

back
stitch

Vol_03 // Issue_01
Winter_2010

back
stitch



Arch
academy of design

www.archedu.org

AIEED 2011-12

All India Entrance Examination for Design
www.aieed.com



ARCH invites applications for its entrance exam (AIEED) to its under graduate programs, for the academic year 2011-12

DATES TO REMEMBER

1st Dec'10- 5th March'11- Online Application Form Availability

21st April'11 - Form Submission

8th May'11 - Entrance Examination

21st May'11 - Declaration of Results

1-4th June'11 - Situation Test & Interview

ELIGIBILITY FOR UNDER GRADUATE LEVEL PROGRAMMES IN DESIGN

(Degrees awarded by UGC recognized National University)
Candidates who have appeared for or cleared 10 + 2 (CBSE / ICSE / IB / State Board / NIOS or equivalent as per UGC guidelines) 10+1 students can also apply*

8th MAY 2011

EXAMINATION CENTRES

- Ahmedabad
- Chennai
- New Delhi
- Kolkata
- Jaipur
- Lucknow
- Mumbai

PROGRAMMES IN DESIGN

- Fashion Design
- Textile Design
- Interior Design
- Jewellery Design
- Accessory Design

*Students qualifying AIEED 2011-12 will be eligible for AIEED 2012-13's Situation Test/ Interview.

Prospectus & Application Form can be downloaded from www.archedu.org/ www.aieed.com
Duly filled forms can be submitted online or by post enclosing a DD of Rs 1250/- in favour of Arch Educational Society, payable at Jaipur, addressed to: **The Admission Cell, Arch Academy of Design, 9, Govind Marg, Malviya Nagar Institutional Area, Malviya Nagar, Jaipur - 302017** Contact: 0141-4060500/02/03 Email: admission@archedu.org.
Call: Ms. Megha Jain - 91-9414070678



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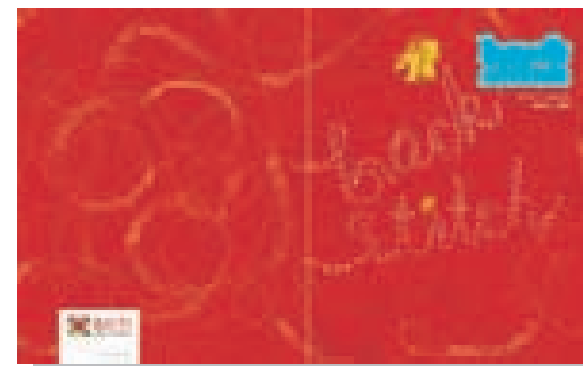
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Graduate Fashion Week
July 2010

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director's message

Dear All,
Seasons Greetings!

Creativity is at one of its highest peak in its 10th year, at ARCH.

The essence of a good education in design is the fusion of a great environment and a dedicated, innovative and professional academic community, supported by knowledgeable technical and administrative staff- and you will experience all of it here, at ARCH.

As one of the leading design institutions in India, ARCH has not only invested its energies in design education and training, but also supported and partnered with government and non-profit organizations towards the development of the Creative and Cultural Industries, especially in Rajasthan.

Apart from various exchange and top-up degree programmes with universities across the globe, ARCH is proud to have received various grants from both national and international agencies, and fruitfully and successfully utilized these for the completion of projects, benefitting the students and artisans together.

When dreams soar high and take the vision beyond the horizon, the journey becomes inspiring. Yes, the way now is lined with glowing pillars- the talented, motivated, youthful and energetic new members of our family. I welcome them to- carry the legacy of the Institution, to newer heights.

Come, become part of a meaningful journey at ARCH!

~ Archana Surana



a dean dares to dream

Is it easy to look at a ten year' journey in a detached manner?

Easier asked than answered and it depends entirely on whether one looks at it from inside that journey or from outside it. We are talking of the evolutionary run of a certain institution called the ARCH Academy of Design.

Having missed the exciting first nine years of its existence, I would have believed I had the capacity for that detachment required to objectively examine the contents and achievements of the period. Year Ten and I am an insider now. And I am not quite so sure whether I could do it anymore. The detached view, I mean.

Somehow, I feel an inexplicable sense of loss at not having been there earlier, as part of the Yatra. There, working by the side of one of the most amazing, energetic, clear minded and determined young humans, you could ever consider having the good fortune to meet. She charges the environment and the work spaces with a nurturing energy so incredibly positive and bracing, that it is no surprise that this institution is peopled by some rather unbelievable affinities who so rightly and happily believe they have the capacity to do & achieve anything in life. Together.

They have done it all, well beyond the call of duty. And keep on doing it! Willingly and matter of factly! That's family life here for you.

So it should come as no surprise at all that other incredible people have chosen to join the family to contribute their strengths in our march forward. And it should come as the least surprise of all that we have an extremely talented bunch of youngsters who could, in all probability, have found a place in any institution of their choosing, anywhere in the world, but chose to come here to ARCH to grow in THIS family. They are our most precious investment, and I am absolutely certain that they are all going to do us very proud in the not so distant future.

All the very best to all of us!

~ Benoy Thompson

editor's note

Spirits Soaring High!

10 years of creativity, aesthetics and design education- in fashion, interiors, jewellery!

The stimulating journey has only infused ARCH with the energy to achieve newer heights of excellence in education and training. Our successful 2000+ student- alumni are celebrated testimonies of our endeavors.

This is the right moment to take a pause, to look back, to learn and unlearn and relearn, to redefine visions for higher goals and newer destinations. Fresh perspectives and courageous actions find expressions in all aspects at ARCH- one face of which is this revamped magazine.

It has been a long journey for the magazine too. From a mere eight paged chronicle of events, 'ARCH Ki Taza Khabar', the newer avatar '**BackStitch**' has evolved into a more serious, thought-provoking and meaningful creation.

'**BackStitch**', the official publication of ARCH, is produced and published every quarter. For the motivated students, the magazine provides insights into career options in the Creative and Cultural Industries.

So, what's new about this issue, in the least? A dash of creativity amidst the madness and eagerness for achievements, anew! Well, the cover page is hand crafted with embroidery and paint- an emotional expression of earnestness in work. Also, for the first time ever, experts from the industry and education sector speak to you about newer avenues in design.

Regular features in '**BackStitch**' will now include feature articles- both by seasoned veterans and novice students, articulate coverage on the alumni of ARCH, letters to editor, apart from the reportage of assortments of multi-faceted events at ARCH, amongst others.

The magazine welcomes the contribution of articles on design education and policy making, contemporary trends and styles along with general orientations.

Kindly write to mamta@archedu.org for suggestions.

Enjoy the issue!

~ Mamta Menari





DESIGN AND DEVELOPMENT PRACTICE

++ RAJ JANI

Having seen and experienced both sides of a professional life (working in for-profit and not-for-profit sectors) fairly close, I want to take a deep breath now and pen down a few anecdotes that have shaped my fortune.

I felt the need to earn a living very early in my career, so took up one of the most preferred career choices in those times- MBA. Thanks to the timing and luck, I secured myself a job (who cared what type!). As one tends to undermine things that come with relative ease, I didn't ponder ever about my goals, objectives, needed skill sets et al. and continued with the rat race for almost six years, when suddenly I realized that a large part of my active years had been wasted working tirelessly and that too for someone else working for either a Seth or a Lala who had virtually no regard to do anything extra for the society at large- or for that matter, contribute even the at least to the goodwill of their own workers. I call it the 'Designed for Self' (DFS) approach.

Occasionally, I did hear about trendy terminologies like 'Corporate Social Responsibility' or 'CSR', at niche places like 5 star hotels, frequently used by the nouveau riche and seasoned businesspeople. In after thoughts, did I realize that these plush surroundings were the most befitting places for discussing issues like 'poverty alleviation' and 'helping the disadvantaged', because this is where the like-minded and resource rich 'networked' and/or 'worked in a mutually beneficial' way. In one such meeting, I got an offer to work for a 'donor funded' project to help promote the cause of artisans and micro-enterprises! I again call such networking meetings 'Designed for Charity' (DFC) events.

Much to my pleasure, I was sent to where I belonged- to see the real world of misery and helplessness and to contribute in whatever small way I could. People belonging to the harsh reality of life were often choreographed as the 'developing class' by those self-appointed game referees and notable personalities of the philanthropic world- akin to the corporate honchos! But this was a lopsided story of development- development of the infrastructure only rather than the people. The donor money was available to experiment with diverse approaches & tools to make an impact at the grassroots level, but more often than not, this was utilized for the smart maneuvering to give these experiments a 'Design for Development' (DfD) outlook. Having said that, the DfD approach was much more useful to learn the rules of the game and, very importantly, acquire the key attributes like 'humane approach', 'learning aptitude', 'patience for results' and 'networking for access to markets, technology and the means' amongst others.

These early lessons in the 'Development (Not-for-profit) Sector' came in handy, as I consistently networked my way up with all kinds of bright and committed people, who were at least trying to make a difference, if not anything else! This to me was a 'Design for Growth' (DFG) approach which was a winning formula that worked most of the times!

'Design for objects' (DfO) as a new application of 'Design' came as a corollary with 'DFG', which for the first time I saw as quite a useful software to run various applications of hardware viz. art-n-craft, industrial manufacturing and architecture amongst many different fields of economic activity.

