

Arch backstitch

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THE SAGA OF SUCCESS

Letters to the Editor



Dear Readers,

Greetings and a very warm welcome to our very first issue of the Year - 2015!

January marks the dawning of the New Year 2015 and ARCH marks the completion of 15 glorious years of Design Education!

What a fulfilling journey it has been and I truly acknowledge my family, friends, colleagues and well wishers for their unconditional support. The year gone by witnessed growth in all quarters, from an increase in the number of admissions to building team at ARCH. Expanding local and national networks to going international has been the philosophy at ARCH.

The UKIERI project around the same time last year saw a Scotland team visit us which scaled up reputation, fostered novel associations with UK, causing breakthroughs, and learning's in order to empower ourselves to implement mission-driven initiatives. ARCH has organized to send its Indian counterpart team in second week of Jan 2015 to promulgate the project to new heights. IIFTI, Japan; Kenya, Africa; and Alabama were other international partnering platforms.

Arch celebrated Interior Design Day in January 2014 and encouraged the budding interior designers to follow the apex body, Institute of Indian Interior Designers (IIID). It gave our students an opportunity of meeting & talking to the leading architects and getting practical insights into design. The Convocation and Alumni Meet in February marked a reunion of old students and launch of the new graduating batch into their career zone. Arch Alumni have always been our pride and I wish them success in all their endeavors.

Keeping with the vision to empower individuals, ARCH Academy of Design ensured student participation at competitions (FIAT, FIAPO, TiE, MOOD INDIGO etc), Seminars for enhancing knowledge (OYESTER MUN), Workshops for giving exposure (All Design Departments) to cater to their all round development. Empanelling students with the UPLIFT, ACCESS, Khadi & Village Industries Board to participate in the projects and competitions also added a feather to their learning cap at ARCH.

Likewise, with an aim to empower its human resources, ARCH organized workshops and training for teachers. From the thought provoking session organized by the CII on 'Scaling up' by Subroto Bagchi, Indian entrepreneur and business leader to a 'Unlearning to Learn' workshop by NID Designer, Prof Jinnan, ARCH proved a beacon for light to teachers who light up lives. Pearson-Edexcel training from UK trainer profoundly impacted the depth of the 2yr and 4 yr curriculum at the Academy.

Numerous CHRCHA sessions for the elite crowd of Jaipur were held at the Academy to propagate the social causes of preserving heritage and transforming Jaipur. Mr. Kasliwal, Bhawani Shankarji and others of repute graced the meet and strengthened the need for a Design Policy. Design Dhara, the travelling exhibition bus was inaugurated by the Hon' Vasundhara Raje to start small design awareness workshops in the state. Animal Awareness was generated through the teaming up with India for Animals and FIAPO. Anthony 'Ace' Bourke of Christian Lion fame visited the Academy to talk on compassion for animals.

While, former collaborations have started yielding positive results, ARCH is gearing up for forming new collaborations in 2015. The ARCH journey for the coming 15 years has a clear vision to empower more individuals – especially youth of Jaipur towards their success, growth and dreams...

Happy Reading!

Archana Surana
Editor-in-chief

Dear Editor,

I look forward to every issue of Backstitch. The articles on Inside-Outside and Planning from the June issue were highly informative and inspirational for me being an Interior Design Student. I learnt a lot and would like to be a part of the magazine by doing some creative stuff. I wish the Backstitch Team all the very Best for future endeavors.

Tanu Aggarwal
III Semester, Interior Design

Dear Editor,

I found Backstitch to be a treasure of information combined with innovation. The article Intelligence v/s Creativity cleared out my many queries and I must say the idea behind budding brains is phenomenal.

I would suggest some crosswords on design terms to make Backstitch more interesting.

Priyanshi Arora
Foundation Batch

Dear Editor,

Being a regular reader of Backstitch, I sincerely appreciate the quality of the magazine. I am a student of Class 12 and aspire to take Design Education; One of my favourite pages is Visual Lexicon. This information is helping me to build my Design Vocabulary. I am sure this knowledge will help me a lot in my future. Thanks a lot.

Prachi Jain
St. Anslem's School, Jaipur

Up-coming Events

JAIPUR LITERATURE FESTIVAL 2015

21 - 25 January, 2015
Jaipur, Rajasthan

Jaipur Literature Festival brings together some of the greatest thinkers and writers from across South Asia and the world.

AICA AWARDS

20 - 21 January, 2015
Mumbai, Maharashtra

AICA or the Artists In Concrete Awards will be happening on the 20th-21st Jan 2015 in Mumbai. This prestigious festival, celebrates excellence in architecture, landscape designing, interior designing and construction agencies & attracts participants and attendees from around the world.

BLENDERS PRIDE BANGALORE FASHION WEEK

22 - 25 January, 2015
Bangalore

Blenders Pride Bangalore Fashion Week is a Global Fashion Event with 11 Editions at Bangalore, 1 Edition at Bangkok and Forthcoming Editions at Dubai and London. The 12th Edition of BFW will be held from 22nd to 25th January, 2015 at Bangalore.

CHRCHA - THE CREATIVITY MEET

12 January, 2015
Jaipur

In continuation with the on going Chr-Cha series, under 'Transforming Jaipur Series', Arch Academy of Design will host a talk on Craft Sustainability by the renowned speaker Mr. Vikram Joshi.

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

DESIGNERS Visual Lexicon

Fashion Design

Macramé

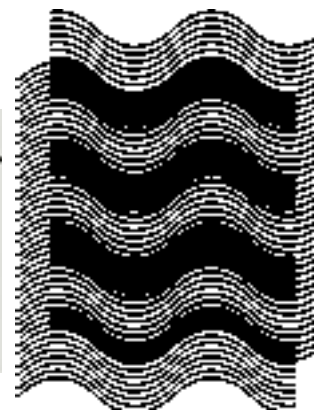
Macramé or macrame is a form of textile using knotting rather than weaving or knitting. Macramé comes from a 13th Century Arabic weavers' word 'Migramah' meaning 'Fringe'. This refers to the decorative fringes on camels and horses which help, amongst other things, to keep the flies off in the hot desert regions of northern Africa. It was long crafted by sailors, especially in elaborate or ornamental knotting forms, to decorate anything from knife handles to bottles to parts of ships. Its primary knots are the square knot and forms of 'hitching': full hitch and double half hitches. Materials used in macramé include cords made of cotton twine, linen, hemp, jute, leather or yarn. Cavandoli macramé is a variety of macramé used to form geometric patterns and free-form patterns like weaving.



Graphic Design

Moiré

A Moiré pattern is a secondary and visually evident superimposed pattern created, for example, when two identical (usually transparent) patterns on a flat or curved surface (such as closely spaced straight lines drawn radiating from a point or taking the form of a grid) are overlaid while displaced or rotated a small amount from one another. Moiré pattern occurs when a scene or an object that is being photographed contains repetitive details (such as lines, dots, etc) that exceed the sensor resolution. As a result, the camera produces a strange-looking wavy pattern.



Jewellery Design

Marcasite jewellery

Marcasite jewellery is actually made with pyrite. Marcasite and pyrite are shiny, black or gray metallic-looking minerals that are similar in composition but that crystallize differently. True marcasite is fragile and brittle, making it unsuitable for jewellery. Marcasite jewellery has been made since the time of the Ancient Greeks. It was particularly popular in the Victorian era in eighteenth century, and with Art Nouveau jewellery designers. It is frequently made by setting small pieces of pyrite into silver. Cheaper costume jewellery is made by gluing pieces of pyrite rather than setting. A similar-looking type of jewellery can be made from small pieces of cut steel.



