10 Years of Excellence
Skill Up Gradation Programme
International Alliances
Happenings!!!

Style Mantra

AIEED 2010-11
Prospectus along with Application form can be downloaded from Arch Website www.archedu.org. The duly filled form can be submitted online or by post enclosing a DD of Rs 1250/- in favor of Arch Educational Society, payable at Jaipur address to:

5, Sawai Man Singh Road, Malviya Nagar Institutional Area, Malviya Nagar, Jaipur - 302017

The incomplete application forms not satisfying the eligibility criteria will not be accepted. Non-fulfillment of the above conditions will automatically result in the cancellation of the provisional admission.

IMPORTANT DATES

- Written Entrance Examination: Saturday, 9th May 2014
- Declaration of Written Exam. Results: By May 2014
- Interactive Session/Interviews: June 2014
- Declaration of Final Results: June 2014

Under Graduate Level Program

<table>
<thead>
<tr>
<th>Discipline</th>
<th>General</th>
<th>SC/ST</th>
<th>OBC</th>
<th>Physically Challenged</th>
<th>NRI</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fashion Design</td>
<td>90</td>
<td>10</td>
<td></td>
<td>10</td>
<td>10</td>
<td>90</td>
</tr>
<tr>
<td>Textile Design</td>
<td>60</td>
<td>10</td>
<td></td>
<td>10</td>
<td>10</td>
<td>60</td>
</tr>
<tr>
<td>Jewellery Design</td>
<td>60</td>
<td>10</td>
<td></td>
<td>10</td>
<td>10</td>
<td>60</td>
</tr>
<tr>
<td>Interior Design</td>
<td>60</td>
<td>10</td>
<td></td>
<td>10</td>
<td>10</td>
<td>60</td>
</tr>
<tr>
<td>Accessory Design</td>
<td>60</td>
<td>10</td>
<td></td>
<td>10</td>
<td>10</td>
<td>60</td>
</tr>
</tbody>
</table>

Procedure for applying under foreign nationals/NRI category:

1. An attested copy of the relevant pages of the Passport.
2. Equivalent certificate from the concerned Embassy acknowledging the eligibility certificate of the candidate.
3. An attested copy of proof of status as an NRI/foreign national.
4. A Demand Draft of US$ 75 in favor of Arch Educational Society, payable at Jaipur.

ADMITCARD:

Admit card of eligible candidates will be available online by end April 2014. On such downloaded admit cards, the candidates are required to affix photographs (similar to that affixed on the Application Form) on the downloaded Admit Card and hand it at the designated counter of the Examination Centre.

Director's Speak

Since 2000, arch has emerged as one of the pioneering institutions of design education in India. The students here think beyond visible limits and add the value of excellence in whatever they do. Demand for high-quality professionals will keep growing not only in manufacturing sector but also in the service sector. We shall continue to explore new growth avenues through our core competencies in training, research, consultancy, and networking. We invite young minds to come and explore the adventurous world of ARCH and become a part of our glorious tradition.

Archna Surana
Director, Arch Academy of Design, Jaipur

Contents

- 10 Years of Excellence .................................. 01
- Faculty Exchange Program to UK: British Council Funding ................. 02
- Skill Up Graduation of Artisans .................................. 03-04
- HAPPENINGS!!! ........................................... 05-06
- ICONS: Stephen Webster .............................................. 11
- POWER ICON: Dr. Kiran Bedi launching "Back to the Street" Vol. 1 ............ 12
- FASHION ICON: Saabyasachi Mukherjee unveiling .......................... 13
- AIED 2010-11 ............................................. 14
- PORTFOLIO: Fashion Design ............................................ 15
- PORTFOLIO: Jewellery Design ....................................... 16
- PORTFOLIO: Interior Design ....................................... 17
- Trip to Sweden .............................................. 18
- Trip to Bangalore ............................................. 19
- Style Tribes .............................................. 20
- Of the Designers, For the Designers, By the Designers ........... 21

Conceived by

Creative Editor

Graph Design

Co-convenor

Archna Surana
Indrajit Das
Surekha Soni
Maya Jain
Launching of Arch Prospectus 2010 by Shri Ashok Gehlot (Hon’ble Chief Minister of Rajasthan)

Hon’ble Chief Minister of Rajasthan, Shri Ashok Gehlot launched the prospectus of Arch Academy of Design for the New Academic Year 2010-11. Shri Gehlot appreciated Arch and its contribution in the field of Design Education for last 10 years. According to Mr. Vijay Kumar Darda, Member of Parliament, Rajya Sabha, “we are glad to know about the development of Arch over a decade. Their efforts in imparting hands on skills for self employment for a successful and sustainable career among youth has been exemplary.”