All this realization worked very well for me, when I got an opportunity to go global and work for bigger and larger development agencies, who understood perfectly well how to 'Design a Development Package' and how to apply advanced window dressing skills to mobilize external resources/donor money. In other words, these international non-governmental agencies were doing exactly what a smart designer ought to do- 'put old wine in new bottle and market tactfully'. This is relatively a more skillful area of application, where one learns the art of building international contacts other than writing up fund-raising projects, based on the capitalization of a few demonstrated successes from the past. One can aptly call it 'Design for Internationalization' (DfI).

'DfI' is the latest fad amongst outward professionals, expanding NGOs and the for-profit companies, other than relevant CSOs (Civil Society Organizations) who are making rapid strides by selling these 'Designer Packages' of their success stories to the likely funders and stakeholders with a clout in the big and vast world of philanthropic capital.

One ought to be a designer- for sure!

Raj Jani is currently the Value Chain Advisor at SNV Netherlands Development Organisation, Cameroon. A dear part of the ARCH family, he has had 15 years of experience in the development and management sector.

Interviewed

TRANSFORMING THE MUNDANE TO THE PROFOUND



++ DINESH KORJAN

Do our daily actions make the world better or worse ?



Challenged to find a way towards a pollution-free world, Anubha Sharma, ARCH, used little mirrors to multiply a single candle into many on a birthday cake.



The intent is delve deep into this question while re-designing mundane objects like paper weights and key chains.

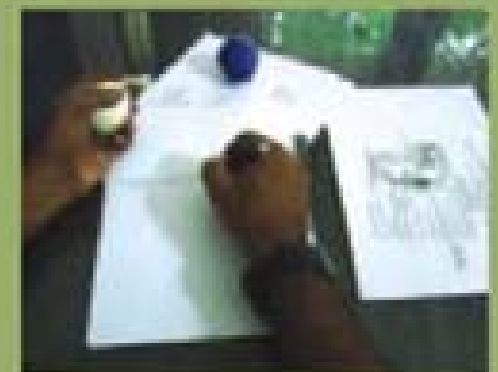
Dinesh Korjan is a design educator by passion and profession. While designing and developing objects, he says that one should stop and consider the objects around us and try and understand the circumstances in which they have become what they are. This ability to discover the underlying structure of relationships between the object and its universe makes it possible to combine one's own wisdom about life to the functional aspects of the object; and reach those areas of life where ordinary objects usually do not.

He owns Studio Korjan at Ahmedabad.

Do we have control over the implications of our actions ?



In finding a way to redesign to paperweight Vanshika Jain, ARCH, filled balloon with clay, making it a unusual squeezable de-stressing paperweight.



THINK, CREATE, EMPOWER

++ D RAJAN

Remember the first few weeks in school? When you were barely 2 or 3 years old! Wasn't it so different from your experience from the unhindered learning ways you were used to in the early stages of your learning?

Of sticking your fingers into things and tasting them! Of getting your hands dirty, bruised, sticky and sometimes coloured too. And your nose, knees, toes, hair eyes...what a mess, but so much fun learning too. And didn't you learn so much from all that...

Well, that was before we went to school! And then school was where you learnt about the *aa's bee's* and *cee's*. And the *Tzas* of the basic multiplication tables ...*two ones tza two, two two's tza four* and so on and somewhere our hands stopping being relevant to the learning process other than for copying things from a blackboard and doing as you were told.

That's how, for twelve years, you progressed from class to class till you miraculously reached the 12th standard. All your learning was now compartmentalised into little containers - the sciences, social studies and the arts and communication skills. Some enlightened schools had art classes, but primarily it wasn't an extended tool for creativity or enquiry, but just another class for copying images as drawn by the art master.

A creativity class without the essence of the creative act itself! Those wonderful tools- the hand, and the eyes and the ears and nose all stopped having their coordinated functions of being aids to your learning process.

And so after 12 years of school, most of us remained where we started - dependent on an external source for help and sustenance- Robbed of our independence of self enquiry, of inquisitiveness, of childlike freshness, of being fearless in our thirst for knowledge for continual growth and enquiry.

So how does one nurture creativity in schools then? How do we mentor our children that every subject is connected and how could we continually find new connections between the sciences, arts and social studies and learn how to matriculate the same in innumerable ways?

How do we bring process based learning based on reasoning to every subject that is taught in school so that the "schooled" mind progressively becomes the "empowered" mind?

Some schools like the Riverside School at Ahmedabad, Gujarat...have been inculcating these approaches for the past 8-10 years with an amazing success rate. Every student approaches each subject like a class project, and the process goes through preliminary research based on a hypothesis.

This then investigated and worked on to see whether the initial idea had substance and then whatever conclusion is reached, it leads on to the next stage of enquiry. And so on. Every standard has project based learning with a mixed input learning that is instructor lead, but with enquiry and questioning. Also the classes are mixed and seniors learn from juniors and vice versa.

And the children from such a system come out empowered to cope with any challenge thrown at them.

In the long run, whatever industry they join, these children will come up with creative solutions in whatever career route they choose to pursue. The education industry needs a dose of "creativity" in its approach to empowering minds - ground up and en masse.

Maybe that day will come!

*D Rajan is a design educator and alumnus of the **National Institute of Design**, Ahmedabad. He believes that real education is that which thrills you and makes you a better person. He helps educators discover & use unconventional teaching tools and rediscover the joys of education.*

WHY THEY PUT ERASERS ON PENCILS?

A group of children were playing near two railway tracks, one still in use while the other disused. Only one child played on the disused track, the rest on the operational track.

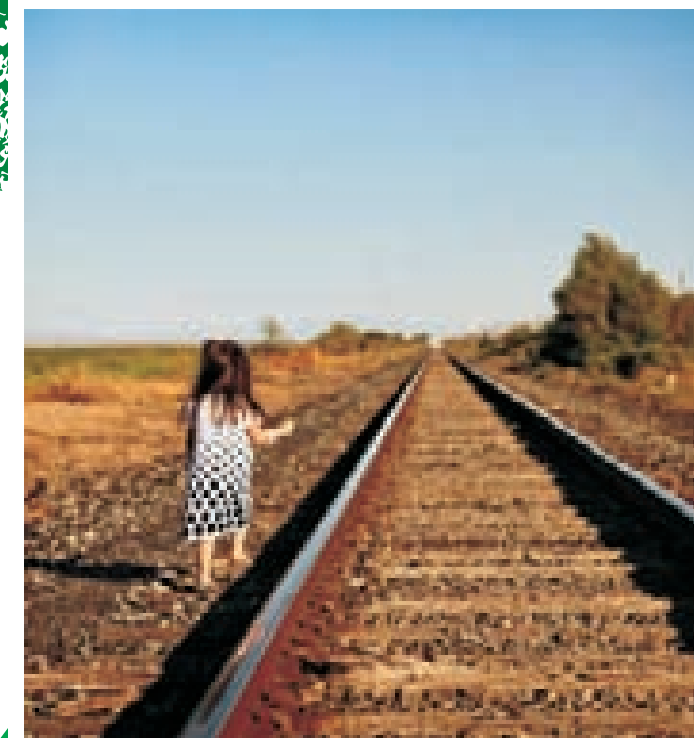
++ ANURAAG SINGHAL

The train is coming, and you are just beside the track interchange. You can make the train change its course to the disused track and save most of the kids. However, that would also mean the lone child playing by the disused track would be sacrificed. Or would you rather let the train go its way?

Let's take a pause to think what kind of decision we could make.

Most people might choose to divert the course of the train, and sacrifice only one child. You might think the same way, I guess. Exactly, I thought the same way initially because to save most of the children at the expense of only one child was a rational decision most people would make, morally and emotionally. But, have you ever thought that the child choosing to play on the disused track had in fact made the right decision to play at a safe place?

Nevertheless, he had to be sacrificed because of his ignorant friends who chose to play where the danger was. This kind of dilemma happens around us everyday. In the office, community, in politics and especially in a democratic society, the minority is often sacrificed for the interest of the majority, no matter how foolish or ignorant the majority are,



and how farsighted and knowledgeable the minority are. The child who chose not to play with the rest on the operational track was sidelined. And in the case he was sacrificed, no one would shed a tear for him.

The great critic Leo Velski Julian who told the story said he would not try to change the course of the train because he believed that the kids playing on the operational track should have known very well that track was still in use, and that they should have run away if they heard the train's sirens. If the train was diverted, that lone child would definitely die because he never thought the train could come over to that track! Moreover, that track was not in use probably because it was not safe. If the train was diverted to the track, we could put the lives of all passengers on board at stake! And in your attempt to save a few kids by sacrificing one child, you might end up sacrificing hundreds of people to save these few kids.

While we are all aware that life is full of tough decisions that need to be made, we may not realize that hasty decisions may not always be the right one.

"Remember that what's right isn't always popular and what's popular isn't always right."

Everybody makes mistakes; that's why they put erasers on pencils.

