

10 July '12

July  
2012

# backstitch

• English Monthly  
Vol. 01 | Issue 04 | ₹ 15/- | Jaipur

Graduate

**Design Week**

14th ▶ 21st July 2012

**GABA**

Graduate Fashion Show

Designers

**Look Book**

**ZAVERI BAZAAR**

**Craft**

Accessories Design

The New Language of **Fashion**



# Designer-Makers / Fashioning Fashion

by Rebecca Reubens

Globally, more designers are painstakingly hand-crafting their products. Our post-industrial culture craves the non-mechanized, and such designer-makers are in great demand.

As a concept, the designer-maker is not new. Prior to industrialization, craftspeople were designer-makers by default since localized markets kept them involved with the product from conception to sale. During and after the Industrial Revolution, mainstream products began to be designed by designers, and produced by machines, or by industrial craftspeople. However, even when most other forms of production were mechanized, the finest products in fashion and textile continued to be those that were handmade.

Scandinavian textile designer-makers carved a niche for themselves in the midst of Industrialization and Modernist Movement, while couture stayed custom-made and bespoke.

Recognizing this fact, the Kala Raksha Vidhyalaya(KRV) in Kutch aims to equip traditional craftspeople with design skills, thereby enabling them to keep their craft dynamic, while maintaining continuity with their cultural capital.

One such designer-craftsperson is Irfan Khatri. The Khatri community of textile artisans, best known for *ajrakh* printing, is also skilled in *bandhini* and *batik*. They traditionally produced value-added textiles for neighbouring non-artisan communities— such as *ajrakh*-printed *lungis* and turbans for the men of the Sindhi community, and saris for women of the Patel community in East Kutch.



Six years ago, Ishmail Khatri—

a well-respected member of the community—convinced Irfan to enrol at KRV. Irfan was familiar with design development through design workshops, and assumed that the year-long course would follow a similar format. Instead, he found that his course required him to design, and equipped him to do so through inputs in colour, marketing and display. The students explored different materials like viscose, silk and cotton and a variety of different expressions of their technique. These inputs culminated in his own collection, which won him accolades as being 'most marketable'.

Today, Irfan encourages other artisans to take the course, and make the transition from artisan to designer-maker. He says that the course equipped him to develop new designs for new markets, and allowed him to open up to new experiences. He now creates designs based on traditional and contemporary colour palettes while staying true to his roots. His craft has now become dynamic. When he goes for exhibitions, he takes something away from each of them—he feels he learns far more than he did before the course.

Irfan firmly believes he is first a craftsperson and then designer. He says, "I don't compare myself with regular designers. They study in structured courses. They learn designs with applications in many textile fields. I am an artisan-designer, which means I'm a traditional artisan with modern design knowledge. I apply my design knowledge within my craft only. So, I visualize the design within the context of my craft only."

Irfan feels his niche is his craft. While designers need craftspeople to actualize their creations, his edge is hands-on innovation—he can now create new products independently. Khatri says, "Design knowledge and sense helps us to survive in changing markets, through innovations within our traditions."

Irfan's products combine the crafts that are indigenous to his community. These contemporary products still have a strong craft sensibility, and are getting a fantastic response from the market. Commercial viability is essential for craft to survive—something that is of utmost importance to Irfan, who learned at KRV the importance of sustaining his tradition. Interestingly, KRV also opened up Irfan's mind to the possibility of other communities picking up the craft. In his workshop, Dalits work alongside Khatri to meet orders.

Meanwhile, Irfan uploads his products on Facebook, and takes orders as well. He speaks good English, which he picked up by speaking with the hordes of tourists and development workers who visited Kutch after the 2001 earthquake, and further honed by speaking with his foreign teachers at KRV. He expands his vocabulary by referring to his dictionary, and chatting with clients who want to order his stoles and scarves.

As an articulate designer who retains the charm of a craftsperson, Irfan impresses with his creativity and depth of knowledge. A symbol of things to come, Irfan is an inspiration to his community, who he hopes will prove to be a force to be reckoned with in the fashion world.



Photos - Irfan Khatri



# Fashion Makers Of Tomorrow

As always, fashion offers plenty of space to young talent for creation. In the fashion industry it is always spring and there is always a crop of budding new talent, finding and creating connections and keeping all of us on our toes; Backstitch gives a sneak look and brings you some highlights of the upcoming fashion fete 'GABA', The Graduate Design Show. Slated for the 14<sup>th</sup> of July, 2012 the fashion extravaganza is sure to reveal a lot of young talent. Needless to say, GABA is all about creating a stepping stone for young designers looking to enter the fashion industry. The excitement is already on and we have jury members from the fashion industry sharing their experience on a recent visit to the Arch Academy of Design. Below are a few excerpts from our experts.

Pramod Yadav, Principal ATDC, Jaipur and incharge AEPC, sharing his feelings said that he highly appreciated the work profile of the students. He said "It's good that young talent has wide vision when it comes to theme, pattern, style, cuts and lots more. I was really attracted overall to the drape and finish of the garment. There was no way to tell that these clothes had originated from budding talent. Colour plays a major role in fashion designing and it takes long time to understand colour schemes enough to use them well, but here I got to see students who showed a sound base in handling colour."

Kanupriya Jain, senior designer at 'Koelle Designs Pvt Ltd' felt that she got to see lot of hard work in each students' design. "I found the watermelon theme design well synchronized and attractive. The inspiration was transformed really well into a garment. Though some of the student creators lacked depth in research and industry exposure, overall their work was good, and their slightly fuzzy focus could be forgiven at this level."

Dema Mittal feels, "It was an excellent visit to the campus. I think students were good and they worked equally well."

Swaroop Dutta, said "I got feedback from Tarang, who was present at the campus. It seemed interesting, the collections were very good."

Kunal Dutta, HOD for fashion at Arch feels, "With the change in time perception towards fashion has really changed. With so much of exposure I feel young talent is doing very well. Though they are less passionate, I must say, they do have a sound interest in creating."

He adds "The upcoming fashion event 'GABA' will unfold a series of surprises. We would get to see a huge variety of designs on the fashion ramp. The mixed blend of multi inspirational fashion only requires that you hold your breath and indulge."

Indrajeet Das, HOD for Jewelry at the Arch Academy says, "We are producing an exclusive bouquet of jewelry designers here. The youngsters are very passionate, especially about their collection stories. These stories have been very well narrated. I am very fascinated with the 'Krishna Leela' collection inspired by different Leela's of Shri Krishna and transformed into jewelry pieces. I also liked the Flora and Fauna collection; it included lot of flowers, leaves and lots more."

Talking about the ingredients of jewelry design, he says, "Conceptualization is very essential while designing jewelry. Well, before coming up with any design one needs to know the market, target clientele, atmosphere and how to generate and use inspiration. Also, prototypes and presentation are very important to finally communicate about the product."