Interior Design

The Murphy Bed

The Murphy bed is named, no surprise, after a guy named Murphy — William L. Murphy. This bed also known as a wall bed, fold down bed or a pull down bed, is a bed that's hinged at one end so it can be folded up and stored vertically against a wall or in a closet. It is useful in situations where floor space is at a premium, like studio apartments, dorm rooms, mobile homes and cruise ship cabins. Most Murphy beds do not have box springs. Instead, the mattress usually lies on a wood platform or wire mesh and is held in place so as not to sag when in a closed position. The mattress is attached to the bed frame, often with elastic straps to hold the mattress in position when the unit is folded upright.



Design Today

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



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

Q. My daughter is interested in Interior Design courses? Can you please suggest why we should apply for the ARCH Academy of Design?

Ramesh Diwedi, Delhi

A. The well integrated inter-disciplinary curriculum in Interior Design infuses in-depth knowledge and learning. Teaching is contextualised & supported through assignments, case study planning and presentations, handouts, screening of films, visits to design studios, workshops, appropriate exhibitions, construction worksites etc. Important & essential to the delivery of the programme are the links with practising architects, designers and other professionals who are actively involved in the delivery of lectures and assignments to learners & provide work experience and even future employment. 'Live' projects and 'real life' briefs support the content of the programme inside the classrooms. In the larger arena, our collaborative alliances with International Universities and the Industry are translated into student exchanges, classroom projects, internships, placements as well as progression for higher studies. Eventually, and help ensure employment for Arch alumni.

Q. I am interested in going abroad for my Undergraduate Design Degree but I found it too costly? I have heard about your International Programmes. Can you please tell me more about them?

Sanchi Singh, Indore

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. This year ARCH is offering five of these programmes & one BTEC Level 7 Extended Diploma qualification in Strategic Management alongside its other programmes of study. EDEXCEL is the largest awarding body in UK for Academic, Vocational and Work related qualifications under the aegis of PEARSON, the

largest education company of the world.

The BTEC Level 5 Higher National Diploma (HND) qualification is equivalent to the 2nd year of a graduation programme in the UK and abroad, and the inbuilt flexibility of the programmes enables the holder to progress directly into the 3rd year of a graduation programme and gain a degree from any of the Pearson Edexcel listed Universities around the world or similar educational institutions in the UK. Some of them are: Middlesex University, Bradford College, Bath-Spa University, Bournemouth University, Nottingham Trent University, University of London, Birmingham City University, St. Patrick's College, University of Glamorgan, University of Bedfordshire and Parsons School of Design, Paris.

Q. What are the future prospects in Graphic Design?

Vipin Sharma, Kolkata

A. The Graphic Design Programme infuses the imaginative world with the tangibles assessable in today's technological world without losing out on the vast heritage and ethos of our rich Indian Culture. The essential requirement will be for highly articulate 'Design & Context aware' observers, analysts, commentators and creators. Students can engage with the industry in roles of Graphic & written Content developers for various Design Firms; Freelance Writers, Journalists, Reporters, Researchers, Trend Analysts, Curators; Copywriters, Columnists; Illustrators for Book Publishers, Newspapers, Lifestyle Magazines, Research Firms or Public Relations Firms; Graphic Artists, Visualisers, Art Directors, Graphic Communicators for Media & Communication.

Q. I am a commerce student and have an inclination towards Design. Can you guide me?

A. Today the design industry is looking for Design Managers. A new course has been introduced that explains the role of design management which is to

bridge the gap between the 'designer' and the 'other' in the process. The scope of design management ranges from the tactical management of corporate design functions and design agencies, including design operations, staff, methods and processes—to the strategic advocacy of design across the organization as a key differentiator and driver of organizational success. It includes the use of design thinking—or using design processes to solve general business problems. This course develops individuals who understand design, aesthetics as well as business management, marketing and strategic planning. Some examples include design department managers, brand managers, creative directors, design directors, heads of design, design strategists, and design researchers, as well as managers and executives responsible for making decisions about how design is used in the organization.

Q. I am interested in applying for a Design program at the ARCH Academy of Design. Can you please guide me?

Akshita Singhal, Lucknow

A. The ARCH Academy of Design conducts AIEED (All India Entrance Examination for Design) for Undergraduate (4yr) & Postgraduate (2yr) programmes. For the convenience of prospective applicants, the Exam is conducted in two modes – Online and Offline (Centre Based). Both versions of the exam test the aesthetic sense, creativity & design sensitivity of students seeking fulfilling careers in the various fields of design. It also tests the logical reasoning & problem solving aptitude of the student. ARCH invites applications for AIEED '15 towards its UG & PG programmes for Academic year 2015. The application form can be filled online on our website (www.archedu.org/www.aieed.com) OR the application can be purchased at campus OR is available at selected Bank of India branches for INR 1500/- only.

Does Rajasthan need a ... Design Policy?



CREATIVITY MEET AT ARCH

'Chrcha' is a unique initiative conceived and facilitated by the Arch Academy of Design that brings together thinking minds, in and around the city of Jaipur, to discuss issues that are pivotal to Design & Creation in all fields. It provides a friendly and independent forum, conducted over tea & snacks, for the exchange of knowledge among diverse stakeholders - Design Professionals, Industrialists, Academicians, Entrepreneurs, Development Professionals, Art & Craft Practitioners, Researchers, Non-Govt. Organisations, Associations, Institutions, Policy Makers, etc.

The forum enables individuals to examine challenges in their sector/s & share their experiences, ideas, opinions, and policy advocacy towards collaborative efforts, implementation methodologies, community building and meaningful networking. At the completion of each forum, an ARCH resource team, collects, summarizes, consolidates & shares the contents between all, to take it forward.

Presently a series of discussions have been initiated to discuss and debate current issues that are pivotal to "Transforming Jaipur". "Transforming Jaipur" aims to explore & highlight the positive influence of design on how the city develops and how it impacts its citizens' lives. Through the forum, diverse people have contributed their thoughts on transforming and promoting Jaipur through the language of design.

A series of Chrcha's have been moderated by various prominent personalities who have been associated with, & have contributed their efforts and intellect to assorted aspects within their fields of interest. Mr. Sudhir Kasliwal, ace Photographer, Vintage Car Collector, and Jeweller, Gem Palace

presented his concerns on Heritage -Conservation and Preservation. Sharing a selection from his rich collection of photographs from the early part of the previous century, as well as 'before and after' photographs of recent times, he not only shared his concerns about the maintenance of the cultural heritage of Rajasthan but also questioned the quality of the efforts being made to preserve this rich heritage. Ms. Lipika Sud, Interior Designer, Immediate Past Chairperson IIID, Delhi presented inspiring possibilities for Reviving Heritage Crafts. She interacted with the gathered participants of the Chrcha on the beauty and grace inherent in Indian Crafts elucidating on their tremendous scope for design education.

RAJASTHAN DESIGN POLICY

In continuation with the intent on "Transforming Jaipur", Prof Benoy Thoompunkal, Director Academics, Arch Academy of Design and Prof KB Jinan, product designer & researcher on indigenous design processes and design education methodologies in India, have moderated separate discussions focused on the important theme "Does Rajasthan Need a Design Policy?"

The projected purpose of this continuing exercise is to bring together a 'think tank' for evolving the Design Policy, with working committees who can examine and explore ways of taking design into different sectors and fields and can help formulate the code for & form of a Rajasthan Design Council that may work closely with the India Design Council in the setting up of these task forces.

The VISION for the Rajasthan Design Policy (RDP) envisages the following:

- Preparation of a platform for design development

and design promotion

- Presentation of Rajasthan designs and innovations on the international arena through Strategic integration and cooperation with international design organizations
- Global positioning, branding and Promotion of Rajasthani design

The deliberations on the subject have been shared with Smt Vasundhara Raje, CM, Rajasthan, to make her aware that such a revolutionizing policy would eventually help place Rajasthan as a design brand in the national & international context. The CM has showed keen interest in making Rajasthan the hub of design and innovation.