Anuraag Singhal is author of India's first indigenous book on Visual Merchandising and Chief Editor of THINKtank-India's only online Newsletter on Visual Merchandising. He is an MBA in Sales & Marketing from IIMM-Institute of Modern Management, Pune (now known as BIMM). He has over 16 years of rich experience in Design, Retail, Visual Merchandising and Store Design. He also conducted many trainings & workshops for middle and senior management on Visual Merchandising and Developing CREATIVITY. You may reach him at mail@anuraags.com



International RYLA

**October 15- 17, 2010
Kota**

Rotract Club, ARCH Jaipur South President Apurva Saxena & Director Abdul Kadir participated in the International Rotary Youth Leadership Award Camp (International RYLA), organized by Rotary Club, Kota (Dist.3050). Renowned trainer, G Balachandran was the pilot faculty for the event. The 150+ member strong Rotract Club, ARCH does various programmes in the sphere of leadership, motivation & social development.



Fashion Show

**October 5, 2010
Amber Fort, Jaipur**

To encourage tourism during the Common Wealth Games fortnight, a fashion show was organized showcasing the works of Mira and Muzaffar Ali, Pallavi Jaipur, Rohit Kamra and Nidhi Tholia at Jaleb Chowk, Amber Fort. The students of Fashion Textile Department, ARCH helped backstage in work with them, while working with the ace designers.



AIESEC National Conference

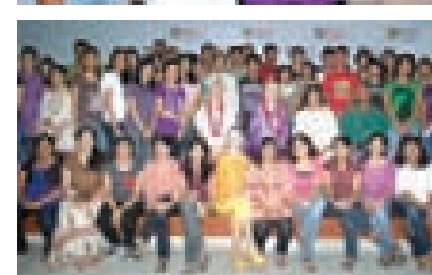
**September 20, 2010
Sunrise Chandra Resort, Jaipur**

AIESEC, a prominent youth organization aimed towards leadership skills, organized "National Leadership Development Seminar". More than 1000 AIESEC members from reputed institutions- IIT Delhi, IIM Ahmedabad, IIT Kharagpur, BITS Pilani- & participants from countries like UK, Belgium, Germany, Poland & Ukraine, were present. Ms. Archana Surana, Director, ARCH, addressed the young students on "Youth Driven Societal Impact" in the seminar, along with Mr. Sunil Dutt-IG Police & Ms. Alka Batra, AEGIS.



**September 20, 2010
ARCH Campus**

Vital Voices Exxon Mobil Challenge Grant was awarded to the ARCH director Ms. Archana Surana (Fortune Mentee) honoring her entrepreneurial skills. This two-week program aimed towards training 100 young educated women, in 6 months, to promote the spirit of entrepreneurship among them. Launched by directors of Vital Voices Ms. Zoe Dean-Smith, Senior Director, Global Women Artisan Export Development Program, Ms. Mary Schnack, President, Mary Schnack & Associates, & Ms. Kathleen Vaughan, Executive Vice President, Wells Fargo Home Mortgage, the training programs are meant to enhance survival, growth, expansion / diversification plans for women, November onwards.



Launch of Vital Arch Women Leadership Programme



**September 14, 2010
ARCH Campus**

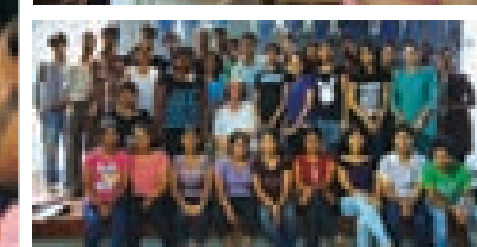
Enlightening the students of ARCH about the style statement of one of the leading fashion icons of the world was Lydia Baraza, Assistant Cultural Affairs Officer, American Center. It was a pleasure to know about Michelle Obama's favorite designers, personal style statements to her wardrobe regulars & her list of favorite designers- Jason Wu, Narciso Rodriguez and Naeem Khan.



Fashion Trends of First Lady Michelle Obama



Clay & Pottery: The Universal Language



**September 6, 2010
ARCH Campus**

Sabine Fordemann, a sculpture artist and an enthusiastic woman entrepreneur from Germany, took up a one day workshop on the art of clay modeling, with an emphasis on understanding the basic forms and techniques involved in pottery.

**Teachers
Day
Celebration**



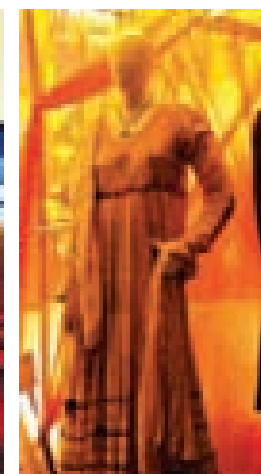
September 5, 2010
ARCH Campus

**Design as a
Career-
Counseling
sessions with
School
Students**

August 30, 2010
Various schools in
the city
ARCH conducted
seminars &
counseling sessions
to increase
awareness about
career options in
Design.



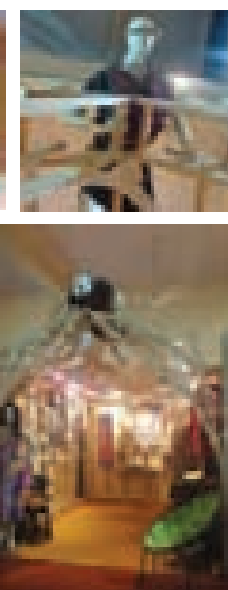
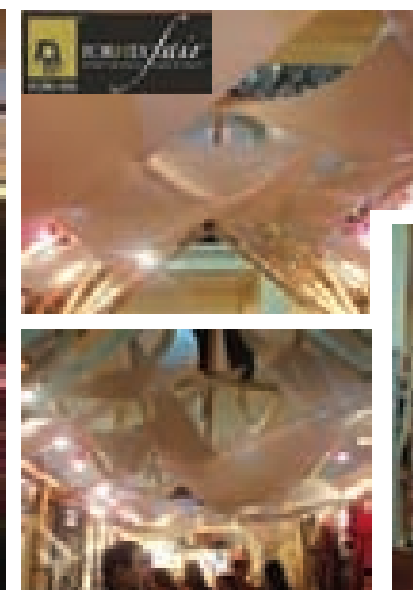
**Lagan
Mandap-
Wedding
Exhibition**



August 29, 2010
SMS Convention
Centre, Jaipur

**Forhex
Fair
2010**

August 16, 2010
B M Birla Auditorium,
Jaipur
The students of Interior
Design & Visual
Merchandising
Department created visual
display for 55 clusters at
the FORHEX Fair, besides
the ARCH stall.



**Independence
Day
celebration**

August 15, 2010
ARCH Campus



**International
Summer
Program**

July 7- 30, 2010
ARCH Campus
For the very first time in the
decade long history, ARCH
has offered International
Summer Programs for
students across the globe to
appreciate Indian art, crafts
and culture. 3 students, one
each from U.S.A, Sweden,
Austria, took their course
modules in Indian textiles
and jewellery.





Government Projects



July-August

Arch Campus

ARCH is very proud to have conducted Wood Craft training programs of 8 & 18 weeks for the artisans, under the Human Resources Development Scheme of Development Commissioner of Handicrafts (DCH), Ministry of Textiles, Govt. of India. More than 100 artisans will be trained in fashion accessories in textile, metal, wood, leather & terracotta.

June 18-20

ARCH Campus

Under the Twinning Program between ARCH, India and Textila Gymnasiet, Sweden, 4 faculty members visited ARCH. Also, students from Textila shall come to ARCH in November 2010 for a 5 week program to learn surface ornamentation, while the students from ARCH shall visit Textila in May 2011 to learn Creative Pattern Making with Digital Inputs & Garment Technology.

textila gymnasiet



Twinning Program with Textila Gymnasiet, Sweden



Workshop on Design Thinking



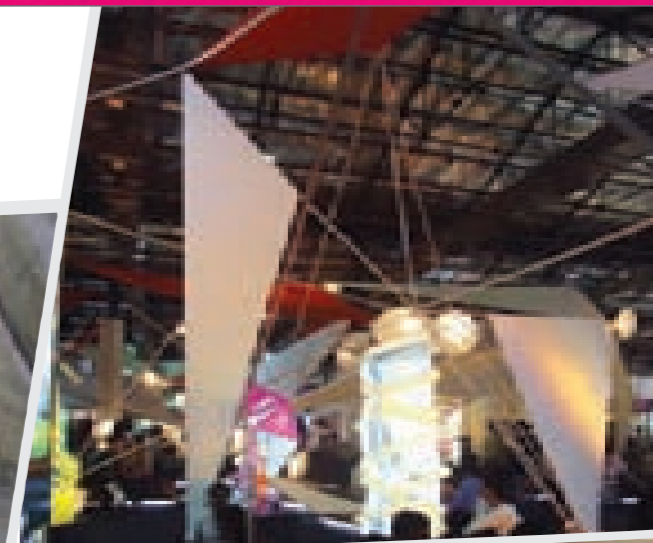
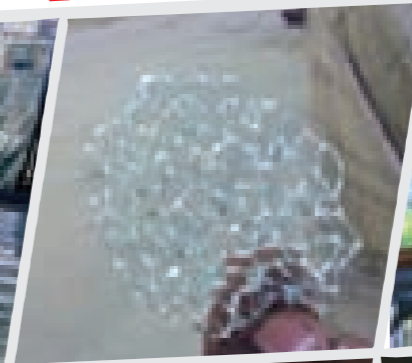
April 15, 2010 ARCH Campus

With an objective of exploring opportunities to improve our education system through shared practices & staff development, ARCH conducted a workshop on "Design Thinking for Art & Craft Teachers". Ms. Deborah Pulleyblank, Assistant Director & Ms. Laura Green, Course Leader, University Centre, Doncaster, Mr. Raj Jani, Value Chain Advisor, SNV Netherlands Development Organisation, Cameroon & Mrs. Archana Surana, spoke on relevant aspects.