Abhishek Sand, a partner at Savio Jewelry feels, "While visiting the campus to judge the creations I really liked the fact that the budding designers were knowledgeably paying attention to the technical aspects of jewelry making. Due to this, the gap between a designer, manufacturer



and a company was slowly getting smaller. I also liked the fact that each student had their own story to tell and no two ideas were similar."

"I also appreciate the fact that these students are taught to design jewelry in accordance with change in price for instance - with the increase in the price of gold, jewelry gets a little lighter in weight but that neckpiece still covers the entire neckline and price too isn't touchy. I was fascinated with the work of Vikas Soni. I feel that he has a very innovative ideas and has in- depth knowledge of jewelry design"

Designer Sunita Shekhawat says, "It's been approximately five years that I have been coming to Arch. I see a lot of difference in quality of design. This time I saw that implementation from concept and was very good. I travel and exhibit a lot and so I can judge what goes well and where. The young talent is doing very well and I must say I can see my city growing."

About the most exclusive collection, she said she really got taken up with Nikita's collection. "Great inspiration and excellent presentation."

"I think students are doing really well because of the exposure that they are getting. They have a lot of resources to create things beyond the general aspects. I really liked the fact that a lot of their inspirations are from overseas. They have really managed blending very well at this stage.

I really got inspired by the designs of Komal and Akshay.

Their good implementation is what is essential to become an artist."

by Monu Sharma





Organiser



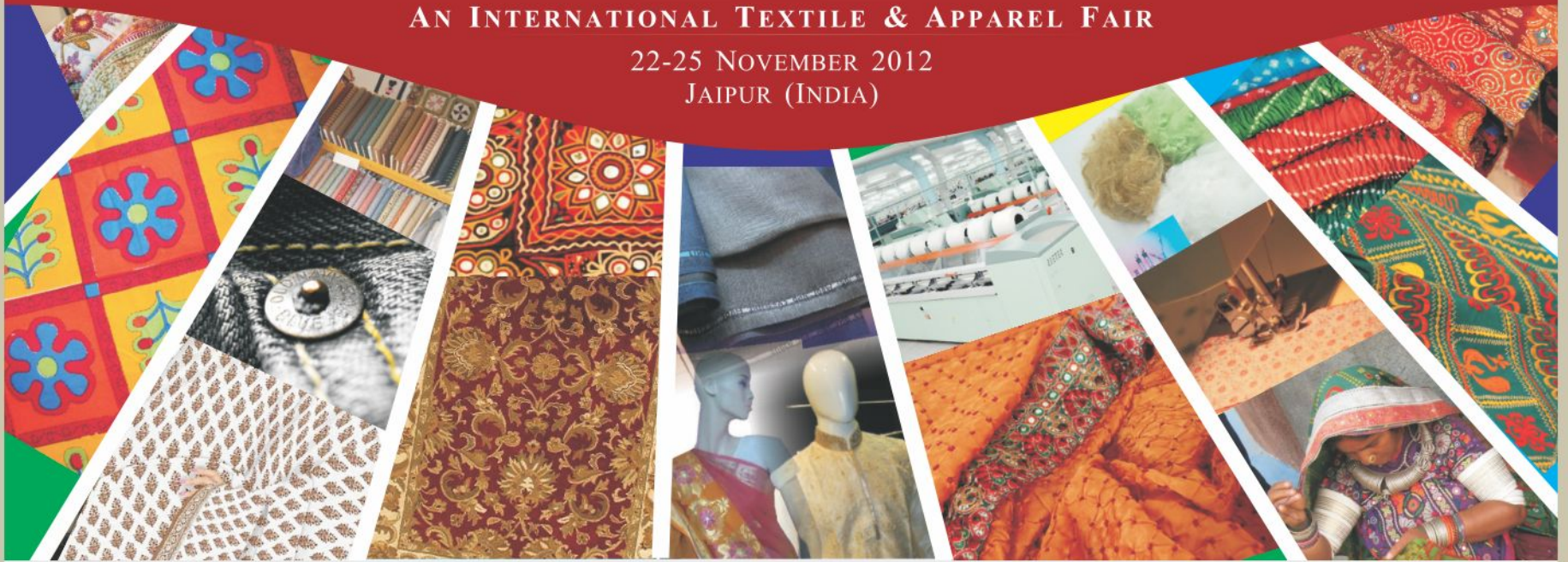
Co-Organiser



# Vastra™ 2012

AN INTERNATIONAL TEXTILE & APPAREL FAIR

22-25 NOVEMBER 2012  
JAIPUR (INDIA)



## A complete Fibre to Fashion Fair

### Exhibition Highlights

- First ever comprehensive international exhibition on Textiles & Apparel in India
- More than 10000 sq. mtrs. exhibition area
- More than 500 exhibitors across entire textile value addition chain – All Products from Fibre to Fashion, Made-ups, Accessories, Technical Textiles, Plant & Machineries, Technology, Dyes & Chemicals
- International participation
- States' pavilions
- Fashion show, Business shows
- Fashion Designers & Studios
- Live demonstration of traditional textile crafts
- Concurrent conferences
- Business & Networking opportunities
- International and Indian buyers and delegations
- Prefixed Buyer - Seller Meets
- Participation by Government Agencies, R&D Labs / Training / Educational Institutions, Industry Associations
- Infrastructure for Textiles industry
- Supporting facilities – Business Centre / Lounge, Business Information Centre, Information Desk, Travel & Transport Desk, etc.

### Visitor Profile

- Buyers, Users, Traders, Importers, Exporters of Products in Textiles and Apparel
- Existing Industry Players
- Fashion Designers
- Builders, Interior Designers
- Hotels, Hospitals & Institutional Buyers
- Scientists, Consultants, Students
- Country and State delegations
- Plant & Machinery Suppliers and Users
- New Investors

Visit: [www.vastratex.com](http://www.vastratex.com)

For details and participation, contact

#### Mr. Lokesh Vijay

Senior Deputy General Manager  
Business Promotion Cell, RIICO Limited,  
Udyog Bhawan, Tilak Marg,  
Jaipur-302005, Rajasthan, India  
T : +91-141-5107029, F : +91-141-5104804,  
E : lokeshvijay@riico.co.in, W : www.riico.co.in

#### Mr. Amit Gupta

Senior Assistant Director  
FICCI, Rajasthan State Council,  
202, Rajputana Tower, 2nd Floor, House No. A-27-B, Shanti Path,  
Tilak Nagar, Jaipur-302004, Rajasthan, India  
T : +91-141-2621345, 5103768, 4061345, F : +91-141-5116464,  
E : amitgupta@ficci-com; vastra@ficci-com

#### Partner State



#### Supporting Organisations



#### Media Partners



#### Online Media Partners





# Craft

## Accessories Design

### The New Language of Fashion

ARCH ACADEMY OF DESIGN JAIPUR has associated with the DC (H) - Development Commissioner (Handicrafts), to train various artisans, both skilled and amateur, in and around Jaipur under the Human Resource Development Scheme (HRD) The program called **'TRAINING THROUGH ESTABLISHED INSTITUTIONS IN FASHION ACCESSORIES- SKILL UP-GRADATION'** is a 5 year project. The main agenda of the program is to impart Training, Skill Development and Skill Up-gradation of 100 artisans every year through the use of modern machinery. These artisans are trained in Fashion and Lifestyle Accessories in Metal Craft, Wood Craft, Textiles, Terra Cotta & Leather crafts, through Short Term & Long Term Programs of 2 Months and 4.5 Months respectively. ARCH has successfully completed 3 years of this training project. A Terra Cotta Lab, Wood Workshop, Textile Lab and Leather workshop have been constructed and commissioned to fulfill the purpose.





