

Arch backstitch

RAJENG/2012/44989 • Vol 3 • Issue 1 • Rs 40/- • Jaipur • April 2014 • Design Magazine of ARCH

Design Today
Quest 5

Paying it Forward
Mentoring Walk 10-11

Ideation & Representation
The Inspiration 16



Paying it Forward

ANNIVERSARY ISSUE **04**



Welcome to the Backstitch April 2014 issue!!

It's a privileged month for us, indeed!!!
 April 3, 2014 marks the 15th Foundation Day of the ARCH Academy of Design. The month is also special for ARCH as it observes the 3rd Anniversary of 'Backstitch'. This time the entire ARCH family is looking forward to organize 'ECHO - The Arch Foundation Month' to celebrate its 14 year journey wherein it has grown from a mere 2 room residential set-up to a full fledged institution through which have passed more than 4000 Design professionals, as of date. Aligned with its vision, ARCH has adopted a multi-dimensional approach to benefit diverse communities across the globe and is mandated primarily to meet the skilled manpower and technology needs of the Design & Craft industry. Recently, on the occasion of International Women's Day on 8th Mar.2014, ARCH launched the 4th edition of the 'Vital Voices Global Mentoring Walk' at Jaipur. Her Excellency, Margaret Alva - Governor of Rajasthan and a Vital Voices award recipient, unveiled the poster of the Mentoring Walk. Recognizing the importance of "Paying it Forward" by giving back to others in the community, 50 Mentors & 50 Mentees (established woman leaders & young professionals), walked with me through the Central Park to demonstrate belief in the importance of women leadership and participation in society. Ms. Lad Kumari Jain - President, State Women's Commission was present as the Chief Guest. This issue of Backstitch also glances at the IInd Jaipur Art Festival concluded recently at Diggi Palace as well as the Chr'Cha event (M'Arch On Campaign) titled 'Share the Creative Women in You'. With the beginning of the new financial year (2014- 15) and in furtherance to achieve the overall objective of community development, ARCH is looking forward to collaborate with established institutions to initiate certified Skill Development training Programmes for semi-skilled/ under-employed craft artisans and youths to provide them job-oriented skills & accreditation under the STAR Scheme, Ministry of Finance, Govt. of India.

Well, one of the best things about editing a magazine is that you learn about different kinds of people, places, and things you otherwise would not. I hope you also learn as much from it as I did. Looking forward to your views...

ARCHANA SURANA
 Editor-in-Chief

LETTERS TO THE EDITOR

FOR MARCH 2014 ISSUE

Dear Editor,

I have been familiar with the magazine "Backstitch" since my daughter Abhilasha Saikia joined Arch Academy of Design after making a career choice to become an interior designer. I have gone through several issues of this beautiful, colourful, informative magazine. One can see the creative activities of the students of this institution by going through the pages of Backstitch. The magazine also gives information on what is going on in the field of design in various corners of the world. It was great to see Ms. Surana celebrating women's day at the global level. I wish this institution the very best in being able to create a unique position in various fields of design and generate some brilliant designers in the near future.

Dr. Bhupendra Kumar Saikia
 Internal Medicine Specialist
 Doha, Qatar

Dear Editor,

The March issue of Backstitch was filled with interesting activities. I liked the various competitions going on in college like Fiat Emozione Italiana and encouraging an



eco conscious lifestyle. The mentoring walk on Women's Day was really inspiring. Backstitch also provided a lot of information about fashion and textiles too. All the best to the Backstitch team.

Ankita Patel
 Foundation (2nd semester)

Dear Editor,

Great information about the young Japanese fashion designers from the last issue. I loved the use of transparent neon fibres on the garments. I found it as a great example of latest textile technology. Hope to see similar information about fashion trends from some other part of the globe in upcoming issues.

Indrajit Das,
 Jewellery Designer

Up-coming Events in Art & Design

"The Believers" a photography exhibition by Jordi Pizarro

March 7 to 30th April, 2014
 11:00 am to 7:00 pm
 "The Believers" is a body of documentary work by photographer Jordi Pizarro which explores religious communities in 10 countries across 4 continents. Instituto Cervantes, 48, Hanuman Road, Connaught Place (CP), New Delhi

Eden

March 23 - April 26, 2014
 A solo show of new works by Suhasini Kejriwal. Based in Kolkata, the artist's newest works respond to and are meditations on the city itself. Gallery Nature Morte, A-1, Neeti Bagh, New Delhi



ECHO The ARCH Foundation Month

April 3, 2014
 The day will have various activities/ programmes i.e. Arch Anthem, The Journey of Arch, Interactive Session, Open Debate, Quiz Competition, Student Speech etc. *The Chief guest Ravindra Upadhyay, Bollywood singer will also perform.*
 April 8 -10th workshop by Shikshantar on 'Resources Treasure Hunt' at Arch Academy of Design, Jaipur
April 18, 2014
 Visit of Emanuele Nicosia, Italian Car designer

Kaleidoscope: Rotary District Interact Assembly



April 9 (Jaipur)
 Design for Change Workshop (by DFC India)
 Global Game (by Shikshantar)
 Arch Academy of Design
April 12 (Udaipur)

Hotel Ashok Palace, Udaipur

Chr-Cha Design For Change

April 9, 2014
Time 6.00-7.00 pm
 Speaker- Kiran Bir Sethi, TED speaker
 An evening of sharing ideas & concepts with each other over a cup of tea and snacks. Chr-cha is a meeting point for all creators in and around Jaipur to voice opinions at Arch Academy of Design



SPANDAN Jaipur

April 11 - Apr 15, 2014
 National Level art, sculptures and photography exhibition. Jawahar Kala Kendra, Jawahar Lal Nehru Marg, Jaipur

Braj Hori-2014

April 06, 2014 at 06:00 pm
 A very well designed cultural program by Braj Sur Mandal, Jaipur based on Braj Culture. Ravindra Manch, Jaipur

Cover Photograph: ARCH Faculty & Staff with Archana Surana, Founder & Director, Arch

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

V DESIGNERS Visual Lexicon



Fashion Design

INTARSIA



Intarsia is a knitting technique used to create patterns with multiple colours. As with the woodworking technique of the same name, fields of different colours and materials appear to be inlaid in one another, but are in fact all separate pieces, fit together like a jigsaw puzzle.

Knitting in intarsia theoretically requires no additional skills beyond being generally comfortable with the basic knit and purl stitches. Materials required include multiple colours of yarn, standard needles, and bobbins. Bobbins serve to contain the inactive yarn and help keep it from getting tangled. Unlike the narrow, wooden ones used to make bobbin lace, modern intarsia bobbins resemble translucent plastic yo-yos that can snap tight to prevent the yarn from unwinding.

After winding a few yards of each colour onto its own bobbin (and possibly several bobbins' worth of some colours), the knitter simply begins knitting her/his pattern. When she/he arrives at a point where the colour changes, the knitter brings the new colour up underneath the old one (to prevent holes) and starts knitting with it. If flat knitting, at the end of the row, the piece is turned round just as with regular knitting, and the knitter returns the way she/he came.

The simplest intarsia pattern is for straight vertical stripes. After the first row, the pattern is continued by always working each stitch in the same colour as the previous row, changing colours at exactly the same point in each row. To make more elaborate patterns, one can let this colour boundary drift from row to row, changing colours a few stitches earlier or

later each time.

Intarsia patterns are almost always given as charts (which, because of the mechanics of knitting, are read beginning at the lower right and continuing upward). The charts generally look like highly pixelated cartoon drawings, in this sense resembling dot-matrix computer graphics or needlepoint patterns (though usually without the colour nuance of the latter).



Intarsia Bobbins

Graphic Design

INK HOLDOUT

The ability of paper to resist penetration of the ink and not absorb it into the fibers of the paper is termed ink holdout.

The degree in which a paper is able to hold ink consistently on the surface, preventing excessive absorption of the ink. A paper with a high holdout level results in a sharper, more clearly defined dot and produces higher ink gloss. When ink is absorbed into paper, it spreads, creating a phenomenon referred to as dot gain. A coated glossy paper stock has a low ink absorption rate and therefore has a high holdout, while a high absorption paper such as newsprint has low holdout.