ARCH is in the process of preparing a Draft of the Design Policy for Rajasthan, based on the Indian Design Policy, which will be presented to the CM with supportive data & views on Design innovation and its benefits to the State. The collective ideation towards the design policy includes facilitating the establishment of a Rajasthan chapter of a Chartered Society for Designers and the framing of an acceptable structure for upholding Intellectual Property Rights.

All in all, the Government of Rajasthan is keen on initiating a consultative process with industry, designers and other stakeholders to develop the broad contours of the Rajasthan Design Policy. ARCH extends a warm invitation to all those who may be interested in contributing towards this.



Empathise with *animals!*



Anthony 'Ace' Bourke

At the prize distribution & felicitation event held at ARCH, the renowned guests Mr Anthony 'Ace' Bourke and Mr Sunil Mehra, shared their love and concern for animals in their speeches to the gathered students from various schools. Mr Bourke spoke about his pet lion "CHRISTIAN" and his association with him.

He made a presentation replete with Christian's growing phases and also showed the famous YouTube 'Reunion' movie where his lion recognized him with a show of great affection even after two years in the wild. The loving bond with Christian, the Lion was palpable in slides where Mr Bourke and Christian were sleeping together – 'hand in paw'!

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



Sawai Mansingh Vidyalaya School and Maharani Gayatri Devi School winners with the Chief Guest, Anthony "ACE" Bourke and the Director of ARCH. For the 'Shoot'em all and Wild Photography Competition' conducted by ARCH Academy of Design & FIAPO.

THE ARCH-FIAPO EVENT

India for Animals (IFA) Conference was organized by Federation of Indian Animal Protection Organizations (FIAPO) towards celebrating the Animal Protection Movement in India at Hotel Clarks Amber, Jaipur from 12th to 14th September. The exhibition display was visited and appreciated by Animal activists like "Ace" Bourke, Ms. Menaka Gandhi and many others.

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

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

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

Some of the highlights of the conference were eye opening sessions on the status of animals in India, improving the lives of dogs, a discussion on captive elephants in India and a panel discussion on making India free of Rabies. The primary focus of the conference was to prevent slaughtering of animals and improve their treatment in the country.

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

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



ARCH in association with FIAPO designed an exhibition display at Clarks Amber around Animal Welfare. The the Foundation Batch students tried to promote the welfare of animals through design. The structure of exhibition with its various installations tried to showcase the discomfort and pain of the animals.

THE METRO LOOK

JAIPUR METRO RAIL CORPORATION LTD



DESIGN FOR ESTABLISHING IDENTITY



Corporate Staff
Male - Winterwear

Corporate Staff
Female - Winterwear

Customer Relation Assistant
Male - Winterwear

Customer Relation Assistant
Female - Winterwear



Tie Pin & Cufflinks



Belt



Handkerchiefs

The Jaipur Metro Rail Cooperation Ltd. (JMRCCL) invited proposals from Fashion and Uniform Design firms to Participate in a "Uniform Design Contest" to design the uniforms for the employees of the Jaipur Metro. ARCH Academy of Design made a bid for the project with its proposal, which was executed very meticulously under the guidance of the Director Ms. Archana Surana. The entire Design team of Arch Academy of Design comprised of Project Manager, Textile & Fashion Design faculty, Technical experts and students. Keeping to the strict timeline and terms of the uniform design contest, the ARCH team conceptualised and developed the final range of garments (uniforms) for six different categories (cadres) as per the design parameters provided by JMRCCL. An independent Jury comprising of 7 members, adjudged the uniforms designed & developed by ARCH as the best and declared Arch as the winner of the bid. The outfits were designed to be a blend of traditional sensibilities & Contemporary style.

The Arch Academy of Design has completed and delivered the main phase of the project successfully, having manufactured and submitted all uniform design samples and accessories, and are now the Official Design Consultants to the JMRCCL. Another proud feather in the cap for ARCH!

The Official Manual for the Uniforms is available for viewing on the official website of JMRCCL - https://www.jaipurmetrorail.in/pdf/Metro_25-04-014.pdf

Project Executed by: Fashion Dept. Faculty, Richa Lakwal

Students: Sujit Kumar, Chaitali Verma

Alumni: Nagendra Gupta, Deepa Bhati, Harshad Jain



Station Controller Uniform, Male

Station Controller Uniform, Female

Maintenance Staff, Male

Customer Relations Assistant Uniform, Male & Female

SUCCESS SAGA

Sandeep Palke

Alumnus, 2006
Fashion Design



Sandeep is currently residing in Mumbai and working as a Designer cum Stylist for the Bollywood Industry. After completing his Graduation from Arch he went to Italy to pursue his Post-Graduation. He has been working with Designers Manish Malhotra, Sheetal Sharma, Rocky S etc. and has developed expertise in Designing Western-wear for both men & women and also Styling for Adverts and Movies. Working within Bollywood has given him the opportunity to Design and Style many celebrities such as Katrina Kaif, Kareena Kapoor, Bipasha Basu, John Abraham, Minisha Lamba, Esha Deol and many more. Acknowledging Arch and its contribution to his life, Sandeep says "The guidance and mentorship provided by the faculty made me a high performing student. I have received many accolades for my Signature Design Style. Arch provided me with the opportunities to participate in many design and social projects, enhancing my Leadership skills & Team working abilities and helped make me a better professional."



Shivangi Natani

Alumna, 2009
Fashion Design



After completing her course in Fashion Design from ARCH, Shivangi joined her father's business of Manufacturing & Production of Ladies Garments & Handicrafts for exports. As the Sub - Director and Fashion Designer at Shivangi Inc. Exports, the enterprise started off by her two years ago, she is heading the Design department as well the production for international clients such as Walmart, Sahara Woman, Points, Just One, LLC etc.

She gained valuable exposure & experience through participating in the student exchange programme at ARCH, where she spent a month in Sweden learning a lot about fashion and styling and digital techniques. An extremely capable, responsible & conscientious professional (she holds an incredible 100% attendance record throughout her study at ARCH), she sees herself as an entrepreneur with her own label five years from now.

Swati Rohilla

Alumna, 2006
Fashion Design



After completing her course at ARCH, Swati Rohilla started working with her father in his Export house in Jaipur. She was part of the Student & Faculty Exchange programme with Doncaster College in the UK, where she was usefully exposed to International styling and trends and got to see their annual Graduate Design ramp show. She very strongly recommends international exposure through Exchange Programmes and urges all young aspiring designers to take advantage of such opportunities very seriously saying 'Classroom learning & projects need to be fleshed out with actual global experience, to understand the complexities of Design firsthand.' Recently, after 5 years of experience Swati opened her own Boutique naming it 'Silhouette by Swati Rohilla' which is doing extremely well. She is also paying back to her Alma Mater by contributing as a teacher, taking Fashion modules with the present young Fashion students.





Vishnu Soni

Alumnus, 2008
Jewellery Design



In his Final Year jury at ARCH, Vishnu was selected by the CMD of Amrapali, Mr. Tarang Arora, to be the company's Head Designer. Closely working with reputed brands like Swarovski and Manish Arora, he developed new themes and one of a kind designs. Heading a team of some of the best Jewellery Designers in the country, he was instrumental in the creation of amusing pieces which took Amrapali to new heights.

After working for three years with Amrapali, he did a small stint with Neerav Modi, and is now working with 'Fabulous Unrounds' (Fab Jewels Pvt. Ltd.), an H Dipak group company in Mumbai, as Senior Executive- Design. H Dipak, a 'De-Beers' site holder, is the world's largest manufacturer and distributor of Princess Cuts diamonds, and leverages its expertise across manufacturing, design and retail to introduce a whole new aesthetic to the world of diamonds & jewellery. Belonging to a jeweller family himself, Vishnu Says, 'Though I have spent my whole life around gold and gemstones, and my strings to jewellery are in the depth of my soul, I will always be deeply grateful to ARCH for enhancing my skills and building in me an intricate knowledge of Design, which I am applying to Industry today.'



