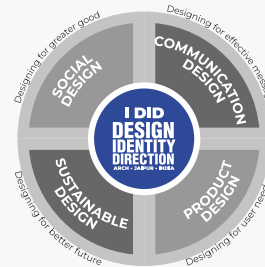


## WHAT IS DID?

In the vibrant landscape of design education and practice, the international **Design Identity Direction (DID) Camp**, conceived and organized by the ARCH College of Design & Business, aims to create a dynamic platform that transcends boundaries, bringing together students, academicians, and participants from around the world. Hosted in the culturally rich and diverse setting of Jaipur India, the experience brings together design inquiry, cultural heritage, and sustainable practice and explores how personal and collective identity shapes creative expression and how purposeful direction can guide meaningful, future-forward design practices.

Focus areas based on Sustainable Development Goals



## WHY JOIN DID?

“Design-Identity-Direction” is an immersive, interdisciplinary, exploratory confluence that invites participants to engage deeply with the self, culture, and society through the lens of design. The Camp will enable participants to gain valuable understanding & skills that should aid them in the acknowledgement of identities, one’s own and that of others. The learnings through hands-on workshops, field immersions, talks & dialogues, reflective practice, and project outcomes should prove useful in other geographical and cultural contexts too. Design, as a way of thinking, making, and solving, across disciplines, scales, and contexts. Identity, as a dynamic interplay of personal, cultural, social, and professional influences in shaping creative voice. Direction, as the path toward innovation, impact, and sustainable change.

## WHEN IS DID?

The DID camp will be held from 26<sup>th</sup> to the 31<sup>st</sup> of October, 2026, in Jaipur, India.

Participants will engage with designers & artisans from varied design companies and craft clusters. They will engage in community experiences, attend master sessions, workshops, industry interactions, ideation, prototyping, peer learning, documenting & sharing. Jaipur Rugs, Jaipur Watch Company, Neerja Blue Pottery, Nila House, and Kalpana Handmade Paper are a few sites to visit. The duration of the DID camp is five days. The last day of the camp will be available as a 6<sup>th</sup> day reserved for exploration tours to interesting sites in Jaipur. This will be specially arranged for participants who book this at the time of registration.



“I learnt once again the superpower of co-creation”

**Marta Poldma**  
Research Faculty  
Estonian Academy of Arts,  
Estonia

“I learnt traditional techniques of Indian crafts & how they sustain”

**Iona Daisy Stirling Peat**  
Student, BA (Hons) - Fashion Design  
Sheffield Hallam University, England



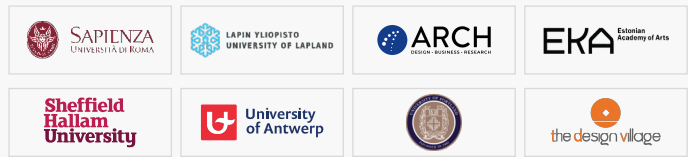
26<sup>th</sup> - 31<sup>st</sup> October 2026

ARCH College of Design & Business, Jaipur





**Previous DID**  
**06 Days**  
**07 Countries**  
**30 Participants**



## FOR PARTICIPATION

Call for Participation Upcoming Camp:  
 26 th October – 31 st October, 2026

### Eligibility

- Enrolled Undergraduate & Postgraduate students, above the age of 18 years, in Design, Art, Architecture, Media Studies, and Research. Others who can participate are Design Practitioners/Professionals/Design Educators.
- Group applications are invited from Universities & Colleges towards gaining international industry exposure.

## HOW TO APPLY?

- Interested participants are required to submit an Expression of Interest before July 2026.
- Batch intake : 20 participants
- Fee for students: 395 Euro inclusive of taxes (per participant).
- Fee for Teachers/Professionals: 495 Euro inclusive of taxes (per participant).
- \* Kindly write to the official mail for complete details [internationaloffice@archedu.org](mailto:internationaloffice@archedu.org)

### REGISTER HERE



**Come & Meet Us**  
 9, Govind Marg, Malviya Nagar Inst. Area,  
 Jaipur - 302017, Rajasthan, India

[internationaloffice@archedu.org](mailto:internationaloffice@archedu.org)

[www.archedu.org](http://www.archedu.org)

f x i y p in

## WHERE IS JAIPUR & ARCH ?

The capital city of Rajasthan, Jaipur, is popularly known as 'Pink City.' It is a UNESCO World Heritage Site & World Craft City. Other than being an architectural marvel and a home to royalty, the city nurtures strong cultural and indigenous practices, contributing immensely to the global creative industry in sectors like fashion & textiles, gems & jewellery, and handicrafts. With numerous GI (Geographical Indication) registrations from the region, it is also a technology hub boasting unicorns and a booming start-up entrepreneurial ecosystem contributing to design industries of textiles, furniture, handicrafts, jewellery, and fashion.

ARCH College, Jaipur was established in the year 2000 with a vision to engage the natural potential of individuals through Global Design Education, empower them to evolve and innovate, through the spirit of holistic co-creation, enabled by design thinking and sustainable actions. ARCH is a higher education institution offering Undergraduate, Postgraduate, & Certification courses Design, Business and Entrepreneurship.