# Designers Look Book



## Preeti Sharma

### Rebirth of the Unseen

Every beautiful creation has a darker side to it at some point of time. Preeti's Collection talks about how much pain exists behind the formation of each life, which we never would come across. In this collection, she creates these emotions through the characteristics of mushroom and shows how they struggle and adapt to their surroundings adjusting with their surfaces and growth. Preeti's creation of some extraordinary surfaces brings together this collection as an avant-garde couture for women and a new awakening to life.





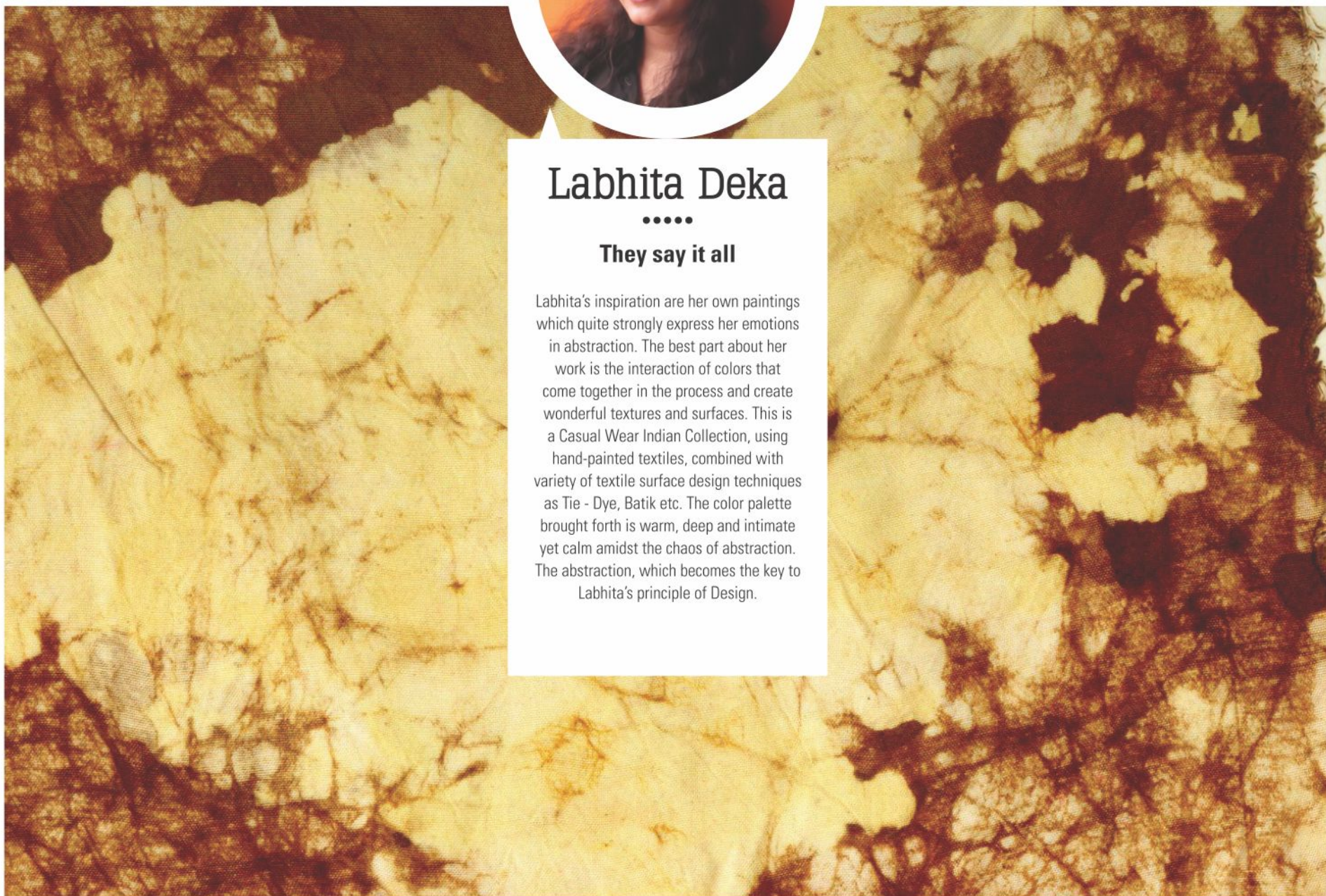


## Labhita Deka

.....

### They say it all

Labhita's inspiration are her own paintings which quite strongly express her emotions in abstraction. The best part about her work is the interaction of colors that come together in the process and create wonderful textures and surfaces. This is a Casual Wear Indian Collection, using hand-painted textiles, combined with variety of textile surface design techniques as Tie - Dye, Batik etc. The color palette brought forth is warm, deep and intimate yet calm amidst the chaos of abstraction. The abstraction, which becomes the key to Labhita's principle of Design.







## Ashwini Nair

.....

### Song of Pixels

Ashwini's Collection talks about the beauty of distortion in a grid. This unevenness has been the source of her inspiration, as she attempts to break this grid of beauty and unfold the mystery and grace which lies hidden behind them. This she achieves through her well-constructed surface design and subtle usage of colors.



## Desiree Varinia Phira

.....

### Let's Play !

Desiree's Collection is depicting MUSIC as an integral part of human life, which expresses one's spontaneous feelings. Desiree, brings playfulness together with the spirit of a woman to create a range of happy fashion sportswear using colorful embroidery and leisure fabrics.







## Akshay Sikhwal

### ..... The Easy Day was Yesterday

Akshay's Collection is an outcome of his thorough research process of some of the leading Fashion Forecasts that exists in the Denim Industry today. He has been continually working with the Denim fabric over the last one year, interning with ARVIND DENIM LAB, Ahmedabad. The collection is inspired by the lifestyle and statements of the US NAVY SEALS and intends to blend it to classic fits, minimal details & extreme washes.







