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Arch Design Magazine



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ARCH Annual Alumni Meet

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Grant 2012

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Jugad

Cover Photography: Archana Surana
Art Installation by Nike Savvas
Leeds Museum

EDITOR'S NOTE



The experiences of the past year have been that of fulfilment on more than one front.

ARCH has established a Strategic Partnership with Pearson Edexcel and will be offering 9 BTEC qualifications and its industrially relevant International Curriculum, which, in the immediate future, will quite clearly result in the setting of benchmarks and greater choices of progression routes for students.

ARCH is determined to leave no stone unturned, in the delivery of quality education, and the adoption & development of good practices in the process.

Collaboration & collaborative endeavours towards mutually beneficial outcomes, are the watchwords of today, especially in the field of education.

Supporting this philosophy completely, is the UK India Education & Research Initiative (UKIERI) which helps enable such co-operative ventures between India-UK institutions of learning, by releasing grants for the purpose. ARCH in partnership with Perth College, UHI, Scotland has been awarded the 45,000 GBP UKIERI 2012 Grant for Institutional Capacity Building. No mean achievement, considering that the British Council Ukieri panel rejected close on to 85% of the proposals received by it!

My UKIERI enabled visit to the UK was an extremely satisfying trip and is likely to result in potential collaborative ventures with the best institutions of Design learning in the UK with who, we are presently in the process of establishing various levels of agreements and understandings

Archana Surana

edexcel 
advancing learning, changing lives



De Montfort University, Leicester, England

 **BTEC**

Arch - PEARSON strategic partnership

Taking a big leap in further raising standards in Design education, the Arch Academy of Design has tied up with Pearson Edexcel, as a strategic partner, to deliver 9 BTEC qualifications in Design & Management, alongside its offered programmes of study. It is the only design institution in India offering such a wide range of programmes. ARCH is an premier EDEXCEL learning centre for BTEC (Business and Technical Education Council) Level2, Level 3, Level 5 & Level 7 qualifications in India.

As part of the implementation process In January this year, the teaching faculty of Arch were trained by UK based Edexcel trainer Ms.Stella Power, to become 'Edexcel certified' faculty.

Set up in the year 2000, the institution has developed as a center of excellence in learning and innovation, and over the last decade, has trained more than 3000 professionals and entrepreneurs from across the country. The ARCH Academy of Design also has a strong international representation, with students from several countries like Sweden, Spain, Kuwait, the United Kingdom, the USA, Nepal, Iran, Canada Korea, Japan, Dubai etc. who have, at one time or the other, chosen to study here.

ARCH Academy of Design is officially a centre of EDEXCEL and offers nine EDEXCEL programs (BTEC Level 4, Level 5 & Level 7 BTEC International Qualifications in Art and Design and Strategic Management). EDEXCEL, formerly known as London Examinations is the largest awarding body in the UK of Academic and Vocational qualifications. All EDEXCEL qualifications are accredited by the Qualifications and Curriculum Authority (QCA), a body of UK Govt. and offers the most evolved route for progression for further studies in India, overseas or into employment. It allows ARCH students to study partly at ARCH and partly at a foreign university and earn a foreign Degree. Some of the universities offering progression to ARCH students are De Montfort University; Goldsmiths, University of London; University of the Creative Arts UCA; Perth College UHI, Scotland; Cardonald College Glasgow, Scotland; University of Salford; Birmingham Institute of Art & Design, BCU; University of Huddersfield

Visit of ARCH Director to the UK under the UKIERI Skills Travel Grant 2012



Perth College, UHI, Scotland

UKIERI UK-India Education and Research Initiative

ARCH Founder & Director, Ms. Archana Surana has just returned from a 10 day engagement in the United Kingdom, facilitated & undertaken through the UKIERI Skills Travel Grant 2012 awarded to ARCH to explore and set in place collaborative partnerships with some of the world's best Art & Design colleges and Universities in the UK.

In the hectic, pan UK visit, she attended previously arranged meetings and discussions with Deans, Heads of Schools, Directors of Academic Partnerships and International Activity Heads of some of the most important and quality conscious Institutions and Universities offering design studies, all of whom expressed their keenness to collaborate with ARCH in preparing joint bids for UKIERI (UK India Education & Research Initiative) Grants.

Apart from the UKIERI discussions, the topic of 'Progression' evinced a great deal of interest on the part

of the UK institutions visited, quite understandable, in the light of ARCH's strategic partnership with Pearson Edexcel, to deliver 9 BTEC qualifications in Design & Management. ARCH, now an official Edexcel center, is the only design institution in India offering such a wide range of programmes.

Universities and colleges expressed very strong interest towards meaningful collaboration. They included
DeMontfort University, Leicester
Goldsmiths, University of London
University of the Creative Arts, UCA
Perth College, UHI, Scotland
Cardonald College, Glasgow, Scotland
University of Salford
Birmingham Institute of Art & Design, BCU

Almost all the Universities & colleges visited, wished to offer progression routes to ARCH students for top up

degrees at their institutions and additionally wished to extend their collaborative contributions towards curriculum, delivery methods and the maintenance of mutually beneficial systems & standards, and included possibilities for student & staff exchanges.

ARCH is now in the process of initiating Letters of Co operation & MOU's with these institutions to firmly establish the discussed affirmations of collaboration.

The opportunity to see the facilities and resources of potential partner organizations always adds to the perspective, and awareness of ground realities, and is useful, when examining the choices available for inclusion, in envisioned collaborative ventures.

