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Backstitch
Summer_2011





ARCH is the only authorised program centre in NORTH INDIA for

CERTIFICATE COURSE in Jewelry Design

- 6 Months Duration
- 16 Credits
- Practical Training
- Industry Mentoring

Affiliated with



INDIRA GANDHI NATIONAL
OPEN UNIVERSITY

Course Content

Fundamental Theory Design and Context
Jewelry Sketching and Retailing
Jewelry Design and Practice
Jewelry Design Marketing

Degree, Diploma & Certificate Courses in JEWELRY & GEMOLOGY

- Gem Identification
- Gem Processing
- Diamond Studies
- Fundamental Course in Rashi Ratan
- Fundamental Course in Navratan
- 2-D Designing / 3-D Designing
- Computer Aided Jewelry Design
- Diamond Jewelry Design
- Jewelry Illustration & Design
- Jewelry for International Market
- Jewelry Manufacturing
- Craft Based Jewelry Design
- Contemporary Enameling
- Kundan Meena Jewelry Design
- Investment Casting

“ The Jewelry Design Curriculum at ARCH has immensely helped
me to develop Designs for the International market “.
Vishnu Soni, Designer : Amrapali Jewelers

Contact Person : Neelam Kalra +91 94140 70678



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For Internal Circulation Only

featuring

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Director's Message

Arch Academy believes in imparting Design education as a way of life with programs that are entrenched in the creative and the cultural industries and service sectors that drive India's growth – creative social and economic. Its interactive learning process nurtures individuals to develop as innovative professionals and entrepreneurs with requisite skills and social sensitivity.

At Arch, we are committed to prepare students to appreciate multiple perspectives and thrive in the interdependent world of contemporary times. The Academy places great value upon students aptitude for creating individual expression and developing the abilities to bring together theoretical and practical professional skills. During the four years, students are granted exceptional opportunities to be mentored by leaders in their respective chosen fields.

As a part of the Arch family, students absorb in themselves, the most important attributes of excellence in achievement and humanity in every endeavor towards their goals. They witness and imbibe, the commitment made to strive for the highest excellence in their works as designers and creators, commitment to the greatest humanity in their dealings with others, and commitment to the deepest devotion to careers not of selfishness, but of service.

We welcome students into this Academy, with great enthusiasm, not just to assist them in achieving their academic and professional ambitions, but to learn together and grow with each other.

Archana Surana



Dean's Message

In the professional environment of the Arch Academy a student can take advantage of the diversity that Design, as a discipline offers, and in the process, develop skills that will enhance their ability to succeed in any career.

Professional businesses look positively upon students who have the ability to read critically, think independently, and express their thoughts intelligently. The Arch Academy of Design as a professional design institution allows them to develop in the same framework.

Furthermore, developing and competing in a challenging academic program will give students the sense of accomplishment they need to embrace the opportunities that await students after graduation.

As a student in the Academy, they have freedom but with this freedom, comes the responsibility to work hard in their classes and to take advantage of the curricular opportunities the Academy provides.

When they have assumed this responsibility, the students shall obviously gain the confidence required to make informed and prudent choices about the discipline of study expanding in four formative years of their life.

This is an Academy that believes that people learn best through dialogue and communicating with each other. In the end, it is this sharing that motivates a good designer to extend into being a good person and it is this shared space that the Arch Academy of Design promotes.

Benoy Thoompunkal

Design Foundation

Mangesh Afre
Head of Department



I could explore and create models in materials of all types, after learning the Elements of Design, something I could have never have imagined otherwise.

Aditi Desai, Student at ARCH Academy

Foundation Course at ARCH is a hands-on experiential program and is a chance to engage, explore and experiment with a diverse range of design, art and media subjects in an exciting and challenging manner!

The program introduces Design Concepts which enable students from varied backgrounds to evolve and achieve a standard benchmark for further progression.

Foundation Design is often cited as the most enjoyable, memorable and hard-working year in a design student's education.



Zest is the secret of all beauty. There is no beauty that is attractive without zest.
Christian Dior



Kunal Dutta
Head Of Department

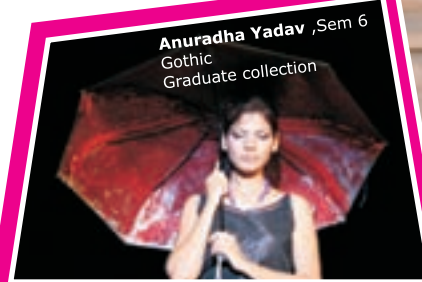


Sunita Yadav
Faculty Fashion Design



Prachi Tyagi
Faculty Textile Design

A combination of art clothing and accessories, Fashion design reflects cultural and social paradigms that have varied over time and place. Having witnessed many revolutions and invention, from anonymous seamstresses to couturier, from designers sketching out garment designs to the garments produced by clothing manufacturers, Fashion Designing today has evolved into a global industry. In the Fashion Design program at Arch, students learn the basic fundamentals of designing and making clothing and accessories. The process involves steps such as conceptualization, sketching, computer design, pattern making, fabric selection, draping and stitching etc. For every student this process is a very personalized journey of self expression and articulation.

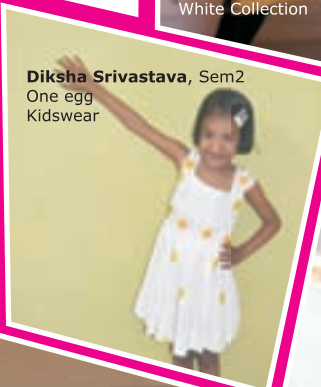


Anuradha Yadav, Sem 6
Gothic Graduate collection



Jyoti Sharma, Sem 2
White collection Women's wear

www.archedu.org



Diksha Srivastava, Sem 2
One egg Kidswear



Diksha Srivastava, Sem 3
Sunlight India inspired fashion

www.archedu.org



Pooja Aggarwal, Sem 5
White Collection



Amrita Gupta, Sem 3
Indian clothing Construction



Preeti Sharma, Sem 3
Behind the old doors India inspired fashion



Anubha Sharma, sem 3
India inspired fashion



Rajat Vishwakarma, sem 2
White collection Women's wear



Aastha Anurag, sem 6
Aquamarine Graduate collection



Swati Aggarwal, sem 6
Pink city's wonder's Graduate collection



Evapynilmen, sem 3
Story of a tree India inspired fashion



Desiree Varinia, sem 3
Walls of the street India inspired clothing



Amrita Gupta, sem 3
Moodboard
Indian wear



Monika Bajpai, sem 3
Research and client board
Indianwear



Amrita gupta, sem 3
Sample texture
Surface design



Amrita gupta, sem 4
3D forms
Advanced draping (2)



Amrita Gupta, sem 3
Sample Texture
Surface Design



Evapynkmen, sem 4
Color Palette
Indianwear



Monika Bajpai, sem 3
Sample Texture
Surface Design



Amrita Gupta, sem 3
Sample texture
Surface design



Amrita Gupta, sem 3
Sample texture
Surface design



Desiree Varnia, sem 4
Inflated forms
Advanced draping (2)



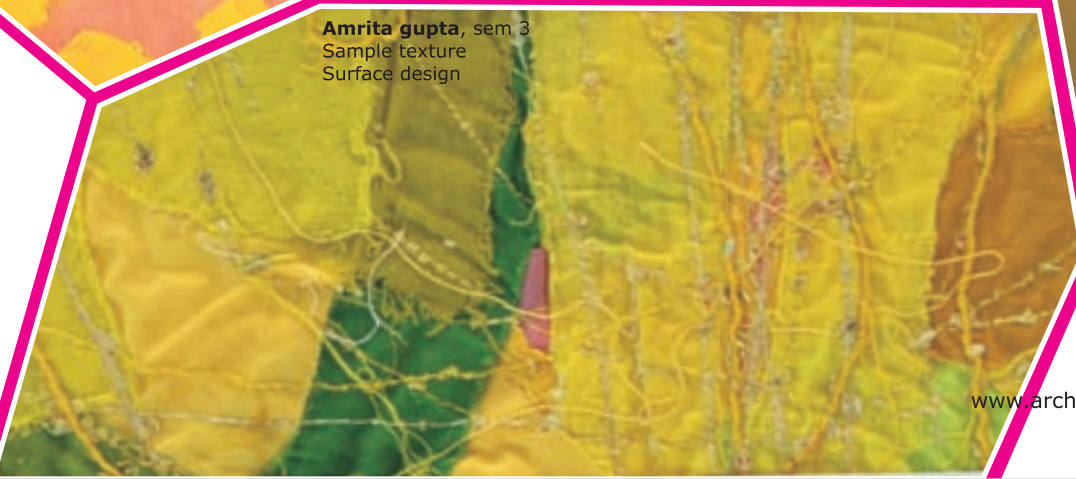
Evapynkmen, sem 4
3D forms
Advanced draping



Diksha Srivastava, sem 3
Concept board
Indian wear



Diksha Srivastava, sem 3
Sample Texture
Indian wear



Amrita gupta, sem 3
Sample texture
Surface design



Monika Bajpai, sem 4
3D form Composition
Advanced Draping



Ashwini Nair, Sem 3
Color Palette
Indianwear



Evapynkmen, sem 4
Surface Design
Indianwear

Jewelry Design & Gemology

Rich and rare were the gems she wore,
And a bright gold ring on her hand she bore.
Thomas Moore

Indrajit Das
Head Of Department



Yashpal Dagur
Faculty & IT Head



Shivani Kaushik
Faculty & Academic Coordinator

The history of Jewelry is a long and continuous process of evolution, with many different uses among different cultures. It has endured for thousands of years and has provided insights into how various cultures have worked around and utilized the aspect of adornment. Jewelry Design is the art or profession of creating, crafting, fabricating, or rendering designs of adornment.

In Arch Academy the students are helped to develop as designers, find their identities and make personal style statements through the means of various design projects of different durations. They are also guided throughout the course towards appreciation and application of the tools and techniques of Jewelry Design, and given tools to develop their work in order to reach a self supporting analytical - and reflective ability to come closer to the meaning of the pieces that they make.