High holdout ability can also create potential problems. Ink can rub off the printed sheet because of the low absorption rate of the paper and the ink can smear onto other printed documents. Overprint varnishes, aqueous coatings, or UV coatings may be applied to applications printed on paper with a low absorption rate in order to prevent potential problems associated with high holdout.

Holdout	Holdout
This refers to the property of ink remaining on the surface of the paper rather than soaking in. A coated glossy paper has a high holdout rate while a paper stock such as newsprint or 20 lb. Bond has a high absorption rate or a low holdout rate.	This refers to the property of ink remaining on the surface of the paper rather than soaking in. A coated glossy paper has a high holdout rate while a paper stock such as newsprint or 20 lb. Bond has a high absorption rate or a low holdout rate.

Interior Design

INCANDESCENT LIGHTING

A type of lighting in which an electric current is passed through a thin filament, heating it to a temperature that produces light. The enclosing glass bulb contains either a vacuum or an inert gas to prevent oxidation of the filament. Incandescent bulbs are inexpensive and create good natural light and color renderings, but use more energy and generate more heat than fluorescent bulbs.



Warm Colour Incandescent lighting interior

Cool Colour Incandescent lighting interior



Chinese Ingot gold coin

Jewellery Design

INGOT

An ingot is a material, usually metal, that is cast into a shape suitable for further processing. Non-metallic and semiconductor materials prepared in bulk form may also be referred to as ingots, particularly when cast by mold based methods. Ingot require a second procedure of shaping, such as cold/hot working, cutting or milling to produce a useful final product. Additionally ingots (of less common materials) can be used as currency, or as a currency reserve as with gold bars.

From the Readers' Desk

ALWAYS LEARNING

PEARSON

Smita Chaudhary - Regional Director, Pearson Qualifications International - India

"Design education today has become an indispensable part of our professional education system, with the designers role taking the front-stage across many industries. ARCH Academy of Design is doing commendable work in preparing the designers of tomorrow & Backstitch is a great reflection of the passion & excellence that the students & teachers at ARCH are putting in the learning process. I really enjoy going through Backstitch - it's so informative, refreshing & with the times!!!"



Vipin Sharma, CEO - ACCESS Development Services

"I have been reading your magazine for the last few months. It's a very slickly produced magazine, very sophisticated in its orientation, comprehensive in its coverage, and the look and feel is very contemporary; matching the requirements of a design school. Your previous issue impressed me even more than the one before. The last issue managed to balance fashion, trends, interiors, student initiatives, faculty intent and the alumni commitment very succinctly. I was happy to see the good coverage on global events and trends while also your commitment to the local traditional skills and crafts. I'm very thrilled to get support from ARCH on our ambitious UPLIFT programme, which you covered in detail. I look forward to read your next issue and continued association with this dynamic institution".



Prof. Bhawani Shankar Sharma, Artist, Former Chairman, Rajasthan Lalit Kala Academy

"Congratulations on another outstanding issue! You just keep getting better and better. As an Artist and a first generation Indian, I can relate to the struggle that existed to have a relevant Design pedagogy for our young Designers of this age with the fundamentals of the rich Art & Culture of our Society. I truly appreciate the initiatives of Arch Academy of Design towards helping to "bridge the divide."



JAIPUR METRO

Dinesh Sharma, GM - Revenue, JMRC

"I appreciate the relevant content of your magazine-Backstitch and the significant project coverage of the successful Design & development of the Jaipur Metro Uniform by ARCH in collaboration with JMRC. It's nice to finally read about the celebratory events (Arch Convocation Day & JM Uniform Design celebrations at WassUp) and things that matter to us. Keep up the good work."



CLARKS AMER

Timmi Kumar, Trustee, Help in Suffering; Art Collector & Exhibitor

"I am so pleased that ARCH has introduced Animal Protection as Design inspiration for a project. Backstitch is a classy and inclusive magazine bringing in quality to the Design community. Your latest issue is simply amazing and what is great, it has an appeal for every woman. (Mentoring Walk - The Art of Giving and Women Leaders - Paying it Forward). A publication like Backstitch has been needed for a long time. We are all very proud of it. You people are really doing an excellent job."



Design Today?



Ms Archana Surana
Educationist
Founder & Director
Arch Academy of Design

For queries write to
admission@archedu.org

Design Education is the New Age Career Opportunity for Transformation & Change

(International Foundation of Fashion Technology Institutes) and ICSID (International Council of Societies of Industrial Design) where you can get a chance to present research based papers.

Q I am a graduate and want to pursue a course in Management or Design. What choices are available for me at ARCH?

Deepak Tiwari, Guwahati

A It depends on your inclination – a range of courses are offered at post graduate level in Design, professional course in Design Communication, Lifestyle Accessories Design. Specialised courses in Design would help you in honing your creative aptitude. Also, there is a course in Design Management (a relatively new area) with a focus on Strategic Management and Leadership Edexcel BTEC level 7 (eligibility 19 years) with strong foundation in design. We invite you for a counseling session to help you choose the right option.

Q I am a Graduate and am looking for short professional courses in Design or Management. Does ARCH offer something like this?

Deeptashree Saha, Kolkata

A We offer vocational qualifications which are work-related and are suitable for a wide range of learners, built to accommodate the needs of employers and allow progression to university. These are more practical, and is a real-world approach to learning alongside a key theoretical background. These programs are being certified by International bodies like Edexcel & LCCI International Qualifications from Pearson and are among the best recognised and most highly regarded qualifications in the world.

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

Megha Patel, Ahmedabad

A Jaipur is a thriving student city, the college experience at ARCH is more than just classes. It's 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 artifacts, colourful culture, and splendid forts. Jaipur today is a hub for industries connected with craft export, jewellery, block printing, textiles etc.

Q I want to become a social entrepreneur. Can education in design help me become both a designer and an entrepreneur?

Ajay Jain, Visakhapatnam

A Design education in today's world means more than just designing products. It is about transformation and change. Our full time 4 Year Programmes enable you to become changemakers & thoughtleaders. The courses have inbuilt entrepreneurship modules running at all the levels to nurture the spirit of enterprise lying within you.

Q What are the future prospects of Craft & Product Design Courses in terms of employment and how is the ARCH Craft Product Design training package different from others?

Atashi Pandey, Gorakhpur

A After successful completion, one can gain employment or practice as Craft based Product Designer, Design Manager, Product Development Manager, Sourcing consultants. One can even work as Craft Researcher for Govt. Projects (DC-Handicrafts, Ministry of MSME, KVIB) & NGOs (working for Craft development) or become a Craft Design Entrepreneur. The Craft & Product Design Courses offered by Arch is the internationally recognised BTEC (Business & Technical Education Council) Level 5 HND (Higher National Diploma) Under Graduate Level Course to enable the development of higher level skills in Art, Craft & Design. Besides, it can progress to a top-up degree (Level 6) at any select University in the UK or the world.

Q I want to go abroad for a degree in Design but find the cost too prohibitive. Is there a cost effective equivalent option available to me?

Supriya Rao, Delhi

A Yes, ARCH Academy of Design in partnership with PEARSON Edexcel, awards BTEC (Business and Technical Educational Council) Level 5 Higher National Diploma in Art & Design qualifications allowing students to study at ARCH, and then if desired, take the opportunity for progression to a select international university and get an International Degree in only one year. This brings down the cost tremendously. All EDEXCEL qualifications are accredited by the Qualifications and Curriculum Framework (QCF), a body of the UK Government. Arch is the only approved Pearson Edexcel centre in India that offers 8 BTEC programmes in Design.

Q I am looking for a course in Graphic Design. Are research opportunities there too?

Kalpana Sharma, Pune

A The teaching methodology at Arch is research oriented. A state of the art infrastructure including an Apple Mac Lab supports the industry based learning requirements. The 4 Year UG course in Graphic Design and the 4 and 2 Year professional course in Design Communication provides an opportunity to be part of the 2 year UKIERI (UK India Education Research Initiative) research project. International exposure & research opportunity is provided to the students through its linkages with IFFTI

The World Outside

Rita Burman JEWELLERY DESIGNER



Arch has always been with me right from the day when I laid the foundation of my career. Arch is Arch and I am sure that there could not be any other Arch which could give me the right approach to enter the colourful World of Gems and Jewellery. I always feel proud of my association with Arch. Archana Ma'am has always been with me as a mentor, who drove my excellence from inner self to the outer world.