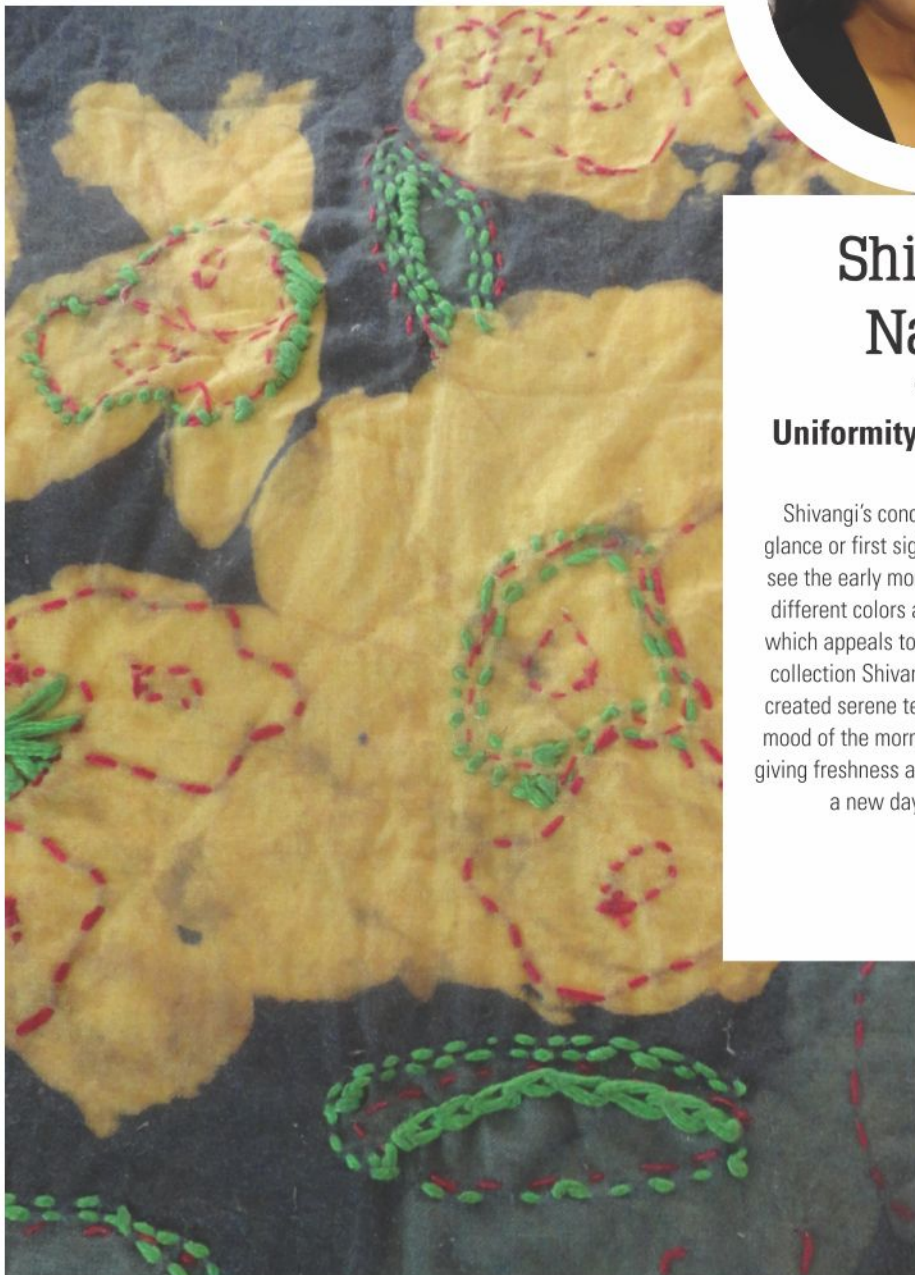
## Diksha Srivastava

### The Quirky Lens

The glamour of artificial lights and the play with it has been the inspiration behind Diksha's Collection. She has attempted to break in this speed and linearity that is the inherent property of light, either in its natural or raw form. Diksha has created images out of her experimental works and digitally printed them on textile & put together an inspiring and emotive collection using a majority of man-made materials. This has been styled into a range of jazzy, glamorous clubwear for women.







## Shivangi Natani

.....

### Uniformity in First Glance

Shivangi's concept is to show the first glance or first sight of the morning. As we see the early morning sight we encounter different colors and textures at that time which appeals to be fresh and soft. In this collection Shivangi plays with colors and created serene textures which depicts the mood of the morning in its different forms, giving freshness and positive energy to start a new day with all passion.







## Anubha Sharma

.....

### Aesthetically Personified

Anubha's Collection is about the WOMAN. She lives, laughs, cries and loves. She is simple and yet she is the DIVA. The village women connects with this Collection quite literally and brings forth an experience through the exquisite drapes and multicolored prints.



## Ashish Kumar

.....

### Rock Warriors

Ashish's Collection is oriented to a lifestyle of outdoors - trekking, mountaineering, exploring and living amidst the wild. He is focused on making utility-based practical clothing that would be of actual commercial usage to the adventure - loving youth. This is a line of day-wear for the youth, created in rugged natural fabrics with multiple garment details.





### Nitish Rathi

.....

#### Crusts

Nitish's Collection is a journey through his various ethnical experiences, from festivals to homes, from temples to streets. He has greatly been inspired by the frescos on the walls of Shekhawati. This reflects in his creation of an entirely hand-crafted collection using embroidery, hand-painting and patch-work. All of which becomes an expression of beauty in totality.



### Priyanka Choudhary

.....

#### This is it !

Priyanka's collection is a tribute to the American popstar from Indiana, the KING OF POP! Priyanka, herself a performing artist has always been greatly inspired by the passion & energy that he carried all along his life and which may never be repeated by anyone, ever. THIS IS IT, is to keep him alive in all of us.







## Evapynkmen Ryntathiang

.....

### Unity Beauty Co-exist

Eva's Collection is a play of a multitude of things like - lines, structures, movements and the struggle within them for unity, freedom and protection. Her aerial & macro view of natural life is translated into finely hand-crafted embroidery on delicate fabrics creating a fragile and intimate collection of womenswear.



## Monika Bajpai

.....

### Fluttering Colors of Life

Monika's Collection is inspired by the classic option for decoration - Paper Streamers. The collection looks closely at the linearity and the colorful flutter of these decorative materials. The colors of which create an environment of happiness, power and energy on any occasion. Monika uses the color, texture and form of this material to translate a collection in geometrically pleated fabrics, and crushed linear forms.



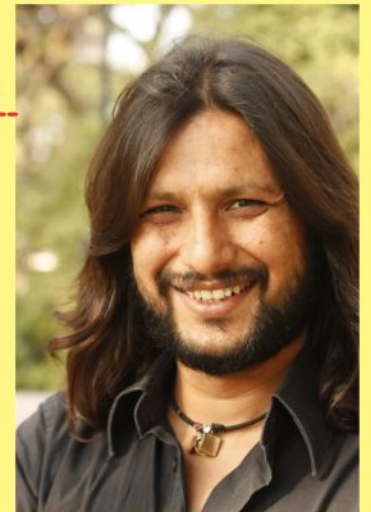


Anuj Sharma's fashion is simple, understated and chic. A lot of his garments use minimal or no sewing, and invite the wearer to be creative by offering possibilities for endless silhouettes within the same original garment.