Product : Necklace
Designer : Madhuri E. Speake
Inspiration : Coral Reef
Market : GOA



Product : Necklace
Designer : Aditya Jangid
(currently employed with Oriental Gems, Jaipur)
Exercise : Fashion Accessories
Market : Mumbai
Inspiration : Africa Remix



Product : Earrings
Designer : Madhuri E. Speake
Inspiration : Warli Painting
Exercise : Body Adornment
Market : Maharashtra

Product : Necklace
Designer : Komal Khandelwal
Inspiration : Medusa
Entry for the Swarovski
ELEMENTS 2011 Jewelry
Design Competition



Product : Pendant
Designer : Vandana Rajshree
(currently employed with Vaibhav Gems Ltd., Jaipur)
Exercise : Body Adornment
Market : Chennai
Inspiration : Geometry in Nature
The piece is produced at the manufacturing lab at ARCH



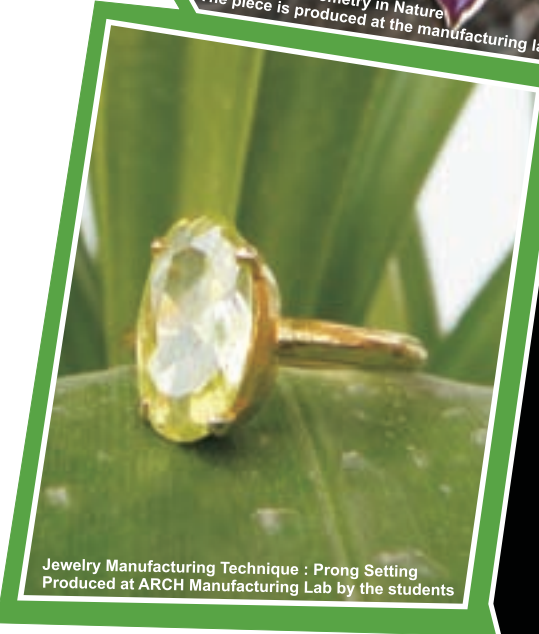
Product : Pendant
Designer : Akshay Agarwal (Sem. 5)
Exercise : Italian Enameling Technique
The piece is produced at the manufacturing lab at ARCH



Product : Necklace set
Designer : Madhuri E. Speake
Inspiration : Warli Painting
Exercise : Body Adornment
Market : Maharashtra



Product : Brooch
Designer : Madhuri E. Speake
Inspiration : Coral Reef
Exercise : Fine Jewellery
Market : GOA



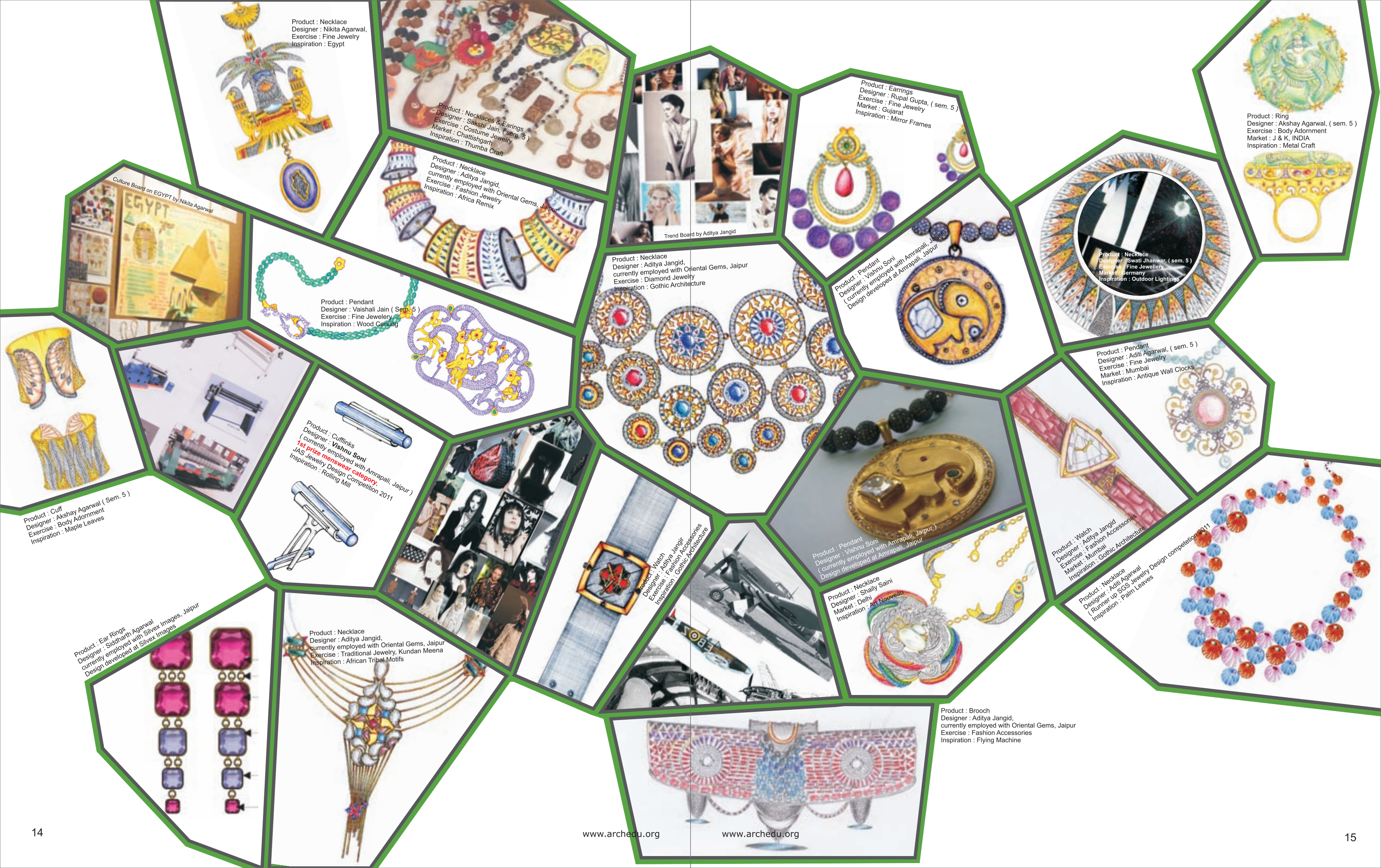
Jewelry Manufacturing Technique : Prong Setting
Produced at ARCH Manufacturing Lab by the students



Jewelry designed by Indrajit Das at the
Graduate Fashion Week 2011 at ARCH



Product : Necklace
Designer : Sakshi Jain
Inspiration : Thumba Craft
Exercise : Costume Jewelry
Market : Delhi



Product : Necklace
Designer : Nikita Agarwal,
Exercise : Fine Jewelry
Inspiration : Egypt

Product : Necklaces & Earrings
Designer : Sakshi Jain, (sem. 5)
Exercise : Costume Jewelry
Market : Chattishgarh
Inspiration : Thumba Craft

Product : Necklace
Designer : Aditya Jangid,
currently employed with Oriental Gems, Jaipur
Exercise : Fashion Jewelry
Inspiration : Africa Remix

Trend Board by Aditya Jangid

Product : Necklace
Designer : Aditya Jangid,
currently employed with Oriental Gems, Jaipur
Exercise : Diamond Jewelry
Inspiration : Gothic Architecture

Product : Earrings
Designer : Rupal Gupta, (sem. 5)
Exercise : Fine Jewelry
Market : Gujarat
Inspiration : Mirror Frames

Product : Pendant
Designer : Vishnu Soni
(currently employed with Amrapali, Jaipur)
Design developed at Amrapali, Jaipur

Product : Necklace
Designer : Swati Jhanwar, (sem. 5)
Exercise : Fine Jewellery
Market : Germany
Inspiration : Outdoor Lightings

Product : Ring
Designer : Akshay Agarwal, (sem. 5)
Exercise : Body Adornment
Market : J & K, INDIA
Inspiration : Metal Craft

Product : Pendant
Designer : Aditi Agarwal, (sem. 5)
Exercise : Fine Jewelry
Market : Mumbai
Inspiration : Antique Wall Clocks

Product : Watch
Designer : Aditya Jangid
Exercise : Fashion Accessories
Market : Mumbai
Inspiration : Gothic Architecture

Product : Necklace
Designer : Aditi Agarwal
(Runner up SCS Jewellery Design competition 2011)
Inspiration : Palm Leaves

Product : Pendant
Designer : Vishnu Soni
(currently employed with Amrapali, Jaipur)
Design developed at Amrapali, Jaipur

Product : Necklace
Designer : Shaily Saini
Market : Delhi
Inspiration : Art Nouveau

Product : Watch
Designer : Aditya Jangid
Exercise : Fashion Accessories
Inspiration : Gothic Architecture

Product : Necklace
Designer : Aditya Jangid,
currently employed with Oriental Gems, Jaipur
Exercise : Traditional Jewelry, Kundan Meena
Inspiration : African Tribal Motifs

Product : Brooch
Designer : Aditya Jangid,
currently employed with Oriental Gems, Jaipur
Exercise : Fashion Accessories
Inspiration : Flying Machine

Product : Cuff
Designer : Akshay Agarwal (Sem. 5)
Exercise : Body Adornment
Inspiration : Maple Leaves

Product : Cufflinks
Designer : Vishnu Soni
(currently employed with Amrapali, Jaipur)
1st prize menswear category,
JAS Jewellery Design Competition 2011
Inspiration : Rolling Mill

Product : Ear Rings
Designer : Siddharth Agarwal
currently employed with Silver Images, Jaipur
Design developed at Silver Images, Jaipur

"The conscious decision to offer 'considered solutions' is a result of the creative process, leading to newness and innovation",
Rajesh Kumar, Head of Department.

Rajesh Kumar,
Head of Department.



Leela Bhargava
Faculty



Bhoomika Hemnani
Faculty

At Arch Academy, while learning the process of space design, the student inculcates the vital attribute of self expression. This notion of self expression is derived through various exercises where existing knowledge along with personal articulations reflect in the creative process of creating the space.

This creative space manifests itself through the placement of elements that synchronize in the given space, either through sameness or contrast.