Rita Burman, Jewellery Designer is currently working with Rezart, a company that manufactures exclusive studded jewellery in 18kt/14kt gold with the use of latest technology. The creative designs are pure works of art inspired by nature. To add value to its designs, Rezart uses texture, enamelling, and kundan work with diamonds and coloured stones. Each of the jewellery pieces are 3dcal. Rezart also produces designer watches. Because of its excellent craftsmanship, combined with competitive pricing and quality control, it has for long had a wide base of satisfied customers.



Pearl Trophy', 2007-08.

Awards

- 1) Outstanding student of Arch award in the year 2000-2001
- 2) 3 times gold medalist in All Rajasthan Jewellery Design competition, in the year 2000, 2002, 2003 (organized by JPDC Jaipur).
- 3) 2 times gold medalist in Anglo gold Ashanti gold Jewellery Design competition, in 2005 & 2006 (organized by World Gold Council).
- 4) Awarded a special Art Director Award in 'Tahitian



- 5) Finalist in India vision 2001 Jewellery Design competition (organized by JPDC Delhi).
- 6) Finalist in 4th All India Jewellery Design competition (IIGJ VISION 2008).
- 7) 1st prize winner in JAS (Jewellers Association Show, Jaipur) - Jewellery Design award 2010.
- 8) Best performance in teaching in the year 2004
- 9) Best professional performance award (jewellery design) in the year 2007
- 10) Award of excellence for Entrepreneurship (year 2013)

Radhika Sharma VISUAL MERCHANDISER



Radhika Sharma is working with 'Shoppers Stop Ltd.', since April 2009. At Shoppers Stop she is responsible for window exhibit, in store displays, maintaining focal point displays, ensuring branding and fixtures as per layout, basic hygiene in terms of overall looks of the merchandise display, and keeping a track of then VM material. Besides, she is also accountable for other Shoppers Stop stores.

Earlier she was working at the Gaurav Tower store outlet (commonly known as GT in Jaipur) in the absence of the unit Visual Merchandiser and was a part of the store opening team for Indore, Bhopal and WTP store.



I completed my course in Fashion Design in 2006 & through campus placements I got the opportunity to work as a visual merchandiser at Shoppers Stop, Jaipur. Since then I have continuously upgraded my skills and I am glad to share that I have been rewarded with three awards in 2011 from Shoppers Stop as 'Best VM' (Regional); 'Best Store' and 'Best VM' (Pan India), and Quality Control.

BUDDING BRAINS

Nurturing Creativity

I am Manan Surana, a student of Maharaja Sawai Man Singh Vidyalaya of class XII now. I have been into photography for about a year and a half. My main interests are in Nature



and wildlife compositions because they appeal to me and I can relate to them. Photography for me is way of life through which I share my world with others. I also maintain a

Facebook Page to communicate with the world- "Photography.Manan Surana". Till now I have uploaded about 6 albums - "Go GrEEEn!", "Colours of WAR!", "A Bug's LIFE", "The Gift of Primary Colours!!!", "Wildlife at it's BEST!" and "Souls of Nature".

This Album displays the "Colours of War" from the "Blue" COOL Strategies to the "RED" Heated Battles, this is what you see in the game of CHESS, where the Mind is 'Calm' and the game is on 'FIRE'..! This is my first product photography album in which I have used neon glow sticks with Glass chess pieces which eventually resulted in a few amazing colour schemes and compositions. I started off by clicking pictures of my mother but ended up on the chess board in a completely dark room at 2 a.m in the morning!



I am Shubham Sharma, Xavierite, and am a passionate, hard working, experimenting photographer. Photography has been my passion since the past two years, which made me the President of the Xavier's Photography club. I've organised many interschool photography competitions and won several awards in the same.



Leaves - small things happen. Creating a big difference. Hard work pays - Women at store Love. The word makes the world - Caterpillar Old Doors - There are always doors open. Its just what you choose. Skyscraper - Lights do guide us home.



The thinking and reason behind clicking such pictures was to capture some alluring moments with my lens, and through my final presentation, to share with you my increasing awareness of the different colors present in our lives.



I am Vriddhi Sawlani, a student of Maharani Gayatri Devi Girls School. I have been into photography for 2 years and as a result of serious efforts and commitment towards my work in this field, I now hold the post of 'Vice President' of the 'MGD Photography Club'. My main areas of interest are Still Life, Architecture and Portraits which appeals a lot to me and prompts me to work more on emotions. I have won 3rd prize in a contest in Xaviers School, Jaipur. With a focus on the theme - Portraits, I am keenly looking forward to work more in the field and gain the right kind of exposure and experience to enhance my creativity.



Begin Early THINK CHANGE

INTERACT has become a worldwide phenomenon where almost 200,000 young people are involved with more than 10,700 Interact clubs in 109 countries...



skills with thought, actions and initiatives to make a difference in the world. The conference will bring together leaders who have failed over and over in their life and hence have succeeded. These Assemblies will be chaired by Interact Chair PP Rtn. Ms. Archana Surana (RID 3052) and under the able guidance of District Governor Rtn. Anil Agarwal (RID 3052). The Interact District Assembly 2014 aims at having young students learn the importance of:

- Developing leadership skills and personal integrity
- Demonstrating helpfulness and respect for others
- Understanding the value of individual responsibility and hard work
- Advancing international understanding and goodwill

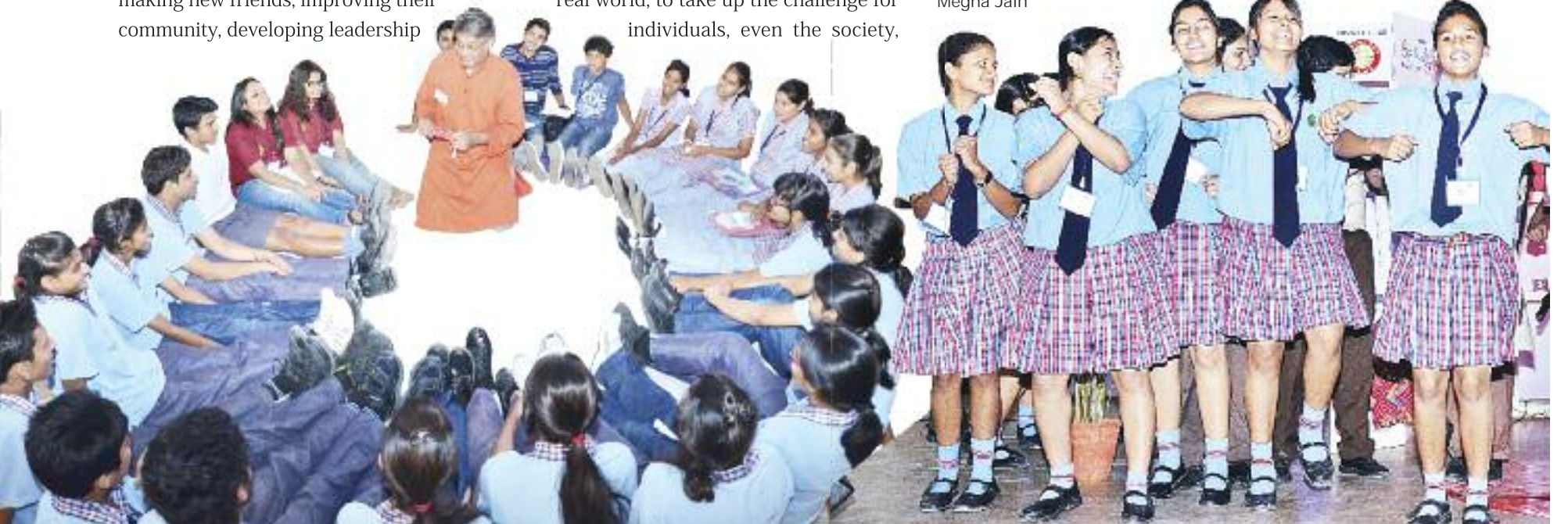
The Interact Assembly has proved to be very effective for personality development & character building in young people. This year we are organizing Assemblies in 2 Districts i.e. Jaipur & Udaipur. It will include: 'Design for Change' Workshop - To be conducted by Ms. Kiran Bir Sethi, DFC (India) in Jaipur. Kiran is a founder of Design For Change (DFC), and the founder-director of the Riverside School in Ahmedabad, Gujarat, India. This movement has spread to over 35 countries in three years. Kiran started this global movement with a conviction that if children are empowered and made to feel that they can take matters into their hands, they will change the world for the better. DFC is the wonderful, amazing concept for children to comprehend the real world, to take up the challenge for individuals, even the society,