This visit to the UK was extremely successful and fruitful, and we hope that the levels of co-operation will continue to grow in strength and extent over time.

Design a never ending process

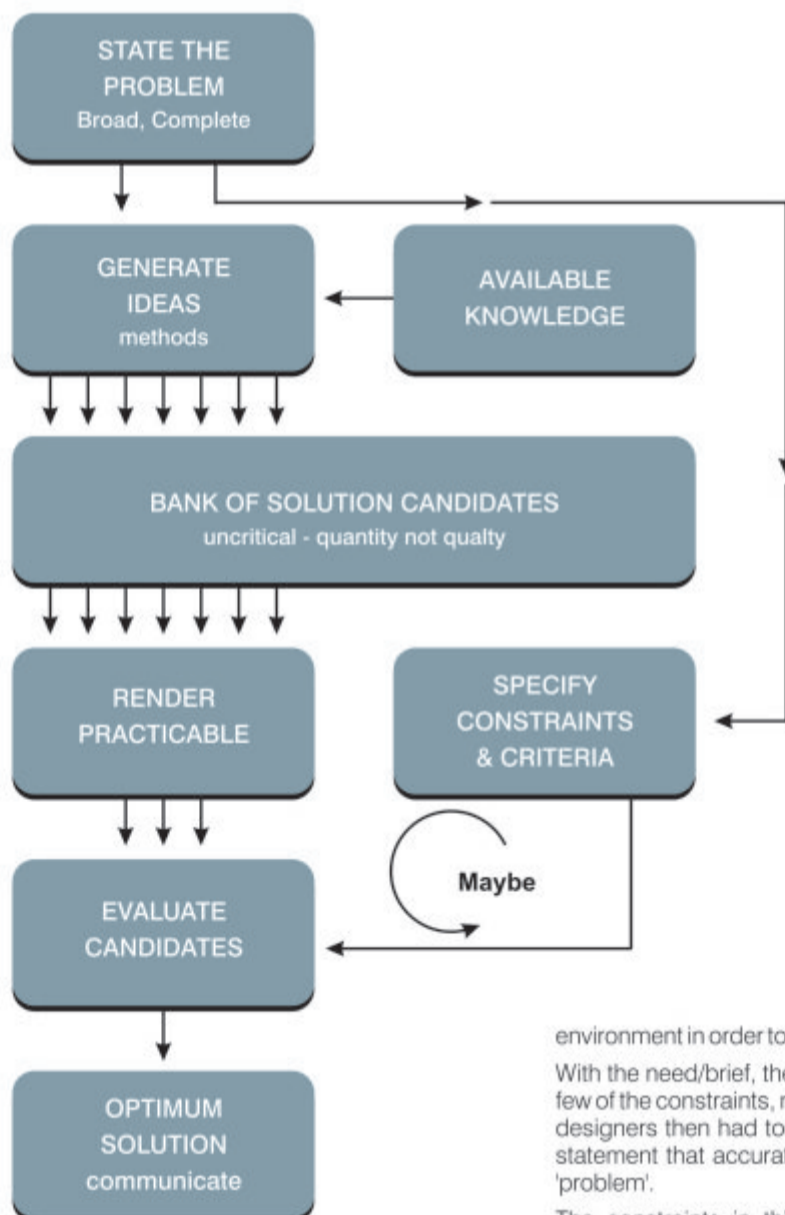
Creation is inbuilt in human nature and human beings are always interested in exploring more ways to make life comfortable. For example: You go into a restaurant, get attracted by a chair which is unique in shape. And then finding it comfortable, you evaluate its practicality further, and you feel a sense of respect for the designer who made it possible.

How do you feel about a pair of good looking shoes, of the correct size, but when used on your feet for its principal purpose you find it imperfect and not as comfortable as you had imagined it would.

The Design Process thus tries to ensure the application of creativity in finding the optimum solution to a given problem as well as checking its functional feasibility in use. It is important that a designed object fulfills the purpose for which it is made.

The process of design or the design cycle always has a sequence of events that has a start and an end point. The start or the initial stage always states what actually the problem is, whereas in the end the optimum solution to that problem is conveyed or we can also say designed. Thus, design has always been linked to a problem-solving approach.

The Design Cycle or Design Process follows a pattern as shown below:



Thus, the design process cycle never ends, as, it always requires regeneration and improvements if not for making a product better, then to introduce new 'models' in order for companies and producers to stay commercially viable.

I would like to share my very recent experience with this process.

The space structures designed for the recent big CeraGlass Haat involved a lot of intellectual as well as physical exercises as the kiosks to be designed as per the client brief, were not only to be made for the purpose of providing space to the craftsmen, but also needed to be attractive and part of a planned ambience &

environment in order to interest visitors.

With the need/brief, the client or consumer also stated a few of the constraints, mainly time, money and space. We designers then had to rephrase all the briefs to make a statement that accurately described the requirement or 'problem'.

The constraints in this case, generally comprised of material choice & availability, cost, finding efficient labour to work with the chosen material, limited time, the choice of tools, techniques and materials that could make reuse possible etc. etc.

Bamboo and other eco friendly material were chosen for its lightness and sturdiness, and its reuse potential.

The technique of wire binding at the joints was used to enable disassembly without damage.

A number of options were generated for the structures and the best possible solution was implemented in the form of models at first, which were then translated into full scale 8 to 10 feet high prototypes for testing.