Nurturing the career of aspiring designers, Arch Academy of Design was set up in the year 2000 under the management of the Arch Educational Society to impart specialized vocational training and industrially relevant global education. Emerging as a center of excellence in learning and innovation, the Academy offers industry oriented curriculum of international standards with University Certification. Under the Prime Minister Initiative for International Education (PMI2) of the British Council, Arch in partnership with Doncaster College offers various Design Programmes (Degrees awarded by University of Hull, UK). Under this exchange program 3 faculties from Arch will be visiting The Doncaster College, UK for 15 days from 22nd April to 6th May, 2010 while 2 faculties from Doncaster will be coming to Arch for 5 Days from 12th April to 16th April, 2010.

We also offer certificate programs with the Development Commissioner Handicrafts (DCH), Ministry of Textiles (Govt. of India) for skill upgradation in Fashion Accessories. Promoting entrepreneurship among youth, the academy conducts several workshops for skill based entrepreneurship development programmes sponsored by several Govt. bodies. Arch has been imparting hands on skills for self employment and a successful career development among youth. We offer a combination of practical and theoretical skills, supported by an understanding of the socio-cultural context and industry needs. Over the years high employment success ratio of Arch Alumnius has proven the viability of vocational and professional training in the field of fashion and design. Highly experienced faculties are actively involved in course development which ensures that students are in touch with the latest technologies, commercial design sector and current thinking in design. The curriculum of internationally acclaimed faculties and industry professionals ensures that students are kept abreast of the changing dynamics of the industry. The course encompasses several business essentials, including the communication and soft skills management required for a successful career. Students exhibit their final work at a graduating fashion show and exhibition. The academy has strong international focus with student studying from several countries like South Korea, Peru, Spain, Kuwait, United Kingdom, Nepal, Canada and Dubai and South Africa.

We encourage our students to participate in various national and international level competitions. Many have won prestigious awards such as Tahitian Pearl Competition, Pearl Essence Design Competition, World Gold Council Awards, HDG Victories. The Academy has its alliances with Rotaract Club, Red Ribbon Club, DCH, MSNE, RUDA, KICL, BMDL, LCA and AISEC.
Skill Up Gradation of Artisans

It's been One Year Dr. Jitendra Singh, Minister of Higher Education, Energy, Information Broadcast and Disaster Management & Relief, Govt. of Rajasthan, inaugurated the 5 year long prestigious Artisans Training Programme sponsored by Development Commissioner of Handicrafts, Govt. of India, Ministry of Textiles, under the Human Resource Development scheme for established institutions to give skill up gradation training to the artisans in the Fashion Accessory namely Textile, Leather, Metal, Wood & Terracotta Craft. More than 120 Artisans will be trained in this programme every year for consecutive five years.

The candidates belonging to categories like schedule cast (SC), Schedule tribe (ST), other background classes (OBC), minority and physically challenged along with the Arch students augur their design skills in Textile Leather, Metal, Wood & Terracotta Craft by producing different range of Fashion and Desktop Accessories developed in the Wood, Textile, Jewellery, Terracotta and leather Labs at Arch Campus. These labs are been setup by Arch supported by of Development Commissioner Handicrafts.

Seminar on Basics of Interior Design course, by MSME

30 days program on Basics of Interior Design was conducted by Micro Small Medium Enterprise (Govt. of India) under the ESSP scheme at Arch Campus. 25 participants were trained in this programme.

Skill Development Programme on Career Grooming Sponsored by RMOL

A 40 days training program on Career Grooming was conducted by Arch Academy in association with Entrepreneurship Management Institution (EMI), Rajasthan Mission on Livelihood (RMOL). Participants were trained on personality development and communication skills.