and the world. The mission of education is not too ideal to achieve if it is just as government's policies or the by-product of chaotic, fast reformulating society. The initial mission of education is simple and easy, that of helping children find their dreams. A workshop on creating useful things from waste materials 'Global Game by Shikshantar' - shall be taken by Ms. Vidhi Jain, Shikshantar, Udaipur. A 'Design Thinking Workshop' - will be conducted by Prof. Benoy Thoompunkal, Director Academics, Arch Academy of Design at Udaipur. This workshop would help the students to develop the requisite attitudes, values, skills & sensitivity related to the field of Design and Creative Thinking. The Assembly in Jaipur is sponsored by Rotary Club Jaipur Elite whereas for Udaipur, Rotary Club Udaipur Udai is the main sponsoring club. The Arch Academy of Design is the Knowledge partner of the event and Backstitch is the Magazine Partner. The steps taken by the Interact to spread leadership and create new ideas will help accelerate the rate of progress of economic & social development unlike ever before in human history.

Megha Jain

Kaleidoscope is a one day Rotary Interact District Assembly for young people between the age of 12 to 18 years. Sponsored by individual Rotary clubs, INTERACT has become a worldwide phenomenon where almost 200,000 young people are involved with more than 10,700 Interact clubs in 109 countries. It is an endeavor to bring young people together and make them believe that "I can" is 100 times more important than IQ. It will focus on activities which will mobilize young minds in making new friends, improving their community, developing leadership



Mr. Manish Jain (Founder & Coordinator, Swaraj Univ.) interacting with students

School students participating enthusiastically in an exercise

Design For Change

I CAN Celebrations – Meet the Real Superheroes!

To celebrate the most inspiring stories of the DFC School Challenge 2013, DFC hosted the I CAN Celebration and Exhibition on January 18th, 2014. More than 80 children from over 30 schools and 22 cities all over India participated.



STEP 1
Feel
writing the problem you

STEP 2
Imagine
a way to make it better

STEP 3
Do
the act of change

STEP 4
Share
your story with the world

DESIGN FOR CHANGE is the largest global movement designed to give children an opportunity to express their own ideas for a better world and put them into action. Children and adults learn through the Design for Change Challenge that “I Can” are the two most powerful words a person can believe. Children who have discovered this are changing their world. This year, Design for Change reaches 34 countries and over 300,000 schools inspiring hundreds of thousands of children, their teachers and parents, to celebrate the fact change is possible and that they can lead that change! Through the four easy steps: **Feel, Imagine, Do** and **Share**, children are dreaming up and leading brilliant ideas all over the world, from

challenging age-old superstitions in rural communities, to earning their own money to finance school computers to solving the problem of heavy school bags – children are proving that they have what it takes to be able to ‘design’ a future that is desired. “It’s my personal story,” says Kiran. “I just wanted better quality education for my son. Instead of enduring the poor quality of her six-year-old son’s school, Kiran Bir Sethi founded the Riverside School in Ahmedabad, India, and it quickly became recognized as one of the most innovative educational systems in the world. It was never my intention to



Ms. Kiran Bir Sethi, Founder, DFC India with school children

build a big institution that would become world-renowned.” ARCH Academy of Design has supported the DFC initiative by awarding prizes worth Rs5000/- to each jury mentioned Award Winning Team.



DESIGN FOR CHANGE (DFC) is a global movement designed to give children an opportunity to express their own ideas for a better world and put them into action. By using the simple framework of Feel, Imagine, Do and Share, children are transforming their world. Design for Change organizes an annual School Challenge, The 2013 edition of the DFC School Challenge received a huge response with over 700 schools sending us their amazing stories of change. To celebrate the most inspiring stories of the DFC School Challenge 2013, DFC hosted the I CAN Celebration and Exhibition on January 18th, 2014. More than 80 children from over 30 schools and 22 cities all over India participated. Arch Academy of Design was one of the partners and prize sponsors of the 2013 Challenge. Mr. Sanjay Joshi, Sr. Faculty, Craft Product Design, Manager Project Cell was a guest of Sanjay Joshi

honour and distributed prizes to the winning school teams. There were many remarkable solutions created by the children. Young students of Pragnya Bodhini High School, Mumbai created a catchy action song to inspire children to wash their hands and thereby remain healthy. Students of Seth M R Jaipuria School launched a Grey Revolution to support decaying monuments in Lucknow. Children in rural Tamil Nadu, put an end to the danger posed by an open well in their school.

Mr. Sanjay Joshi, Sr. Manager, Projects, Arch presenting the Awards to the winning teams



Students Project work on display at DFC's Exhibition (I Can)

Paying it Forward INTERNATIONAL WOMEN'S DAY

We need to unite women to organise them, because when they are organised, they find a voice for themselves

Dr. Anamika Kamra & Akshita Airan

A Day to remember- 8th March, the International Women's day. To mark this event, a Vital Voices Global Mentoring Walk was organized in Jaipur by Ms Archana Surana


the flag bearer of the program. Themed PAYING IT FORWARD, the idea behind this walk was to see the already established women leaders from various fields nurturing the potential of the city's women planning to venture into new fields- be it business, education, crafts, food, social work, etc., uniting them and mentoring them to help realize their potential. The mentors are expected to listen to the problems faced by new business women, entrepreneurs, professionals, etc and based on their own experiences, advise

& guide them over their hurdles. Moreover, mentors also share their contacts/networks in the respective fields with the mentees so that they can be benefited in the future. Program activities started from 7.00 am.

There was a lot of energy on that early morning, and Flag bearer Ms Archana Surana addressed the gathering. She welcomed all the eminent guests and read the message of Her Excellency Ms. Margaret Alva, Governor of Rajasthan. Prof Lad Kumari Jain, President of the Women's Commission, Rajasthan was the honourable Chief Guest. She gave a very enlightening speech on women empowerment saying that women should stand united and throw a strong message to the masses to eliminate all kind of gender, class and caste discrimination. She added that violence against women is violation of human rights. She explained the role of the UN Commission for Human Rights which is totally de-

WHY MENTORING?

Mentors help launch future leaders.



Women who are mentored are more likely to mentor others: research indicates that 65% of women who have had a mentor will go on to become mentors themselves (Catalyst, 2012).

With the benefit of insights, skills, connections and guidance that mentorship provides, women are better positioned to realize breakthrough change and thrive in leadership positions.



Mentors & Mentees sharing their Goals during the Mentoring Walk at Central Park, Jaipur



VITAL VOICES
GLOBAL MENTORING WALK



Message from the Hon'ble Governor of Rajasthan

Mentoring walk



Eminent Leaders Celebrating the spirit on International Women's Day

voted to strengthening and empowering women. Prof. Pawan Surana, Former, Chairperson, Women's Commission, Rajasthan and Former Principal of Maharani College, gave a message that women should stand united with courage & display their own capabilities to gain respect in society. At the debriefing session at 'Tapri - the Tea House', after the walk, the mentors and mentees shared their ideas, experiences, and feelings about what they gained out of the event, and their further expectations. Following this, the participants had their networking session followed by breakfast. The event proved to be beneficial for the mentees as it was a step to a successful career; opening doors to new networks for collaboration, and opportunities. It gave these women mentees exposure and a chance to interact with professionals and experts in related fields, and in effect provided them with useful information regarding the promotion and marketability of their products and vocational activities. Participants also gained ample knowledge towards upgradation of their skills, thus affirming the purpose of the event as well as the usefulness in associating with the event. With these achieved, the mentees plan to continue their links with the mentors for further collaborations.



Interaction between women and amongst women through these activities is important to throw out the violence happening against women. The most essential tool for women empowerment is to be the support structure of other women.