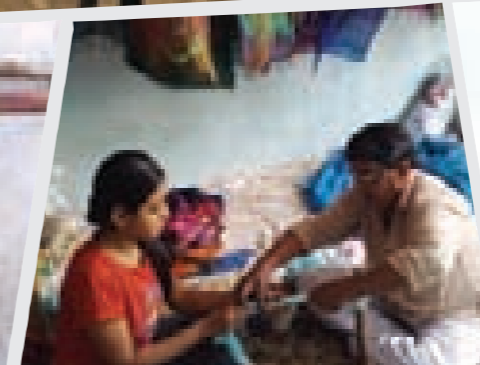
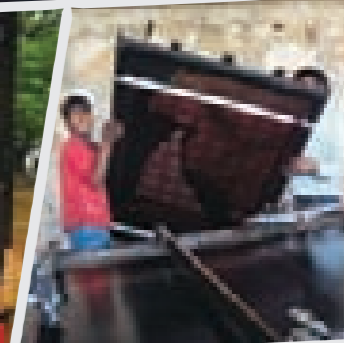
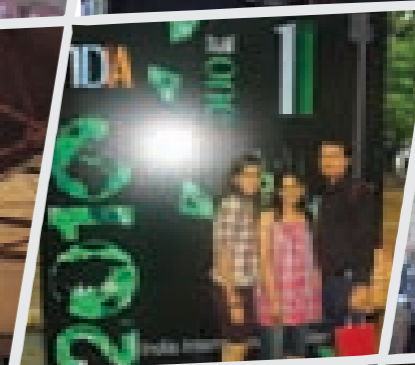
EXPOSURE TRIPS



Visit to the Glass Factory, Jaipur



Dilip Industries, Bagru



Visit to IJIS Fair, Mumbai Jewellery Design Department



Dynamic
Decade

"THINK SKILLS WORKSHOP"

Dean's instructions to the faculty and staff for a life-time journey

MATERIALS REQUIREMENT

- One live, tolerably healthy human being- gender & age no bar
- A hole in the skull. No size limitations. (Those who don't possess appropriate tools can avail ARCH Workshop facilities and the services of Head Plastic Surgeon Kanhaiyalal Jangid)
- A CATScan/EEG (to confirm presence, size, condition & position of brain)
- A Certificate of Insanity from an experienced & qualified roadside Psychiatric Counselor. (List of local practitioners available with Miss Vijayta Jaswani. Please note- no complaints, no litigation please)
- A copy of your Artistic License duly signed and stamped by a Notary Public possessing a work experience of no less than 80 years
- A pair of eyes, a pair of ears, a pair of nostrils - all in good working condition (No earbuds or handkerchiefs are permitted in workshop)
- All 10 fingers on both hands (Please check and test the phalanges for flexibility and audible creaks. Peacock Oil available on order. Replacements, if required, are available with Dr. Jangid above, but please note- Only Pine wood, no anaesthesia, no warranty, limited models, & first come first severed)
- Those who can't walk to the venue can be provided with Stretchers or Wheelchairs- Please book these in advance to avoid crawling
- Those who are prone to general hysteria and crying fits are welcome to bring their own buckets
- Ivory Sheets
- Fevicol
- Homelite Matchboxes (full)
- Space for other surprise demands

On completion, all survivors shall be personally congratulated by Mr. Thoompunkal, & presented with a silly piece of paper. Additionally, they shall receive All Year Passes to the Chennai Zoo & Gift Vouchers for buying peanuts for the monkeys there. Lucky guys.

Editor's note: The workshop did happen. And everyone lived happily ever after, including the monkeys!



Geometry Forms on Cycle

Abhijeet, Diksha, Indranil, Neha, Priyal, Shina, Shreya, Shiva, Swati, Tarun, Astha

created

**Design
Foundation
Course**



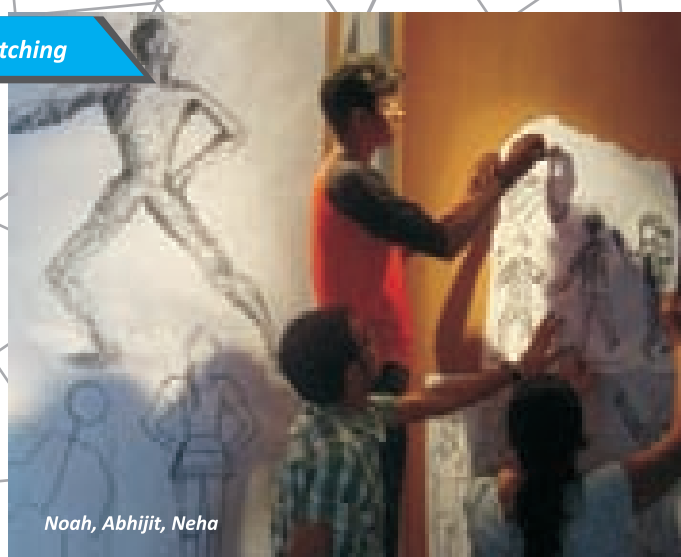
Paper Origami

Astha & Monu

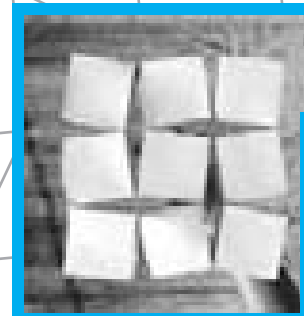


Drawing & Sketching

Noah, Abhijit, Neha



Fun with Geometry



Abhijeet, Diksha, Indranil, Neha, Priyal,
Shina, Shreya, Shiva, Swati, Tarun

Akshaya, Adhya, Astha, Aruniva, Ashish,
Bharti, Debaroti, Pooja, Riddhi, Sagarika



Colour Exercise

Firming Footholds!

Lines, Shapes, Value, Color, Texture, Balance, Proportion and Rhythm- these fascinating terms are the foundation stones to any design principle and learning these in the Design Foundation Course at ARCH is fun. The elements and principles of Design are explored in relationship to their compositional importance.

"The utilization of the design process is the key to arriving at successful design solutions", articulates Mangesh Afre, Head of Department, Design Foundation Course.

It is imperative that a student gets an exposure to constructive, perceptual, symbolic and expressive aspects of design within a variety of relationships. Knowledge of contextual, cultural, historical and social significance of design will only make them better designers.

Its time to get on to that firm footing!



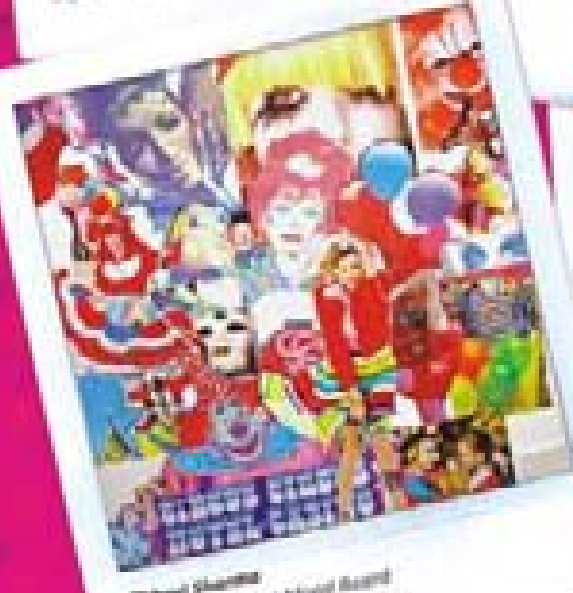
Uma Choudhary
Style Reading Exercise



Umesh Kumar
Advanced Drawing Exercise



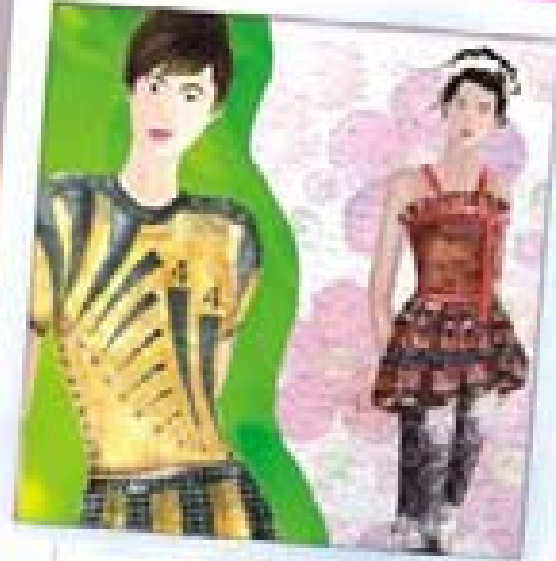
Aashu Anand
Style Inspiration Design Exercise



