fashion systems, not only as a side effect, but also as an engine in sustainable development. Moreover, the Fashion Research Network considers fashion as an economic ecosystem in which designers play a crucial role. Nonetheless, designers are all too often only a fragment of an extended value chain, from producer to consumer, that reflects a multi-trillion dollar industry employing an estimated 26 million people globally (Hines & Bruce 2007). This economic ecosystem operates both globally and locally according to its own dominant logics. Nonetheless, in the current western-dominant fashion system, a few powerhouses have managed to install a race to the bottom in which excrescences such as inhumane labor circumstances, mass consumerism and disposable fashion are egregious side-effects.

With this 4th edition of the NWFC, the conference wants to focus on alternatives for this western-dominant framework and bridge the gap between cultural studies and fashion management, and between studies of European and non-European fashion systems. Different themes will be discussed such as 'how to build a distinct local fashion identity', 'how to keep manufacturing and distribution local and/or sustainable' and 'how to offer an alternative to the international fashion powerhouses'. How can independent high-end designers compete with international power houses and establish a distinct fashion identity in a commodity market? How can they keep fashion production, skills and knowledge close to home? These are pressing topics, both in Europe and beyond. Translated to a macro fashion community level, these matters add up to the key topic of this fourth edition. How can local fashion communities contribute to sustainable development and the evolution of cultural identities?



Founder-Director, Arch Academy of Design Ms. Archana Surana is a Key note Speaker at the Conference in November.

Research Papers of Arch Fashion Design students Megha Goyal, Akshita Airan and Alka Yadav from Fashion Design Course 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.



**RESIST PRINTING**

**LOCAL CRAFT & DESIGN TECHNIQUES FIND GLOBAL MARKETS**



**BLOCK PRINTING**

**ARAYASH (FRESCO)**



**NATURAL DYEING**

**POTTERY CRAFT**



**BUTTON MASALA**

**PAPIER MACHE**



# TRICYCLE

# SESSIONS

**T**ricycle Sessions are a bouquet of classes to suit different mind-sets, the different needs of different individuals and to make learning Fun, Industry Oriented and more Interactive. One Session of 45 mins per Month where the students can learn via involvement and can hone their skillsets.

Has Movie making been a lifelong passion? Or perhaps you've discovered you're a talented photographer? The Tricycle Sessions at Arch offer a great platform where you can not only hone your skills but can also give shape to your inner ideas and develop them. It will link your Creative side with Professionalism so that you can enjoy doing what you love the most and also make a name out of it.

## Movie Club

Movie Watching Sessions through which you get to watch and understand the details of all the Classic Movies and understand the techniques that differentiate them from the rest of the movies and make them Evergreen Films.

## Movie Making

Ever wondered why a particular movie is different from the other or how your favorite movie scene was shot? How to film a movie all by yourself on your own production? And what technique will produce the shot for you?

You will learn about the history of film making and the techniques that make them look and sound the way they do, their strategies to maintain them and set them up for optimized performance and the basics of writing, directing, camera and digital editing, alongwith the requirements and rigors of filmmaking, as well as experience the exhilaration of seeing a completed project.

## Feature Photography

A feature picture contains strong human interest and is designed to entertain or inform the reader. The subject of a feature picture may be an individual or an event, and its content is timeless. In this course, you will learn the tricks of clicking pictures with perfection with the right shutter speed, exposure and angle and the best use of original photography in a feature story, photo-essay or photo portfolio.

The course is intended to recognize the outstanding use of conceptual photography and photo-illustration, photojournalism, portraiture, fashion, travel and nature photography and other still-life photography.

## Styling & Creativity

Did you ever think why you're drawn to certain colors, shapes and fonts and how to use this to your advantage for your career? Looking for some creative inspiration, great company and the level of focus and momentum that will help you drive your passion up to the next level? The Styling course is just the thing! The course provides a creative, inspirational and incredibly useful introduction into how to use Styling to gain a deeper understanding of your work, like Portfolio Management, Stage Designing, Fashion Shoots, etc. so that you can communicate more effectively and create a more powerful portfolio.

## Visual Merchandising

Virtual Merchandising is a function of making an emotional connection with the customer on a level that makes them want to take a piece of your store – your brand – home with them. Your customers need to know and understand you, they want to engage with you and experience your brand through the shopping experience. What do your stores say about you? Do they engage the customer? Do they excite the customer? Do they assist them in finding what they're looking for quickly and easily? Is your store environment your best salesperson? It should be. In this course you'll discover how to define your Brand and design a store environment that becomes a Brand Experience. Space plan a store that is efficient, engaging and easy to shop and create Merchandising stories that encourages up-selling and interest in groups of products.

## Entrepreneurship

Owning a Brand, seeing her/his name on a Label is an ultimate dream that every Designer lives for. Every season, Designers showcase their latest creations that eventually make it from runways to store racks all over the world. While new Designers make names for themselves every year, this industry is not only easy to enter, but instead is the one that you must dedicate yourself to gain entry into. Designing as a career, be it Fashion, Jewellery, Interior or Craft combines creative skills and analytical thinking and is challenging and rewarding.

The course will thus help you understand the process, challenges, risks and rewards of starting up a new scalable venture, Equip you with the tools required to start your own business and thus improve your chances of successfully converting your ideas into scalable business opportunities.

## Cultural Reporting

Does Reporting interest you? If you are drawn to the big picture, if you feel the need to go to the roots and bring out an issue in public then Cultural Reporting may be what you're looking for.

The program is dedicated to original, creative, cultural writing, editing and photography. The program emphasizes on the integration of reporting skills with the development of each individual writer's distinctive voice. The program is deeply collaborative, and studies the ever-shifting patterns of culture that determine how we live and what we make of our lives. The program will give you a chance to work on Live projects at Arch

## Public Relations & Communication

Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics." Through the Program you will learn about the expertise and skills required to become a successful PR practitioner. . The program covers effective communication, and the strategic handling of tools and channels for information distribution and retrieval, towards building relationships with individuals and target groups or "publics" through planned Action and Communication via mass media, new media, and person to person.

Share a

# DESIGN Story

to TOUCH, MOVE & INSPIRE ■■■



An **Online Photo-Video Competition** lit by ARCH  
For the Best Observations & Commentaries on Design

**OPEN** up those Sight lines  
Shine your light on the Design that surrounds you

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Tell us YOUR story Through Photographs or Video  
Then wait. Let the Searchlight find you...!

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Send queries related to the contest to:  
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