The process of design roughly followed this route:



Pictures of CII CERAGlass Event

- Stating problem.
- Providing numerous ideas to serve the need.
- Analysing criteria and constraints.
- Finding best possible solution.
- Prototype/Model-making
- Testing
- Making required changes & modifications in the design
- Release for use
- Getting back to the beginning

The structures were distributed as per a space plan design, in a 1500 sq m area, along with the products and structures fulfilling other functions that had to be integral to the space, like seating, lighting, signages, craft installations etc.

The Design Process can be used in any and every aspect of life, from designing the seating in a small tea stall to designing a cell phone, water bottle, aeroplane, bucket, camera, house, shopping mall, footwear, clothes, display units, and any number of things that we can think of.

You state the problem, go through the best possible solutions, identifying and incorporating criteria and constraints along the way, and achieving what is actually needed. And be brave enough to make changes if required.

In conclusion, I would just say that whenever you see anything simple or complicated, just try to figure out the process behind it.

by QUAID BALA

Post Graduate Studies Interior Design

What is is not WASTE

by Nivedita Sharma

'GHANTA GAARI' named vehicle makes rounds in the entire village collecting waste from each home! The village being talked about is Yelur village in the state of Maharashtra. After storage, the garbage is managed properly to make the environment clean and green. Local government – Panchayat, runs solid and liquid waste management programs successfully. Trainers motivate the villagers to participate in the sanitation program and the response is remarkable. Trash is thrown separately in the categories bio-degradable and non bio-degradable. A park has also been developed for children. More models are under consideration and a transformation is happening.

Indian Environmental Society (IES) has set a remarkable example by recycling the marble slurry that is not merely a waste but also proves hazardous for the environment. IES is implementing a project on 'Recycling of Marble Slurry' to demonstrate and validate the technology for manufacturing marble slurry bricks and thus creating a comfortable environment to live in. The project is supported by the 'Ministry of Environment and Forests, Govt. of India'. The Society has set-up a demonstration centre at RIICO Industrial Area of Amberi, Udaipur (Rajasthan) to recycle the marble slurry to manufacture bricks by mixing it with cement and construction sand. The slurry bricks are of good quality as compared to the traditional ones and are found to have the potential as an excellent construction material and also offer a viable option to replace the traditional bricks.

Filtration of drinking water through cotton saree is commonly seen in rural parts of India and has been demonstrated by NARI (Nimbkar Agricultural Research Institute). The scientists found that dirty water can be sterilized and made drinkable by filtering through a folded cotton saree and then exposing to sun for less than an hour. NARI scientists have shown that disinfection could be achieved even at sub-boiling temperatures as low as 55*c that can be reached using solar energy.



Cafe made out of waste by ARCH students at the Academy

Simple processes in rural households turned cow dung into an extremely productive material - Fuel to burn, fertilizer. It can be observed as one of the earliest examples of Waste Management. Today, we all are aware of the significance of Waste Management and continue to experiment with novel techniques and methods to turn trash to something usable. What can be better and more innovative design than to make the rubbish productive! Recently, Manish Jain shared the relevance of Waste Management with the students of ARCH, making them aware about the current scenario in waste management. The procedure to collect, store, transfer, dispose and manage the waste is considered Waste Management. Solid, liquid, gaseous and radio-active wastes fall within the ambit of Waste Management. Waste Management includes the use of 4 R strategies - REDUCE, REUSE, RECYCLE and RECOVER. Waste that isn't properly managed causes severe health hazards.

It is obvious that it is necessary to manage municipal solid waste on priority. Old cars, batteries, unusable equipment and other materials like marble and granite slurry are very hazardous for the environment and need to be properly managed. In comparison to other developed countries, India is lagging in managing the waste. On the other hand, what can be seen as a positive sign, is the remarkable work of several organizations concerned with waste management. 'GOONJ – A voice, an effort', organization stores old, used clothes and other household materials and through appropriate processing, makes them usable for the underprivileged. The organization makes sanitary napkins out of cotton clothes and distribute to women, who frequently use dirty clothes during menses that leads to severe infections and diseases. This is a wonderful instance of not merely managing waste but putting them to use for the needy.

JUGAAD Zindabaad!

Ingenuity India in action!

by Nivedita Sharma

Have you not seen a vehicle powered by an agricultural engine on rural roads! Have the flour mills running on mini trucks not impressed you! Has the upper body of a bike on bicycle tyres not captured your attention! YES, such innovative JUGAAD experiments make heads turn and look on with astonishment. The JUGAAD innovations make you realize that people in rural areas are brilliant at doing experiments despite a lack of resources.

"An innovative fix; an improvised solution born out of ingenuity and cleverness", this is how a recently written book *Jugaad Innovation* defines JUGAAD. The book by Navi Radjou, Jaideep Prabhu and Simone Ahuja talks about jugaad ingenious designs and business models across the nation. Jugaad inventions come to existence as an alternative way of fixing a problem when resources are lacking.



Cooker Espresso and Super Lemonade!

Have you heard about COOKER ESPRESSO! *Outlook India* reveals some facts about the man who invented a wonderful way to make coffee with the use of a pressure cooker helping him make many cups of coffee in no time at all, and that too on the roadside!

It's sheer pleasure to know about the lemonade vendor who operates his business on a scooter, which he has named LEMON SCOOTER. When this lemon vendor discovered how energy draining and impractical it was to push his hand-cart up the steep inclines of a high altitude location, he came up with a jugaad invention. He put the juice machinery in the place previously occupied by the pillion seat of his scooter. The sturdy wooden platform carries a water bucket, ice box and other stuff and is easy to be driven to any place. How wonderful it is to know that he is the only lemonade vendor at the tourist attraction (Panchgani) and making money with his unique idea! It is indeed true that such jugaad machines are a boon for the ones who invent them.



