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UNITEDWORLD INSTITUTE OF DESIGN

MARCH 2022

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A CREATIVE OUTLOOK ON DEFENCE

Clothes touch the body and face outwards, towards others. They have a dual quality- 'the social skin.' Exhibiting the stylistic choice as a complex and heterogeneous process, in the following installations, the students of the Fashion Design department at UID, have attempted to move beyond the idea of emulation, embracing the notions of bricolage and hybridity.

THE INDIAN MILIEU



The Indian Milieu. Picture Courtesy: Rhythanya Pandian, B. Des Sem VI, Fashion Design

For the 3-day extravagance of ADW 3.0, the students, under the guidance of their faculties, created these 6 pieces which form the installation called 'The Indian Milieu.' It was all about forming complex patterns from simple rules. When attempting to identify an object we identify it by its outline- this was the idea behind this installation. The fabric moulds to the body, absorb its senses of humour, adopts its silhouette and shares its experiences. It covers us like a second skin.

By: Sanya Jain, Assistant Professor, Fashion Design, UID, **Smriti Poojary**, B. Des Fashion Design Sem IV, UID and **Niharika Jain**, B. Des Fashion Design Sem IV, UID

CAMOUFLAGE CHANDELIER

Living in this sustainable world, the fashion students extend their efforts to take forward the chain to collaborate and create this chandelier. Discarded fabrics and katrans have been dyed and assembled in camouflage inspired shapes to create an upcycled novelty straight from the fashion studio shack.

This is an amalgamation of textiles and defence by using the army camouflage tones and tints to create a spectacle with elements and layers inspired by our esteemed armed forces. It is a tribute to the heroism and valor of the frontline warriors who brave all odds and protect the nation against threats.



Semester 6 students with 'The Camouflage Chandelier'. Picture Courtesy: Mr Pritam Saha, Assistant Professor, Fashion Design, UID

SOUL & STRENGTH



'Soul & Strength'. Picture Courtesy: Mr Pritam Saha, Assistant Professor, Fashion Design, UID

The origami and light integrated installation has been crafted meticulously using 2500-3000 pieces of butter paper sheets and custom-designed LED grid light sources. Shades of the tricolour tinge the paper and simulate the flow emitted through to create the look of a flowing structure. The origami is folded into 3 kinds of defence services- air depicted through fighter aircraft, water depicted through warships and land depicted through armored tanks. The two sided quality of clothing and fashion invites us to explore both the individual and collective identities. There is an experiential dimension to the power of clothing, both in wearing and viewing.

ADW 3.0

A VISION FOR TOMORROW

of designers, thinkers, academicians, researchers, industry captains and entrepreneurs who discuss, deliberate and dissect 'application of design' in various industries.

The Ahmedabad Design Week 3.0 was inaugurated by General M.M. Naravane, Chief of Army Staff, Indian army. Gen. Naravane presented a remarkable emblem to Karnavati University on behalf of the defence ministry of India as a token of honour.



Chief guest Gen.M.M.Naravane enlightening audience with his take on defence.

Picture Courtesy: Ahmedabad Design Week Facebook Page

Followed by this, Major Gen. Ashwani Kumar Channan then said, "welfare is no longer the domain of few and if we have to make India Atmanirbhar, each citizen of India is a warrior who can make remarkable contributions" and inspired the audience.

Wing Commander Saurabh Singh Chauhan elaborated on aircraft real time tracking system called IRNSS (Indian Regional National Satellite System), India's very own GPS used during aircraft training.

Lt. Gen KJS Dhillon then highlighted the fact that "any society where education is not good, the future is in dark".

DAY 2

Day 2 started with the lamp lighting ceremony followed by a welcome note by Dr. A.K.S. Suryavanshi, Honourable Vice Chancellor of Karnavati University.