Rita Burman

Alumna, 2001
Jewellery Design

As soon Rita Graduated from ARCH, She started her own label named Rezart, a company that manufactures exclusive studded jewellery in 18kt/14kt gold with the use of the latest technology. To add value to the designs produced by Rezart, Rita uses texture, enamelling, & kundan work with diamonds and coloured stones. Each of the jewellery pieces have 3D work. Rezart also produces designer watches. Because of its excellent craftsmanship, competitive pricing, and quality control the company has a wide base of satisfied customers.

Over the past few years, Rita has won a plethora of awards for her work. She has been a two time Gold



Medalist in the Anglo Gold Ashanti Gold Jewellery Design Competition organized by the World Gold Council, 2005-06; a three times Gold Medalist in the All Rajasthan Jewellery Design competition, in the year 2000, 2002, 2003; Finalist in the India Vision 2001 Jewellery Design Competition and in the All India Jewellery Design Competition (VISION 2008); she won the special Art Director Award in the TAHITIAN PEARL TROPHY, 2007-08. She was also the Jewellery Design 1st Prize Winner in the Jewellers Association Show 2010.

SUCCESS SAGA...



Alumna, 2004
Jewellery Design

Megha Sharda

After Graduating from ARCH, Megha started her career as an intern at Derewala Jewellery Industries. Later, she worked as Design Head at Essence Designs. After earning experience in Designing, Production & Management, for five years, she started her own venture in partnership with Atul Sharma.

They launched their manufacturing unit MINE JEWELZ in the year 2010, followed by two more firms - MINE JEWELLERY and MINE GEMS & JEWELLERY in the same year. In 2012-2013 their turnover was around 2 crore with a profit ratio of approx 10%. Megha says 'I dont belong to any jewellery family. Being a woman, its been great experience to become an entrepreneur. My parents, my husband and ARCH have always been a great support to whatever I achieved till now.'



Chitra

Alumna, 2004
Fashion Design

After graduating from ARCH, Chitra launched 'Farishta Exports', her successful venture till date. Her pattern making, cutting & layering, stitching, pressing, final checking, packing, stock departments etc are all under one roof.

Having taken a great amount of learning and inspiration in entrepreneurship from her mentor Ms. Archana Surana, she stresses on minutest detailing to avoid complexities. she advises the new generation of aspiring designer entrepreneurs - 'Reputations of Quality and high standards of Professional Behavior are not earned easily, in a day. You have to earn trust the hard way and maintain it.'

- Pattern making
- Cutting & Layering
- Stitching, Pressing
- Final Checking
- Packing
- Stocking



Shubham K Raj

Alumnus, 2007
Jewellery Design



After completing his course at ARCH, Shubham started his working career with Dwarka Gems Ltd., Jaipur, as a Designer. In 2010 he went to Dubai to work with a Dubai based Jeweller and at the same time he started his own label.

Currently Shubham is working as Marketing and Sr. Product Development Manager at Amrapali, Jaipur, where he manages the entire product life cycle, from strategic planning to activities specifying market requirements for current and future products supported by market research and on-going visits to customers and trade fairs, both Domestic and International. He is driving a solution by setting development of teams at Amrapali across product contracting, positioning and attention to market requirements. Analysing and developing potential relationships between international clients of Amrapali, he is working with all departments, in the development and implementation of a company-wide go-to-market plan.



Ashish Bhatia

Alumnus, 2008
Jewellery Design



After Graduating from ARCH, Ashish was placed with Entice, a brand of KGK, a much celebrated company from Hong Kong, expanding its wings in the jewellery industry. Currently he is working as a Senior Jewellery Designer at it's Mumbai Office. The company focuses on diamond based jewelry and likes to keep its design process simple, classic and elegant. The parent company, KGK, is among the top B2B companies in India.

The jewellery focuses on contemporary Indian designs across India. Since the designing covers products to be released in both retail and the wholesale sector, the creative skills needed are very high. Ashish considers the exposure to be phenomenal.

Sharing his inborn quest for creativity and designing, Ashish says 'it led me to the ARCH Academy of Design. Association with ARCH proved very beneficial and fruitful in all regards, from design creation and development to implementation. It started my journey in the field of Jewellery Design which has turned out to be my forever passion!'



Anupama Rana

**Alumna, 2005
Interior Design**

Anupama Rana is a Post Graduate in Zoology, from the University of Rajasthan. But her love for design got her take up the course in Interior Design from Arch. A very hardworking and dedicated student, she made her way through the professional field of interior design very gracefully. She went for training under Architect Ashish Jain and following this, she joined Sanskriti in 2005 for a part time job and later became a full time employee. In the year 2011, Anupama opened her own consultancy named 'The Design'. As an Interior Designer she has addressed all types of Interior Projects, covering sectors from Hospitality & Commercial to Residential. Focusing on the delivery of best quality outcomes, she has accomplished very successful results in 4 years with a range of highly regarded commercial and residential interior projects. In the 14th convocation of the Arch Academy of Design she was felicitated with the Best Entrepreneur Award, presented to her in the presence of Prof Pradyumna Vyas, Director of the NID, and the Chief Guest at the Convocation. She is a member of the Indian Institute of Interior Designers.



Kirit Singhvi

**Alumnus, 2006
Interior Design**

With his passion for designing, Kirit walked into an architect's office for internship barely after completing his first semester at ARCH. On being asked why he should be recruited, he uttered 'I will work for free, will not ask for bus fare, and I will do drafting also!' After Graduating from ARCH, he completed his MBA from Delhi, worked in the education sector for six months, and then worked in the event industry, Hyderabad. Not finding interest anywhere as these were not his areas of expertise, he returned to his home town and joined Pyrotech workspace solutions and for the last four years, he has been working as Interior Designer, Product Designer and Project Manager. Since he knew that he didn't know it all, Kirit focused on practical experience and believed that it gave strength to one's knowledge. 'Grab as many opportunities as you can to absorb it. There is lot to learn, other than what our books and teachers can teach.' He says 'I began to understand the psychology of a client so that I could deliver what he was expecting from me!'



Apoorv Saxena

**Alumnus, 2008
Interior Design**

As soon as Apoorv graduated from ARCH, he started his own Interior Design Studio naming it 'Espacio'. Currently he is successfully running live projects in Residential and Commercial Interior Design projects that range from Jewellery Showrooms to Farm Tree Houses! His attention is presently on a 13000 sqft Banquet Hall with two 5000 sq ft gardens which he would be Landscaping. He is also takes on work as a Stage & Décor Designer. Reminiscing, Apoorv says 'At times when I think about my career, I always acknowledge ARCH for the knowledge I hold today. It is ARCH which brought up a normal talented guy into an extraordinary skilled person and a true professional. From end to end I have always got guidance from my teachers and my mentors at Arch, enhancing my skills to deliver the best of interior space design.'



Shafiq Khan

**Alumnus, 2009
Interior Design**

After Graduating from ARCH and awarded Best Student, Shafiq started as an Interior Designer with Manglam Arts, a large company into stone and handicrafts, where he is designing & supervising a number of projects. A very sincere, hard working and talented individual, he is currently working on a showroom project 'Gulal', Haveli Restoration Project at Chaksu, near Jaipur and on his own projects in Shri Dungargarh, Bikaner on residential interiors

based on modern design themes. He expresses his deep satisfaction with the education he received at ARCH and heartfelt thanks to faculty 'for building up his design roots'.