SHGY Special Project by RUDA at Udaipur and Rajasthan

Arch students did a 12 Days long SHGY Special Project by Rural Non Farm Development Agency (RUDA) on Enameling (Veenaank) and Foil Technique in Udaipur and Rajasthan. A team of students along with expert faculty members gave Design Intervention in these existing crafts and developed a range of products with artisans.

Skill Training Program on Bandhej at Sujangarh by RUDA

Arch students did a 45 days long Skill Training Program on Bandhej at Sujangarh along with the artisans. Students did Design Intervention in the existing Bandhej or Tie Dye Craft.
Visit to International Design schools in Bangkok

Mrs. Archana Surana visited renowned design schools like Massimo Duci Design College, Bangkok University, Chintanapata Design Institute in Bangkok in the month of November for the purpose of expanding the knowledge and understanding of socio-cultural sensitivity.

Mrs. Archana Surana visited Sweden for an exchange program between the Entrepreneur Center of Sweden and French Student Organization from 5th Nov to 21st Nov, 2009. The objective of this exchange program was to empower and enable business women of India and Sweden to develop economic self-reliance, to create economic possibilities for women at different levels to be in charge of their lives & participate in the development of the society by entrepreneurship. Meanwhile, she also visited various design schools like Nyejkki/Skogsoh School of Arts, Craft & design, Textile Industry.

With an objective to develop professional and leadership skills among youth, GSE group from South Africa visited Arch Academy on 21st December 09 and interacted with the students. The members of the team were Kerry Jones, Team Leader, GJ, Team Leader, Teacher & Practitioner Natural Health; Makhani Van Dyk, Team Member, Attorney; Richard D. Hyland, Restaurant Manager / Chef from Kentington; Trevor Cave, Health Insurance Businessman; Jyoti Suman, Chemical Engineer.

GSE Team South Africa at Arch

Academy organized a workshop to elaborate on the economic growth of India and the need for micro, small and medium enterprises. The Industrial motivational camp was organized in association with ANSME and NSIC, Govt. of India. The guest of honor was Swedish women entrepreneurs Ms. Ingem Wijkbrock, CEO, Entrepreneur Center, Ms. Lisbeth Wijkbrock, Adviser & Lecturer, New Entrepreneur Center who also shared their experiences.

The Group Study Exchange (GSE) program by Rotary is a unique cultural & vocational exchange opportunity for young business professionals and women in their initial years of professional life. A team of five members from different walks of life were the part of it. They are namely, Simon Knight (Team Leader), M.D. of Castello, Ltd. and a consultant for DuPont Safety Resources Asia Pacific; Kate Phillips, Lawyer at Malcolms; Stephen Jacques (Sydney) a leading international Commercial Law Firm; Sunday Hobb, Lawyer; Andrew Higgs, Business Chamber Executive; Bennoce Mak, secondary teacher. They interacted with the students and shared their experiences as a GSE member.

AIESEC organized a leadership congress panel discussion on why a winning team keeps on winning. Being an Education Council Member Arch Director Ms. Surana participated in it with other members like Mr. M Pushkar Sharda, Chairman President, IIE. The topic was aligned with the perfection, momentum & the discipline which a winning team always keep to sustain their position.

GSE Team Australia at Arch
All India Entrance Examination for Design (AIEED 2010-11)
edorsed by Rajeev Khandelwal

Rotaract Club, Arch donated Jaipur Feet in association with Rotary Club Jaipur South. On this occasion TV Actor Rajeev Khandelwal was present and endorsed the All India Entrance Exam for Design (AIEED 2010-11) campaign. Rajeev is one of the youngest charming actors who has been getting critical acclaims for his talent in acting in Bollywood from Jaipur.

Design Methodology by Mr. Dinesh Korjan

Democratization of Design is a vision Mr. Dinesh Korjan carries. An Industrial Product Designer by profession and visiting faculty at premier design school like NID. He took a 15 days workshop on Design Methodology with the students at Arch campus.