The first session of the day was by Dr. Amit Prashant, Officiating Director IIT, who said, "The very nature of innovation demands

By: Smriti Poojary, B. Des Fashion Design, Sem IV, UID, **Niharika Jain**, B. Des Fashion Design Sem IV and **Sanya Jain**, Assistant Professor, Fashion Design, UID

DAY 1

The fun and frolic Ahmedabad Design Week was a 3-day design festival organised by Karnavati University as a confluence

DAY 3

diversity”. This was followed by Air Marshal Ajit S. Bhonsale giving words of hope and wisdom, “don’t underestimate your potential and come out of your shells”, which was a very motivational thought for aspiring designers. Dr. G. Satheesh Reddy, Secretary of Department of Defence R&D and Chairman of DRDO, enlightened the crowd about how design and innovation can bring about a massive change in our society. This was followed by Smt. Anju Sharma’s, (IAS) speech, where she spoke about design and defence go hand-in-hand, and defence being so important to the country, it is our duty as future designers to make design contributions in the area of defence.

Then Major General M. Indrabalan talked about his first exposure to ‘military innovation’ and ‘on field innovative design solutions’ and encouraged students to think about NCC and its prospects on self & future development. Mr. Harsha Kikkeri, CEO of HoloSuit, explained the entire perspective of HoloSuit and it’s working. This was followed by Lt. Gen. B.S. Jaswal showcasing students the power of civilians by his line “we are capable”, “we have the will”, “we should dare to dream to make our country powerful”. Prahlad Kakkar, the Ad guru and founder of Genesis Film Production, then explained the importance of adding value to whatever you do and to be a risk taker. Dr. Greg Autry, Clinical Professor of Space Leadership, then discussed failure by design and how we can overcome it. Mr. Manish Bhatt, Founder & Director of Scarecrow Communications, spoke through visuals instead of words to prove his words “How remaining silent is design, design is disruption or rearrangement”.



Mr. Prahlad Kakkar giving words of wisdom. Picture Courtesy: Ahmedabad Design Week Facebook Page.

The third day started with Mr. Nitin, Zihani Chaoudhary, production designer of the film Tumbbad, taking us through his life journey of a kid from Haryana to a professional set designer.

This was followed by Mr. Kedar Nimkar, head of design at the Jupiter app, who spoke about bad design and how it changed US history. His words, “if you think good design is expensive, you should look at the cost of a bad design” were mind-boggling.

Mr. Sathish Gokhale, head of product design, Design Directions, explained about his newest innovation, a watercraft based on the principles of buoyancy for saving drowning to go in the direction of his motto to design for solution and not for killing.

The most awaited panel discussion of the Ahmedabad Design week, about how design and incognito goes hand in hand was moderated by the Associate Director of UID, Lolita Dutta. The panelists were Mr. Amit Krishan Gulati, Prof. Dhiraj Kumar, Mr. Satish Gokhale, Dr. Satish Chandra and Mr. Rahul Dutta. The panel discussion took us through the journey from real to virtual and made us think about the metaverse as a possibility. The panellists spoke about how real and virtual are different by taking the example of the Indian army and the civilians. They also discussed the importance of diversity in every field and how people from different fields should work together to get better outcomes. The design industry is integrating different approaches and has become a more multidisciplinary space.

This beautiful, enlightening and inspiring three-day event ended with felicitation of the speakers and a closing note by Dr. Rutvij Patel on ‘make in India’.



UNDERSTANDING LEATHER

By: Namita Nair, B. Des Fashion Design, Sem VI, UID

15.03.2022 TUESDAY

On 15th March 2022, the students of Sem VI of Fashion Design had an expert lecture on 'Understanding Leather', with Mr. Sudeep Rawat of Department of Lifestyle Accessories at UID. This was conducted as part of the course Integrative Studio: Form & Fashion (Wearable Art), by Ms. Anahita Suri.