Ekshita Sharma
Design Collection Mood Board



Manisha Gangwani
Design Project International Fashion



Umesh Kumar
Fashion Illustration



Snehal Aggarwal
Draping - Skirt Variation



Uma Choudhary
Design Project - International Fashion



Aashu Anand
Style Reading Pattern Development

**Class
Room
Projects**



**Weaves
Prints
&
Surfaces**



Green Wear Collection
OVEN 04 / Ministry of Textiles, India
Project Model



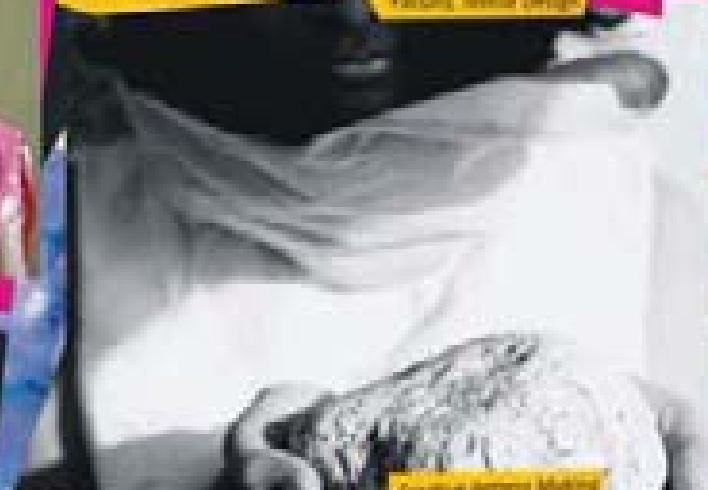
Shruti Chaturvedi
Faculty, Textile Design



Sumita Yadav
Faculty, Fashion Design



Arushi Agrawal
Faculty, Textile Design



Creative Pattern Making
Arti Chaturvedi



The Exuberance of Fashion

While the fashion world continues to enthrall human minds with its magical spell, it also emerges as a lucrative career option to the youth today, promising remarkable growth, glamour and financial success. The fashion industry in India is also expanding while carving out its own niche in the global market.

About the course, Kunal Dutta, Head of Department, says, "It develops students' sense of cultural and aesthetic appreciation of fashion and gives them the opportunity to experience and participate actively in a creative design process in which new ideas can be developed or old ones modified."

Students can widen competencies in researching, analyzing, conceptualizing, exploring materials, designing and constructing fashion garments incorporating both regional and global design sensibilities, while simultaneously evolving their personalized individual version of fashion.

Measure your way up there!



Boxing
T-Shirt Collection
Arvind Bhatia Ltd.



Sumita Yadav

Arushi Agrawal

Shruti Chaturvedi

Arushi Agrawal

Shruti Chaturvedi

Arushi Agrawal

Arushi Agrawal

Arushi Agrawal

Arushi Agrawal

Arushi Agrawal



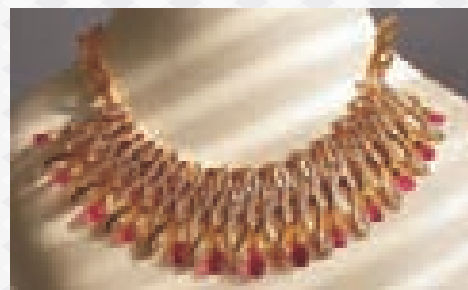
Show Stoppers at Shop NBC, US, Vaibhav Gems Ltd, STS Group, 2006, Indrajit Das

The Opulent Music of Jewels

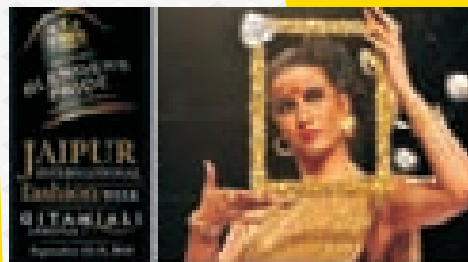
Jewellery has always been a symbol of wealth, power and love throughout human history. They are among the most desired objects in the world because of their pristine beauty, rarity and value. In the gem stone city of Jaipur, jewellery commands a powerful physical, as well as emotional engagement, not just with the wearer, but also with the designers and businessmen, as they explore the ergonomics, suppleness and facets of the shining metals and stones.

The term 'jewellery' has come to signify a lot more than just a few precious metals and gemstones. Jewellery design is a form of a creative art that studies precious metals and gems and their design. It involves the creation of newer styles as well as lending a contemporary touch to traditional patterns, thereby enhancing its variety and range.

The department of Jewellery Design, ARCH, established in January 2000, focuses on understanding functional and nonfunctional objects, emphasizing conceptual thinking, innovation in design, and refinement in craftsmanship. "Cultivating creative and independent-minded individuals, the emphasis is on career preparation through competitions,



Bridal Collection, Kalajee Jewellery, 2004, Indrajit Das



Jewellery for Aruna Singh, Jaipur International Fashion Week 2010, Indrajit Das



Fashion Designer Poonam Bhagat of TAIKA adorning necklace from the AFRICA Collection by Indrajit Das at the Haute Haat Show at the Islamic Centre, New Delhi, 2007



Kundan Meena Jewellery Piece in CAD, Yashpal Dagur

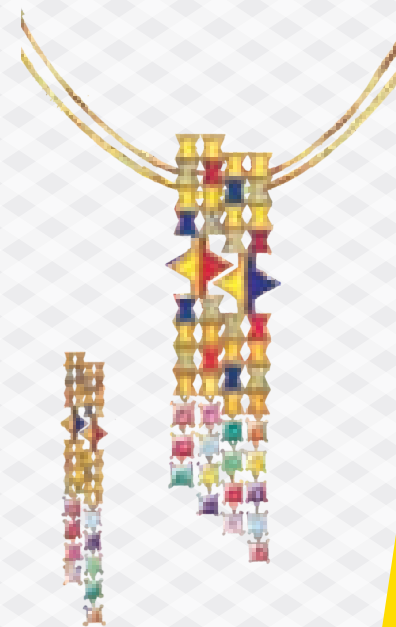


Yashpal Dagur, IT Head

collaborative projects and exhibition opportunities", says Shivani Kaushik, Academic Coordinator. Students train from a wide range of technology in facilities for precision casting, laser welding, finishing, enameling, lapidary, CAD/CAM, forming and stone setting processes.

"This career prospect involves hard work, constant experimentation and plenty of field work. Innovation is the watchword. A young and motivated student, along with a creative mind and an understanding of contemporary as well as traditional styles of adornment, can be most suitable for jewellery design. Above all, a jewellery design student should keep abreast with all contemporary trends and forecasts at home and abroad", opines Indrajit Das, Head of Department, Jewellery and Accessories.

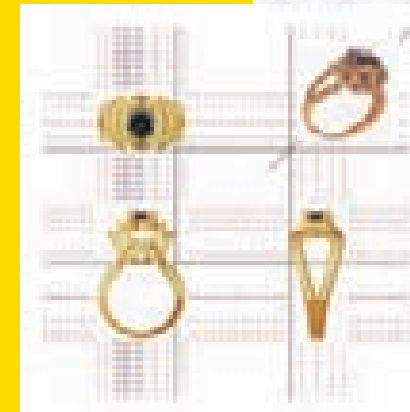
What more than the magical, multi-sensorial engagement with that sensual, yet divine piece of tinkling jewellery!



Kareena Jain

Currently employed with Oorja Jewellery Pvt. Ltd.
Award: Runner-Up, JAS 2010
Jewellery Design Competition- Casual Category
Inspiration: Egypt

Orthography

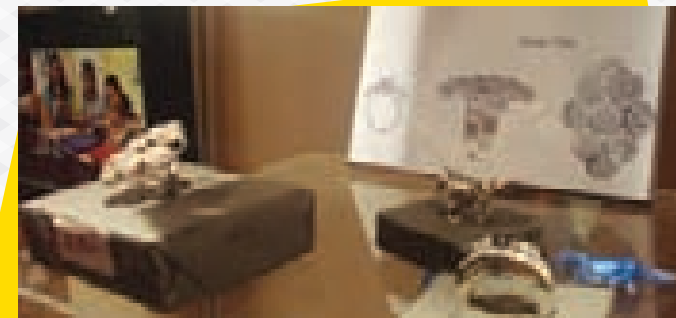


Ring Developed in Jewel CAD-CAM



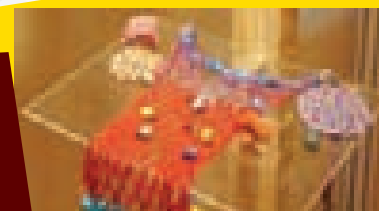
Rupal Gupta

Exercise: Range Development
Inspiration: London Eye
Credit Programme in Jewellery Design at the Doncaster College, UK