Seminar on Cervical Cancer at Arch Campus

Cervical cancer is the 5th most common cancer in women worldwide with approximately 471,000 new cases diagnosed each year. It's sobering to think that a woman's lifetime risk of cervical cancer is approximately every 2 minutes. The Arch Academy of Design and Terapanchi Mahila Mandal organized a talk on the day prior to World Cancer Day at the campus. For the talk eminent Dr. Dinesh Mangal and Mrs. Rajshree Kundra was present among the students. Dr. Mangal is the Director & Head of the Department of Radiation Oncology at SEARCARE CANCER CENTRE, S.K. Soni Hospital Jaipur whereas Mrs. Rajshree Kundra is the President of Terapanchi Mahila Mandal, Jaipur.

Arch Academy of Design, Jaipur recently shown off its presence at the prestigious FLO Bazaar organized by FICCI at the RCFI House, Tagore Marg, New Delhi. Arch displayed an exclusive range of Garments, Jewellery & Accessories designed and developed by its students at the Jaipur campus. Arch student's worked on different Cash Clusters like Fal Chhapar, Memoria lace work technique of Fattahai with RUDRA, RSMSE, MMOL, DCH etc. A range of enamelled and metal crafted Jewellery was also on display. These pieces were developed by the artisans in Arch campus supported by Development Commissioner Handicrafts (DCH), Ministry of Textiles, Govt. of India.
Students at the Academy celebrated Christmas keeping “Gothic Movements” as theme. Gothic refers to people of the ethnomosa of a group of East Germanic Tribes. Gothic fashion is a clothing style worn by members of the Gothic subculture, a dark, sometimes morbid, anti-socialized fashion and style of dress. Students did the stylization keeping the theme inspired.

Semester Jury was being conducted at the Academy from 28th Dec. to 3rd Jan, 2009. The Foundation Course Jury was taken by Mr. Chandra Ujíra, Singh, Ex-Fashion, MD, Ms. Mishu Mathur, Textile Designer, NIFT Alumni, Ms. Reetha Bhattacharya, Accessory designer, NIFT Alumni and Mr. Rajesh Jain, Director Access Developmen. For Fashion Design the Jury members were Mr. Sonal Chittrakar, Merchandsier, Nach India and Mr. Saqib Ali, Fashion Designer, NIFT Alumni. For Jewellery Design Ms. Jhuli Singh, Jewellery Designer, NIFT Alumni and Mr. Narendra Thakur, Jeweler was there as Jury members. In Interior Mr. Navin Sharma and Mr. Rahul Sakaiya were as Jury members.

Arch Academy in association with Grahakdhaba (The leading Hindi Magazine) organized on-spot Fashion Illustration Competition on 5th January 2010. Around 35 students participated in this competition in which 1st prize was won by Ms. Jetha Assag, 2nd by Ms. Jyoti Saroha and 3rd by Ms. Saloni Roongta of Fashion Design Department. The theme given to the participants was party wear attire.

It was an evening dedicated to the people suffering from World AIDS Day, a candlelight vigil was organized by Rajasthan AIDS control Society. Retract Club Arch and Red Ribbon Club Arch at the Rajasthan University Campus. As AIDS has killed millions, it is considered one of the most destructive epidemics recorded in history. Awareness and precaution are the only ways of prevention and this was the message conveyed through the programme.

The students of the Academy celebrated Makar Sankranti. Students coming from different parts of the country enjoyed the kite flying festivity with Mr. Archana Surana, Director, Arch Academy of Design and her family and the team of Red FM. The students also flown kites carrying the message of All India Entrance Exam for Design/AIEED2010-11.

Arch Celebrated its Foundation Day on 3rd April 2010. In this occasion students of fashion, Jewellery, Interior, Textile and Accessory dept. along with the faculties taken part in a three days workshop called “JUGAAD” on exploring social sensibility through creativity initiated by Mr. Archana Surana, Founder and Director, Arch Academy of Design. The workshop started on 1st April and ended on 3rd April 2010 with an exhibition of products created by the students out of waste materials.
MESSAGE

I am glad to know that the Arch Academy has grown over the last few years to "come into new knowledge, arts or sciences, with focus on fashion and design, gems and jewellery, a better design and visual merchandising."

I convey my best wishes to the students and teaching faculty for success in their endeavours.