We asked Anuj about his journey and what design means to him, and this is what he had to say.

# Unbuttoning Fashion Design

by Anuj Sharma



I did my schooling in Jodhpur, Rajasthan. By the time I finished 12th standard, I had not even heard about word design. Design was never introduced as a subject or even as a word in schools in those days. And it's not taught or practiced even yet.

If one of my friends had not told me about NID, I wouldn't know what I would be doing now.

At NID, I was told design was problem solving but over the years I realised that problems are merely state of mind. Humans can create or define a completely perfect situation as a problem. So if there are no problems, design surely can't be problem solving.

My own, personal understanding of design has evolved over many years.

If I ask you, 'can wood fly?' most reasonable minds will say that it can't. But if I ask you, 'can wood float?' all of us will agree that it can and it does. But 2000 yrs back in a desert, man didn't know if wood could float. That doesn't mean that wood only started floating when humans found out about it. It always floated and will always float. Similarly wood can fly - it's just that we haven't yet explored it.

Design is not about creating. We do not come up with anything new, we merely see and explore what always existed. It is our ability to see what already exists makes us and makes us grow. Once we have explored, we tend to share. And the stories of explorations and discoveries of people have together helped us all grow. Design is about sharing stories but it's important that we share stories of failures as well as success.

Design makes me smarter, because I realise that it's not about me. EGO is what kills design. In other words - the idea of 'I created, I designed, it's MINE, somebody copied MY work or MY design' are some very common misconceptions in design. Giving up these notions will only make us be better as designers and eventually as humans.

Good design in today's time is about customisation and mass consumption. Industrialisation has made so many things available that most consumers spend more time shopping than consuming the product well or enjoying their purchase. This has made the common public move slowly and steadily away from a belief that 'I can design too'. And I feel that it is the biggest loss to the society by and large.

Complicated designs and non interactive design combined with fast pace supply and hysteric buying patterns have made most humans believe that design is what designers and only designers can do. I believe design is not a specialisation - it's the most common human ability. The belief that it doesn't exist in 99 percent of the people is my biggest concern today.

Therefore I try and make clothes that can be 'made' by every body. I want people to look at my garments and believe and have faith that they can do it too - a faith in ever existing quality to fight every day issues that floats in all of us.

Simple design produced with simple means and even simpler projection will resolve all the issues that we are facing today. Everybody needs to contribute equally. A handful of people with design degrees in suitcases will only complicate current scenario.

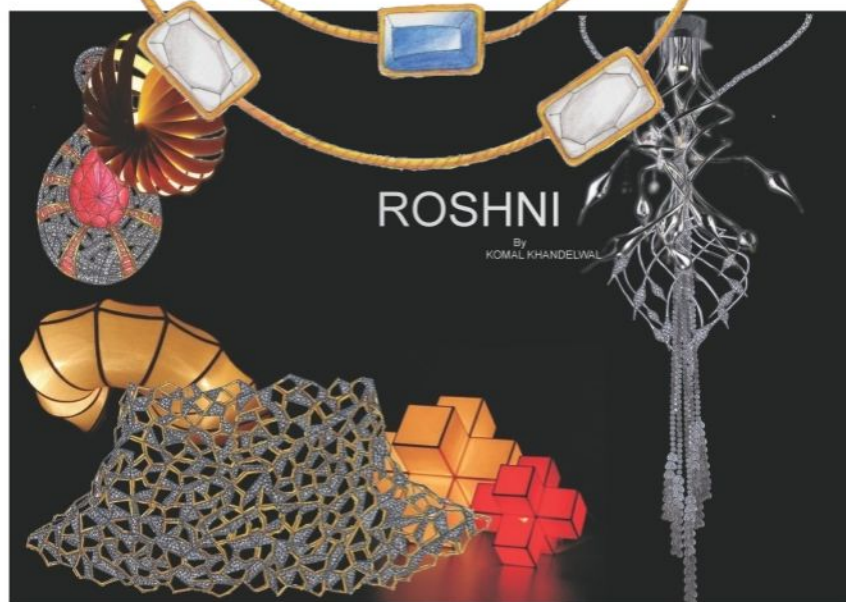
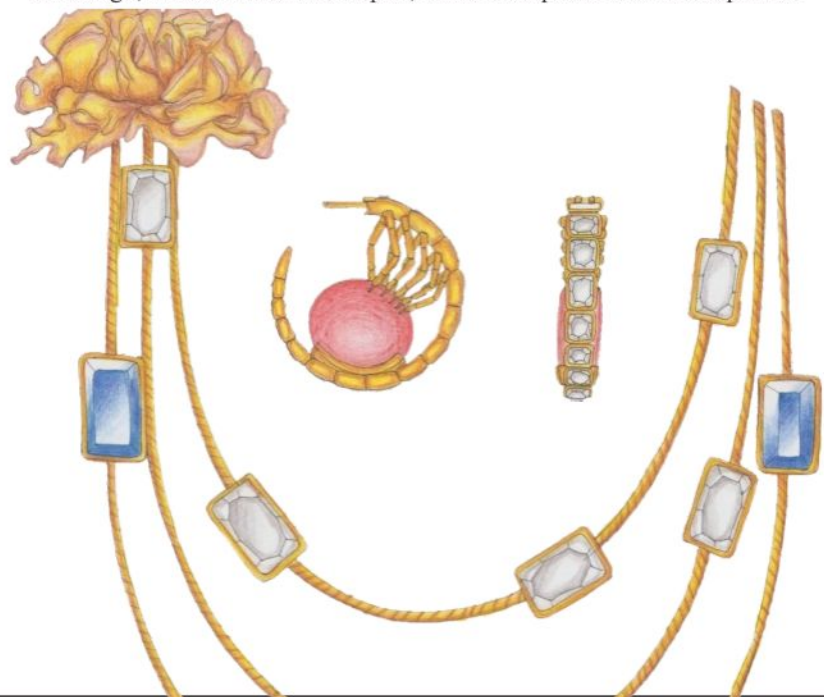
Photos Credit - Anuj Sharma