"VIOLENCE AGAINST WOMEN IS THE VIOLATION OF HUMAN RIGHTS"

Prof. Dr. Lad Kumari Jain
President, Women's Commission, Rajasthan



Archana Surana talking to Media persons about the Mentoring Walk concept at Central Park

"15 years ago Hillary Clinton brought into existence, the 'Vital Voices' organization. And it was my mentor - Geraldine Laybourne, a US media icon, who initiated the Mentoring Walk campaign. Together, with the support of Fortune magazine & the US government, the idea of small morning walks of women, turned into a global initiative which works for women empowerment today.

Geraldine Laybourne has worked alongside Oprah Winfrey for many women-oriented programmes across the globe - and this has contributed to the heart of the 'Mentoring Walk' as well. Inspired by her, I decided to bring this concept to Jaipur and hence back in 2010, I successfully conducted the first such walk.

I have strong belief in entrepreneurship & self reliance and it has always been my intention to play a role in shaping the lives of budding professionals(young girls), housewives, and female members of the disadvantaged craft communities living at the base of the pyramid. I am passionate about my work and always look forward to open new dimensions in life."

Archana Surana,
Flag Bearer, Vital Voices



Flag Bearer Ms Archana Surana along with Chief Guest Ms Lad Kumari Jain, Guest of Honour Ms. Gayatri Rathore, Commissioner Tourism and other eminent women leaders

COMFORT ZONE

AUTUMN/WINTER '14



The India Fashion Week showcased an eco friendly and diverse collection of Designer garments with a mixture of fabrics like Cotton, Silk, Chiffon & traditional handcrafted Chanderi & Khadi enriched with embroidery

The students of the Arch Academy of Design attended the 2nd day of Wills Lifestyle India Fashion Week Autumn /Winter which began from 26th March 2014 in Delhi. It was very inspiring for us to be there at the Fashion show and see the exhibitions of the designers at their stalls. To see, up-close, the detailing on the garments, surfaces and impeccable cuts and tailoring along with the glamour part of the Industry. Wills Lifestyle started on a very chic note. Pratima Pandey showcased her collection titled "Singing Sparrow" which drew inspiration from



French nightingale, Edith Piaf's signature song, 'La Vien Rose'. It had layered asymmetrical garments. She used traditional fabrics like chanderi for mens jackets worn over fitted pants. It was an eco friendly,

varied line collection with a mixture of fabrics like sheer lace, cotton, velvet and of course raw silk. The designer played with a lot of dark colours in all her outfits. The only accessories used by the designer in her collection were head accessories which was kind of unique. Out of the many bold and dark colours there was also a tinge of white with floral embroidery at the hemlines which was beautiful. It was striking with shades of red mixed with black and gold. Designer Vaishali S. rediscovered her previous collection in her presentation. Her inspiration for the collection is "Bhinna Shadja" a famous raga in Hindustani classical music. She presented a very classy and easy to wear Autumn/Winter collection with flowy drapes, Silhouettes layered with white organza, wispy layering, peek -a- boo waists & handkerchief hems. White was the dominant colour but there was also black charcoal grey and mustard yellow on the runway. She said she thought that grey and white played very well with her concept. She presented her silhouettes in an illusionary manner because she wanted to break free from the image of conventional garments. Apart from Silk and Chiffon, Khadi Sheer fabric was also used in her collection. The "Muoho" collection was showcased by Kiran and Meghna. It predicted a fall winter trend which would be more towards comfort and full of organic fabrics. Their Collection was inspired by the breath taking beautiful aesthetics of Morocco. The designers also teamed their collection with headgear, necklaces and bangles. They used accentuated motifs mixed with delicate drapes. They played with embroidery and handcrafted fabrics.



Arch Fashion Design Faculty & Students at India Fashion Week at Pragati Maidan, New Delhi

Compiled by Aparna Yadav & Pallavi Gupta



Far Left: Designer Pratima Pandey; Her collection "Singing Sparrow" & Above: Designer Vashali S. with ARCH team

Photos - Aparna Yadav

Jaipur Art Festival

Stretching the Canvas



With the mood swinging vibe of the space, one could feel how lost each artist was in their work.

Deeptashree Saha, Foundation

Jaipur, the city of culture & art celebrated the 11th art festival at Diggri Palace. It started on 19th March and continued till 23rd of March. This five days long festival celebrated art. Two hundred and twenty five accomplished artists from twenty-five countries and twenty-two states in India gathered to participate in the festival, showcasing their art pieces which they produced at the venue. Different art schools such as JJ School of Art, Shantiniketan, Baroda School of Art, Delhi School of Art etc also participated. There were live demonstrations of different art forms such as batik, block printing, enamel art, fresco, wash

techniques, sand sculpture, etc.; which made the festival quite interactive. With the mood swinging vibe of the space, one could feel how lost each artist was in their work. No matter the observing visitors, they just continued working completely engrossed in their own world. These artists were so extraordinary in their respective styles, and still grounded to the earth. Such festivals are so inspiring. It changes one's views towards life.



The Soul Players

Vishi R. Dharmasriwardena – a realistic wild life painter, was born in Colombo (Sri Jayawardenapura-Kotte), Sri Lanka. He is a self taught painter and was always inspired by the forest and animals of Sri Lanka. His love and passion have taken him to various wildlife forests throughout his country. His regular visit to these forests is reflected through his realistic paintings. He has

never painted from photographs and has always painstakingly gone to the surrounding of the animal and studied their bone structure, movements and mannerism of the animals before he paints. His paintings not only promotes art, it carries the message to love these animals.



Sri Lankan Wild Life Artist Vishi R. Dharmasriwardena, with his creation at Jaipur Art Festival

Brigitte Gouwy, famous as Mata in her field of painting, was born in Belgium. She was formerly an ocean swimmer and body surfer in Belgium. She came to India and settled here in July. The decorative Lorries and Trucks of India always attracted her. She was so thrilled and inspired by the trucks, that she started to paint since October, 2013 to capture its beauty. All her paint-

ings are printed as postcards. She has a Facebook page known as "Thre3 Sixty Fi5e" which promotes her concept and paintings. She is planning to get into the fashion industry and design some cool t-shirts with her paintings and not just promote her paintings as tourist t-shirts.

Belgian Artist Brigitte Gouwy made her presence felt through her work in Jaipur



Photos - Surbhi Verma

Share the Creative Women in You

M'arch on campaign



This Chr-cha then, was a perfect “women only” soiree. The cramped spirit put behind the family- office work balance and deadlines, and soared to give voice to goals ambitious enough to be challenging, but realistic enough to be attainable.

by Sadhana Garg, Sr. Journalist



Ms. Archana Surana facilitating the participants



Ms. Archana Surana moderating the session during the event



Ms. Richa Lakwal, faculty (Fashion Designer) expressing her views



Dr. Rimmi Shekhawat (Dentist) sharing her goals with the house

“I feel I was Nefertiti that many eons ago.” This was no trip in narcissism but an honest confession of one of the many Mentors gathered at the Chr-cha - a meeting of creative minds of Jaipur city. There was a businesswoman who admitted to “daily dusting my house” as her enduring fetish or a leading dental surgeon of the city whose life line was pushing her own envelop to do “better and better at everything”. The comforting cover of being amongst like minded women who had walked their talk had naturally unshackled the spirit - women who had found work to be more fun than fun were now ready to share their little secrets ,though not about hard core matters but more importantly about the “ME”. That honest effort of having run the race against all odds had been indeed a transforming experience for the well heeled women drawn from various walks of life.

Doctors, lawyers, designers, writers, entrepreneurs, activists, artists and all other stake holders in development in general, and that of women in particular- you name it and they were all there!

Each one a heroine of her life and not a victim! This is not to say that the Mentors had been born failure -proofed or had never ever been on the hit list of Time! The reason why each had earned their place at the table was because they had not allowed the wounded heel to hold them back. Also it was all about attitude - once the wound was healed each was future focused, and now was ready to hold hands with the mentee, or as the term coined for the sisterhood act says - “Paying it Forward”

Each mentor was ready to give back without fear or favour to help the mentee overcome any roadblock in the journey; was ideated in the resolve to train, to toil with a new found vigour, to be spot -on and help them find their rightful place under the sun. “It is actually

a two way lane” said Archana Surana, Director, Arch Academy whose brainchild was Chr-cha. The Mentor according to her “too benefits from this value engineering as it keeps her in touch with the ground zero reality on one hand and opens little windows to the core competencies or lack of it of the emerging women leaders .”