Mitticool and bike-like washing machine!

Who can forget the MITTICOOL – village refrigerator! Mansukh Prajapati, a potter, has turned a terra-cotta box into a fridge, which is entirely made up of clay except for a glass door and plastic faucet at the bottom. Mitticool keeps the water refreshingly cool, sans electricity, and is completely bio-degradable and producing zero-waste. A resourceful invention!

During the days of her mother's illness, Remya Jose from Kerala had to wash clothes of the entire family herself. The family had no washing machine, so she invented her own. The unique Pedal-Powered Washing Machine/exercising bike requires no electricity. Who says inventions are done in science laboratories only!

A creative skill or dirty joke?

Jugaad has been a subject of debate for long; getting both appreciation and critical remarks. "Jugaad is a peculiar Indian resource that the world raves about – our unique creativity that manages to overcome or work around any constraints!" states Vinita Dwara Nangia, senior Editor, *Times of India* in her Sunday column O-Zone. In his book *The Rise and Rise of Jugaad*, Virendra Kapoor opines "jugaad is to be able to do things, which others cannot. It is about finding simple ways of getting a job at hand completed." On the contrary, "Jugaad derives its immense energy from its elder brother, the 'chalta-hai' attitude", says Subbaraman Iyer, Professor at S.P.Jain centre of management. Iyer considers Jugaad a dirty joke on India that guarantees no quality or efficiency.

Arguments and cross arguments; there is no evident conclusion! Yes, there should be a clear line between innovative and hazardous experiments and we believe, jugaad does not cross that line!

POWER OF AFFIRMATION



Being an Arch student we have always been privileged to attend some really smashing sessions, but some had different impact on our minds. Amongst all of them that I have attended, the one which has influenced me the most is the session with Amitab Shah.

"Unstoppable" this word has created magic in my life. This magical word cast its spell many times. But one of the recent situation which I really want to share is an experience which I had during my jury. Ten days before the jury my plan was disapproved by my teacher. I had made a big mistake and that had shattered me and my plan. I had lost my confidence and went into severe depression. I tried very hard to regain myself but my efforts were in vain. At that time, one word had come in my mind UNSTOPPABLE. I recalled what amitabh had said "make your affirmations and keep repeating that daily at least ten times a day in front of a mirror". I made my affirmation and kept repeating that.

I started working day and night on my project with my affirmation and always chanted unstoppable in my mind & heart. At the end of my final jury I was amazed by the result- I had topped my externals! During all this, I believed in myself and said "Tanvi! No one can stop you, you are unstoppable.

"Whatever you can do or dream you can, begin it. Boldness has genius power magic in it. Begin it now" - Goethe

Affirmation has played an important role in my life. When I go deep into its history and philosophy, I find that it has been practiced from very early times. Universal acceptance and application of affirmations has been practiced by some of history's greatest heroes and leaders. Personal growth is rather extensive and gives rise to the conclusion that there must be true power and effectiveness in speaking positive words which affirms and asserts our potential.

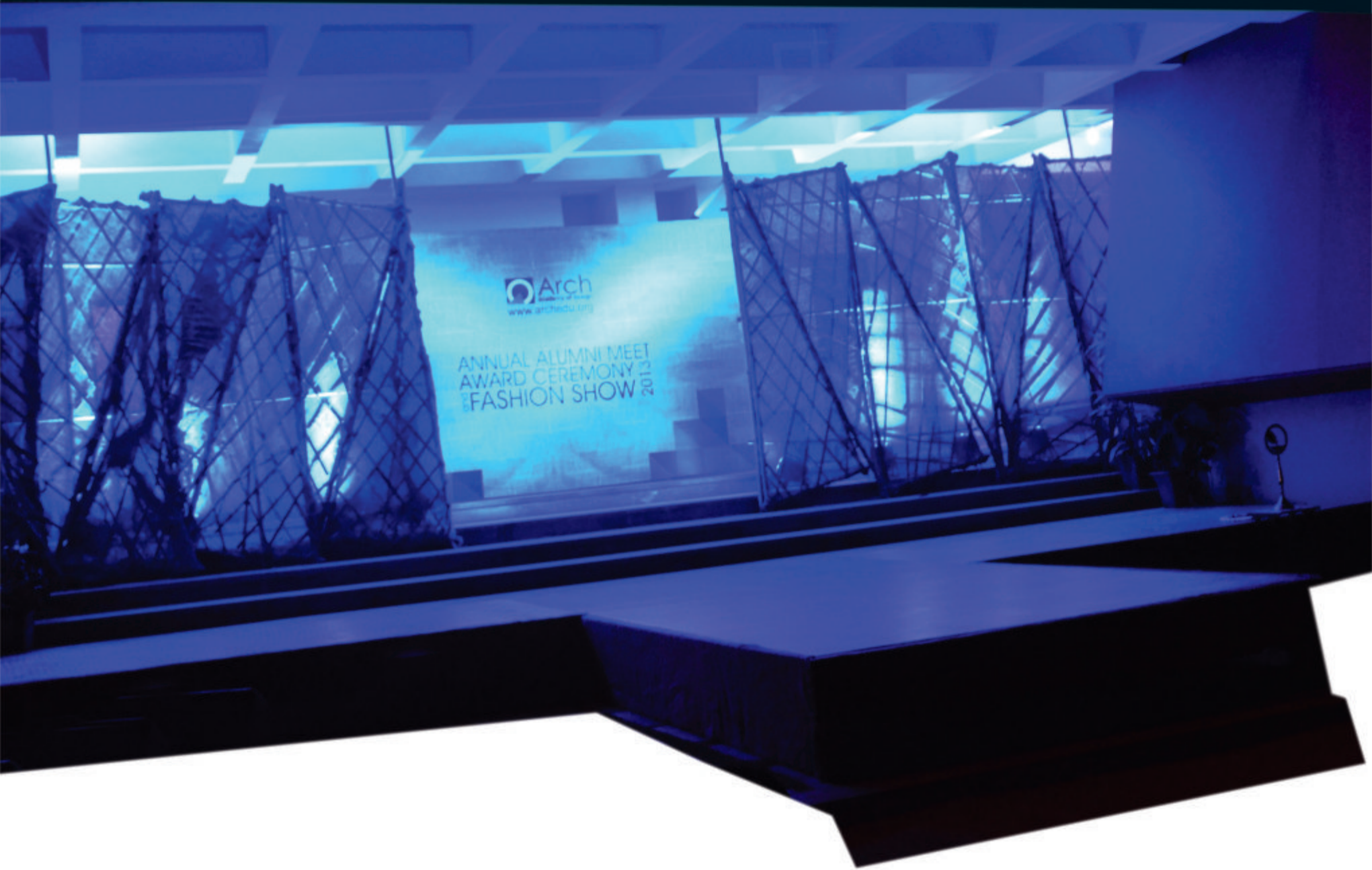
If we go through the book *The Inner Splendor* by Lewis L. Dunnington, first published in 1954, we find from the very beginning of the book that the Law of Command and positive affirmations were crucial elements of Dunnington's teachings and philosophy. Also evident from this specific work is the disciplined spiritual practice, which included the mental exercise of positive affirmation.