COMMUNICATING DESIGN

UK - INDIA INITIATIVE

UK - INDIA Education Research Initiative for Cultural and Creative Communications between UHI, PERTH, SCOTLAND AND ARCH Academy of Design, Jaipur, India



ARCH students Disha and Perth student William West with Teaching Leader, Miss Helen Roger at Jawahar Kala Kendra on a Research Project



ARCH Director & Director Academics at UHI, Perth, Scotland on Research Project

JANUARY 2014

The initial stage of this project was research based for a two week period in which we met local artisans around the city to get an understanding of how and where they work.

Design has become relevant to everyday communication in the way it changes, influences, and improves lives. A meaningful design solution not only informs our social and cultural norms, but also inspires creativity and new forms of expression.

Some of the most charming and attractive hand crafted jewellery comes from Rajasthan. The state is famous for its jewellery industry and it is one of the world's largest centres for hand cutting of gems.

With the Cultural & Creative Industry expanding in India, the UKIERI project envisaged the application of Design Communication to promote common 'Creative & Cultural Industries' in both countries, **Scotland & India**. It has become increasingly imperative for designers to become more responsible for shaping the collective ethos of an interconnected age.

In pursuance of the 2 year long, British Council supported, **UKIERI** (UK India Education & Research Initiative) project being implemented by **ARCH Academy of Design** in collaboration with Perth College, UHI, Scotland, a team of four delegates of Perth College visited ARCH Academy of Design, Jaipur for 2 weeks in the month of January 2014 to have exchange of knowledge & experiences towards mutual Institutional Capacity building.

OBJECTIVE of the Pilot Project:

The overall objective of the project is to develop teaching modules on 'Design Communication' & 'Design thinking' for Teachers (Training of Trainers), Students, and other prospective stakeholders (Tour Operators, Guides, Taxi Drivers,

Hoteliers, Craft Retailers/Shop keepers) using heritage & cultural.

Scotland Team Members:

- Ms. Christiana Margiotti, Programme Leader - BAH Visual Design & Communications
- Ms. Helen Roger, Learning Teaching Leader, Creative Industries
- Students: Robert 'Bobby' Garforth & William 'Will' West.

Expert contribution to the Project:

The Perth team along with ARCH Faculty & Design Students also met experts like Mr. Yunus Khimani (Director, Maharaja Sawai Man Singh II Museum), Mr. Rajneesh Bhandari (President, TIE Rajasthan) Ms. Kiran Soni Gupta, (Principal Secretary, Art & Culture, Govt of Rajasthan), Mr. Vinod Joshi (cultural anthropologist & Director of the Jaipur Virasat Foundation), etc. to name a few. The baseline study and meetings were primarily aimed at finding expressive Design solutions to signify not only our social & cultural norms, but also to inspire creativity and new forms of expression.

Creative & Cultural Industries visit by UHI Team:

During the visit, the Perth, UHI team were taken to visit target locations in Jaipur that included the Jawahar Kala Kendra, the City Palace Museum, the Anokhi Hand-block printing Museum, Diggi Palace (a heritage property which hosted the Literature Festival), the Amber Fort, Rajasthali Craft Emporium, local handicraft clusters like Ramganj Bazar (Gems & Jewellery, Leather & Embroidery), Jyoti Nagar (Puppet craft cluster), etc.

- Visit to the art and craft fair of Rajasthan lead to an understanding of different sectors of handicrafts & creative and cultural industries.
- The introduction of old royal culture of the Rajputana Maharajas at the City Palace helped in understanding the significance of the motifs and symbolism. The bold architecture and ancient

history tells its own story.

- Lac (natural resin) bangle clusters in the Haldiyo ka Rasta area in the walled city. Lac is used as the oldest way of making bangles.

Jaipur Residents

Interviews of the local people and the youth of Jaipur about the creative sector and what they thought about the Heart and Soul of Jaipur was instrumental in sparking off the collection of data to proceed with the project

JANUARY 2015

The upcoming visit to Perth, Scotland is scheduled for the second week of January to further the study of the UKIERI Project and enhance the cultural and creative industry elements through this mutually beneficial exchange.

Indian Team Members:

- Benoy Thoompunkal, Programme Leader - Director Academics, ARCH, Jaipur
- Students: Taniya Ajwani & Surbhi Verma

"INDIA is an incredible destination for the outdoor tourist – take a safari on horses, camels, elephants or even in jeeps, with the Aravalis - India's oldest mountain..."

Robert Garforth, Senior Design student, Perth College, UHI, Scotland



DRAW THE KNOW THE WORLD



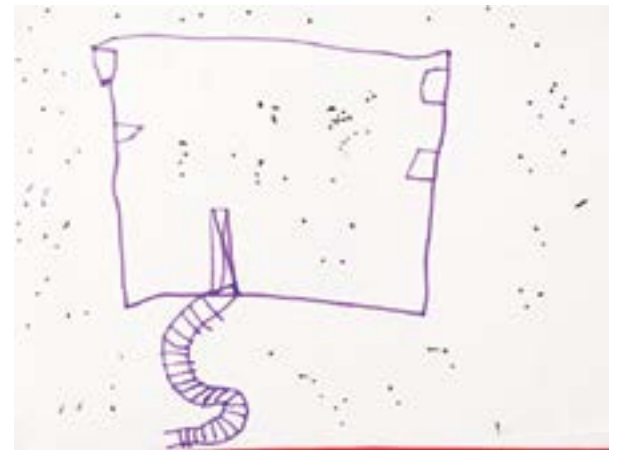
Prof Jinan, is an NID, Ahmedabad alumnus and is a product designer researching on indigenous design process and cognition to reassess the design education methodologies in India since 1989. As a designer he has been working as an active collaborator with artisans, helping them conceive new design possibilities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

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

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

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

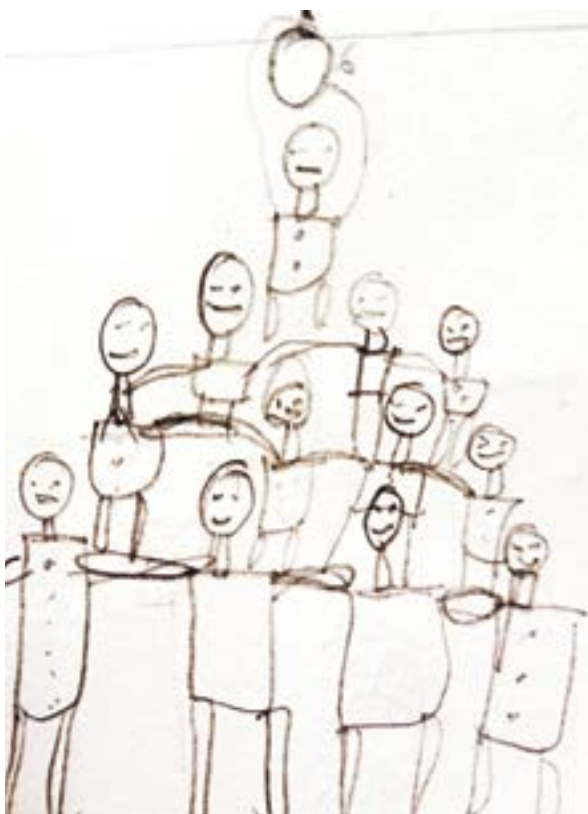
It is very important to see drawing as a tool to promote 'scientific thinking' which is nothing but the ability to observe the natural phenomena and other processes minutely. Great scientists like Leonardo etc have used drawing largely for the purpose of scientific study. So drawing has to seen as an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



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

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

~ Prof. Jinan K B



DESIGN ON WHEELS

THE TRAVELLING EXHIBITION

FLAGGING OFF - DESIGN DHARA

Design Dhaara 2014, the first design travel exhibition of Rajasthan began its soulful & adventurous journey across Rajasthan after being flagged off from the CM's residence by Smt. Vasundhara Raje Scindia, the Honourable Chief Minister of Rajasthan on 16th June, 2014. She was delighted to see the Craft work, skills and creativity of Arch students which were reflected in each and every object exhibited within the bus.