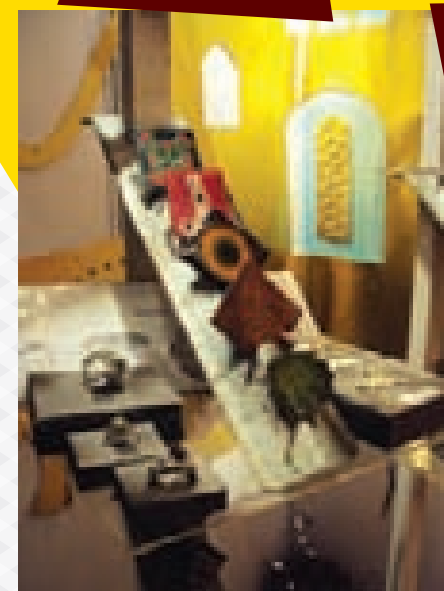


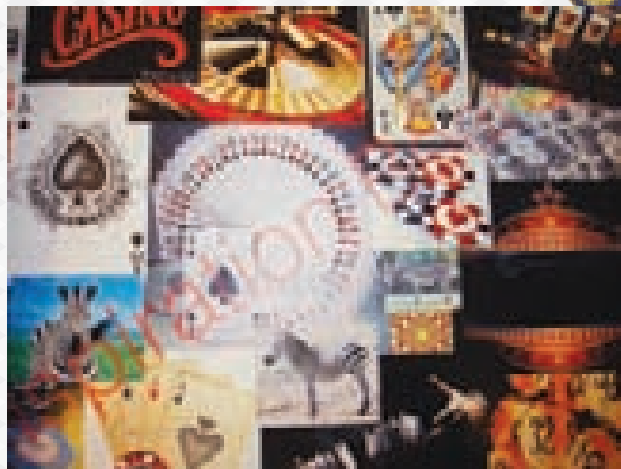
Jewel CAD pieces done by the students showcased at FORHEX Fair 2010

Textile Jewellery designed by students showcased at the FORHEX Fair 2010



Enamelled Tiles designed by the students showcased at the FORHEX Fair 2010 and Lagan Mandap 2010





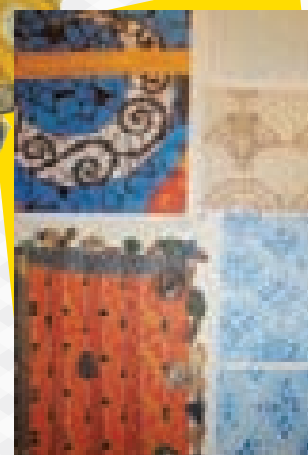
Neha Chawla
Currently employed with Jewels Emporium
Exercise: Range Development
Brand: Roberto Coin
Inspiration: Casino



Pendant



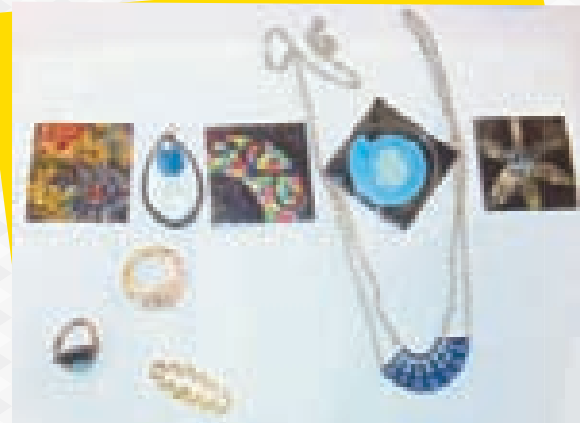
Brooch



Enameled pieces

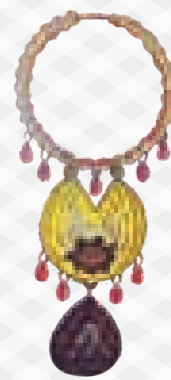
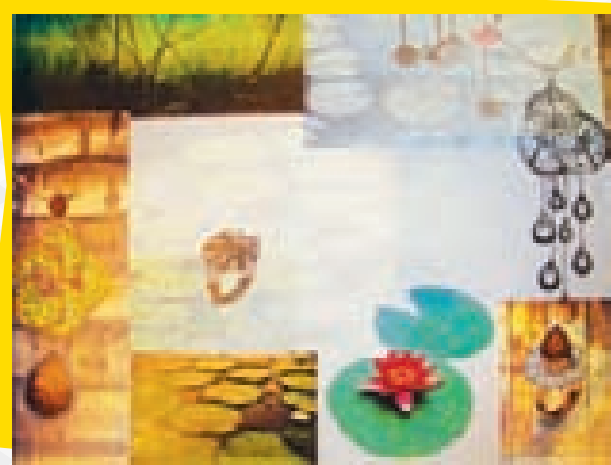


Cuff



Neha Chawla
Currently employed with Jewels Emporium
Exercise: Diamond Jewellery
Inspiration: Azulejos-Mosaic tilework of Turkey

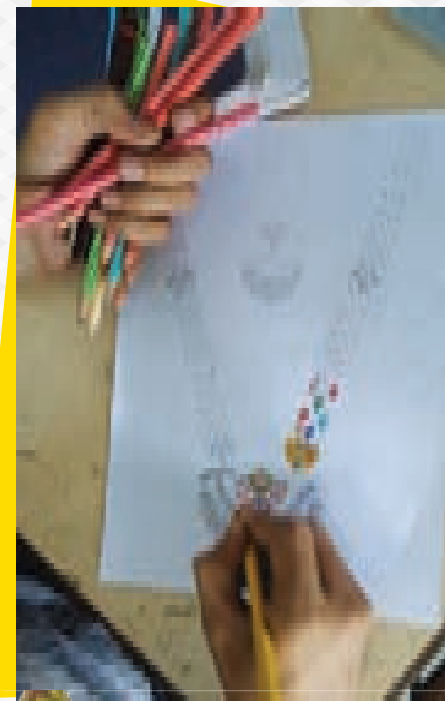
Shweta Bhargava
Currently employed with Vaibhav Gems Ltd.
Exercise: Multimedia Jewellery
Inspiration: Lotus Leaves
Material: Gold with ebony wood



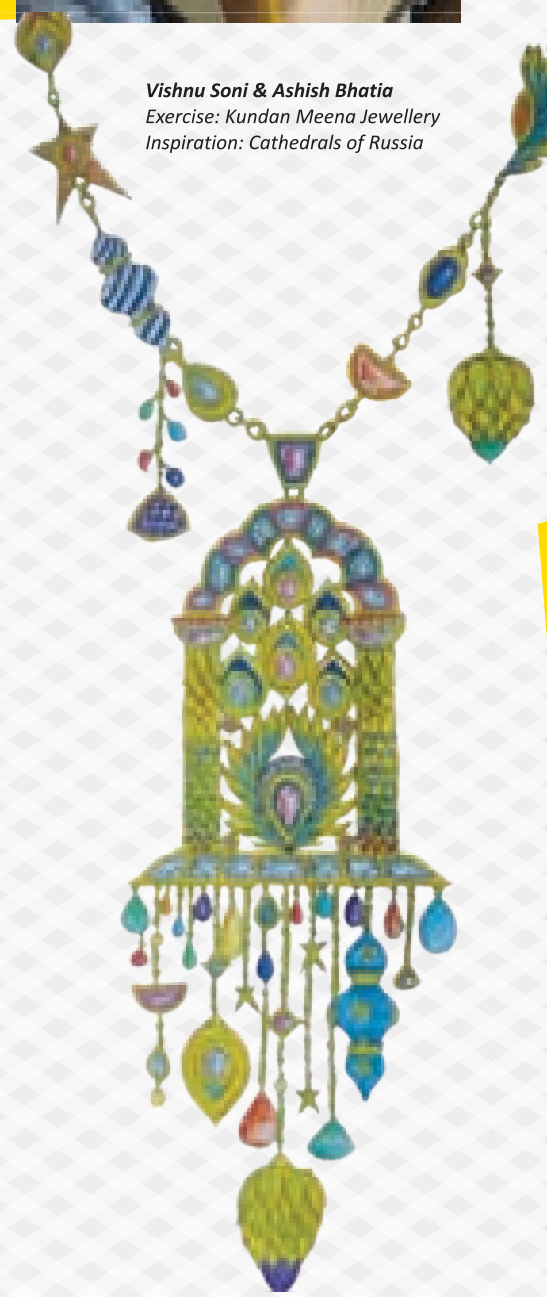
Earrings



Y Necklace



Vishnu Soni & Ashish Bhatia
Exercise: Kundan Meena Jewellery
Inspiration: Cathedrals of Russia



Nominated for JJS 2010
Jewellery Design Competition
Casual Category

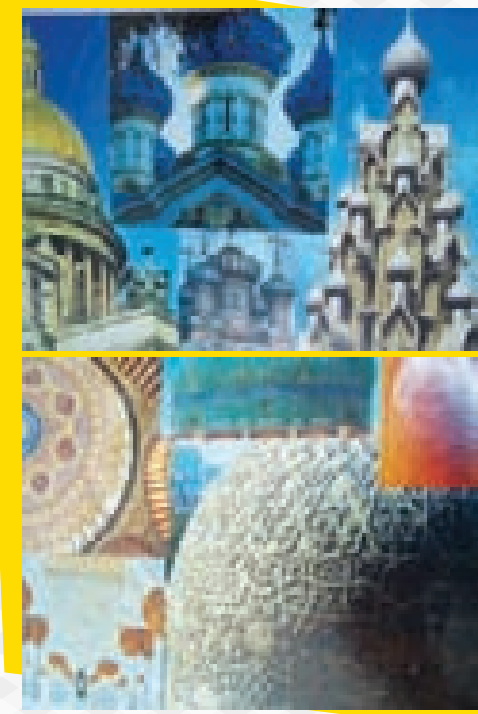


Shikha Thakur
Currently employed with
Arvino Designer Jewellery
Exercise: Range Development
Inspiration: Wings