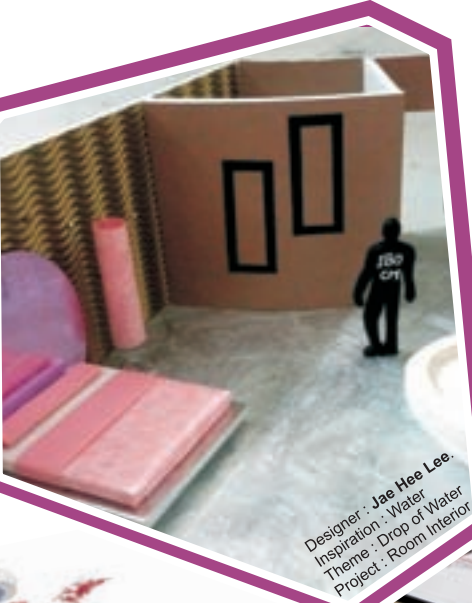
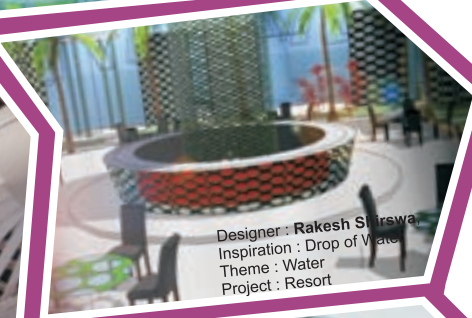
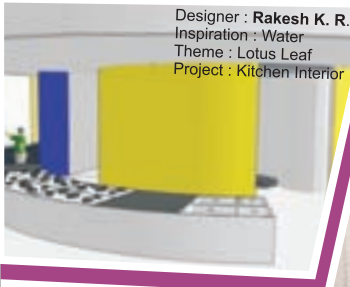


Designer : Jae Hee Lee,
Inspiration : Water
Theme : Drop of Water
Project : Resort

Designer : Rakesh Shirswa,
Inspiration : Drop of Water
Theme : Drop of Water
Project : Resort



Designer : Rakesh K. R.
Inspiration : Water
Theme : Lotus Leaf
Project : Resort



Craft & Accessory Design

Crafts have always fascinated me as an individual and with " Brand India " selling across the globe I got more inclined towards the sector.
Noopur Khatodia, Self employed, craft Designer



Product : Lamp Shade
 Material : Waste Fruit Basket
 Project : Jugaad



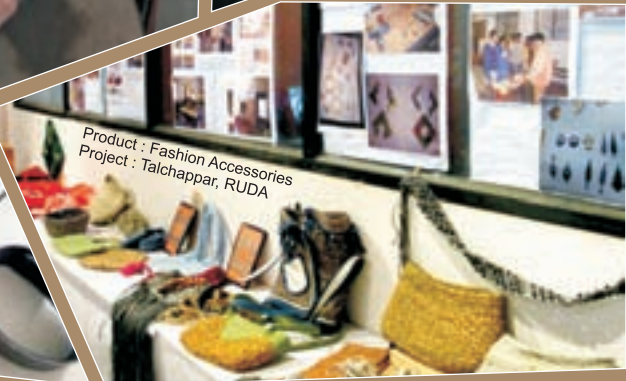
Product : Hand Bag
 Project : Woven Textile Craft



Product : Table Top Accessory
 Project : Gadia Lohar, Craft from Rajasthan



Project : Terra cotta Craft workshop at ARCH lab



Product : Fashion Accessories
 Project : Talchappar, RUDA



Product : Pendant & Cuff
 Project : Leather Craft Accessories for DCH



Product : Table Top Accessory
 Project : Gadia Lohar, Craft from Rajasthan



Product : Bags
 Project : Fashion Accessories



Product : Fashion Accessory
 Project : ARCH Annual Fashion Show, GABA



Product : Table Top Accessories
 Project : Talchappar, RUDA



Product : Tiles
 Project : Enamel craft workshop at ARCH lab.



Art, Crafts and Design are fundamental to human existence and play a major role in human evolution and development. The Crafts and Accessory Design program at Arch Academy allows a combined working of the heart, hand and the mind, enabling the person to appreciate and shape one's world with discernment and understanding.

Inter personal attributes such as initiative, perseverance, sensibility and self-reliance are imbibed in order to develop a sense of personal identity and self- esteem through practical achievement in the expressive, communicative and functional modes of art, crafts and design.

You do research. You devise tack-sharp strategy. You sweat the details. All to create a design that truly speaks to your user. Does your word do the same? Apply a design process to your words as well as your images and you just may find your voice.
Bronwyn jones

In our present nearly saturated information intensive society, communication is generating avenues never before thought about. It thus becomes essential to know about and integrate various focal points between the diverse fields of media and journalism which include news papers, TV, Radio and Design, for achieving an effective communication of design ideas, theories and products.

For such an effective communication of ideas and theories, the essential requirement is to develop highly articulate and design aware commentators who have sound research ability and strong written communication skills to deliver and achieve the desired results .

Once a person has achieved this critical skill the prospects to provide an overview of the current Design market open wide along with developing the required journalistic skills of specific relevance which effectively addresses the demands of the Design industry in a contemporary design conscious world. The overarching philosophy is an emphasis on critical thinking & clear articulation of content and intent.



Design management is the effective deployment by line managers of the design resources available to an organization in the pursuance of its corporate objectives. It is therefore directly concerned with the organizational place of design, with the identification with specific design disciplines which are relevant to the resolution of key management issues, and with the training of managers to use design effectively.
Peter Gorb

Design Management, enables the control of the Design process and so is of paramount importance to the continuing professionalism in Designers who use it as a business discipline that uses project management, Design, strategy and supply chain techniques to control a creative process, support a culture of creativity, and build a structure and organization for design.

The objective of design management is to develop and maintain a suitable business environment in which an organization can achieve its strategic goals through Design, by establishing and managing an efficient and effective system. Design management is a comprehensive activity on all levels of business performance (operational to strategic) from the discovery phase to the execution phase. Design management encompasses the ongoing processes, business decisions, and strategies that enable innovation and create effectively-designed products, services, communications, environments, and brands that enhance our quality of life and provide organizational success.

Traditionally, design management was seen as limited to the management of Design Projects, but in recent times more and more organizations are applying design management to improve design-relevant activities and to better connect design with corporate processes. With new management concepts being defined in the ever evolving field of design management it opens doors to not merely design management but a management by design and encourages a future possibility of creating what is termed as a new science of design. Keeping these future possibilities in perspective the focus of under graduate course in Arch is tailor-made to provide the education beyond business management, but also to include an education catering to the special needs of the Design and creative industries.



Module on Stone Setting by Janice Grzyb



Janice Grzyb a Jewelry Designer and a Fabricator from New York City took a 5 day workshop on Jewelry setting techniques with the students of Jewelry Design, ARCH. Janice has 25 years of experience; her work encompasses a wide range of techniques using precious metals and a variety of gemstone settings. The objective of this program was to make Indian students aware of International stone setting techniques like Gypsy, Tube, Channel, Fraternal, Prong, Pave and Bezel.

RACHNA- Literary Club "Photos for Posterity" - Photography Competition

The Literary Club, RACHNA, organized "Photos for Posterity"- A Photography Competition, to capture the campus in its various moods and hues. Students took shots of themselves engrossed in classrooms, labs, canteen, hostel and other places. The response was terrific, especially among the foundation class students, who actively participated and clicked some very interesting photos.



ARCH awards certificates for Artificial Jewelry Training with MSME



Under the Entrepreneurship Development Programme, MSME and ARCH awarded certificates to 26 students for Artificial Jewelry Training Program, as the culmination of the 45 day training programme. Mr G M Ambore, Director, MSME awarded the certificates to the students.

From Page 3 to Chapter 3



Retd. Air Vice Marshall Vishwa Mohan Tiwari addressed the students at ARCH on "From Page 3 to Chapter 3". He explained that a Page 3 life symbolizes all consumerism, which values greed over need. "Chapter 3", from the Bhagvad Gita, elucidates the importance of living- that does not believe in hoarding and in leading a selfless life. Mr. Tiwari has served the Indian Armed forces and now is working towards the promotion of value based education systems amongst the youth.



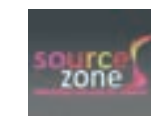
Dr Reshma Jain, Editor, Marwar Magazine visits ARCH



While speaking to ARCH students on the topic "Less is More", Dr Reshma Jain gave the example of Japan, and how it has prospered despite very meager natural resources. Thus, it is important that budding designers should be able to develop newer things, even though they have very few resources at their disposal.

Interior Design Student's Trip to Delhi

The students of Interior Design attended a seminar organized by the Indian Institute of Interior Designers, New Delhi. They heard Prominent Interior Designers of the country talk about their works. The second day was devoted to viewing Anish Kapoor's Exhibition at the India Habitat Center.



Fashion Trip to Delhi

Fashion Design students visited Delhi and Gurgaon on 24 and 25 November 2010. They visited the Apparel Sourcing Fair- 'Source Zone 2010' at Apparel House, Gurgaon. They also visited the Institute of Apparel Management, where they interacted at length with their counter parts, as well as referred to books from their library. The day ended with a visit to the Citywalk Mall, Saket to take a look at the latest selling in fashion and a visit to the new ZARA store. The 2nd day was reserved for visiting the Crafts Museum and the Asian Heritage Foundation, where they learnt about the versatility of craft and application of design in craft.

Industrial Motivation Camp

An Industrial Motivation Camp was organized by Micro, Small & Medium Enterprises to empower young students towards Entrepreneurship. The key speakers of the event were R.S.Shekawat, Textile Engineer & Consultant, T.K Nag, Retired Assistant General Manager, SBBJ Bank, Ajay Sharma, Assistant Director, MSME, Archana Surana, Director, Arch and Mukesh Gujjar, Deputy Manager, National Small Industries Corporation. All speakers talked about various prevailing government Schemes like the Prime Minister Gram Swarojgar Yojna and other Entrepreneurship & Skill Development Programs. They also gave information about loans & funding assistance in various projects.





Industry Visit to Jaipur Rugs, Jaipur

The students of Fashion Design and Textile Design visited Jaipur Rugs Company- one of the premier manufacturers of hand knotted wool carpets, hand knotted silk carpets, hand tufted carpets, natural fibers carpets, Tibetan carpets, etc. The students learnt about the manufacturing processes and work culture in the industry.