Budha says "All that we are is the result of what we have thought. The mind is everything. What we think we become." Something is naturally built in human. Positive affirmation has that potential, but we don't realize. That's what Amitab Shah is doing - making people aware of their inner strength.

This one session of Amitab Shah has changed my way of thinking about my life and my action towards others. Friends, we just have to believe that when our intention is right no one can stop us from achieving success. I really want to thank Mr Shah for giving this great tip to us and I also want to thank my director Mrs Archana Surana for arranging his fabulous session in our campus.

by Tanvi Garg
Final Year Student Interior Design





IN STEP, IN STYLE... INSIDE

The show is only successful when there is clear vision and amalgamation of creative ideas

Organizing a fashion show is always exciting and challenging. It brings the designers, models, stage designers, choreographers, painter, all on the same platform to create a magnificent show. It's very time consuming and there is a great deal of hard work involved, and most importantly, it requires team work. However, on the day, when the buzz and excitement of the show takes over, it is all proves worthwhile!



Arch Fashion Students



ARCH Graduate Fashion Show

To put on a beautiful show there should be a perfect blend of art, music, visuals and content. As a Choreographer, the selection of the right kind of music is extremely important to set the desired mood for the fashion show. Mixing different genres of music for different sequences in the show, helps to create a variety of moods and keeps the audience interested till the very end of the show. Also, the music must be chosen according to the theme of the collection. For example, in the presentation of the Indian collection in the Echo fashion show, the models walked on the eclectic music of Yanni, played as a tribute to the Taj Mahal.

It is very important for the choreographer to have a creative and clear vision for the fashion show. The moment the stage set is decided, the choreographer takes on the role of a visualizer. In the Echo fashion show, for instance, we incorporated some of the available stairs as a part of the stage, which led to a very interesting and dramatic choreography. Perfect timing with music is essential to keep the harmony, rhythm and suspense in the show. All the pauses and turns of the models should be in sync with the music. Making the models walk on the ramp accompanied by live music or a performing singer is another way of making the show more entertaining. Like, in one presentation of the Echo show, a singer performed a live song and the models hit the stage in sensual flowy garments designed for a fun sequence, where they interacted and flirted with the singer.

Organising a fashion show requires lot of planning as well. We have to take into consideration the number of models, the number of garments to be showcased, the fillers to be used in between the sequences to give enough time for the models to change. Measuring the time it will take a model to walk down the catwalk, allowing 3 minutes minimum for a change of clothes, working out how many models must go in between a model's first and second appearance etc etc etc etc!

Backstage preparation for a fashion show further requires a lot of organizational skills. A show cannot be organised by one person alone. Dividing the key jobs between a group of people is certainly the most

ideal way of doing things and will ensure the smoothest running show. The day before the show, fittings for the models are held and they go through a dress rehearsal. The backstage duties are distributed to the assistants to make sure the models get the dress individually labelled for them, accessories are complete & within reach, and they get all necessary assistance with repair of makeup and changing, to ensure that they get back on the stage, in time for the next sequence.

The role of the backstage manager is crucial. It is to ensure that everything goes exactly to plan on the day. The Backstage Manager needs to know everything about the actual show, and works closely with the Show Producer, the Stylist and needs good relationship with all the models. This job demands an ability for impeccable timing and coordination to make sure everything happens well and all on the right time.

The stylist has the most important role of creating the vision for the collection as a whole and the makeup artist works closely with the stylist to create the desired look of the models. The stylist oversees every detail of the collection and is a master of mixing and matching to creating ensembles based on fashion forecasting.