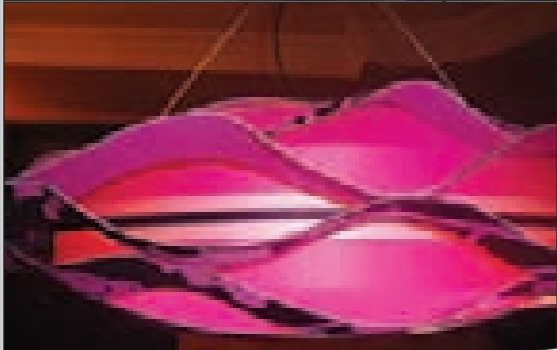
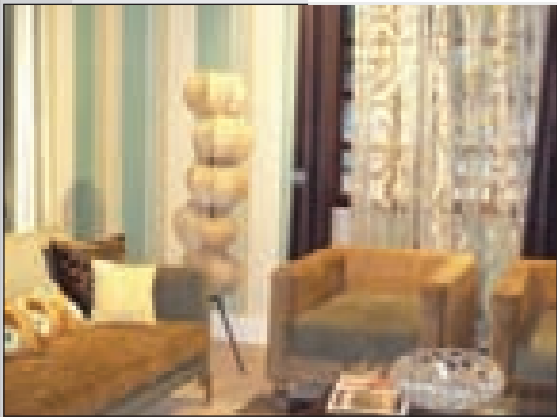
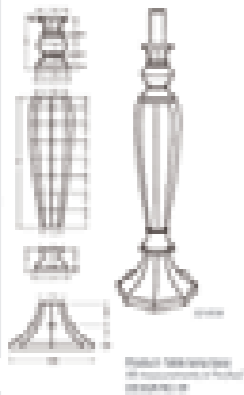
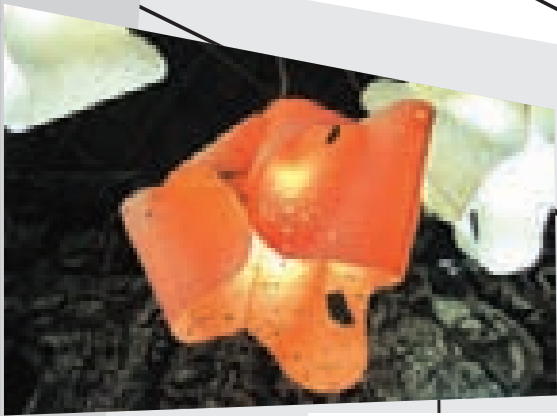
First Runner-Up JAS 2010
Jewellery Design Competition
Casual Category



Nominated for JJS 2010
Jewellery Design Competition
Evening Wear Category



winter 2010_ backstitch 29



The Poetry of Space

Interior design is not just the art of creating experiences in space; it is the art of creating environments that communicate meaning in a cultural context. It is a lot more than the creation of shapes, materials and constructions in a functional, spatial setting.

"In an age of mass produced look-alike apartment structures, it is only the design of the interiors, which makes the house, 'my home'. This is where the interior designer comes to your rescue," explains Rajesh Kumar, Faculty, Department of Interior Design, ARCH.

Benoy Thoompunkal, Dean and Head of Department, says, "A student of interior design must have the ability to explore for deeper meanings while working with space. They must use a multi-disciplinary approach that integrates diverse fields of graphic design, industrial design, lighting, architecture, multimedia and new media for designing experiential spaces that are immersive, engaging, communicative, entertaining and educational."

Explore newer poems and lines in visionary environments!



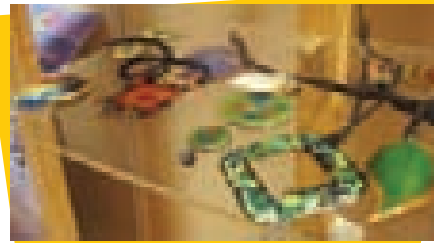
Leela Bhargava, Faculty



Bhumika Hemnani, Faculty







The Choreography of Adornment

An Accessories Designer is generally responsible for conceptualizing, developing, and creating designs of jewellery pieces, handbags, hats, belts, gloves, scarves, as also leatherwear, glass products, footwear, watches, scarves, giftware, tableware and silverware, et al.

The Crafts and Accessory Course is based on the traditions and expertise of craft and sartorial skills. Lifestyle accessories design courses envisages work opportunities in the ability to generate systems thinking towards range development and design collection in relation to fashion identity and prevailing fashion trends.

At ARCH, a designer develops competence in handling marketing and retail environment, product merchandising, and consumer interface issues within design context, integrating finer aspects of technology, materials and processes.

ARCH has been conducting various programs under the 5 year long prestigious Artisans Training Program, sponsored by the Development Commissioner of Handicrafts, Govt. of India, Ministry of Textiles, under the Human Resources Development. The tri-party of artisans, ARCH students and designers, has created an assortment of interesting products.

Time to sign off your line!



Nupur Khatodia
Exercise: Lifestyle Accessory
Inspiration: Art Deco Language
Material: Wood, Horn, Stainless Steel



Coaster Set



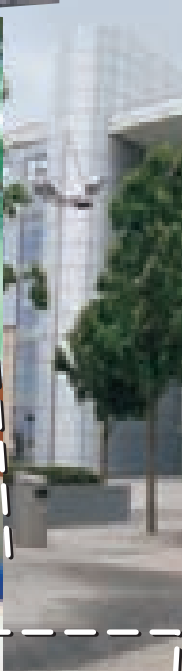
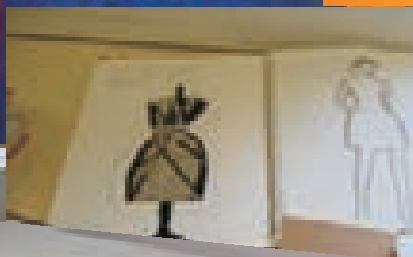
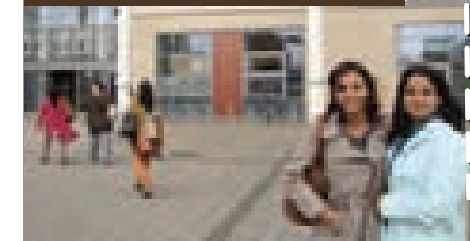
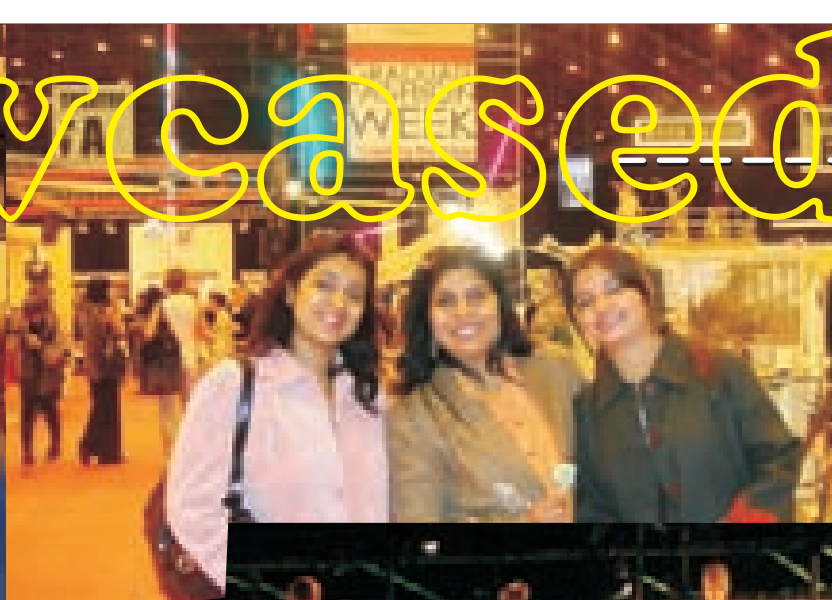
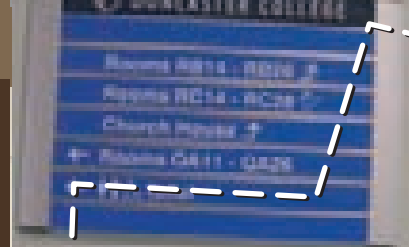
Magazine Holder



Coaster Set



showcased



Relations between India and Britain go back a long way. Under the Prime Minister's Initiative for International Education (PMI2), ARCH was chosen by the British Council for an exchange programme with the renowned Doncaster College, University of Hull.

Faculty members from ARCH spent 10 days (8-18 June, 2010) learning Pattern Making & Design Process, while simultaneously the Faculty from the Doncaster College learnt Jewellery Design and Manufacturing Techniques, at ARCH.

Also, three students attended an enlightening six-week credit programme on Design Processes, Fashion Photography and Pattern Making at the Doncaster College.

The Graduate Fashion Week in London (6-10 June 2010) was the apt beginning to the exchange program, for the students and faculty members. Young and budding talent from 50 universities across UK and other countries showcased their works through 22 university fashion shows.