This Chr-cha then, was a perfect “women only” soiree. The cramped spirit put behind the family- office work balance and deadlines, and soared to give voice to goals ambitious enough to be challenging, but realistic enough to be attainable.



Ms. Deepa Mathur, Social Entrepreneur





Partnerships

SHARING THE PATH TO ADVANCEMENT

The Global Mentoring Walk convenes established women leaders and emerging women leaders to walk together in their community. As they walk, they discuss their professional challenges and successes to establish a mentoring relationship. It is an opportunity to highlight the importance of women's leadership and to accelerate the impact of women leaders through mentoring.

I was a bit apprehensive when I said 'yes' to be mentor, but when I attended a meeting at Arch prior to the walk, I got to know the context, which was just contributing to another person & I knew that I would be delivering that. During the walk we shared our lives, got to know each other & established a space where we could communicate fully without any inhibition. Kanak is a highly talented person who reposed complete faith in me, she not only listened but also acted very religiously on what I suggested & I love her for her charm & smartness.

"Oh, she has said everything about our assignment-report thing. I would use this opportunity to thank Kanak for being so kind and listening to me like a seeking mentee. She believed in me and that's why she kept talking to me even after the walk event. Even I have learned a lot from her - like the spirit of challenging and not giving up. She could have never discussed the phobia with me, but she wanted to overcome it, she spoke to me. I am happy to find a new friend in her."

It feels as if we know each other for years even when it has been less than a month since we met. Thank you Kanak for being a wonderful mother & wife and a devoted daughter in law. Your belief in yourself makes you a powerful women...my interaction with you has enriched my life.

Kanupriya Sachdeva,
Professor of Physics (MENTOR)

Despite having a decade over experience in leadership & training & development role in service industry, I chose to be a mentee as I believe that learn-

ing is an everlasting process.

As a new entrant to the world of entrepreneurs, my objective of being a part of Mentor-Mentee walk was to seek resources for learning from successful women, identify ideas, people and information that might be helpful. To be able to talk about my inhibition to start a new venture and above all have one person who can listen to me without any pre conceived notion.

And all this came true when I met my mentor Kanupriya Sachdev. The first statement that I shared with her was 'I was relieved to see you as my mentor for I saw a compassionate, calm, knowledgeable and supportive person in you'. During the walk together the first thing that we established with each other was Trust. My thoughts echoed back while talking to her and

I was able to identify my strengths and areas where I need more focus.....and each day I feel myself closer to my target!

Mentor Kanupriya Sachdeva, Professor in Physics at MNIT, Jaipur and a Landmark Education Introduction leader with her Mentee Kanak Chug an Image Consultant shared their mentoring experience.

Thanks to Ms. Sachdev for being a coach, a source of encouragement, a devil's advocate and above all a champion to help me think through important decisions and strategies! "I am the most fortunate to get Kanupriya as my mentor. She not only helped me in my career boost but was successful putting the confidence of a friend in me on the

'Mentoring Walk' day. I could, very freely, talk to her about my personal issues that included disclosing my Driving-phobia. She spoke to me many times after the walk and kept encouraging me to drive. No one has ever been this way with me like Kanupriya. Interestingly, she gave me an assignment to complete after I went back home from the walk event. Like a true mentor, she kept following me for the report of this assignment so that I don't lag behind. Almost once in 3 days we speak about it and discuss my progress. I am happy to report that it is just because of a Mentor-cum-Friend Kanupriya that today I can drive without any fear. She is surely my driving force. I thank people behind the initiative of the 'Mentoring Walk.'

Kanak Chug, an Image Consultant



Mentor Prof. Kanupriya Sachdeva

Mentee Kanak Chug

Visualize

Ideation & Representation Techniques

Urvashi Verma, Foundation student & Aparna Yadav, Faculty



Urvashi Verma, ARCH student (Foundation)

With the 1st Mandatory unit of the Edexcel programme in Art & Design i.e Visual Communication in Art and Design, the assignments were about communicating ideas and concepts by researching visual techniques and applying the most appropriate methods to interpret our concepts. The scenario given to us was to design a poster for an organization working for wildlife and domestic animal protection like FIAPO or Help in Suffering. We were supposed to visit these organizations and interview our clients as part of our primary research and information collection. We had also to go to the zoo to research and understand the different behavioral characteristics of animals and to observe the gesture, demographics and their importance in the maintenance of our ecological balance. We also had to research, study and document one art movement and one artist of our choice to emulate the artistic style to render the final poster with our own developed aesthetic senses. At every step we had to analyze, critically evaluate and justify our actions. The assignment had a strong vocational context. We had the opportunity to present our work to the clients in response to a brief. And explain "why we have done what we have done" and to have an alternative idea ready to present as back-up. We also studied related principles and elements of design etc in order to begin exploration with tech-



niques. I did research on various characteristics and gestures and postures of the selected animal, the lion, and drew observational and detailed drawings. After all the basics, I started up with my explorations in visual techniques through my animal, which included both the use of different mediums and some self generated techniques. We were encouraged to visit exhibitions and art fairs in the city. With group discussions and peer assessments, we were also able to develop our concepts. There were demonstrations

of various techniques in the class and we were shown documentaries on Visual communication along with various videos on art movements and artists. Moving on with the unit, I further made a research paper on a selected artist, Pablo Picasso and his famous style of cubism. With the ideations and variations explored in the poster design assignment I learnt to represent my artwork in cubist style and I implemented the final concept poster prototype, using different mediums and representation in the selected style. With the completion of the whole unit I am now able to understand mediums and techniques to explore, discover, develop and represent ideas. The next unit i.e Idea Generation and Development in Art and Design is still under progress. This unit is about inspiring and mo-

tivating learners in a challenging way to think 'out of the box' and generate ideas that are innovative. It encourages risk taking, visual experimentation, and problem solving.

In our case it included the use of lateral thinking, the exploration of scale, mind maps, workshops, the use of non-traditional preparatory materials, group discussions, tutorials, peer and tutor feedback and reflective annotation in sketchbooks and visual diaries. The 1st assignment in this unit which includes observation of forms, and understanding the shape and expression of objects in different spaces is completed. I had selected the brush as a tool, with which I made the basic drawings and some explorations focusing on association.

Collage and caricature-*The animal I had selected for my assignment of creative interpretation was the lion which I tried to represent through exploring different visual communication techniques, one of which is collage. Using cut paper, I made an artwork, assembling a caricature of the lion.*



Polychrome lion-*This technique uses multicolour to best express the moods and characteristics of the form. Using vibrant poster colours as the medium, the straight and curved strokes defined the ferocious character & features of the lion. In my exploration of the medium I got to learn to express idea and emotion.*

Centre of effect-*This technique is a self generated technique in which I used a centre point around which I made concentric circles. I made rays coming out of this centre as the main element of my technique and I finally made the drawing of the lion over the base and colored it in with colour pencils and black pen. I gave a shifting effect in the entire drawing in order to express 3d in 2d.*



Inspiration

Connection & Communication

Poster design encouraged the students to implement their ideas and think on a very crucial emerging topic of saving animals from cruelty.

Akshita Airan, Foundation student

PRACTISE, DOCUMENTATION, HARDWORK, OVERTIME ...Yes, this is what an open session teaches a student and this time it's us...The Foundation batch "Open House day- cum- Jury" which was held on 29th March on 2 Edexcel Units - Visual Communication in Art and Design as well as Idea Generation. Students were excited and a bit nervous too to present their work in front of jury members for the first time.

The assignment i.e. Poster design encouraged the students to implement their ideas and think on a very crucial emerging topic of saving animals from cruelty. Ms. Timmy Kumar (an artist and interior designer), Ms. Geetanjali Kasliwal (Architect), Artist Mr. Bhawani Shankar Sharma, and Mr. Ravish Gautam who were invited as jury members were amazed by the quality of work done by students. There was lots of talk about saving wildlife, domestic animals as well as creating a balance between them, to sustain the environment. Ms. Timmy Kumar added more knowledge to our research on various artists, their techniques and applying them in our poster. She even expected us to create awareness about the scenario in our real life.