The show is only successful when there is clear vision and amalgamation of creative ideas of all the people involved in putting up the Fashion show together. The Gaba fashion show, the Echo show, the MGF mall show - all shows where the hard work of the designers, models, backstage volunteers and the choreographer are reflected in the execution of vision.

Managing Design

- Some thoughts

Narendra Govind Mathur
Faculty Member, ARCH

"...we are fast approaching the times of reasoned and conscious composition, when the painter will be proud to declare his work constructive. This will be in contrast to the claim of the Impressionists that they could explain nothing, that their art came upon them by inspiration. We have before us the age of conscious creation, and this new spirit in painting is going hand in hand with the spirit of thought towards an epoch of great spiritual leaders."

This is how Wassily Kandinsky concluded his book 'Concerning the Spiritual in Art'. A hundred years later, Design Management as a discipline attempts to continue this journey in the same spirit - one of taking cognizance of multiple dimensions, including operational, marketing and strategic elements, while arriving at a design solution. Planning progression instead of just letting things happen, with spontaneity and logic complementing each other. Like beautiful leaves on a stem that are arranged in a way that they are exposed to required sunlight - an inspiration for Fibonacci Series in Mathematics. It is also about the design process making management more team oriented and human centered. We seem to have indeed come full circle!

One attempt to portray Management could be to define it as an ability to choose to be in challenging situations and work as a team towards solutions, taking a comprehensive view of factors affecting decisions. This is especially relevant in managing design and creative projects where the creator's enthusiasm about

work needs to be tempered with a clear methodology, attention to detail and an alignment with the broader strategy. Effective communication ensures that the management team anticipates and resolves situations that may arise while still delegating creative freedom.

Let us now try to establish what Design Management is and how it relates to Kandinsky's conclusion to his book. It is an application of managerial principles in execution of a design project, where appreciation of aesthetics and creative process is as desirable as a practical approach for taking sound business decisions. This leads us to a concept of what Kandinsky referred to as 'conscious creation'. The coming together of left and right brain functions - a subject that has fascinated thinkers for ages, and has inspired various belief systems across the world. It extends to other forms of expression as well. An obvious example is the comparison of Jazz and Classical music (in fact there is talk of mathematical explanations as to why certain chords appeal more!). Design Management is also about being open to ways of thinking that are different from our own because only then would we be able to function as part of a team and be sensitive to diversity.

Organised randomness is an ongoing exploration. The same object may inspire artists to create in their own individual styles. A purpose of the adventure, the learning process, is synchronisation amongst these two perspectives - the making of a complete Design Manager.



Travelers (of the intellectual tribe!) have been on a journey exploring perfection. Is it a destination or an ongoing process of discovering the self? We started with a simple life and it reflected in our expressions as well. As complexities grew, our concept of 'perfection' bordered on a detailed imitation of nature that soon became ornate. Is perfection a skill or is it a way of life, a way that may not be 'perfect' in the sense of being regulated, but a way that is simple honest and clear. The joy of experiencing an uncluttered, simple solution that addresses the essence of a situation is simply unparalleled. Less is indeed more!

'Less is More' is a phrase from the poem 'The Faultless Painter' by Andrea Del Sarto and continues to be an inspiration for Minimalist style in Design, Art and other disciplines.

Piet Mondrian, a noted Dutch artist, was a prominent contributor to 'De Stijl' (The Style). He is best known for the works where he just deployed horizontal and vertical black lines on white background with spaces filled in with primary colours only. (though this is a very crude way to describe the beauty and balance experienced in his simple artwork) A criticism of this style is that it lacks evidence of hard work, but imagine the anguish and attempts of getting the compositions 'right', seemingly with little effort. The late Laurie Baker, an eminent architect who had based himself in India said "we should remind ourselves that it is not 'Advancement' or 'Development' or 'Progress' to indulge in modern building materials and techniques at tremendous expenses and to no good effect when there is no justification or reason for their use, instead of older, simpler, inexpensive methods."

Even in areas such as manufacturing, business management etc., it is the quality of processes that contribute towards meeting consumer expectations and delighting them. In this age of advancement in technology, inherently disorienting, because of the pace of change, products from Apple Inc. offer 'calmness'. There is a type of retro styling and the forms are pure. The shapes are sleek and simple, with intuitive controls and concealed fastenings. This strategy may be traced back to the Bauhaus School of Design.

'Less is More' now has cult following. Julien Thomas Smith even has a design studio with the same name. And I conclude this article with these simple lines from John Lennon...

"You may say I'm a dreamer
But I'm not the only one
I hope someday you'll join us
And the world will live as one"

Less is MORE

By Narendra Govind Mathur



Fancy a Diamond.... What Color??!!

By Saloni Rawat Gotewala
Graduate Diamond, Graduate Jeweler, G.I.A

Naturally colored diamonds outside the normal range are called fancy-colored diamonds. They are also referred to as "fancies". While fancy-colored diamonds have traditionally been a small portion of the diamond business, their popularity and availability have increased in the past decade. The FTC (Federal Trade Commission), provides no guidelines for the use of the term "fancy color" in the USA, but there is a general agreement in the international trade that fancy-colored diamonds display one of these face-up features:

- They are yellow or brown diamonds that have more color than a Z master stone
- They exhibit a color other than yellow or brown

Diamonds are graded on a color scale that begins at D – which refers to a colorless diamond - and ends at Z - light yellow or brown.

A slight hint of color can make a big difference in the price of a diamond. Diamonds with very little color are much more rare than those that show some yellow.