The Director, Ms Archana Surana, emphasized on spreading awareness of critical & strategic Design thinking amongst the youth to raise employable skills, and devise research based higher education pathways in Rajasthan as well as to empower women through vocational training in art, craft & design.

Driven by ARCH, this TRAVELLING EXHIBITION travelled the length and breadth of Rajasthan for 30 days promoting Design Education & Design Awareness and Strategic Management & Leadership qualities amongst the youth of Rajasthan.

From the 'Pink City' Jaipur, the bus progressed through Ajmer, Bhilwara, Kota, Udaipur, Falna, Jalore, Balotra, Barmer, Jodhpur, Bikaner, Ganganagar, Hanumangarh, Sardarshahar.

A microcosm of design on wheels, this bus not only showcased the rich cultural heritage that Rajasthan possesses through the variety of objects displayed but also represented contextual & contemporary samples of design in Jewellery, Fashion, Interiors, Accessories & much more, leaving enough space for imagination to take over. It was created as a small but very important part of a larger vision of transforming Jaipur into the design capital of India

EXHIBITS INSIDE THE BUS

The Jaipur Metro Project collection stood proud amongst the other art & design work displayed in the bus. The state of Rajasthan has a rich heritage of Textile, Clothing, Jewellery, Furniture and Craft Accessories with great development of industries around these fields that depend upon design inputs for existence and sustenance. The word 'Rajasthan' evokes thoughts of brightly coloured turbans, snake charmers, Maharaja style architecture and dune filled deserts. Located on the north western part of Indian, sharing its borders with Punjab, Haryana, Uttar Pradesh, Gujarat, Madhya Pradesh and Pakistan the deeply etched culture and its embellishments in the day to day life of the Rajasthani traditional arts & architecture make this Indian state mesmerizing and adds to a feeling of nostalgia.

Design Dhaara 2014, the first design travel exhibition of Rajasthan began its soulful & adventurous journey across Rajasthan after being flagged off from the CM's residence by Smt. Vasundhara Raje Scindia, the Honourable Chief Minister of Rajasthan on 16th June, 2014.



ON LOOKERS

Once inside the exhibition, the visitors were awestruck to see the flamboyance of this microcosm of design on wheels. Each product displayed was handcrafted with different techniques of design, whether a piece of jewellery or a beautiful bag, a fancy overcoat, varieties of textile prints and naturally dyed fabrics or the sample representational display of the Uniforms created by ARCH for the Jaipur Metro as their official Consultant Designers.

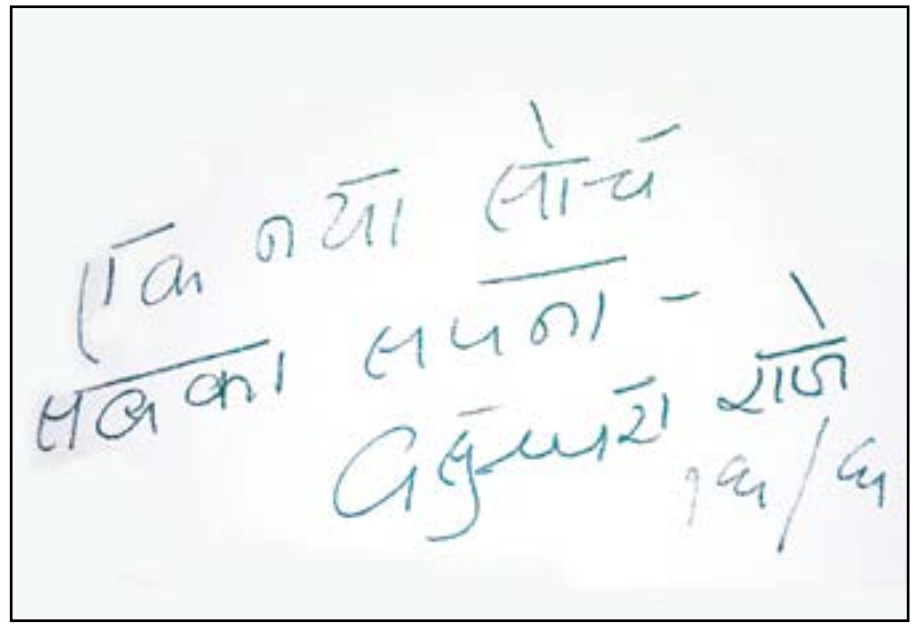
Ms Amita Badhel, MLA of Ajmer visited the exhibition and appreciated ARCH's effort to spread design awareness to the distinct corners of Rajasthan through this travel exhibition. Radio Jockeys from Radio City 94.3 MY FM covered the entire event as well & provided a great boost of support by engaging the onlookers and visitors in small talks, asking them to give their opinion on design and the exhibition.

Among visitors, the Artisans from Academy of Kota and 300 students from Noble senior secondary school in Falna hugely praised the design education efforts of ARCH. It was an initiative that acquainted the common man with the richness of Rajasthan and what it has been offering as the design state of India.

Arch Academy of Design continues to inspire the common man and evoke creativity in them by offering design elements displayed on wheels. The journey for spreading design education will continue year after year not only in the remote parts of Rajasthan but also across India.

Arch Design धारा २०१४ 





THE PEARSON **PASSPORT** TO EDUCATION

ARCH is a premier Pearson Qualification International learning centre and in strategic partnership with Pearson UK, is accredited to deliver eight BTEC Level 5 HND qualifications in Art & Design. This year ARCH is offering five of these Level 5 programmes & one BTEC Level 7 Extended Diploma qualification in Strategic Management alongside its other programmes of study. It is the only design institution in India offering such a wide range of BTEC (Business and Technical Educational Council) programmes and Pearson Assured Courses. The Pearson Assured status ensures that ARCH quality processes achieve the International benchmarks and standards in overall delivery. Pearson Assured an independent international quality benchmark recognized across the globe.

Pearson is the largest awarding body in the UK for Academic, Vocational and Work related qualifications, and the largest education company worldwide BTEC (Business & Technical Education Council) courses ranges from entry level to Postgraduate level on the Qualification Credit Framework (QCF). All BTEC qualifications are accredited and registered with OFQUAL, a regulatory body of UK government, and offer the most evolved routes for progression to overseas countries for further studies or into employment. BTEC qualifications are developed in consultation with UK Sector Skills Council to ensure that they are relevant and meets the employer needs for workforce to be productive from the first day.

BTEC LEVEL 5 HIGHER NATIONAL DIPLOMA (HND)

BTEC Level 5 Higher National Diploma (HND) qualification is equivalent to the 2nd year of a graduation programme in the UK and abroad, and the inbuilt flexibility of the program enables the holder to progress directly into the 3rd year of a graduation programme and gain a degree from any of the Pearson Edexcel listed Universities around the world or similar educational institutions in the UK.

As per OFQUAL norms, all students 16 years and above are eligible for International Undergraduate level course and therefore, these aspirants have an incredible opportunity of culminating their studies with the 'Top Up' degree in 1 year from a foreign university after having finished the Pearson BTEC embedded program in the 4 year programme at ARCH.

The Faculty of International Programmes in Design, Art & Management (Level 5 HND & Level 7) offer the following Programmes covering further Programme Pathways:

- Programme in "Fashion & Textiles" - ONE pathway - Fashion Design.
- Programme in "3D Design" - THREE pathways - Jewellery Design, Interior Design and Craft Product Design.
- Programme in "Graphic Design" - ONE pathway - Graphic Design.
- Extended Diploma Programme in "Strategic Management & Leadership" - THREE pathways - Design Management, Strategic Design.