Scottish Delegation and British Council Members meet ARCH Students



The Scottish Universities delegation comprising of Ms Brita Kalkreuter- Heriot Watt University, Ms Christiana Margiotti-University of the Highlands and Islands, Mr Paul Holmes- Screen Academy, Ms Jacqueline Farrell- Head of School, Fashion and Textiles, Cardonald College Glasgow, visited ARCH the British Council facilitated and co-ordinated the meet.

The objective of the program was to seek and promote partnership opportunities for teaching and learning, through areas such as Research collaboration, Studentships, Joint degree programs, Faculty exchange, Knowledge transfer links etc.



Women's Day

ARCH celebrated womanhood on the special day, by organizing a seminar on "Women Empowerment: Opportunity & Support". This seminar was the apt finale to the YUVA UNSTOPPABLE students from Swami Keshavanand Institute of Information Technology (SKIT) who rallied with ARCH, in support of the cause.



Prof Pilgrim visits ARCH

Prof. Peter Pilgrim, Head of Faculty-Design, Ravensbourne College, England visited ARCH for exploring academic collaborations and selecting students for further studies at Ravensbourne College. He discussed students work at length and gave them very meaningful insights into their work. He was also taken on a trip around the city of Jaipur.



Pradyumna Vyas, Director, NID visits ARCH under the Design Clinic Scheme

NID Director Pradyumna Vyas, visited ARCH and interacted with ARCH students and explained to them the importance of the values of 'integrity', 'sincerity' and 'humbleness' as essential to the successful existence of a designer. His address proved to be an immense source of inspiration to the students. He was here as a part of the Design Clinic Scheme, MSME-NID initiative



Workshop on Jewelry artifacts

The Jewelry Department at ARCH conducted a 3 day workshop on making Jewelry artifacts based on different kinds of insects and reptiles like butterflies, ants, moths, dragon flies, lizards etc by using forging and engraving techniques. The technique were taught by a Gadia Lohar, a nomadic ironsmith from Barmer. Scrap iron pieces like nails, sheets and wires of iron and copper were used to make these products.



ARCH Fashion Show at MGF Mall

ARCH students walked the ramp, under the leadership of Indrajit Das, HOD, Jewelry Design, at the MGF Mall, Jaipur. The students rocked the Mall and looked very ravishing!!



ARCH Students visit Wills India Fashion Week



Fashion Design Students worked Backstage

Fashion Design Students worked backstage for the launching fashion show for the label 'Mahima Madaan' by Ms Mahima Madaan



www.archedu.org



Rotaract Club Jaipur South and ARCH participate in, "End Polio Now" rally.

ARCH Rotaracters welcomed R.I. President Ray Klinginsmith & R.I. Director K. R. Ravindran at Vidhyashram School, Jaipur in an event dedicated towards spreading awareness for polio eradication. They also participated in the rally walk titled "End Polio Now". The evening ended with a cultural show and dance.



Yuva Unstoppable is a premier volunteer movement with a force of 60,000 young people across 30 cities of India helping more than 100,000 kids in municipal schools/ slums through organizational partnerships with schools, colleges and corporate companies. ARCH has joined hands with Yuva Unstoppable to mobilize its students towards contributing to social causes. Archana Surana, Director, ARCH, said, "it is a great platform for city youngsters to fulfill their social endeavors."

www.archedu.org



textila gymnasiet

As part of this Exchange Program the first stage involved the visit by two students from the Institute of Textila Gymnasiet to Arch Academy. These two students, Lisa Palm & Ida Johansson visited in the month of November and learnt traditional Textile techniques such as the tie and dye and created works based on these methods.

In the second stage Bhawana Singh and Manisha Gangwani, Fifth Semester students from the Arch Academy of Design, visited Textila Gymnasiet, Sweden, on a 5 week exchange program and learnt modules on Pattern Making' and 'Gerber Technology'. They also created a pattern making collection inspired by the beautiful city of Stockholm.



ARCH celebrated its Entrepreneurship Week from February 5- 9, 2011, in collaboration with National Entrepreneurship Network (NEN). During this week, many events promoting entrepreneurship were conducted like the Bazaar on Campus, where students had practical implemented business models like Handicraft Store, Eatables, Tattoo Making & Nail Art et al, 4 on 100 Exercise, T-Shirt Logo Making Competition, Skill Development Workshop for Underprivileged Women by Fashion Design Students, Quiz Competition et al. The Week was formally inaugurated by Bahadur Singh Rajawat, Managing Director of Forts & Tours Palaces Ltd. He inspired the students with the story of his life - struggling from abject poverty to a fleet of Mercedes Benzes.



Vital Voices/Exxon Mobil Challenge Grant EMPOWERING WOMEN THROUGH ENTREPRENEURSHIP

Vital Arch Women Leadership Programme

ARCH Academy of Design has been awarded a Vital Voices/Exxon Mobil Challenge Grant for Vital Arch Women Leadership Programme to develop business & entrepreneurial skills among young women in India

Objectives:

- Create awareness about entrepreneurship among young women
- Identify & select potential women entrepreneurs from amongst various target groups
- Organize training programmes for existing women entrepreneurs towards survival, growth and expansion
- Motivate beneficiaries to set up micro & small scale commercial or service ventures
- Encourage potential professionals to become entrepreneurs
- Orient the support-system officers (including those from financial institutions) towards entrepreneurship development
- Establish linkages & networking to support potential entrepreneurs

Training Schedule:

6 batches of 15 days from November to June followed by 3 Seminars & Workshop

- Course Overview:
- Characteristics of a Successful Entrepreneur
- Marketing & Advertising
- Motivation & Behavioral Aspects
- Accounting, Book Keeping & taxation
- Communication & Negotiation Skills
- Preliminary Project Report & business Financing
- Small Scale Business Start ups

Experts: Experts from various recognized institutions will provide training to the beneficiaries. Successful Entrepreneurs from industry will share their experience to impart practical exposure to beneficiaries.

Consultancy: Continuous guidance will be provided to the beneficiaries to assist them in establishing their ventures. Motivational camps will be organized to foster and mentor beneficiaries and help them in networking. Information will be provided on various schemes of Government / Semi Government and Private Institutions like Entrepreneurship Management Institute, Micro, Small & Medium Enterprises, National Small Industries corporation TIE (The Indus Entrepreneurs), National Entrepreneurship Network etc. for financial assistance & networking.

Entrepreneurship Cell: Our Entrepreneurship Cell will help beneficiaries in industry linkages in terms of mentoring, networking, project report preparation, personal branding and financial guidance. The Cell aims at manifesting the latent Entrepreneurial spirit.





In the year 2009, ARCH 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 UPGRADATION' 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 2 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.

200 artisans have been trained in these 2 years, over 12 short term and 8 long term programs. The nature of work involved the following:

- Skill Mapping, Skill Identification, Product & Material Innovation, Finishes & Surface Treatments
 - Development of a products-
- A vast range of products have emerged out of the program:
- Metal Craft-** Earrings, Neck Pieces, Broaches, Cufflinks & Pendants
- Leather Craft-** Earrings, Neck Pieces, Pendants, Bracelets, Key Rings, Wallets
- Textile Craft-** Earrings, Neck Pieces, Pendants, Mobile Covers, Pouches, Hand Bags, Potlis, Belts & Broaches
- Terra Cotta Craft-** Earrings, Neck Pieces, Pendants, Mobile Covers, Pots, Surahis, Toys & Bangles
- Wood Craft-** Earrings, Neck Pieces & Pendants



Commissioner, DCH, visits ARCH

Development Commissioner, Handicrafts, Mr S S Gupta, visited ARCH & looked over the developments in the program sanctioned by DCH- Training through Established Institutions in Fashion Accessories in Terra Cotta, Metal, Leather, Wood and Textile Craft.

Training Through Established Institutions In Fashion Accessories- Skill Upgradation



Terra Cotta & Textile Craft Skill up gradation programs for artisans

Skill upgradation programs for artisans in textile & terra cotta was conducted at ARCH. These artisans came from different Villages near Jaipur. The programs are being sponsored by Govt. of India, Ministry of Textile, Development Commissioner Handicrafts under the Human Resource Development Scheme.



Annual Design Week ECHO' 2011 was organized at ARCH from 5th to 8th January 2011. The week was formally inaugurated by Ms. Bina Kak, Minister of Tourism & Child Development, Govt. of Rajasthan. She also launched the ARCH Prospectus 2011-12.

Echo' 2011 consisted of events like Seminars, Exhibition and Semester Jury.

She also inaugurated ARCHIVES- The ARCH Design Store- the Archives is a platform for the exhibit and sale of numerous lifestyle oriented products created to add value to everyday life

A Self Help Group (SHG) "KUMKUM" was formed at ARCH. KUMKUM is an initiative of ARCH, that aspires to motivate women towards seeking economic empowerment to create solidarity and confidence amongst themselves, by creating hand made products that are a mark of their skills & entrepreneurial spirit- transforming them from merely "being alive" to "living with dignity".

A Design Sensitization Seminar on "Materials, Methods and Trends: The Jewellery Industry" was held at ARCH in association with MSME (Micro, Small and Medium Enterprise) and NID (National Institute of Design, Ahmedabad) under the Design Clinic scheme of Govt. of India. Prominent Jewelers and representatives from the industry participated in it and got acquainted with the Design Clinic Scheme- showcasing the importance of design in the growth of the industry.

Minister of Tourism Bina Kak inaugurating ARCHIVES Design store



Bina Kak at the formation of KUMKUM & inauguration of ARCH Prospectus (far right)



Design Sensitization Seminar with Gayatri Singh North Zone Co-ordinator, NID & eminent Jewelers from Jaipur



Interior of ARCHIVES-Arch Design store



kumkum

"With my hands, heart and soul,
I breathe life into these,
My sangini, join me,
Kumkum is the place to be."

Kumkum, the Self Help Group, initiated by ARCH, embodies purity, faithfulness, loyalty, trust and respect on one hand and vitality, endurance, enthusiasm and creativity on the other, just like its name.

Kumkum aspires to motivate women towards economic empowerment, enhance confidence levels and create solidarity amongst them, by creating products that are a mark of their hand skills and entrepreneurial spirit- transforming them from 'being alive' to 'living with dignity'.

These products, hand made by the stakeholder women, have their own stories to tell- stitching their experiences, painting their realities, weaving their own tales, creating their views of the world, transforming that mundane craft piece into a testimony of their lives.