The diamonds in the D to Z range decrease in value as the color becomes more obvious. Just the opposite happens with fancy-colored diamonds - value generally increases as the color deepens.

Fancy-colored diamonds can come in almost any color you can imagine. Red, green, purple, and orange are generally the most rare, followed by pink and blue. Yellows and browns are most common fancy colors.

Many fancy colors, however, are not strong and pure. They're often blended with other colors and muted by grayishness or brownishness. Large, vivid fancy-colored diamonds are extremely rare. They are also very valuable.

Blacks and grays are considered fancies too. Some have been fashioned into gems. The 67.50ct Black Orloff diamond is the most well known example.

Public awareness of colored diamonds has increased since the 1980s. That's when the Argyle mine in Australia began marketing its brown stones under trade names like "Champagne" and "Cognac". Argyle successfully reached its goal in making the public more aware of fancy-colored diamonds and dropped its marketing campaign in the late 1990s. Today, the Argyle mine still produces brown diamonds, but it is now more famous as the major source of pink diamonds in the world.

Spectacular prices in high-profile auctions are another factor in the increasing awareness about fancy-colored diamonds. In November 1995, at Sotheby's, Geneva, a Cartier ring containing a 7.37ct fancy intense purplish pink diamond sold for \$6,011,894 - a price that amounted to about \$815,725 per carat.

In the same year, Christie's sold a Boucheron 4.37ct fancy deep blue oval-cut diamond ring for \$2,485,398 - or \$568,740 per carat. As a comparison, a giant, and extremely rare, internally flawless, 100.10ct D-color, pear-shaped diamond, was sold by Sotheby's in 1995 for \$16,548,750 - about \$165,322 per carat.

Not all fancy-colored diamonds command such high prices. Many people consider yellow and brown fancies less desirable than near-colorless stones of equal weight and clarity. Deeper yellows and browns are generally less valuable than other fancy colors.



a Journey..

I love the feel of handling stones (precious & semi precious!)

This was recognized and appreciated by the Director of my college, Ms. Archana Surana and our designing faculty Ms. Shivani Kaushik, who honed my skills and helped give shape to my thoughts.

I started my own company- Hansili Enterprises, while still in college. It was named after my mother and I started with a lot of optimism and her blessings. Soon, though, I had to face people who had trusted me, to tell them we had lost, that I had lost. The beauty of stones was, for now, gone for me. Looking back, I believe that perhaps I could have been more successful if I had gained some hands-on experience working under somebody before venturing out on my own.

Photography pulled me out of this abyss. I found colors in nature through my lens and gradually it drew me back to my first love - Jewelry Design.

In March, 2010 I was introduced to Mr Avi Dandiya who runs an America based jewelry company having their manufacturing unit in India. I found him very different in his approach towards the jewelry industry, probably due to his twenty three year experience of being in international business. Mr Dandiya challenged me to take some photographs of his jewelry. I told him I would give my best and he was impressed with the showcasing of his jewelry through my lens. He took me into his team immediately. In time, he helped me broach my professional and personal life issues in a different manner. Slowly and steadily, and with Mr Dandiya's eagle eye on me all the while, I was given more responsibilities. Finally I was offered a leadership position.

Today, looking back, I do not regret anything.. my tears or my problems - they made me what I am. I am proud of leading Avi Dandiya's Design Studios. I am proud to have started my journey at ARCH.

Name- Jatin Kumar Verma
Batch - B.Sc JD 2005-08
Profile - Company Administrator

Imagine ... a Nano !

A MEGA competition with a NANO as First Prize!

I participated in a Jewellery design competition "Imagination 2011-12". It was a nice long journey, that took me a complete year.

Starting from August 2011, the organizers set a theme for each month. The theme for the first month was 'Floral'. For the floral theme I designed and sent a pendant set for daily wear. It was my first design as a student of jewellery design at Arch. I received the Designer of The Month award for August. Everyone appreciated me and that kept me going for the whole year. Every month I sent a design and I was in top ten.

Then in May 2012, the theme was Nature and I designed a bridal necklace/heavy party wear necklace set which using the Kundan Meena technique, and I received the First prize again.

At the end of twelve months of design submissions there was a "Grand Finale" where we competitors were required to get one of our designs nicely fabricated in any metal.

For manufacture, I self-sponsored my previously submitted design from the June 2012 theme Music & Melody (musical notes and instruments) The heavy pendant set for evening wear, won me the FIRST PRIZE "DESIGNER OF THE YEAR" award of a "Tata NANO Car"!!!

I enjoyed the thrill of the competition and discovered my strengths in the process.

"I don't design jewellery I design dreams. That's what I bring to you on paper"

AKSHAY AGARWAL

Designer - SM GLOBAL HK (P) LTD.



A TIME FOR US.... till we meet again

It was a time for nostalgia, a feeling of getting back in time. Our college, ARCH Academy of Design organized its second Alumni Meet on January 12, 2013 and needless to say it was a huge success of togetherness.

When I think of it, it is amazing that despite peer and parental pressure, with their questions of futures, all of us, present & past students, chose to follow our heart, in a career option radically different from the norm, and have been successful!! The practice of Design is really quite satisfying and rewarding.

At the meet, our Director, Mrs. Archana Surana, our Dean, Mr. Benoy Thoompungal and all the departments, appreciated the accomplishments and growth of ARCH through the joint efforts and contributions of the staff and students. We had a useful informative session with Mrs. Surana, where we were updated about various new achievements and Industry expectations.