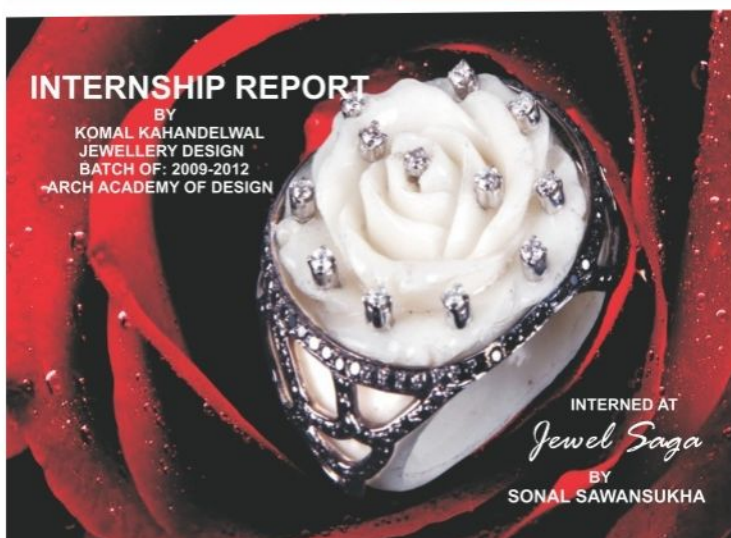


# ZAYERI BAZAAR

'ZAYERI BAZAAR' is an assortment of jewelry collection designed and produced by the young Graduating Jewelry Design students of ARCH. Students took different inspiration and designed jewelry for different markets. Komal Khandelwal's 'ROSHNI' is a fine jewelry collection inspired from lightings and designed for Mumbai. Akshay Agarwals 'CHINAR' is a contemporary jewelry range on Gold and Silver designed for Jammu and Kashmir. Charil Nalwaya worked on Bangalore Market taking inspiration from Woodcarving. Kalamkari art of Andhrapradesh is Rupal Guptas inspiration for her jewelry range 'KARU' for Hyderabad market. 'BIOTASE' by Vaishali Jain inspired from Flora and Fauna for France using Contemporary Kundan Meena technique of Rajasthan. 'THE TALE OF NILE' is a fine jewelry collection designed by Nikita Agarwal for EGYPT. 'ZAYERI BAZAAR' also showcasing the industrial internship work of same students with organizations like Jewel Saga, Savio Jewelry, Color in the Rough, Sunita Shekhawat Jaipur, Ratan Group and Jewels Emporium



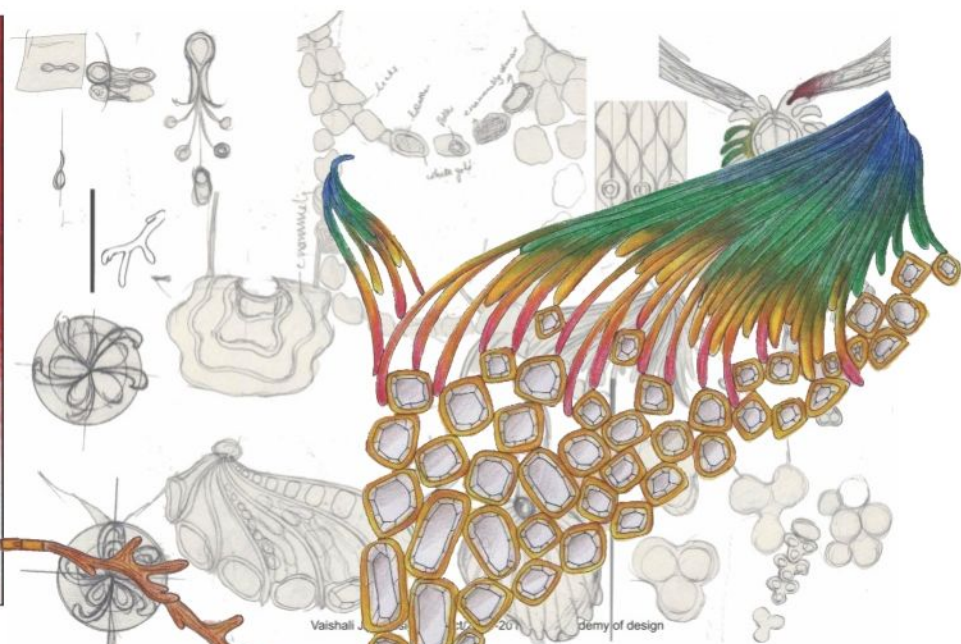
KOMAL KHANDLWAL/INTERNSHIP REPORT/ARCH ACADEMY OF DESIGN



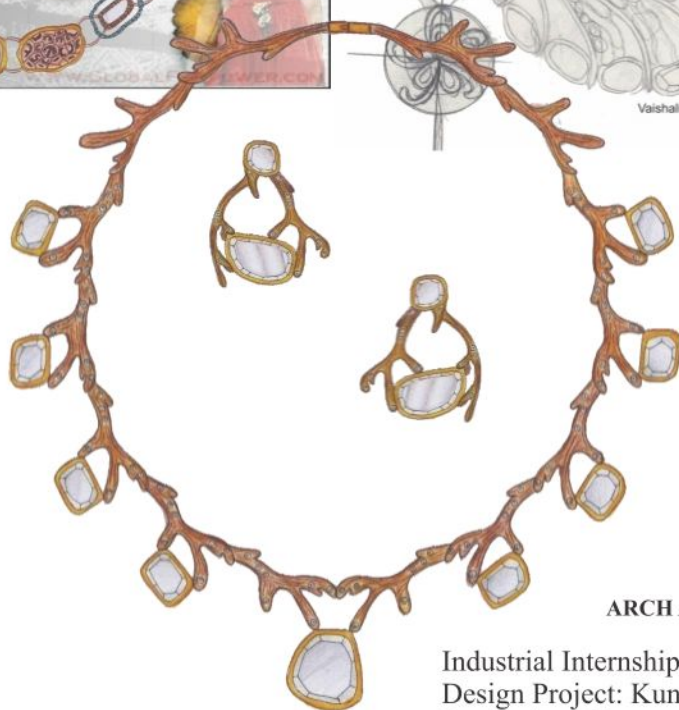
**Komal Khandelwal**  
B.Sc Jewellery Design  
Batch 2009-2012  
ARCH ACADEMY OF DESIGN

Industrial Internship at Jewel Saga, Jaipur  
Design Project: Fine Jewelry/Kundan Meena  
Inspiration: Lighting/Zodiac Signs  
Market: Mumbai/Italy