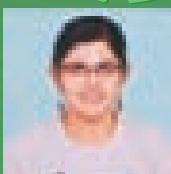
educated

Make us Proud

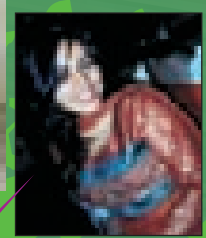
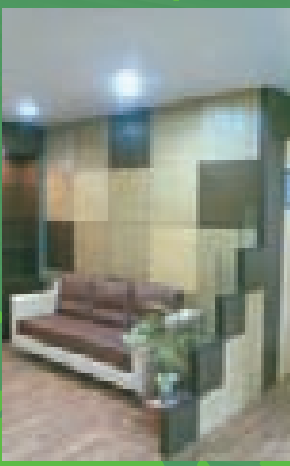


Chandani Sharma
Interior Design, 2009
Designer, Muse, Bangalore

"While the Indian urbanity is blighted with icon-mad sky-scrapers, interior design must relinquish the potential for sustainable and socially responsive environments."

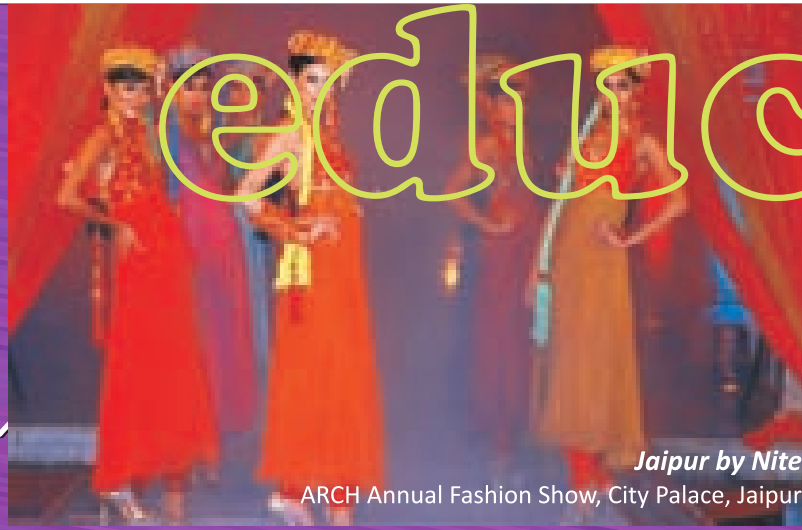


Richa Gupta
Interior Design, 2006
Faculty, Velocity Institute, West Bengal



Neha Jain
Jewellery Design, 2010
Designer, P. Mangatram Hyderabad

My jewellery encases, in the spirit of the time, new classics that are beautiful yet unique, combining the traditional with non-traditional in wearable work of art that reflects tribal sensibility in a contemporary urban way.

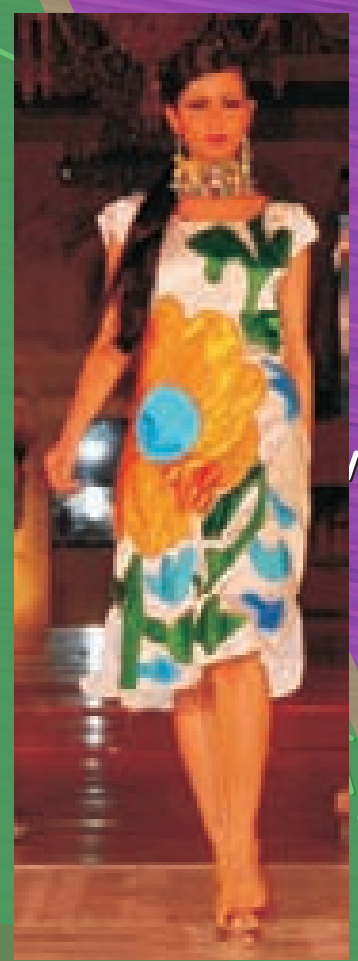
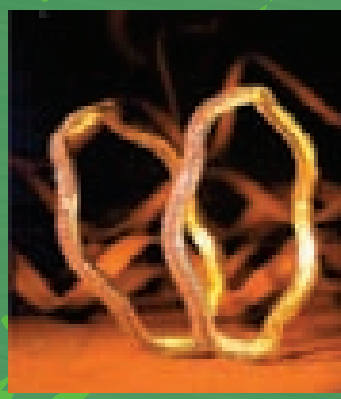


Jaipur by Nite
ARCH Annual Fashion Show, City Palace, Jaipur



Aditi Tewari
Fashion Design, 2010
Designer, M/S Kaushalya Fashion Jaipur

"A combination of genuine concern, precise design and innovative thinking makes the designer shine."



"Fashion is a manifestation of individualism reflected itself in style, and it is imperative that a designer achieves that sense of highly personalized style. It must speak for itself."

Shubam K Raj
Jewellery Design, 2007
Designer- Owner, d'progetto, Dubai & Fashion Choreographer

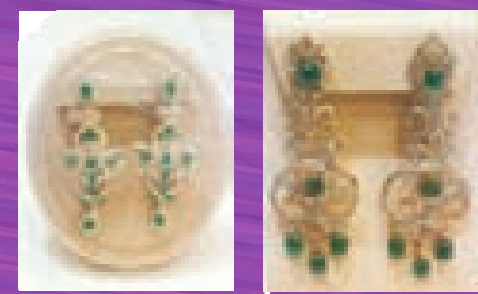


Award :
JJS 2008-09
1st Prize,
Casual Category



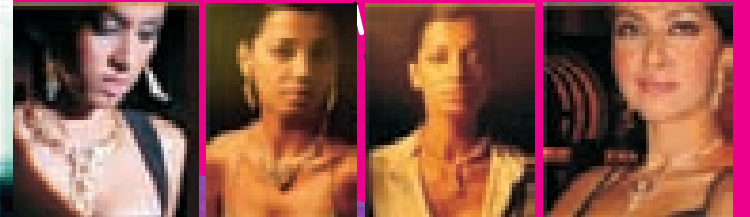
"It is important for a designer to approach their work with their own personal tastes, ideas and understanding and then question it."

Charu Jain
Jewellery Design, 2009
QC Manager, Arvino

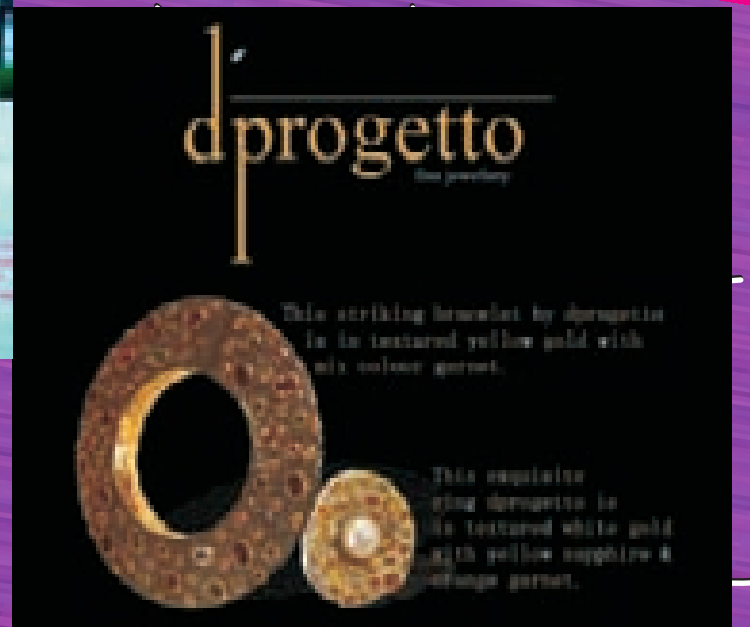


"My desire is to create beauty. The person wearing my jewellery must feel elegant and poised, flattered and special."

Priyanka Beriwal
Jewellery Design, 2008
Designer, Dangayach Jewellers



Award Winning Designs of World Gold Council



expressed



The Convocation Ceremony was celebrated ceremoniously in the presence of esteemed guests like Shri Vimal Chand Surana, eminent social figure & Proprietor, Surana Jewellers, Shri S N Ambedkar, Regional Director, IGNOU & Shri Dileep Baid, President, Federation of Rajasthan Handicraft Exporters. Out of 150 graduates, 30 students from across departments were awarded distinctions for design excellence. Ms Sunita Yadav received the award for the "Best Academic Staff" & Ms Megha Jain for the "Best Non Academic Staff".

More accolades to get, ARCH!

Abhishek Dutta, the niche fashion designer from Kolkata, was very impressed by the students' creations and appreciated the depth of research and documentation that they had put in their eafarts.



The Graduate Fashion Week, (5-10 July)

The annual platform for students to showcase their work was a grand affair. The variety of programmes including Orientation Programmes, Semester Jury, Academic & Design Seminars & Portfolio Demonstration, was totally convincing of the splendid achievements of the students.

ARCH invited prominent personalities from the industry and the government to impress upon the students the importance of research based design and social responsibility. **District Governor Elect, Rotary International 2011-12, DGE Rtn. Ratnesh Kashyap**, and **Shri S K Batra**, motivational speaker, conducted sessions on Personal & Professional Excellence.