Interaction with KumKum women & display of their products at ARCHIVES





The Design Clinic Scheme for Design Expertise to MSME, is a unique and ambitious design intervention scheme by the Ministry of MSME, Government of India.

The objective of the Design Clinic Scheme is to enhance industry competitiveness and productivity with the help of design intervention and application at various functional levels. **The ARCH Academy of Design has undertaken a design awareness and development program for the jewelry cluster in Jaipur.**

- The scheme involves the following steps:
- 1.Design Awareness Seminar
 - 2.Design Awareness Programs and Workshops
 - Need Assessment Survey
 - Design Awareness Programs
 3. Design Projects (handled by Design Professionals)

ARCH had conducted the first part- a Design Awareness Seminar in January 2011, where noted jewelers like Rajeev Jain, Nirmal Bardia and Vijay Chordia, from the industry spoke alongside MSME and NID officials Abhishek Haritwal from Haritsons Jewelry and Tarang Arora from Amrapali.

ARCH initiated its Need Assessment Survey, in the old city of Jaipur, in joint collaboration with Access Development Services, Jaipur and Jan Kala Sahitya Manch Sanstha (JKSMS), under the JJADE Project. Five jewelers were identified and invited to participate and make use of the offered benefits of the scheme.



from far left to right
V K Sharma, Deputy Director, MSME
Rajneesh Bhandari, M.D. Rhea Gems
Vijay Chauradiya, President, EPIP
Rajeev Jain, Chairman, GJEPC
Gayatri Singh, North Zone Co-ordinator, NID
Archana Surana, Director, Arch Academy of Design
Abhishek Haritwal, M.D. Haritsons
Rajesh Jain, Rajasthan Head, Access Development Service (NGO)
Benoy Thoompunkal, Dean Arch Academy of Design

Bhavani Shankar Soni

Amar Mandal

Kabir Ali

Milan Rangadar

The survey was conducted by Mr Indrajit Das, who is the HOD, Jewelry Design at ARCH. Mr Gopiram, Owner, Jet Technocrats, and his Manager Mr Dharmendra, were also engaged to understand the technical needs and requirements of these participants. The survey explored the potential of business generation and growth through the application of a Design-led development process.

from left to right
Indrajit Das, HOD, Jewelry Design, Arch Academy of Design
Archana Surana, Director Arch Academy of Design
Rajesh Jain, Rajasthan Head, Access Development Service (NGO)
Kabir Ali, Design Clinic participant

The five participants are:
Amar Mandal, *Gold and Silver Jewelry Manufacturer*
 Amar Da, as he is popularly called, learnt jewelry making and marketing from his father, and has a credible position in the jewelry market around Johari Bazar. The ambition in him has seen him diversify from manufacturing simple gold and silver jewelry to specialized Victorian Jewelry.

Kabir Ali, *German Silver Jewelry Manufacturer and Wholesaler*
 A very hard working jewelry manufacturer, the ever smiling Kabir has managed to sell his jewelry pieces in the international market. His works are bearing testimonials of refinement in design and technology. With his entrepreneurial spirit, the sky is the limit for him.

Milan Rangdar, *Diamond Setting*
 The Bengali Babu is one of the finest diamond setter in the walled city of Jaipur. Along with his workmanship and the refined quality of setting diamonds, the urge in him to establish his own name and brand in the market, is definitely getting him places.

Kashinath, *Diamond Setting*
 Deft at setting diamond stones and another emerging name in the walled city of Jaipur, the, quiet, yet confident Kashinath aspires to introduce computer aided design in his work to develop his business.

Bhawani Shankar Soni, *Goldsmith-Kundan Meena*
 With the quintessential persona of a family jewelry business, Bhawani Shankar is a perfect blend of traditional hands-skills and craftsmanship and modern business methods.

These entrepreneur jewelers are adept at their skills and have made their mark in the market through their craftsmanship and entrepreneurial spirit. They have enrolled themselves in the Design Clinic scheme with the intention of increasing their business potential through design led developments, . Their enrollment with the scheme is a gesture of faith of the common man in the government and its beneficial schemes.





‘DESIGN IS...’

The Design Appreciation Initiative of the ARCH Academy of Design, Jaipur

DESIGN IS...

Give us your thoughts and opinion on Design. This could take the form of Illustrations, Sketches, Quotes, Slogans, Prose, Poetry, Photographs, Audio-Visual pieces etc. or a combination of these. You can send multiple entries as well.

REWARDS:

- « A winner shall be announced every week (Friday) on the designis.in website.
- « His/ Her contribution will flash on the designis.in homepage and the Design Is facebook page.
- « Each Winner shall receive a Meritorious Design Think Skills Certificate from ARCH
- « Also included are Counseling Sessions for undertaking Design as a Career, Design Demonstration Classes, Interaction with a leading Designer and / or Visit to a leading Design Studio / Event and Gifts
- « Aspiring Design students can apply for scholarship through the Design Is Scholarship Program. Know more at <http://www.archedu.org/scholarship.php>

For more details,
visit: www.designis.in

follow us on 

www.facebook.com/designis



The Annual Graduate Design Week was a grand affair with a variety of programs which included orientation programs, semester jury, academic and design seminars and portfolio presentations reflective of student achievements throughout the year. On this occasion prominent personalities from the industry and the government were invited to interact and encourage the students in their efforts.

SEMESTER JURY

3-5th July 2011

Juries & Assessments across disciplines were conducted for the students in II, IV & VI Semesters. Professionals from industry were invited as Jury members who also recruited the students. They examined and assessed the student's works and provided them with valuable feedback and some of them also recruited students for their organizations.

JURY MEMBERS OF FASHION DESIGN DEPARTMENT

Pramod Yadav, Principal, ATDC
Mahima Madan, Owner & Chief Designer Mahima Madan
Lalit Arora, Director, JIMMY MODE International
Raghushree Poddar, Director Cheer Sagar Exp
Sonal Chitranshi, Design Head SRC
Neha Gupta, Textile Designer
Simran Chaudhary, Fashion Designer
Nikhil Jain, Nikhar Fashions
Agat Sharma, Researcher & Artist



JURY MEMBERS OF INTERIOR DESIGN

Nainesh Grover,
 (Interior Designer)
Pradeep Mittal,
 (Architect- Acedemics Ayojan)
Meenu Varshney,
 (Architect – Academic MNIT)
Ar. Arvind Bhargava,
 (Senior Architect PWD)



JURY MEMBERS OF JEWELRY DESIGN DEPARTMENT

Sunita Shekhawat, Jewelry Designer
Siddharth Towka, P.C. Totuka Jewelers
Rajnish Bhandari, RHEA Gems Zones
Sonal Shyamsukha, Jewelry Designer

ORIENTATION SESSION WITH RENOWNED FASHION DESIGNER PRATIMA PANDEY

6th July 2011



The sessions were formally inaugurated by renowned fashion designer Ms. Pratima Pandey, a NIFT alumna and FDCI member, her label is known as "Prima by Pratima Pandey". Ms. Pandey interacted with the students and their parents. She also formally inaugurated the Graduate Design Week. ARCH Director Ms. Archana Surana and Dean Mr. Benoy Thoompungal also made the students aware of the scope of Design education in the country and its value to industry.

WORKSHOP ON "DFINE-DSIGN" BY KUNAL DUTTA & MANGESH AFRE

7th July 2011



The session on Dfine Dsign was conducted by the faculty members of the institute as an experimental and fun filled exercise. This exercise was aimed at encouraging the perceptual collaboration between students resulting in the implementation of a recognizable collage pattern of Design



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GUEST LECTURES AND ORIENTATION TALKS

7th -8th July 2011



Guest lectures and orientation talks were organized to inform the new batch about various design disciplines and the potential of design as a career option. An Interactive session on **"The Poetry of Space- Relevance of Interior Design"** was conducted by the Dean- Mr. Benoy Thoompungal, Ms. Sonal Shyamsukha, Jewelry Designer & Director, Jewels Saga delivered a talk on **"The Adornment- The glamour of Jewelry world"**. On 8th July 2011 Mr. Sudhir Soni, Associate Professor & ICSSR Fellow talked to students on **"The integral relationship between Design and Media"** while Dr. Satish Batra, Deputy Director, Bhavan's College of Communication & Management talked to the students on the topic **"Motivated Communication- The Path to Success"**.

ROTARY CLUB JAIPUR SOUTH MEMBERS AT THE FASHION SHOW

The Fashion show event turned into an interactive session where the Rotary members walked the ramp and also communicated with the audience, the District Governor Ratnesh Kashyap, the Rotary Club Jaipur South president Archana Surana & other senior Rotarians.



11TH CONVOCAATION & AWARD CEREMONY

9th July 2011



The ARCH Academy of Design is now in the next decade of its existence. Its laudable achievements are reflected in the exemplary performance of its students & alumni. This is further affirmed by the caliber of the faculty and students it has been attracting since its inception. The 11th **Convocation & Award Ceremony** was organized and conducted on the 9th July 2011. The graduating students were awarded their degrees and got awards for their academic performances. Mr. Rajendra Pareek, Minister for Industries, Govt. of Rajasthan was the Chief Guest on this occasion. The Guest of Honour was Dr. Nagendra Ambedkar, Regional Director, Regional Center IGNOU, Jaipur and the Special Guests included Mr. G. M. Ambhore, Director, MSME, Govt. of India and Ms. Sunita Shekhawat, Jewellery Designer.

ARCH launches IGNOU certificate course in Jewelry

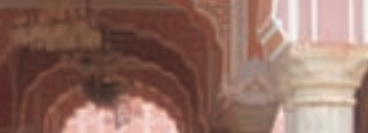
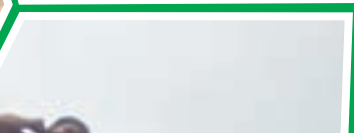
ARCH Academy of Design as a study center of the Indira Gandhi National Open University (IGNOU) has launched a 6 months Certificate Course in Jewelry Design. It is the only study center in North India offering this course.

Dr. Nagendra Ambedkar, Regional Director, Regional Center IGNOU, Jaipur with Mr. Rajendra Pareek, Industry Minister, Govt. of Rajasthan, and the Special Guests Mr. G. M. Ambhore, Director, MSME, Govt. of India and Ms. Sunita Shekhawat, Jewelry Designer inaugurated the course poster in a formal ceremony at ARCH.