After successful completion of the above mentioned programmes, progression is possible to more than 100 destinations worldwide that include Universities & Colleges in the US, Canada, New Zealand, Australia, South Africa, Mauritius and some Institutions in the UK that include the following:

- Middlesex University
- Bradford College
- Bath-Spa University
- Swansea Metropolitan
(now University of Wales Trinity Saint David)
- Birmingham City University
- Bournemouth University
- University of Bedfordshire
- University of Heriot-Watt
- St. Patrick's College
- Nottingham Trent University
- University of Glamorgan
- University of London
- Parsons School of Design, Paris

ARCH has signed an MoU with the University of Salford, UK, in which the collaborative activity envisaged includes progression, staff & student exchange programmes, skill transfer programmes and development of curriculum and pedagogy in Design Education. ARCH and De Montfort University, Leicester, UK have signed a Letter of Cooperation (LOC) for academic, cultural and personnel exchanges including student exchanges.

BTEC LEVEL 7 EXTENDED DIPLOMA

The BTEC Level 7 Extended Diploma in Strategic Management & Leadership is equivalent to the 1st year of post graduation and can culminate in a Masters Degree in six months at any University in the UK, or abroad. Additionally, as per OFQUAL guidelines, all students 19 years and above are eligible for the Strategic Management & Leadership Programme as well as the Design Management Programmes. After having finished the Pearson BTEC Level 7 programme at ARCH, these aspirants can avail opportunity of progressing to a 'Top Up' Masters degree in 1 year from any of the Pearson listed Universities around the world.

We offer BTEC Level 7 Extended Diploma in Strategic Management & Leadership covering the following THREE Programme Pathways:

- Design Management - (4 yr Undergraduate level)
- Strategic Design Management - (2 yr Postgraduate level)
- Strategic Management & Leadership - (1 yr Programme)

After successful completion of the above mentioned programmes, progression is possible to any of the following universities in the UK:

Southampton Solent University, University of Worcester, University of Greenwich, Heriot-Watt University, University of Northampton, University of Gloucestershire.

The ARCH Academy also conducts vocational programs with 'Pearson Assured' certification. The Pearson Assured status ensures that ARCH quality processes achieve the International standards as it is an independent international quality benchmark recognized all over the world.

FACULTY OF INTERNATIONAL PROGRAMMES IN DESIGN, ART & MANAGEMENT

COURSES	AWARDS
FASHION DESIGN (30 SEATS)	<ul style="list-style-type: none"> • BACHELORS DEGREE IN FASHION DESIGN from KSOU • PEARSON BTEC Level 5 HND (FASHION & TEXTILES) • ARCH DIPLOMA IN FASHION DESIGN
JEWELLERY DESIGN (30 SEATS)	<ul style="list-style-type: none"> • BACHELORS DEGREE IN JEWELLERY DESIGN from KSOU • PEARSON BTEC Level 5 HND (3D DESIGN) • ARCH DIPLOMA IN JEWELLERY DESIGN
INTERIOR DESIGN (30 SEATS)	<ul style="list-style-type: none"> • BACHELORS DEGREE IN INTERIOR DESIGN from KSOU • PEARSON BTEC Level 5 HND (3D DESIGN) • ARCH DIPLOMA IN INTERIOR DESIGN
GRAPHIC DESIGN (15 SEATS)	<ul style="list-style-type: none"> • BACHELORS DEGREE IN GRAPHIC DESIGN from KSOU • PEARSON BTEC Level 5 HND (GRAPHIC DESIGN) • ARCH DIPLOMA IN GRAPHIC DESIGN
CRAFT PRODUCT DESIGN (15 SEATS)	<ul style="list-style-type: none"> • BBA/ B.Com DEGREE from UNIVERSITY OF RAJASTHAN • PEARSON BTEC Level 5 HND (3D DESIGN) • ARCH DIPLOMA IN CRAFT PRODUCT DESIGN
DESIGN MANAGEMENT (15 SEATS)	<ul style="list-style-type: none"> • BBA DEGREE from UNIVERSITY OF RAJASTHAN • PEARSON BTEC LEVEL 7 EXTENDED DIPLOMA IN STRATEGIC MANAGEMENT AND LEADERSHIP • ARCH DIPLOMA IN DESIGN MANAGEMENT

ASSURING QUALITY

ASSESSMENT OF QUALITY STANDARDS

Pearson quality assurance system for all BTEC higher level programmes on the QCF at Levels 4-7 ensure that centres have effective quality assurance processes to review programme delivery. It will also ensure that the outcomes of assessment are to UK national standards. Centres are required to demonstrate ongoing

fulfilment of all quality criteria over time and across all programmes. The process that assures this is external verification, which is undertaken by external verifiers from the UK. Pearson reserves the right to confirm independently that these arrangements are operating to OFQAUL's satisfaction.



VERONICA WALSH,
Auditor, Edexcel Assured Programmes



SUE BUTLER,
Trainer, EDEXCEL



LESLEY DAVIS,
Trainer, EDEXCEL



PAUL RYAN,
External Examiner, HND Art & Design



STELLA POWERS,
Auditor & Trainer, Edexcel

TRAINING

Pearson supports UK and international partnering institutions with training related to BTEC qualifications. This support is available through a choice of training options offered, which include customised training at the institution centre.

ARCH faculty have gone through intensive training over 2 years on all aspects of Edexcel Delivery including

- Planning for the delivery of a new programme
- Developing effective assignments
- Planning for assessment and grading
- Building effective and efficient quality assurance systems



Paul Ryan, External Examiner, HND Art & Design, EDEXCEL verifying the work of the students at ARCH



Veronica Walsh, Auditor, EDEXCEL Assured Programmes with Director Academics, Benoy Thoompunkal looking at the work of the students at ARCH.



Veronica Walsh, Auditor, EDEXCEL Assured Programmes assessing the work of the student, Abhilasha Saikia at ARCH Academy of Design.



Stella Powers, Auditor & Trainer, EDEXCEL with ARCH Director looking at the ARCH Magazine 'Backstitch'



Veronica Walsh, Auditor, EDEXCEL Assured Programmes with the ARCH Team

FASHIONING INTERIORS

COLOR & TRIM

THE FIAT LINEA 2020



The Italian Automobile Culture Week, Fiat Emozione Italiana, was the first contest event to involve Fashion Design Schools in the Automotive domain. Arch Academy, among all the Indian Fashion Schools, was the one that reacted properly to this call.

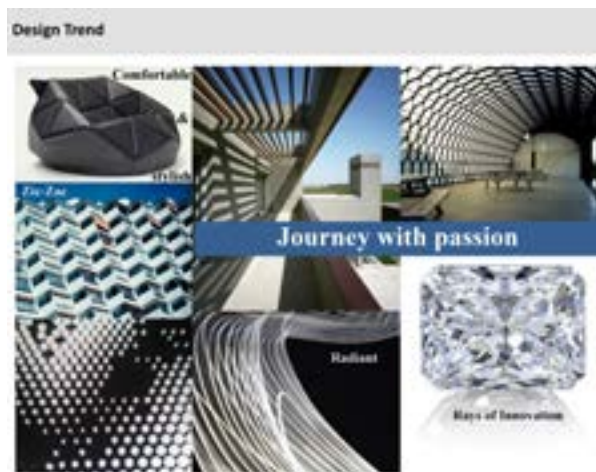
The contest for Fashion Design Schools was concerning the Color & Trim for Fiat Linea in 2020, reproducing, in the project brief, the real involvement of Fashion professionals in any interior design projects at Car Brands' Design Centers. Trend forecasting is the base of the Color & Trim project to propose the range of colors, patterns, materials which will be trend in the year 2020 of the "car" launch in the market. Fashion Schools had a brief of the project to make them start the approach and develop the Trend Research, Persona, Theme board to complete with the Interior Design's Color & Trim proposals. The completion of the project had to be done at Fiat Caffè' in Pune during a two days workshop guided by Beestudio staff, Manchit Rajani, Rahul Shrinivasan, Rijul Garg, Mr. Emanuele Nicosia MD and Mizuho Tomita, Project Planning Director.