It was an very interesting session. We were exposed to the vast and diverse world of leather to aid our understanding of leather as a material. Since we the students of semester 6 are learning how to create Wearable Art as a part of our design project, understanding and working with new materials becomes quite crucial. This session helped bridge the gap by exposing this new material and its variety of applications to us. We were quite amazed to know of the options leather could bring to multiple sectors including fashion and apparel as well its application in any of our future projects. Sudeep Sir explained the scope of the material, how it is divided through various sectors within the market and its limitations. Along with that, it was quite shocking to know that leather could not be treated or handled the same way we handled fabric. From the

very beginning of selecting it as a material to work with, things are planned differently while working with leather. It was quite eye opening to know the technicalities that go behind using leather as a material for any project and as budding fashion students this can definitely help open new doors for us.

We learned about the various terminologies, properties, characteristics and types of leather. Sudeep Sir also shared his experiences with this material which was quite astute and interesting. Listening to him share his experiences with this material and showing us the various possibilities, we could play with it opened a new route for creative freedom. We also got to see the various techniques that could be used on leather and different forms and designs we could achieve through samples made by Lifestyle Accessory design students.

Sudeep Sir kept us attentive throughout by frequently asking us questions which kept us on our toes, it truly made us think about this material and its possibilities in new perspectives. To summarize, the session was quite insightful and left us with a thoughtful and intuitive understanding of leather.



The students with the faculties. Picture Courtesy: Ashish Mankani, B. Des Fashion Design, Sem VI

A DAY AT THE AHMEDABAD DESIGN WEEK 3.0



Ahmedabad Design week; Image credits- Karnavati University

Imagine just sitting across a hall, with speakers handing over information out to you, while you just absorb them in!!

Sounds boring, isn't it?

Well, this mentality had changed when Ahmedabad design week was brought to us every year with a bang. While I attended the AHMEDABAD DESIGN WEEK 3.0 where – mind you, I could sit day and night long just listening in awe as these amazing speakers blew my mind so hard that the last day just got me!

It was a marathon of speakers just getting better and better with their talks, experiences, and way of thought as they mesmerized thousands of listeners and kept them glued to their seats with no effort at all!

By: Gauthami Suresh, B. Des Lifestyle
Accessory Design, Sem VI, UID

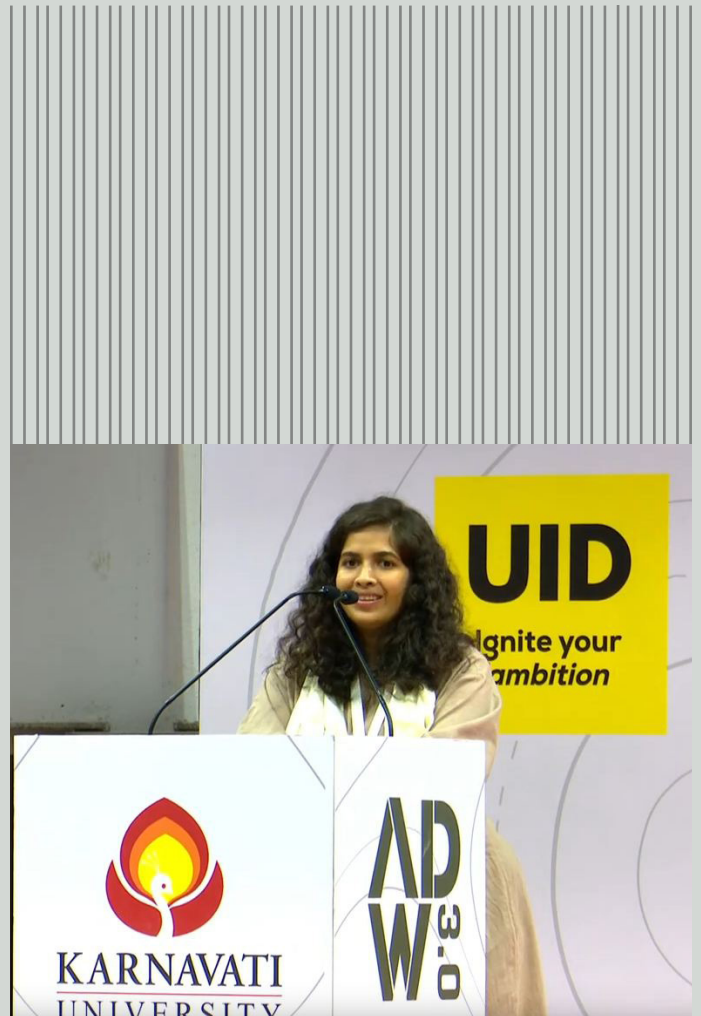


Manish Bhatt founder & director at Scarecrow M & C Saatchi. Picture Courtesy: Karnavati University

Out of all the amazing speakers, Manish Bhatt was my absolute favorite and his talk took me into another different world itself.