JAIPUR HERITAGE TOUR

One of the finest planned cities in India, Jaipur the capital of Rajasthan became an adventure zone for the foundation batch at the Arch Academy of Design. The students from different states of India were taken on a city tour to witness the rich architectural heritage of the city. The tour included the famous Birla Mandir, Albert Hall, City Palace, Hawa Mahal, Jal Mahal and Amber Fort.



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Graduate DesignWeek Fashion Show



A grand Fashion show was organized on 6th July 2011 in the Arch campus. The show was an opportunity for the graduating students of Fashion and Jewelry Design to showcase their portfolios. This occasion was graced by the presence of Fashion Designer Ms. Pratima Pandey, Mr. Rajeev Arora from Amrapali and Mr. Ratnesh Kashyap; District Governor Rotary International Distt. 3050

Placements & Internship

Placed



Apoorv Saxena
Founder & Director,
Espacio /
Unit of vistaar



Deepika Kumawat
Designer
Goyal Handicrafts



Vishnu Soni
Jewelry Designer
Amrapali Jewelers



Neha Chawla
Designer
Jewels Emporium,
Jaipur



Neelam Godara
Designer,
Gitanjali Group.
New Delhi



Shweta Bhargava
Designer,
Vaibhav Gems Ltd.



Aditya Jangid
Designer,
Oriental Gems,
Jaipur



Archana Gupta
Designer
Pink City Gold,
Jaipur



Kavita Bhagtani
Assistant Designer,
Shuchi VC, Jaipur



Priya Mehta
Head-Design
Motisons Jewelers,
Jaipur

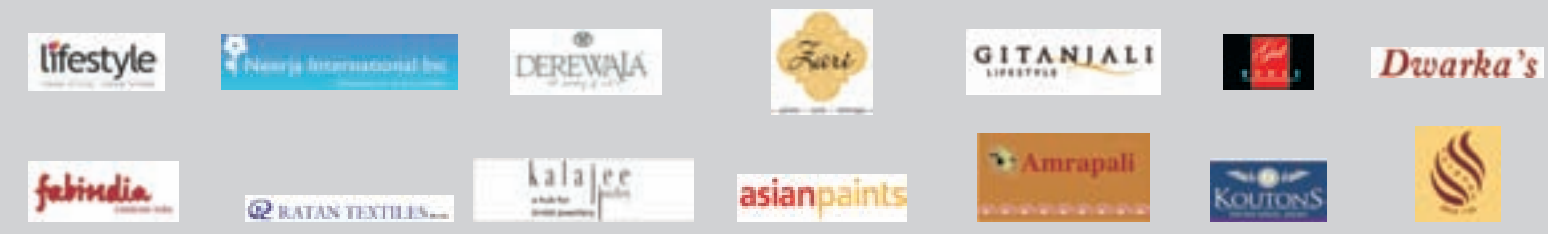


Bhawana Singh
Pall Mall Design Studio
New Delhi



Ashwini Nair
Maison de Dauphine
New Delhi

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Nandani Saxena
Bezel Design and
Communication, Gurgaon.



Mamoon Jaapar Khokhar
Founder & Director,
Sunrays Contracting-



Heena Arora
Founder & Director,
Robe.....The Lavish Attire.



Pankaj Paliwal
CAD Designer
P. Mangatram Jewelers
Hyderabad



Siddharth Agarwal
Designer
Arvino, Jaipur



Ashish Bhatia
Designer
Motisons, Jaipur



Vandana Rajshree
Designer
Vaibhav Gems, Jaipur



UMESH KUMAR
Assistant Designer,
Abu Jani &
Sandeep Khosla



Diksha Srivastava
EKAA by Tarang & Priyanka
New Delhi



Desiree Varinia Phira
R&B International,
Kolkata



Akshay Sikhwal
Arvind Limited
(Denim Lab)
Ahmedabad



Preeti Sharma
ELA by Joyjit,
New Delhi



Evapynkmen Ryntathiang
Weaver's Studio,
Kolkata

Internship

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Integral Application Of Design For Transformation And Reuse

Benoy Thoompunkal

In a country where the repair, reuse/ recycling of materials and products is part of the ingrained ethos of the populace, there exists no organized program to teach and develop the appropriate processes and skills required to apply this way of thinking in an innovative, effective and meaningful manner.

Additionally, this commendable ethos is slowly being eroded by the newly engendered attitude of 'use & throw/ replace', encouraged by the rich industrialized producer nations of the world, who understandably need a large consumer base to justify their industrial existence. These nations also need the cheaper manpower, raw material and various waste materials generated in developing nations to maintain their viability and competitive edge.

In India, certain materials and byproducts originating in the production processes of organized industry, small scale and cottage industries and agriculture, are considered as waste. These include iron, steel, wood, glass, paper, rubber, vegetable fiber and plastics among many more. These materials (or products made of these materials, which have been thrown away at the end of their useful life) are presently targeted for recycling/ reuse on a large scale by unorganized retrieval units contributing a labor intensive input in the reuse cycle. The presence and demands of organized industry plays an important role in the sustenance of this activity.

Reuse presently, is mainly limited to the transformation, by organized industry, of waste materials/ junked products to 2nd or 3rd generation raw material for use in various production processes. Some products like iron & steel bars and rods are also reused 'as is' (for example in construction). Some materials have been manipulated and combined in new ways and are made available for use as the raw material for the production of certain products. This is mainly the result of research and development efforts aimed at the evolution of alternative materials and methods; the application of appropriate materials & technology for the production of appropriate products.

At a time when the world is slowly beginning to understand the real meaning of pollution, ecological balance and limited resources, among other things, and blaring out their realizations in doomsday prophecies, we in India are already in the position to put back into practice the very ethos that we have lived with for centuries – to value and reuse all the resources we have at hand. What we lack in resources, we more than make up in ingenuity- the functional products in use at a roadside tea stall is a case in point; the creations of Nek Chand in the Rock Garden at Chandigarh are another; the one, aiding the basic requirements of an activity, & the other, sculpting an environment to experience and treasure.

Both, reflecting a realization of the potential value of 'waste' albeit at different levels, and the precious awareness of the possibilities of reuse; both in their own way helping us to re-examine, experience and understand 'reuse potential' in a more realistic way.

In a labor rich developing economy, the generation of means for a sustainable livelihood is an extremely important consideration for responsible policy makers at all levels. It entails the training of individuals and groups to find and recognize available opportunities for improvement, and act upon the various possibilities that may emerge through the application of a cohesive thought process culminating in original and effective outcomes.

Such directions can be developed and implemented by specially set up departments within Design Schools, Organized Industry, Agriculture, the Handicraft industry, Foreign Aid Development Agencies/ programs, Research and Development Agencies/ programs, Environmental Agencies, Pollution Boards, NGO's etc.

The Design Process plays the pivotal role in these proceedings. The word 'Design' needs to be seen in the most holistic way possible to understand the vastness of the thought processes and inputs it encompasses. And all of this aimed at achieving a goal- the solving of 'problems' - be it the design of a job, a machine, a process, a system, a structure, a space, a product, a communication, a way of living....

Each of these activities could be a specialization by themselves, and usually are, in the existing scheme of things; on the other hand, a designer even if reasonably skilled in all, need not be a specialist in any. The design process or the 'approach', when internalized completely

and meaningfully, equips anybody with the skill sets required to solve any problem and the sub problems within the problems- including the filling of gaps in the knowledge database, when required.

Thus, a designer by qualification is a widely aware and sensitive individual capable of drawing on experience, knowledge and specialized inputs from diverse fields, consolidating them and applying them in the most relevant and coordinated manner for the generation of outcomes appropriate to feasible solutions for problems at hand.

Unfortunately, certain priorities that required recognition, affirmation and attention, have been either ignored or have been engineered to remain conveniently invisible for the most part until now.

The acceptance of these priorities and the willingness to address the issues linked together in the considerations above, are a prerequisite and necessity for the formulation of an organized program of studies that could actually help develop individuals with the requisite skill sets to :-

- recognize the possibilities and potential of available opportunities and act on them in a professionally responsible manner.

- originate creative alternatives in the manipulation & application of the materials and attributes of so called 'castaway' products in a purposeful, productive, and practical manner.

- extend the process by finding, developing and nurturing the economic linkages essential to the sustenance of the soul, spirit and physical health of such entrepreneurial ventures, and with a full awareness and application of the principal dynamics of demand and supply.

- effectively disseminate the awareness, knowledge, techniques and information gained in the process, to enable the evolution of an enlightened consumer and producer base capable of dynamic and viable contributions to the quality of life and environment in general.

Having gained an insight into such a process there are a great number of practical fields and areas wherein such awareness and training can be used effectively to help in the process essential for change –

Entrepreneurship, Product development teams in Industry, Individual Design & Development projects, Process Planning, Production planning, tooling & setup of production units, Environmental planning & improvement projects, Planning & Execution of Skill Upgradation Programs, Co-ordination/execution of craft development projects, Consultancy & advisory- sourcing, production, market research, cluster development & marketing. Research, analysis & Development programs, Teaching/ training- schools, colleges, entrepreneurial workshops Further Liaison can be – funding agencies & production clusters, Publicity and image/opinion building.

These endeavors and engagement thus reflect the requirement and the use of such a waste management process by not just the industry but also the commonly found attributes in the society.

Students work made out of waste material



“Research is creating new knowledge.”
Neil Armstrong

Research and Development thus refers to the effort required to create a new product. It includes the exploration phase that determines the viability of the project and methods for proceeding as well as all the design and manufacturing stages required to yield a working product.

With the ever growing national and global trends in design, with new products being created and the demand for smart user friendly and accessible products and design services -be it in fashion, retail communication, management, or jewelry- the potential to generate new ideas which address the cultural needs and requirements is and will always be a prime concern.

It is this need based delivery that confirms an immediate understanding of the process behind research and development that is being addressed at leading design institutes thus reinforcing the desire to create sensitive yet efficient future designers who would cater to this demand of creating a better world to live in aided by effective design solutions for products and services. Understanding this concern, the Arch Academy encourages students to apply research and development in every field.