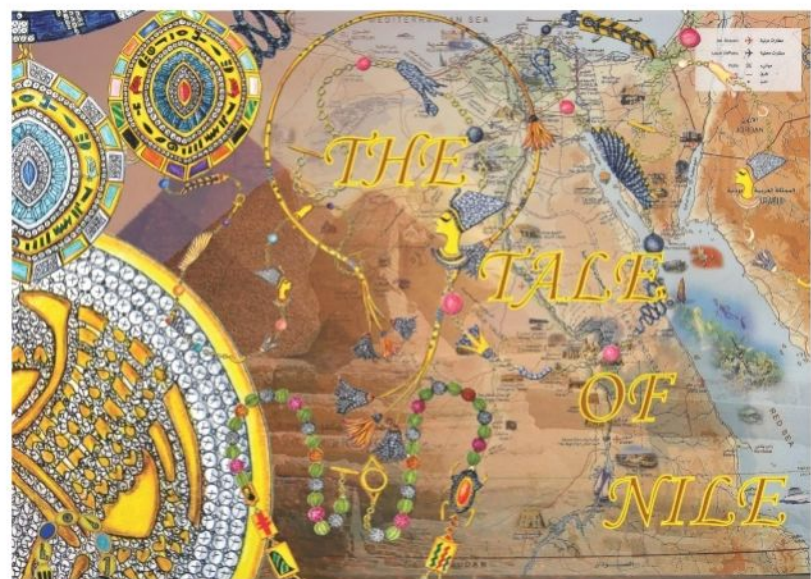




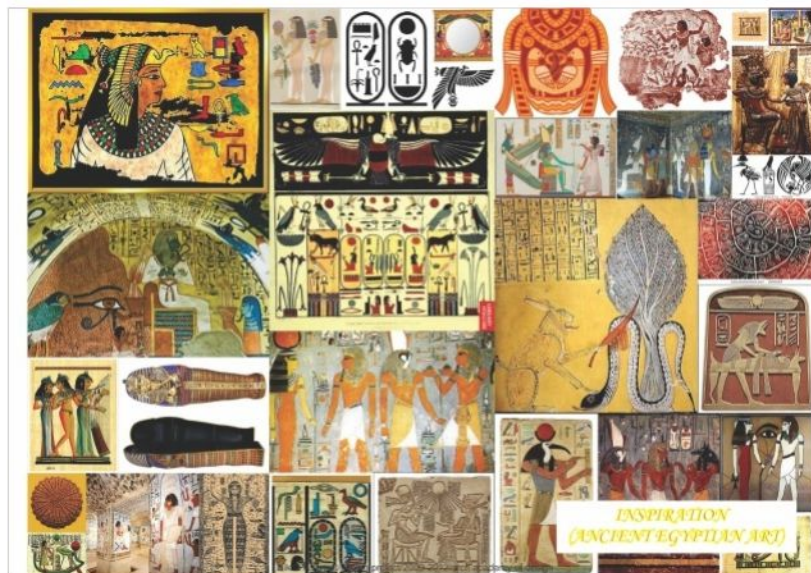
**Vaishali Jain**  
B.Sc Jewellery Design  
Batch 2009-2012  
ARCH ACADEMY OF DESIGN



Industrial Internship at Ratan Group, Jaipur  
Design Project: Kundan Meena Jewelry  
Inspiration: Flora and Fauna  
Market: France



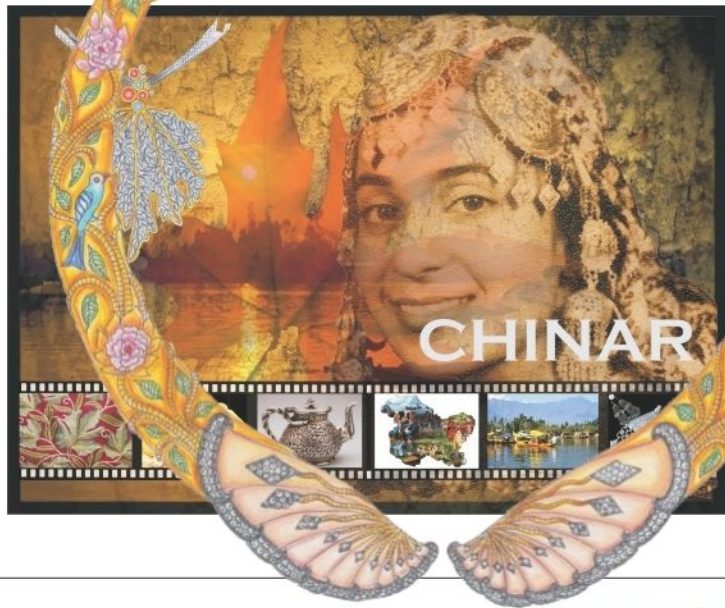
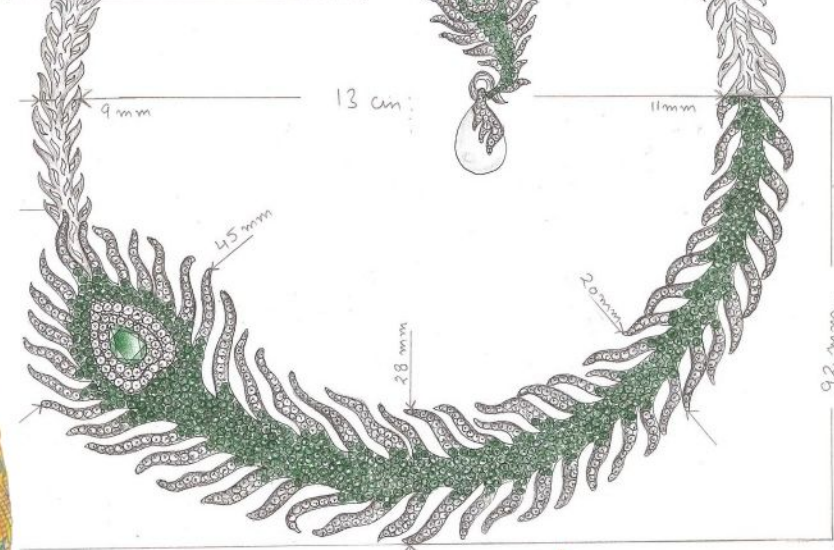
**Nikita Agarwal**  
B.Sc Jewellery Design  
Batch 2009-2012  
ARCH ACADEMY OF DESIGN  
Industrial Internship at Jewels Emporium, Jaipur  
Design Project: Fine Jewelry  
Inspiration: Egypt  
Market: Egypt







**Savio Jewellery**  
Majestic Creations  
Diamond Jewelry collection-LAVA  
by Akshay Agarwal for Savio



Industrial Internship at Savio Jewellery, Jaipur  
Design Project: Body Adornment  
Inspiration: Metal Craft, Jammu and Kashmir

**Akshay Agarwal**  
B.Sc Jewellery Design  
ARCH ACADEMY OF DESIGN



Industrial Internship at Colour in the Rough, Jaipur  
Design Project: Body Adornment  
Inspiration: Woodcarving  
Market: Bangalore

**Charil Nalwaya**  
B.Sc Jewellery Design  
Batch 2009-2012  
ARCH ACADEMY OF DESIGN



**COLOR IN THE ROUGH**  
RAW, BOLD & SEXY



METAL WEIGHT = 3gms  
STONE WEIGHT = 10.00gms  
KARATAGE = 18K  
LENGTH = 24.50 CM  
SETTING = SOLID GROUND



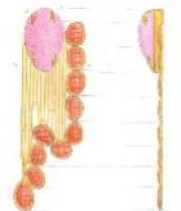
STONE WEIGHT = 10.00gms  
MATERIAL = 18K GOLD  
METAL USED (COLOR) = GOLD  
SETTING = PRONG  
NET STONE WEIGHT = 10.00gms  
GROSS STONE = 10.00gms