With 20 plus years of experience in advertising, marketing and communication, his wisdom just spun my head all around. He changed the entire definition of DESIGN for me, taking us out of the stereotypical aspect as to how design is viewed, showing us that the reality is so much more beyond that. This omnipresent DESIGN was not explained to us with the spill of words, as this speaker had TAPED his mouth, and without uttering a single word, he amazed the entire crowd.

Now if anybody asks me what design is and what field am I jumping into, well my answer has changed, all thanks to this wonderful speaker. I learnt the importance of communication being in design which has got a lot of work to do even when I do the smallest of things. It had a lot to take in but was not the end.



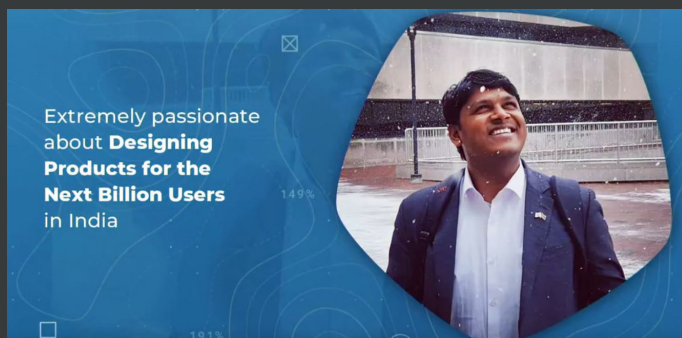
Bandana Jain founder at Sylvn Studio. Picture Courtesy: Karnavati University

There were several other speakers like Nitin Choudhary, Bandana Jain, from whom I learnt that we can achieve the greatest height even at the youngest of age, and the list just goes on.

To sum it up all, this Ahmedabad design week 3.0 was a blast of knowledge to me and gave me a ton of inspiration and food full of thought to ponder on, to work on myself and take home so that I can do my bit in the massive field of design where I would find my place soon.

AHMEDABAD DESIGN WEEK 3.0 SPEAKER KSHITIZ ANAND

By: **Kumud Kedia**, Lecturer, Lifestyle
Accessory Department, UID



Kshitiz Anand. Picture Courtesy: Karnavati University

It was the second day of the amazing, knowledgeable and amazing week. It was all about 'Design and innovation in defence and aerospace', where we learned such new ideas, future concepts, historical connections, etc. I liked the small talk by one of the speakers on the second day -Kshitiz Anand- Associate Vice president of design at Paytm. He shared his experience of landing in the design field by luck not intentionally. He has previously headed 1mg UX team too. He has an experience of 20 years in the field of design. He also shared that during his JEE counselling he had mentioned design to be his second option as he didn't know much about it. He believes only designers have a superpower to build unique experiences for the people. Designers can make people's lives better. He also said that India badly needs a design intervention in every domain such as quality education, solving poverty, good health, industry, achieving zero hunger innovation & infrastructure, clean water and sanitation, climate action, sustainable cities etc. However, the challenges are infinite and uncertain. The world is becoming more and more unpredictable these times such as current war happening,

pandemic, economic crisis due to war etc. Previously design job opportunities were comparatively less than today. But the demand for designers is rising in these times. Every designer has a unique perspective and it's very important to hold on to the individual uniqueness. India is a youth-driven country and in recent times people have experienced access to good speed & stable internet 24x7, economical mobile data and high-quality camera in phones. The internet is making people rethink the way they think about work-life & society. Thus this has led to an increase in the aspirations of people.