There were exciting sessions and fun activities with teachers and new students. We really enjoyed the frenetic action & movement – reminded us so poignantly of our relatively carefree previous life here on campus.

An interactive session with the 2006-09 batch followed. I, Apoorv Saxena, and Sandeep Palke presented some of our professional work to the community. We had a good discussion with the students about industrial development and the risks we designers face, the ways to broaden our horizons, and working on and honing thought processes to figure out new ways to market our products.

The final event and perhaps the most anticipated one, was the panel discussion on 'Possible mutually beneficial contribution of alumni to college and students'. The discussion was intense and varied, and it generated interesting and stimulating ideas and proved beneficial. We alumni have to find ways to give back to the institution that nurtured us. And we will. And the least we can do is stay in touch and share the progress and growth in our professional lives, and try to enrich the present students with our experiences of the world, and in a way, encourage and help prepare them for their future.

In the evening we gathered at the premises again to acknowledge and recognize our alumni for their work and achievements in the field. For me it was motivating and exhilarating to receive an award for Work Excellence in Jewelry Designing, 2013. A good number of my fellow alumni were also awarded for excellence and outstanding achievements in their respective fields of Design. Important guests were present on the occasion and gave away the awards. They included Ms. Chavi Rajawat, well traveled sophisticate & youngest modern day lady Sarpanch of Soda village; Mr. Arindam Das, former Director of Pearl Academy, and presently the Director of NIFT, Delhi; Ms. Liz Speake, Educational Consultant to the British Council and her husband John; and Mr. Yaduvendra Mathur, senior IAS officer.

The present students put up a splendid fashion show for the crowds. Alumnus, Shubham Raj, who had come all the way from Dubai to attend the meet, had jumped in off his own bat, and helped with the Choreography!

A dance party and dinner followed. All in all, a lovely end to a lovely event filled day.

Lots of applause for the vision and efforts that led to this successful event. Cheers to ARCH Academy of Design for organizing an event where we could reconnect. We are eagerly waiting to be an active part of the next one!

In wrapping up, the most important piece of advice from Mrs. Surana - 'If you want to be a successful person then believe in yourself and do the hard work required.'

PRIYA MEHTA
(Accessory and Jewelry Designer)
Batch of 2008 & Senior Designer at Oriental Gemco





Founder - "Video Volunteers"

Jessica Mayberry

at ARCH Campus

Jessica Mayberry founder of 'Video Volunteers' and one of the main speakers at the 2nd TEDx conference in Jaipur, visited the ARCH Academy of Design the next day to share her work and interact with the students and faculty of ARCH.

A video journalist impressed with the rapid spread of inexpensive cameras around the developing world, Jessica believes that video technology can empower the poor (especially women) to find a voice for self expression especially to address social and economic issues affecting them or their communities.

ARCH is honoured by her visit and is hoping to work with her on aspects of Design Communication, a course recently introduced at the academy.

"Ideas Worth Spreading"

- TEDx Jaipur

ARCH Academy of Design partnered with TEDx, Jaipur towards the 'spreading of new ideas amongst society' at the 2nd TEDx event held on 10th February 2013 at the Hotel Clarks Amer.

TED is a nonprofit organization started out (in 1984) devoted to Ideas worth Spreading, bringing together people from three worlds: Technology, Entertainment, Design. TEDx was created to stimulate dialogue through TED-like experiences at the local level and have now have gone beyond the three fields TED started out with, touching almost all representative walks of life with stories and conversations that matter and could help make a difference.

ARCH contributed to the organization of the event, where speakers of National & International stature spoke on a wide range of subjects, to inspire, provoke, and foster learning and experience.

Budding Entrepreneur's

at ARCH Campus by MSME

MSME conducted a Management Development Programme seminar on "Export Marketing" as part of its Industrial Motivation Drive at the Arch Campus. Various speakers from MSME gave insightful knowledge to students about entrepreneurship, micro industry set up and development, product selection, market selection, and the entire process from manufacturing to retailing.

The speakers also drew attention to the role played by government in promoting budding entrepreneurs of the country. Light was thrown on the various benefits provided in way of subsidies and grants under various schemes. Information was shared on intellectual property rights, geographical litigations, design registration/copyrights, I.P infringements, trademarks, and the management of national and international patents etc.

AIEED 2013

All India Entrance Examination for Design


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- ARCH in partnership with EDEXCEL which allows it's students to study partly at ARCH and partly at a International University and earn an International Degree.
- EDEXCEL through training, workshop and assessment programs enhances, regulates and tests the skill of it's tutor so it's students receive standardized, homogenous, updated and quality education
- Some of the universities offering progression to ARCH students are De Montfort University, Goldsmith University of London, University of salford, University of Creative Arts etc.

A student after four years of study, gains here- An international HND (Higher National Diploma) BTEC Qualification in Art & Design, U.G.C. Recognised Degree and an ARCH Diploma. A candidate to gain admission is required to clear two phases of the entrance exam. Written entrance exam and personalized interview (along with the portfolio)

Four Year Undergraduate Courses:

- Fashion Design (Level 5)
- Interior Design (Level 5)
- Graphic Design (Level 5)
- Jewellery Design (Level 5)
- Craft Product Design (Level 5)
- Textile Product Design (Level 5)

In two years a student gains an International BTEC Qualification in Art & Design and an ARCH Diploma. A candidate should clear the two phases of the entrance exam to get admission in Professional Courses.

Professional Courses:

- Lifestyle Accessory Design (BTEC Level 5)
- Design Communication (BTEC Level 5)