STONE WEIGHT = 10.00gms  
MATERIAL = 18K GOLD  
METAL USED (COLOR) = GOLD  
SETTING = PRONG  
NET STONE WEIGHT = 10.00gms  
GROSS STONE = 10.00gms

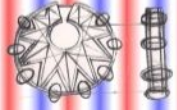


STONE WEIGHT = 10.00gms  
MATERIAL = 18K GOLD  
METAL USED (COLOR) = GOLD  
SETTING = PRONG  
NET STONE WEIGHT = 10.00gms  
GROSS STONE = 10.00gms

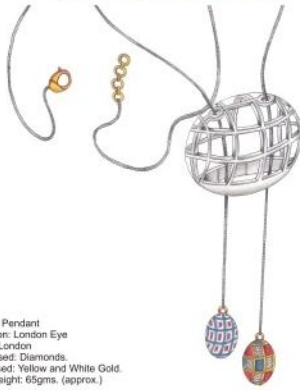
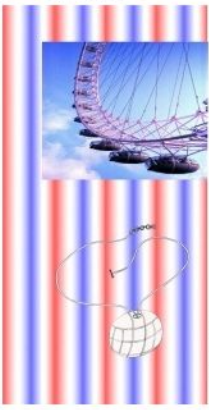
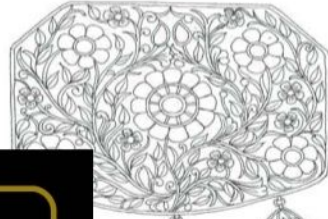
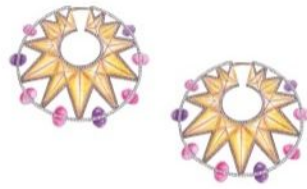


STONE WEIGHT = 10.00gms  
MATERIAL = 18K GOLD  
METAL USED (COLOR) = GOLD  
SETTING = PRONG  
NET STONE WEIGHT = 10.00gms  
GROSS STONE = 10.00gms





Product: Earrings  
Inspiration: London Eye  
Market: London  
Stone Used: Diamonds, Amethyst,  
Pink Turmaline  
Metal Used: White and Pink Gold  
Metal Weight: 65gms. (approx.)



Product: Pendant  
Inspiration: London Eye  
Market: London  
Stone Used: Diamonds  
Metal Used: Yellow and White Gold  
Metal Weight: 65gms. (approx.)

**FEEDBACK**  
- by Ms. SUNITA SHEKHAWATI!

Rupal Gupta, Student from ARCH ACADEMY OF DESIGN, JAIPUR worked as a "INTERN" with us as a JEWELLERY DESIGNER under me for two months.

During this two months of her Internship Period, I found her a sincere, honest, hardworking, a keen learner, a dedicated employee with a professional attitude and a very nice designing skills. She is amiable in nature and character is well.

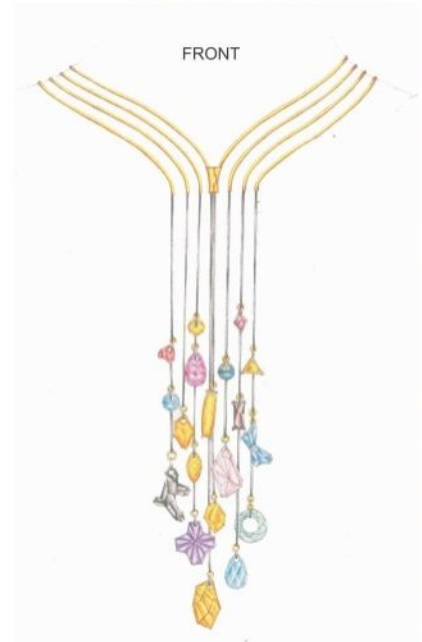
I wish her all the best in her future endeavors.

*Sunita Shekhawat*



**Rupal Gupta**  
B.Sc Jewellery Design  
Batch of 2009-2012  
ARCH ACADEMY OF DESIGN

Industrial internship at Sunita Shekhawat, Jaipur  
Design Project: Kundan Meena Jewelry  
Inspiration: Kalamkari, Andhrapradesh  
Market: Hyderabad





the **fashion** extravaganza, full of **glitz & glamour**,  
with **Super Models & Designers**  
all set to showcase **mesmerizing Collections**,  
scintillating **jewelry pieces** & accessories



**Aakriti**



**Aanchal**



**Rajeev**



**Olga**



**Somana**

**Program Showcase**

14th July

**GABA**

**Graduate Fashion Show\***

7.30 p.m. onwards  
Hotel Clarks Amer, Jaipur

Chief Guest **Shri Babu Lal Nagar**  
State Minister Khadi & Rural Industries, Dairy  
**Shri Rajendra Bhanawat**  
Managing Director, RIICO

Guests of Honor **Ms Azzah Aldeghather**  
**Ms Wasan Al Hijazi**

Special Guest **Shri Rajiv Arora**  
Founder, Amrapali Jewels  
**Commodore Vijay Chaturvedi**  
Secretary, IFFTI

16th July

10:00 am to 01:00 pm  
**Orientation Session For New Entrants**

17th July

09:00 am to 05:00 pm  
**Jaipur City Tour for New Students**

18th July

12:00 noon to 01:30 pm  
**Effect & Effectiveness of Design Education**  
Panel discussion  
• Yunus Khimani, Director, City Palace Musuem  
• Madhurima Patni, Design Consultant  
• Vikram Joshi, CEO, Rangotri  
• Dileep Baid, CEO, Dileep  
• Dheeraj Kumar, Principal, IIGJ  
• Sonal Sawan Sukha, Jewelry Designer  
• Prof. Chinmay Mehta, Muralist & Design Curator

**Graduate Design Week**

14th ▶ 21st July 2012  
10:00 am to 6.00 pm



02:00 pm to 05:00 pm  
**Theater Workshop**  
by Chandra Deep Hada

19th July

09:00 am to 12:00 pm  
**Presentations by Arch Alumni & Senior Students**

02:00 pm to 05:00 pm  
**Workshop on Mood Board Making**  
by Indrajit Das

20th July

09:00 am to 01:00 pm  
**Cine - Madnesss**  
~ a perspective on world cinema  
by Nandan Ghiya

03:00 pm onwards  
**Meet Writer & Film Director**  
**Ekta Kapoor**

21st July

07:00 pm onwards  
**Farewell Party For Seniors**

**Arch Campus,**  
Malviya Nagar, Jaipur.  
10 am to 6 pm from 16-21 July

**backstitch**



**Prateek**



**Sheela**



**Deepa**



**Sangya**



**Iina**



**Yana**



**Ushoshi**

Editor in Chief : Mrs. Archana Surana

Patron : Dharendra Jain  
Editorial Advisor : Benoy Thoompunkal

Art Direction : Kunal Datta & Indirajit Das  
Graphic : Ritu Pranami & Danish Khan