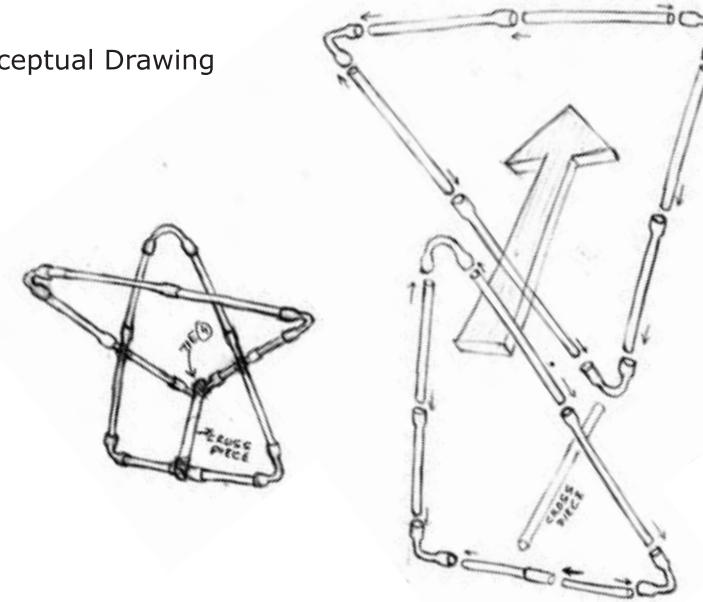
Below are a few examples developed by ARCH Academy, creating structures which can be re used, reassembled and are easily transportable.

1. Arch conducts AIEED (All India Entrance Examination for Design) every year. For this,



Forex Model Re-Installed at ARCH Academy Retail Store

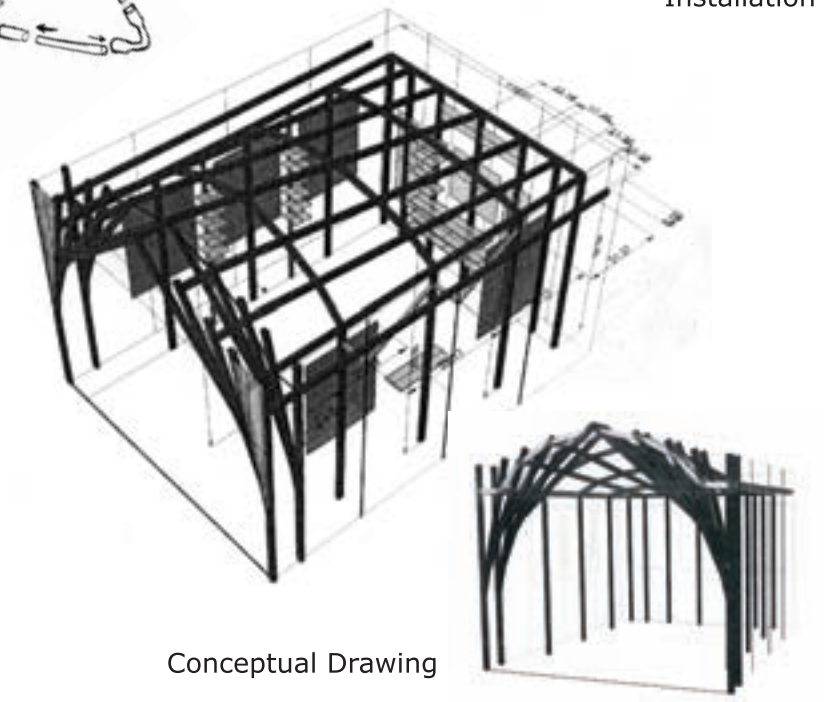
Conceptual Drawing



Installation



Installation



Conceptual Drawing

examination teams are sent all across India to promote AIEED. As part of this promotional activity a necessity was felt to design a simple light weight modular structure to facilitate easy transportation and easy assembly. For such a design based requirement to be successful a variety of materials were researched which were light weight and easily transportable. A number of prototype bamboo structures were made and joinery details were explored. The feasibility of the structure was re-evaluated and a need was felt to identify lighter weight material than bamboo. Thus PVC conduit pipes were used. The final structure developed incorporated triangular frames made out of joining PVC conduit pipes. Fabric and flex panels were used to cover the structure. The complete dis - assembled structure was carried in a golf club type carrier bag slung on a shoulder.

2. During the Forex Fair, Arch Academy was given a 9ft by 12ft stall space inside a large exhibition hall. A wooden structure was created to occupy the limited space; the structure provided shelf space and hanging space for products and garments thus providing an increased display area in a small space. This structure was created with the intention of reuse by rearranging the wooden structure in different spaces as per the requirement. The parts of the structure are presently placed inside the retail store of Arch.

Trends & Forecast

Itinerancy – this theme takes inspiration from the nomadic (village tribal) life crafts and sustainable growth.



"Fashion is born by small facts, trends, or even politics, never by trying to make little pleats and furbelows, by trinkets, by clothes easy to copy, or by the shortening or lengthening of a skirt."
Elsa Schiaparelli

In this issue of Backstitch we bring the forecast for spring summer 2012 which is highlighted from Promostyl. These have been broadly divided into four topics. For a better understanding of the trends and forecast the backstitch team has created a mood board (collage of images, products etc which reflect the theme) utilizing the students works

Oxygen – this is a representation of clean clear designs (without much of decoration) and simple tailored garments with white and pastels as colour inspirations



Genesis – this theme takes inspiration from the idea of nature evolving in the depths of sea, ocean etc. which could include botany, sea creatures, waves etc.



Polychromy – reflecting the interest in the colour and the retro periods (the past periods and decades or events) such as the disco club culture (the bright lights and the dresses of the 80's era).





Aries

People born under this sun sign are strong headed and have an ability to make instant decision. Their optimistic and fearless attitude helps them to achieve the desired goals. Their straight forwardness and practical approach is best suited for **Design Management**. Other traits possessed by Arians which make them apt for the above profession is the ability to strike frequent conversations, a systematic way of functioning and an ability to fulfill commitment.



Taurus

The characteristic of Taurus born people is practicality, extreme determination, creativity and resourcefulness. At the same time they are very organized in their work approach. As **Architects** and **Interior Designers** they apply these artistic talents through their capability to think out of the box and their determination can produce functional design solutions that are workable within the design environment.



Gemini

The multi faceted and versatile Gemini has a natural flair for fashion and style, reflecting the making of a **Fashion Designer**. Gemini men and women are highly adaptable, eloquent conversationalists, intellectuals and innovative in their way of thinking. As fashion trends are dynamic and it takes a high degree of courage and creativity to survive in such a challenging field, Gemini are fit for a career in fashion designing since they are very responsive to change and willing to seek new opportunities for growth.



Cancer

With the moon ruling the sign, Cancerians have high control of imagery and since their moods are intense, they can make you feel them too. Their imagination seizes- joy and despair, honor and compassion, sorrow and ecstasy- and holds each emotion fast with a retentive memory. They have the imagination and intuition to feel what others are fetching and in this way they are capable of understanding the needs and wishes of an individual along with his/her taste and preferences which will make them highly successful in the field of **Jewelry Design**.



Leo

A Leo person is confident and decisive, has an overall perspective on life and can bring out the best in others. A typical Leo has the attributes of a great conversationalist, honesty, creativity and innovativeness. He/she has a magnetic personality, and is methodical and work well in teams. As **Design Communicators** a Leo will apply his/her skills and talents and create wonders. It is rare to see a Leo people fall from grace, as their community consciousness, traditional learning and innate intelligence and above all, pride in their image does not allow them to slip.



Virgo

Virgo are meticulous, reliable diligent and are most commonly known for the trait of being perfectionist. They can also expect the same high standard of work from others, which they set for themselves. They are methodical and practical in the way they lead their life and have a logical mindset. Virgos are detail oriented with a passion for knowledge and meaning. As **Design Managers**, they make sure that three attributes of quality, research and details are executed to the core in each project.



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Libra

Libra characteristics include a sophisticated intellect, artistic sensibility, advanced social skills and sensible approach to life. Librans have fine analytical abilities and can easily view complex situations, maybe even acutely emotional ones, and come to a fair consideration of all the options. Their minds are more artistic rather than intellectual, and they are known for their outgoing nature and balanced harmonious judgments. As **Interior Designers**, they make quick and sensible design decisions, satisfying their clients in all possible ways.



Scorpio

Scorpions possess tremendous energy and ambition. They are brave, innovative, creative and intensely passionate as well as extremely loyal and mysterious. However their intensity and passion reflects in the most practical designs in craft products. They always choose to do something unique and distinct that is why **Crafts and Accessory Design** is a perfect field for people born under this sign.



Sagittarius

Sagittarians are full of original ideas. They dream big and aim for the highest goals. They have a fantastic memory and are supremely optimistic which drives them to keep going. Their creativity guided by intelligent logic and compelling curiosity makes them some of the best **Jewelry Designers**. They are very independent and observant, which are important traits for a person associated with design.



Capricorns

They are persistent, have a keen interest in learning.



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Capricorn women are career oriented but at the same time they like to keep their homes in a perfect state. This trait of Capricorns indicates how **Interior Design** can be their field. They can prove to be extraordinary as their work exhibit their creative mindset, along with their rich taste for colours and patterns. Imaginative, dreamy and talented Capricorns make some of the most creative designers of products.



Aquarius

A sun sign with most distinctive character traits but with the main concentration on the remarkable sense of style that Aquarians possess. They make polite and impressive conversationalists. At the same time with their refined taste and knowledge of fashion trends they make the best style statements in the town. Aquarians are born to be related to fashion and updated with it. They have an unusually attractive way of dressing and that is why they are best suited to be outstanding **Fashion Designers**.



Pisces

Innovative and unconventional Pisceans find themselves best suited for **Textile Design** as they raise their standards every time they work on a new project or collection. Pisceans are very artistic, which makes half his / her tasks easy, as textiles include a lot of art work, sense of colour, patterns and fabrics. They are passionate about their work and their intuitiveness facilitates the study of textiles and the forecast of future trends. Overall Pisceans are hardworking people, dedicated and they always fulfill their commitments.