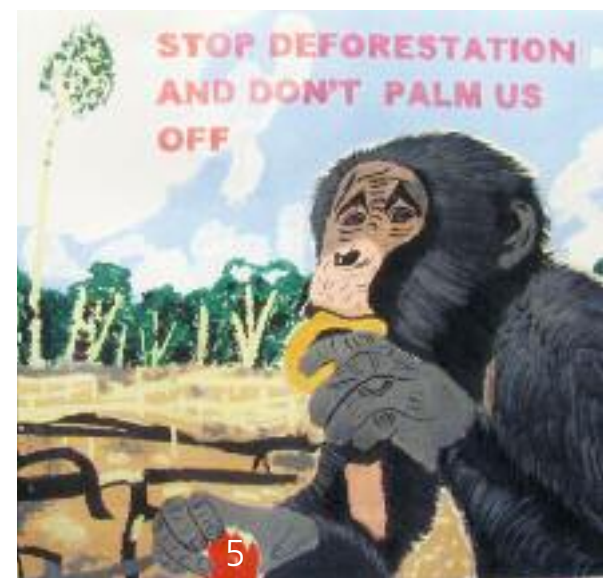
The Poster SHOOT THE DISAPPEARANCE- gave us a pro-

our work, and the subject in detailed depth. We got meaningful feedback from our faculty Ms. Aparna Yadav and Mr. Indrajit Das. They supported us from the very beginning in the work we were doing. We were also highly inspired by the words of our Director Ms. Archana Surana who guided us with the basic skills we should possess to present our work.

Thank you all for mentoring us and being there to guide us in the right direction.



voicing thought of saving tigers. The next Edexcel Unit module, given to us was Idea Generation. It was all about expressing and implementing our ideas, and our thoughts in different possible ways. We select any object or element of nature and use their FORM WITHIN SPACE or represent their SPACE WITHIN FORM. Students used paint brush, cup, ring bell, card reader etc. as their object and represented their expressions, their views through the object. The whole work left us with an experience of facing the outside world and we got confidence to present



1. The Poster SHOOT THE DISAPPEARANCE
2. Prof. Bhawani Shankar & Architect Geetanjali Kasliwal evaluating the work of students during Open House
3. Megha Goyal Poster work process
4. Mr. Raveesh Gautam & Ms. Timmi Kumar reviewing the work
5. Poster designed by Rohit Dahikar
6. Sketches made by Eshaan Chaudhary

“Mharo Rajasthan” Rajasthan Anthem

On the Occasion of Rajasthan Day on 30th March, the young talented singers of the Pink City conceived the anthem for the pride of its rich heritage

Renowned Personalities of Rajasthan featured in video Album “Rajasthan Anthem”



Mr. Ravindra Upadhyay
Bollywood Playback Singer



“Mharo Rajasthan” (Rajasthan Anthem) is a musical venture which speaks of Rajasthan's rich heritage where the youth associates, and feels proud of being a part of it. and their creation, reflecting their efforts & analysis is mirrored in the composition **A melody written & directed by young musical duo Rapperiya Baalam & Kunal Verma from Jaipur City to showcase the beauty of Rajasthan.**

of the chorus. Collaborating with the Bollywood sound engineer, Ashish Manchanda, the hymn sequence is performed with Swaroop Khan. After completing the audio, the script was designed for the video, and to showcase the beauty of Rajasthan it was shot in more than 8 heritage cities of Rajasthan - Jodhpur, Bikaner, Jaisalmer, Udaipur, Chittorgarh, Ajmer, Pushkar & the capital of Rajasthan, Jaipur. The visual narration of the anthem reflects the diverse traditional antiquity, so well preserved in these cities even today. The video features renowned people of Rajasthan from various fields. The people of Rajasthan have progressed in the field of business, art, sports, science, music & various other social and cultural activities. They have marked themselves on the world map for their glorious past as well as present. The song includes details of Rajasthani music, dance, culture, tradition, historical places, art, tourism, motorsports & history in itself. This 4 minute song and video has captured the essence of Rajasthani Maati.



Mr. Sudhir Kasliwal, Gem Palace
Photographer/ Vintage car lover



Ms. Jayshree Periwal
Director, Step by Step School



Mr. Vijay Singh
Rajputana Customes



Pandit Vishva Mohan Bhatt
Padmshree & Grammy Award Winner



Ms. Archana Surana
Director, Arch Academy of Design



Mr. Ram Singh, Guinness Book of
World Records holder



Mr. Ali Gautam Sahas Team

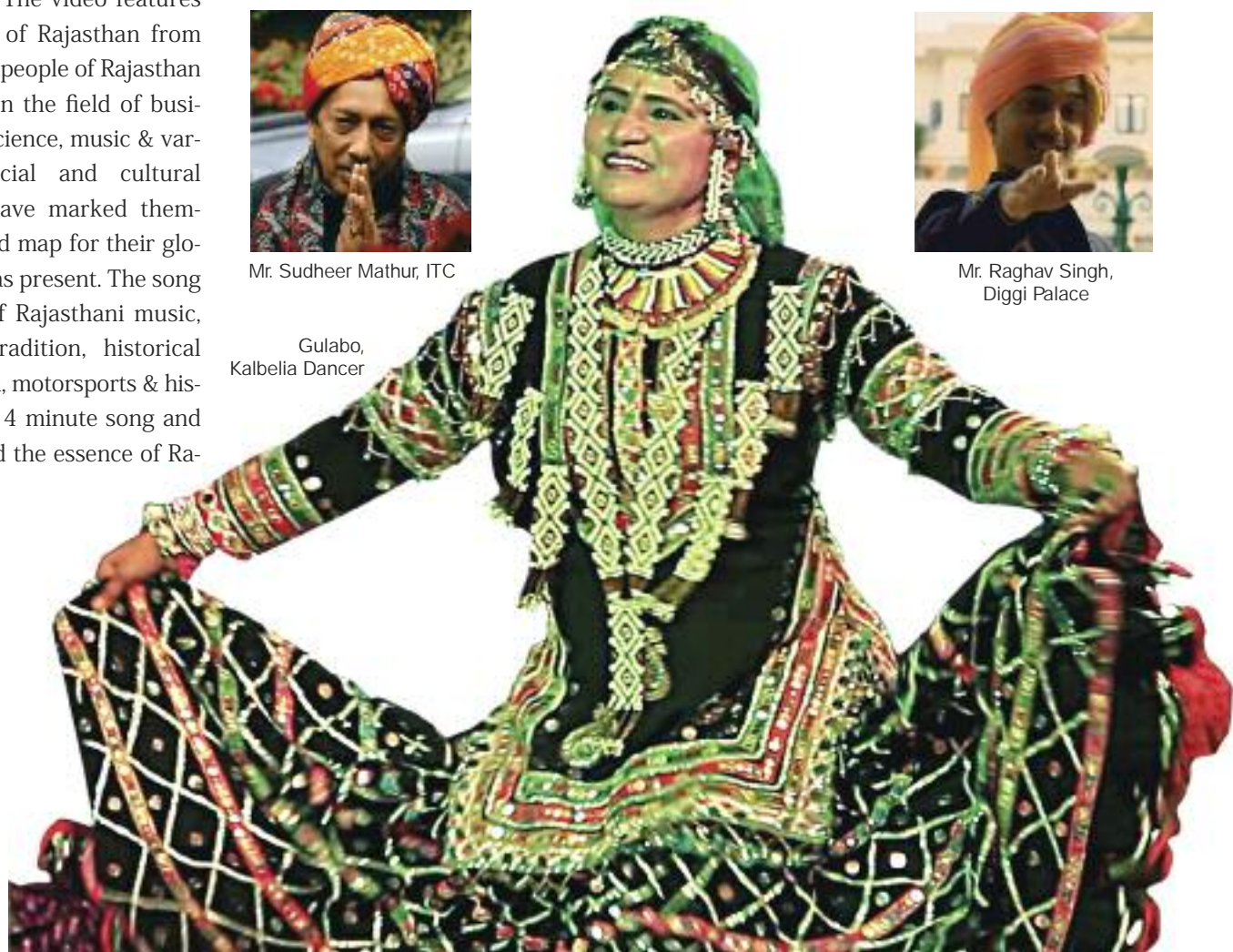


Mr. Sudheer Mathur, ITC

Gulabo,
Kalbelia Dancer



Mr. Raghav Singh,
Diggsi Palace



Song: Mharo Rajasthan (Rajasthan Anthem)
Singer: Swaroop Khan, Rapperiya Baalam
Lyrics & Music: Rapperiya Balam & Kunal Verma
Producer: Priyanka Banthia
Director: Kunal Verma & Rapperiya Baalam
Post-production: Amit Lala, Shobhit Taneja (CC)
Sound Engineer: Ashish Manchanda (FCP Mumbai)
Label: Songster Music (www.songster.in)

GLOBAL DESIGNS

The Journey of a City Designer who recently gets Awarded with the ELLE Decor International Design Award (EDIDA), India 2013

Ayush Kasliwal is a furniture designer and is fortunate to get the prestigious ELLE Decor International Design Award (EDIDA), India 2013. We were eager to know the story behind his success. Here are some questions which we asked him.