[Signature]

[Prathima Varte]
Stephen Webster is one of the leading British figures in the fine jewellery and silversmith industries. Webster’s keen eye for detail, expert craftsmanship and rock-star attitude has taken him to dramatic creations with an eternally chic aesthetic. The unmistakable amalgamation of precious and semi-precious gemstones set in specially treated metals has led Stephen Webster to a three-time win of the “British Luxury Jeweller of the Year” award and winner of “UK Jewellery Brand of the Year” in 2008. Originating from a modest background, Stephen Webster has evolved into a powerful global luxury jewellery brand with over 120 points of sale worldwide in the United States, United Kingdom, Russia, Dubai, Japan, Ukraine, Europe and Hong Kong and over 20 Stephen Webster boutiques internationally. Webster also continues to build his high-profile celebrity following culminating in an alliance with musical artist Christina Aguilera who appears in the brand’s new advertising campaign for Stephen Webster. The Stephen Webster brand offers the consumer a true lifestyle experience.

**POWER ICON : Dr. Kiran Bedi**

Dr. Kiran Bedi unveiling ‘Bectonich’, the biannual Magazine of Arch Academy of Design.

**FASHION ICON : Sabayasachi Mukherjee**

International Fashion Designer Sabayasachi Mukherjee inaugurating the poster for All India Entrance Exam for Design (AIEED) 2016-17 at Arch Campus.

are all looking for the same thing though, jewellery that is glamorous, well made and is edgy without being too dark or rock. The high profile clientele includes Charlize Theron, Jennifer Lopez, Madonna and Guy Ritchie, Rihanna, Kate Moss, Kelly Osbourne, Milly Cyrus, Jonathan Rhys Meyers, The Sugababes, Natalie Imbruglia, Pink, Alice Dellal, Russell Brand, Emma Watson, Victoria Beckham, Elisa Yeon Tose, Sienna Miller, Jay Z and many more.

Collections by Stephen Webster : Crystal Maze, Poison Ivy, Fly by Night, Old School, Jewels Verne, Top Hat, Vortex, Courture, Thorn Noir
PORTFOLIO: Fashion Design

Name: Eva
Course: B.Sc., Fashion Design, 1st Sem.
Inspiration: Romantic Glamour
Product: Evening Wear

Name: Ashwini Nayak
Course: B.Sc., Fashion Design, 1st Sem.
Inspiration: Black Tie/Night Time
Product: Club Wear

Name: Jyoti Srivastava
Inspiration: Historical Indian
Product: Evening Wear
PORTFOLIO: Jewellery Design

Name: Ashish Shukla
Course: B.Sc. Jewellery Design, Semester 3
Category: Bridal Wear and Daily Wear
Market: Punjab, India
Inspiration: Ajanta Edoras Caves

Name: Vishva Sori
Course: B.Sc. Jewellery Design, Sem. 3
Category: Party Wear Jewellery
Market: Mumbai, India
Inspiration: Skyscrapers of Dubai

PORTFOLIO: Interior Design

Name: Aradhana Sharma
Course: B.Sc. Interior Design, Semester 5
Product: Chair
Inspiration: Inside outside

Name: Dhrisipa Khosrawi
Course: B.Sc. Interior Design, Sem. 5
Magazine: Society Interiors

Name: Dipika Khosrawi
Product: Arch Bench
Materials: Wood & Glass

Students of Interior Design working on the Arch model

Students of Accessory Design Design, developed a range of desktops and fashion accessories by using tribal craft of Tai Chhapse, Rajasthan.
Style Tribes

Which tribe are you?

Star Tiek, but in a gadget kind of way, you drop islebe program names like celebrities' new versions are your god. The blog of the wag states you're one step ahead of the you tube popularogy. Glasses, even if you don't need them. You don't need bumpers, but they slip in your sketches and laid-back love of life. Share what you like. Shower if you've time - your art does all the talking.

Skinny and loving it - emasculated chic is your cataphoresis. Bold and proud - your uniform is black, white and grey. But you're not afraid of adding a splash of primary colour. Remaking Goth and our boot sale bargains, you'll look at home both travelling London markets or kissing cheeks at its fashion weeks. Your food budget goes on vodka and you live to party, sporting the latest style that's more product than hair, while your jeans are more spray-on than Barkay. A fan of all things humor and dank, you secretly love a high school movie with an ulgy girl makeover.