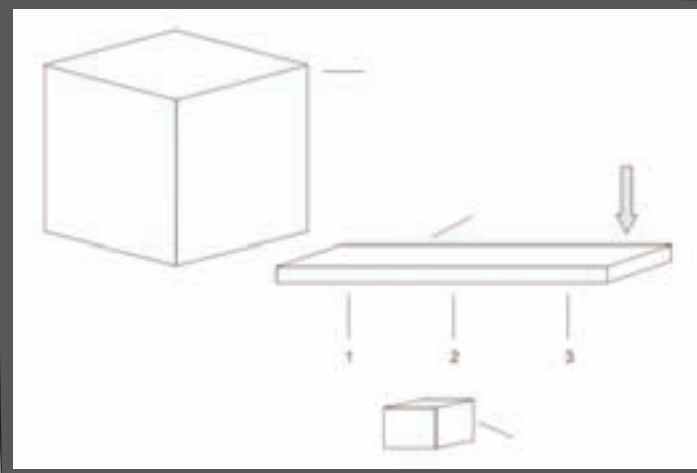
Question Bank

1. Rupee symbol has been reformulated by
A) D. Udaya B) S. Udaya C) R. Udaya D) K. Udaya

2. A window-cleaner is cleaning the windows on the 25th floor of a skyscraper, when he slips and falls. He is not wearing any safety harness and nothing slows his fall, yet he suffered no injuries. Which of the options below is the true reason.

- A) He was wearing a parachute
B) He was on the other side of the window
C) He was carrying an umbrella
D) Superman saved him

3. To lever up the large, heavyweight with the least effort, by pushing down in the direction of the arrow, at which point under the beam should the block be placed?



4. Which of the cubes below does this cutout make ?



5. Is it legal for a man to marry his widow's sister ?
A) He should make a written agreement with the sister
B) He must take proper legal authority
C) This is impossible
D) This is permissible only in few countries of the world

6. What can you put in a wooden box that would make it lighter ?
A) Helium Balloons
B) Ostrich Feathers
C) Holes
D) None of these

7. If you were alone in a deserted house at night, and there was an oil lamp, a candle and firewood and you only have one match, which would you light first?
A) Oil Lamp
B) Candle
C) Matchstick
D) All of them

8. What can you hold in your right hand, but not in your left ?
A) Head
B) Left Thumb
C) Right Ear Lobe
D) Left calf

9. Tangram Puzzle
Which ball is the heaviest?
A) All weigh the same
B) L is heaviest
C) Cannot say
D) J is heaviest



11. "For the man who dares to care" is a slogan related to :
[A] Nivea [B] Ponds
[C] Lakme [D] Revlon



TEN YEARS OF DESIGN EDUCATION
Estd: 3rd April 2000

Press Coverage

स्टूडेंट्स ने जानी स्टोन सैटिंग की टैक्निक

विश्वी रिपोर्टर इंटरनेशनल ज्वेलरी डिजाइनर भारतीय ज्वेलरी आज भी ट्रेडिशनल जैवरी ने स्टूडेंट्स को स्टोन सैटिंग से जुड़ी है। ज्वेलरी व स्टूडेंट्स को नई तकनीक की के बारे में बताया। वे पिछले 25 जैवरीजो डिपार्टमेंट के हैं

Yuva Unstoppable kicks off in desert state

Jaipur: Yuva Unstoppable, an NGO to promote the spirit of social service among youths, supported by the Times Foundation, the corporate social responsibility wing of The Times of India group, has kicked off its activities in the Pink City on Saturday. The office-bearers of YU mobilised students from different city colleges to collect old newspapers to raise funds for poor students in municipal schools. On the first day, they received overwhelming response from volunteers as they collected over 1,500 kg of old newspaper. "The response was superb. I am delighted to see approach different societies to collect newspapers to generate more funds. The money will be used for municipal schools to help them improve the quality of education and provide more facilities to the slum children. The NGO would provide a support system to various other NGOs working on diverse fields in the state by organisational partnerships with schools, colleges and corporate companies. Arch Academy of Design, a city-based fashion institute, has come forward for an alliance with YU.

Other institutes which aligned with YU are SKIT, Gyan Vihar University and KJ Somaiya Institute. Once it is fully operational, Yuvaites will make a difference at orphanages, blind children association, handicapped homes, government schools, NGOs and educational institutions. This NGO will have three segments: School students, colleges and corporates. After success in 30 cities including Ahmedabad and Mumbai, it is scheduled to launch formally in Pink City on March 12. Yuva is a premier voluntary movement with a base of 40,000 youths across 30 cities helping more than one lakh kids in municipal and slum schools.

Members of Yuva Unstoppable collect old newspapers to raise funds for poor students in municipal schools. Students have come forward to support the cause, said Agam Khatri, a third semester student of Computer Science, SKIT engineering college. On Sunday, volunteers will



Members of Yuva Unstoppable collect old newspapers to raise funds for poor students in municipal schools.

CITY भास्कर

dainikbhaskar.com

स्टूडेंट्स ने बनाई आर्टिफिशियल ज्वेलरी



आर्च एकेडमी का एनुअल डिजाइन वीक शुरू 'इको' देगा रियल फीडबैक

आर्च एकेडमी का एनुअल डिजाइन वीक शुरू 'इको' देगा रियल फीडबैक



Students working on jewelry designs.

Discussing design

The first day of design week, ECHO '11 at ARCH, saw experts discuss the dynamics of city's jewellery industry

World's favourite seller of semi-precious stones and gems—Jaipur is now getting recognised for its designing, as well. "Jaipur has evolved its designing skills and the institutes have helped in production of flawless and well devised products," said Gayatri Singh from National Institute of Design at the seminar on 'Materials, Methods and Trends: The Jewellery Industry' conducted at ARCH academy of design. The seminar aimed at increasing public awareness about jewellery industry in contemporary context



Gayatri Singh speaks at the seminar

and promoting the notion of 'Design Excellence' in the industry. The seminar also brought into consideration the 'Design Clinic Scheme' of NID and MSME. This scheme aims to provide financial assistance from government to aspiring entrepreneurs and designers who envision an innovative project in the field of design. Gayatri Singh explained, "Through this workshop, we are determined to have at least four to five contributors from Jaipur in this project."

—AH Correspondent

डिजाइन्स में दिखाई क्रिएटिविटी

आर्च एकेडमी के डिजाइन वीक में छात्रों की क्रिएटिविटी का जवाब देते हैं। छात्रों ने अपने डिजाइन्स में नए-नए तरीके दिखाए हैं।

स्टूडेंट्स ने जाना लघु उद्योग व्यापार को

छात्रों ने लघु उद्योग व्यापार को समर्थन देने का फैसला किया है। वे अपने डिजाइन्स में इसका प्रतिबिम्बित कर रहे हैं।

सेल्फ एम्प्लॉय बनो

आर्च एकेडमी के छात्रों को सेल्फ एम्प्लॉय बनने के लिए प्रेरित किया जा रहा है। वे अपने डिजाइन्स में इसका प्रतिबिम्बित कर रहे हैं।

राजस्थान पत्रिका

राजस्थान पत्रिका में आर्च एकेडमी के डिजाइन वीक के बारे में खबरें प्रकाशित हुई हैं।

क्रिकेट तमाशे का स्टेज आज शहर में



स्टूडेंट्स की क्रिएटिविटी के रंग



आर्च एकेडमी में योगा

आर्च एकेडमी में छात्रों को योगा के बारे में बताया गया है। वे अपने डिजाइन्स में इसका प्रतिबिम्बित कर रहे हैं।



आर्च के वार्षिक डिजाइन वीक की शुरुआत

जयपुर। आर्च अकादमी के वार्षिक डिजाइन वीक 'इको-2011' का शुभारंभ चर्चटन मंत्री बीना काक द्वारा किया गया। इस अवसर पर चर्चटन मंत्री ने आर्च के डिजाइनर स्टोर चर्चटन का उद्घाटन किया। यह एक मंच है जिसके जहाँ लाख स्टालों से जुड़े स्टूडेंट्स और डिजाइनरों की प्रदर्शनी होगी।

बुमन भास्कर

26. जयपुर . बुधवार . 9 मार्च 2011



यूनिट होल्डर्स ने जाना क्लिनिक स्कीम के बारे में

विश्वी रिपोर्टर - जैवरी डिजाइन वीक 'इको-2011' के पहले दिन आर्च एकेडमी के छात्रों ने अपने डिजाइन्स में नए-नए तरीके दिखाए हैं। छात्रों ने अपने डिजाइन्स में लघु उद्योग व्यापार को समर्थन देने का फैसला किया है। वे अपने डिजाइन्स में इसका प्रतिबिम्बित कर रहे हैं।

'इरादे नेक हों तो मजिलें आसां हो जाती हैं'



आर्च में 'इको-2011'



ARCH-iving their creations!



As part of its design week ECHO '11 the ARCH Academy inaugurated Archives, a design store that will sell creations by students of the institute, on Wednesday. The red ribbon was cut by state minister for tourism and woman and child development Bina Kak. The store will sell hand-crafted products, like apparel, fashion accessories, jewellery and artifacts. The institute also launched a self-help group called Kumkum. Comprising 17 women from the slums of the city, it aims to economically empower these women by helping them market products they make.

—AH Correspondent

THE TIMES OF INDIA, JAIPUR

'New role of women must be accepted' लकी विविधता



Jaipur: A seminar on 'Women Empowerment: Opportunity and Support' was held at the Arch Academy of Design on Tuesday. The event was held by Yuva Unstoppable, an NGO to promote spirit of social service among youths, supported by The Times Foundation in association with Arch Academy of Design (AAD) and New India Knowledge Institute of Information Technology. In a joint packed seminar hall, students discussed ways to improve the condition of women, especially in rural areas.

सेमिस्टर जूरी को पसंद आया स्टूडेंट्स का वर्क

आर्च एकेडमी में छात्रों का वर्क सेमिस्टर जूरी को पसंद आया। वे अपने डिजाइन्स में नए-नए तरीके दिखाए हैं।

'क्लिनिक स्कीम' करेगी मदद

आर्च एकेडमी में छात्रों को क्लिनिक स्कीम के बारे में बताया गया है। वे अपने डिजाइन्स में इसका प्रतिबिम्बित कर रहे हैं।

राजस्थान पत्रिका

राजस्थान पत्रिका में आर्च एकेडमी के डिजाइन वीक के बारे में खबरें प्रकाशित हुई हैं।