Q. What was your inspiration to become a designer?
I was brought up in Ghana, West Africa where I did not have many toys or games to play with. The easiest things at hand were Mud, and boxes of cassettes. This made me creative, and I invented games to keep myself occupied. This was the start of my 'making' things. This led to my becoming a designer as I understood how things are made.

Q. How were your days at the NID?

Oh! It was great as I was the only student in furniture and interior design. I got more attention from the teachers; hence I could explore more in my field as

well as in other fields.

Q. How did you start your company AnanTaya Decor?
After passing out from NID I straight away started my own firm in my home city, Jaipur. In the course of working, I came across many skilled artisans, and started to use crafts in the projects that I was working on. After a certain point, it made sense to start a showroom to retail my products, and that was the beginning of AnanTaya.

Q. Was it difficult to set up your own firm?

I've never faced any problems in establishing my firm because I never took challenges as obstacles. Each difficulty was an experience for me to learn from and grow.

Oh! It was great as I was the only student in furniture and interior design. I got more attention from the teachers; hence I could explore more in my field as well as in other fields.

Q. Where do your products find its identity?

My products don't stand as a piece in space. It revolves around the space. The products have a reason for existence. However, being Indian is a very strong part of all my work.

Q. How do you socially contribute as a designer?

Crafts are a highly sustainable way of production. Which also employ millions of crafts people. This extremely skilled community is unfortunately not flourishing due to the paucity of design, and marketing opportunities. Here is where AnanTaya comes in, to design products that craftspeople can make, and understand, and clients enjoy to use.

Q. What is your recent award all



about?

I have received an ELLE Decor International Design Award (EDIDA), India 2013; This was in recognition of the work we have been doing, in combining crafts and design.

Q. While working, what motto do you keep in mind?
To me, it is essential that each product has a reason to be- it might be from the use, the material, the process, or even the story for the same.

Q. Being established in Jaipur, how do you see Jaipur in the long run?

Jaipur has lots of potential. There is lot to explore. It is the upcoming 'Design capital of India'. Many creative people are calling it home.

Q. What message would you like to convey to the upcoming designers?

I want to say, be open, be flexible to the things you are surrounded with and always believe in the world of beauty. We thank Ayush Kasliwal, for taking out time to sit with us and talk. It was a very big opportunity for us to be able to interview him as we are still in the infancy of design.

Abhilasha Saikia & Deeptashree Saha, Foundation Batch



Ayush Kasliwal
Designer



AIEED 2014

All India Entrance Examination for Design

Centre Based

1 June 2014

Online

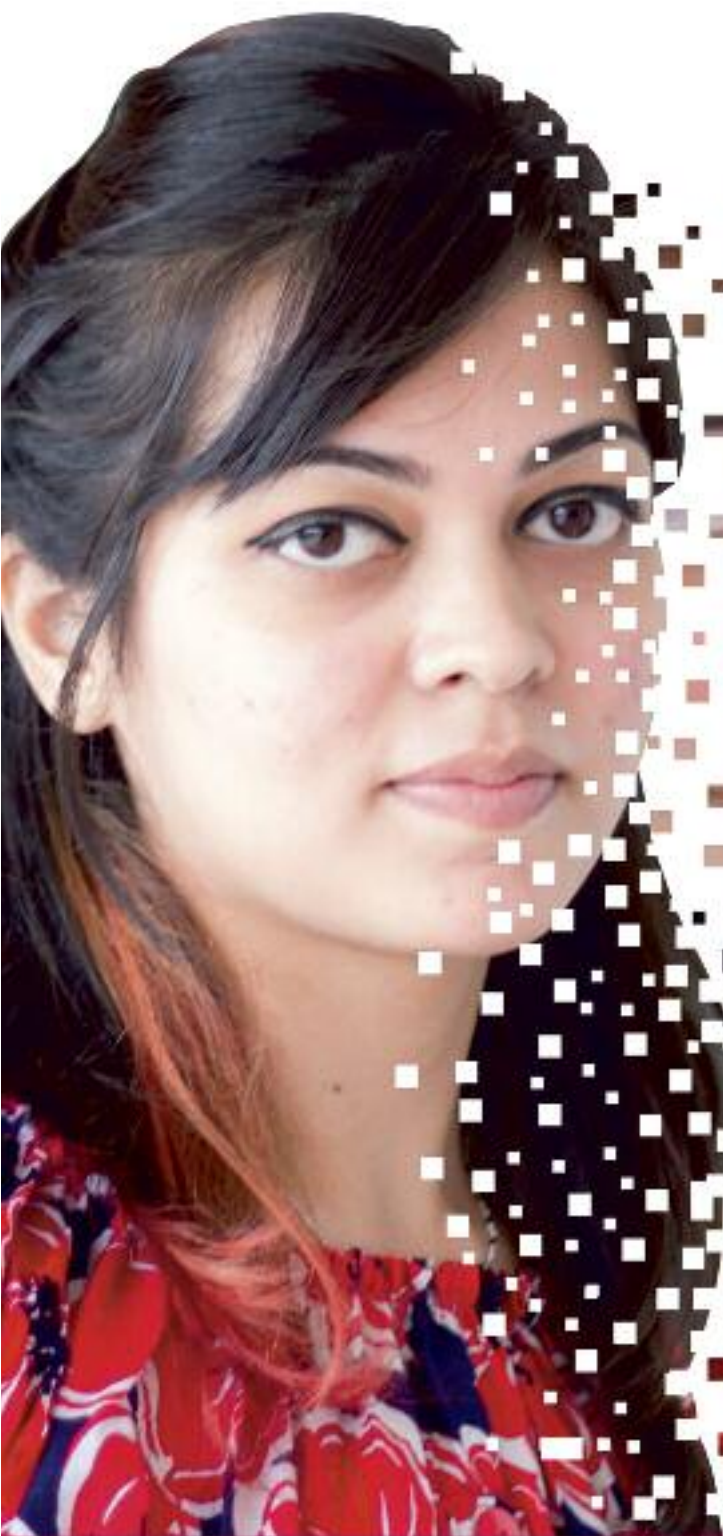
**16 April '14 to
2 June 2014**

www.aieed.com

www.archedu.org



Dispersion
Into
Career
New Age
DESIGN



Fashion

Interior

Graphic BVA

Jewellery

Lifestyle Accessory B.COM

Craft Product

Textile Product

Design PG GPEM
Communication

BBA

Design
Management

Affiliation & Authorisation



Univ. of Rajasthan



Skill Knowledge Provider



edexcel
Approved Centre

BTEC

ALWAYS LEARNING

PEARSON



College Campus: 9, Govind Marg, Malviya Institutional Area, Malviya Nagar, Jaipur-17, Ph: 91141-4060500/02/03, Mob: 91 9414070678

Editor in Chief: Archana Surana Patron: Dharendra Jain Editor: Sanjay Joshi Production Manager: Sheetal Karamchandani Design Team: Himanshu Saxena, Surbhi Verma
Editorial Advisor: Benoy Thoompunkal Editorial Team: Abhilasha Saikia, Akshita Airan, Deepdashree Saha

Printer, Publisher and Owner Archana Surana, Published from ARCH Academy of Design, 9, Govind Marg, Malviya Institutional Area, Malviya Nagar, Jaipur-17, Printed at Classic Art Printers, Jaipur