It was a very interesting live interaction during the project refinement which gave a deeper understanding of the meaning of Color & Trim to the Students. Some of the works had a very good fabrics pattern studies which could match with the Fiat Linea personality. The main Jury Member was Mr. Lorenzo Ramaciotti, the Head of Fiat Group Design, (encompassing Fiat, Lancia, Alfa Romeo, Ferrari, Maserati, Chrysler and Jeep), and Mr. Giolito, Head of Fiat Automobiles Centro Stile. The other Jury Members were Mrs. Talera, Fashion Designer in Pune, Mrs. Mizuho Tomita, Beestudio's

Research and Planning Director and Emanuele Nicosia, Beestudio MD. At the final Design Conclave Mrs. Talera gave the trophy and certificates to the winner and all participants which could have interaction with professionals attending the dinner party at the end of the night. Some personalities present at the event were Mr. Boparai, CEO of Fiat India, Mr. Ian Cameron, former Rolls Royce design director, Mr. Ajay Sharma, General Manager Tata Automobiles Design, Mr. Richard Winsor, chief designer of Tata passenger cars and other professionals from Interior design departments.

The task of this contest, emphasized by Arch Academy involvement, is to make Fashion Design Schools' students aware of the big possibilities of experience in the Automotive field. While the Western and Japanese Automotive Brands already have fashion professionals in the in-house Interior design departments, Indian Brands still have a lack of ideation and creativity in Interior Design, which is an incredible shortcoming if we take into consideration the great Indian Textile Culture, with its colour appreciation and the colour matching skill, none of which is visible on the exterior or interior of any of the actual cars on the road in India.

WWI wish the Arch Academy of Design could set a specific Automotive Color & Trim department to create those designers able to change the actual Car Interior situation bringing the colours' life and happiness which India deserves.



ARCH student Sujit Kumar receiving a Certificate and an Award for his outstanding Design at Italian Automobile Culture Week.



Car Interiors designed by a Fashion Design student, Sujit Kumar from ARCH Academy of Design for which he won a Prize.



COME DESIGN !

ALL INDIA ENTRANCE EXAMINATION FOR DESIGN (AIEED)

GUIDELINES

ARCH Academy of Design conducts AIEED (All India Entrance Examination for Design) for Undergraduate (4yr) & Postgraduate (2yr) programmes. For the convenience of prospective applicants, the Exam is conducted in two modes – Online and Offline(Centre Based). Both versions of the exam test the aesthetic sense, creativity & design sensitivity of students seeking fulfilling careers in the various fields of design. It also tests the logical reasoning & problem solving aptitude of the student. ARCH invites applications for AIEED '15 towards its UG & PG programmes for the Academic year 2015.

PROGRAMMES OFFERED

UNDERGRADUATE (UG) LEVEL PROGRAMMES

1. Interior Design
2. Fashion Design
3. Jewellery Design
4. Graphic Design
5. Design Management
6. Craft Product Design
7. BVA (Bachelor in Visual Arts)

POST GRADUATE (PG) LEVEL PROGRAMMES

1. Interior Design
2. Fashion Design
3. Garment Production Export Management (GPEM)
4. Jewellery Design
5. Lifestyle Accessories Design
6. Design Communication
7. Strategic Design Management
8. Strategic Management & Leadership

FORMAT OF THE EXAM

1. Online Exam
2. Centre based Exam (Offline)

ADMISSION CALENDAR 2015

AIEED Exam is conducted in two phases: **SERIES 1 & SERIES 2**. Currently, Admission is announced for **SERIES 1** only. The **SERIES 2** Calendar may be announced at a later date on the Website and will be entirely subject to the number of seats left available.

IMPORTANT DATES:

Application forms available from	November 15, 2014
SERIES 1 Online Exam	Dec 1, 2014 - Feb 15, 2015
SERIES 1 Centre based Exam	Feb 1, 2015
Result Declaration - Online Exam	within 7 working Days
Result Declaration - Centre Based Exam	Feb 20, 2015
Interviews for UG	April 5 - April 15, 2015
Interviews for PG	Last week of Feb - 1st week of March
Result Declaration - Final	Same date of the Interview
Commencement of College	4th Week of July

MAX DURATION: 3 hrs 15 minutes

TYPE OF PAPER:

- AIEED (CAT + GAT)
- CREATIVE ABILITY TEST + GENERAL ABILITY TEST

ELIGIBILITY CRITERIA FOR UNDERGRADUATE PROGRAMMES:

Students who have Appeared for/Cleared Class 10+2 (CBSE/ICSE/IB/

State Board/NIOS or equivalent as per UGC).

Class 10+1 Students can also write AIEED 2014-15. Qualifying students will be eligible for admission in Academic year 2016. As per Pearson norms, all students 16 years and above can apply for the International Undergraduate level courses. Students applying for 4 yr Interior Design Programme with a valid NATA core/ AIEED Rank are exempted from giving the AIEED Exam and will be called directly for Interview.

ELIGIBILITY CRITERIA FOR POSTGRADUATE PROGRAMMES:

Graduates or students pursuing graduation in any discipline from a recognized university can apply for this programme. As per Pearson guidelines, all students 19 years and above are eligible for the Strategic Management & Leadership Programme as well as the Design Management Programmes. MBA aspirants can apply for Strategic Design Management and Strategic Management and Leadership with their recent CAT/ MAT Scores. They will also have to clear the AIEED Exam and the Interview and submit their statement of purpose (SOP) prior to the Interview.

HOW TO APPLY - GENERAL INSTRUCTIONS

FILLING THE ONLINE APPLICATION FORM

Visit ARCH website home page (www.archedu.org/ www.aieed.com) and register your application. On successfully registering, an email and sms will be sent to the mobile number & email ID you have registered.

FILLING THE OFFLINE APPLICATION FORM

The application is available for INR 1500/- only. Please use one of the following options:

- Purchase prospectus from ARCH Academy of Design Centre, Malviya Nagar, Jaipur either by Cash or DD drawn in favor of "Arch Educational Society" payable at Jaipur, & fill and submit the Form included in the package.
- Purchase prospectus from selected BOI Branches by Cash (list available on website) & fill and submit the Form included in the package.

For more information Please visit our website www.archedu.org

For any further enquiries write at admission@archedu.org or

call at Ph: **0141-4060500/02/03**, Mob: **09414070678**

AIEED 2015
All India Entrance Examination for Design



AIEED 2015

All India Entrance Examination for Design



Under Graduate

- Fashion Design
- Interior Design
- Graphic Design
- Jewellery Design
- Craft Product Design
- Design Management
- Bachelor in Visual Arts

Post Graduate

- Fashion Design
- Interior Design
- Jewellery Design
- Lifestyle Accessory Design
- Design Communication
- Strategic Design Management
- Strategic Management & Leadership

Affiliations & Authorisations



Eligibility (Under Graduate):

Candidates who have appeared / cleared 10 + 2 (CBSE / ICSE / IB / State Board / NIOS or equivalent) & Candidate 16 yrs & above
10+1 Students can also apply for AIEED 2015

Eligibility (Post Graduate):

Under Graduate & Graduates Candidates & Candidates 19 yrs & above

Prospectus & Application

can be downloaded or filled online
www.aieed.com & www.archedu.org

Prospectus & Application also available from select Bank of India branches*.



ADMISSION NOTICE

Application Forms available from
15th Nov '14

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

CENTRE BASED Exam
1st Feb '15

Interview Schedule
5th - 15th April '15

Session Begins
July 2015

SERIES II
 Dates subject to availability of seats.
 Check on **www.aieed.com**

www.archedu.org
 facebook.com/archedu   

Our Linkages



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