It's all about the weave. Any colour of the rainbow, as long as it matches your aura. You take more time rolling your own ciggies than messaging about with your hair, but you know more is more. More layers than a wedding cake. You don't want your ex to express it. You want it to scream EVERYTHING about you all at once. Life is a rollercoaster of pointless boys. OMG, and anything you find is amazing. You love your cushions, your quilt, and after a bad day your favourite teddy bear.

You're cool, casual and wear your jeans just low enough. Trainers are old school, but your tech knowledge is band up there - your camera isn't just your pride and joy. It's a hot magnet you get everyone turning it on for a snap a shot whenever the video is the strongest at the bus stop, in the club, backstage at the gig or the fashion show you've talked your way into. You rock - now bring on that catwalk model underwear shoot.....

Attitude isn't an expression. It's a way of life. Fiercely independent, nothing will change your mind. Words are the deepest form of art - especially if they're set to music. Loud, hard, raw music. Fame is pointless, and nobody can teach you anything. It's up to you to learn it from Life itself. Swoon, bands and block with more metal on your than on your mp3. Fashion is relative, feelings are everything, and though not everyone may understand you. You understand them.

The Designers

A - Is for Fashion technology how to speak fashion. Drop a few of these words in your interviews and dazzle your listeners to be.
B - Is for Fashion buyers and retail. The people who choose your clothes and style for their stores and shops to sell
C - Is for Apparel or pattern cutter. The person who turns a designer's sketch into a pattern that's used to make a garment
D - Is for Digital to list a person who creates art out of coding, either from games or including social media, photos or graphics
E - Is for Graphic designer, who transforms images words and ideas to produce a visual source
F - Is for Fabric or material made through weaving the breaking spinning or weaving of yarns to create cloth
G - Is for Illustrator, who chooses to illustrate a person's work, make images and ideas into the actual content of a designer's creation
H - Is for Illustrator, who chooses to illustrate a person's work, make images and ideas into the actual content of a designer's creation
I - Is for Graphic designer, who transforms images words and ideas to produce a visual source
J - Is for Illustrator, who chooses to illustrate a person's work, make images and ideas into the actual content of a designer's creation
K - Is for Tailor and designer, who produces clothing using tools and parts that are involved in the actual creation as well as design
L - Is for the look and feel of a design and the science behind it
M - Is for Marketing, the promotion and selling of products through planning, development and research
N - Is for Social media, who uses social media to promote their products to consumers
O - Is for Office, where designers work and create
P - Is for the creation of a design, where the design is made
Q - Is for the designer, who creates a design, creating a design that is unique in itself
R - Is for the creation of a design, where the design is made
S - Is for the creation of a design, where the design is made
T - Is for the designer, who creates a design, creating a design that is unique in itself
U - Is for the designer, who creates a design, creating a design that is unique in itself
V - Is for the creation of a design, where the design is made
W - Is for the creation of a design, where the design is made
X - Is for the creation of a design, where the design is made
Y - Is for the creation of a design, where the design is made
Z - Is for the creation of a design, where the design is made
STYLE MANTRA

Name: Lovleen Gill
What do you study? Interior Design
Style Icon: Cameron Diaz
What job would you most like to have? To own my Design Studio

Name: Lopita Deokar
What do you study? Fashion Design
Style Icon: Jennifer Lopez
What job would you most like to have? Fashion Designer

Name: Piyta Mehta
What do you study? Jewellery Design
Style Icon: \nWhat job would you most like to have? \n
Name: Kamalini Gupta and Sandeep Jain
What do you study? Interior and Jewellery Design
Style Icon: Elizabeth Hurley and Glamyn Satrio
What job would you most like to have? Interior Designer and Gunador

Name: Swati Sachdeva
What do you study? Interior Design
Style Icon: \nWhat job would you most like to have? Design Consultant

Name: Shaila Raheja
What do you study? Jewellery Design and Fashion Design
Style Icon: \nWhat job would you most like to have? To own my Fashion Accessory Brand

Name: Neha Chawla
What do you study? Jewellery Design
Style Icon: Gamine Ghiliny
What job would you most like to have? To own my Jewellery Brand

Name: Neha Jain
What do you study? Apparel Design
Style Icon: Minakshi Sethi
What job would you most like to have? To own my Apparel Brand