He also added that India is a very aspiration driven society. Being curious is an asset for a designer, so one can be good observant and can figure out potential areas to work upon. He also believes that love for reading is very necessary for every designer. Designers have the amazing ability to be futurists and design the world around them. Designers have endless opportunities to work. He also mentioned that web & metaverse, sustainable fashion, artificial intelligence, circular economy, industrial revolution 4.0 are the major fields which have tremendous opportunities to explore.

Kshitiz heads the Merchant ecosystem design team at Paytm. He and his team look at multiple things for merchants such as QR code related services, devices they use, payment gateways, payment solutions etc. They currently have 25million merchants on Paytm. He also discussed what truly satisfies him, the opportunity to give back to society in some other way. So he mentioned he wanted to share his learning in design with the people to empower them. He is connected to one of the NGOs called 'Happy Horizon Trust', where he designed a fellowship program for less privileged girls in Bihar. Lastly, he mentioned that the world needs people with more empathy, the world needs more problem solvers, the world needs more thinkers and ultimately the world needs more designers. Thus, on the whole the session was interesting.

GOING SMALL IS GOING AHEAD MINIATURISATION AS A WAY FORWARD

By: Deeksha Somaiya, Teaching Associate, ID, UID

In today's world of technological advancement, all products have experienced a varied shift in terms of production to become smaller, lighter or thinner. Miniaturization holds the key to driving nearly limitless product advancements while empowering engineers and scientists to push the boundaries of creativity and innovation.

Indian Army Chief, General MM Naravane, spoke about this important aspect while addressing aspiring designers at Ahmedabad Design Week 3.0 on the theme of Design and Innovation in Defence and Aerospace sector "...There's a lot of work that can be done in the field of miniaturization. We cannot afford to operate large platforms. The size of our ship and aircraft have to be small."

Emphasizing the need for a major design overhaul of army tanks, Chief of Army Staff General MM Naravane said "miniaturization" is the future of design and innovation in defense, as the forces "cannot afford to operate large platforms".

Ideas of miniaturization have been prevalent in all design fields. The drive to downsize has been spurred by needs from medical applications to automotive and aerospace. Designers are having to come up with smaller systems to allow access to the body via minimally invasive techniques and to pack more functions in a given volume to save weight, allow portability and better use expensive device "real estate." Technology enablers—materials and fabrication processes are key to miniaturization. With cost effective, precision components, hand-held diagnostics and instruments hinge on the marriage of electronics, sensors, and low-power sources and motors right in the end product. Thus the pressure is being put on designers of mechanical components to make their portion of a device even smaller as well.

A lot of people think if something is smaller, it should be less expensive. Expensive technologies may be needed to produce miniaturized product components. Defense is a sector where there is no scope for error, hence a greater deal of detailing is required. The General's inspiring talk urged students to approach design as a tool to efficient solutions in the defense sector.



HOW I ILLUSTRATE

A MASTERCLASS SERIES ON ILLUSTRATION

By: **Sejal Jain**, B.Des, Sem 4, VC, UID



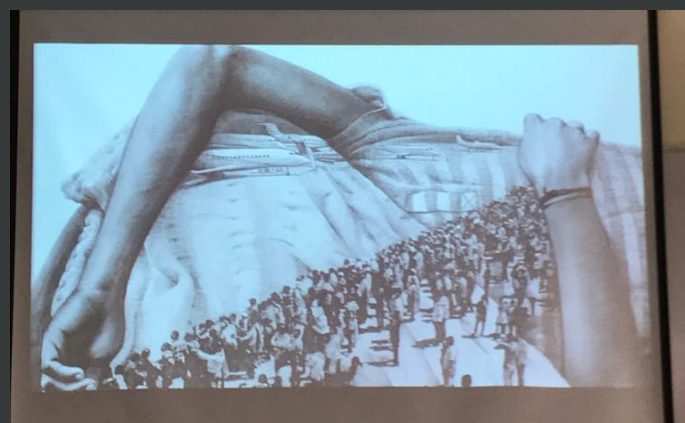
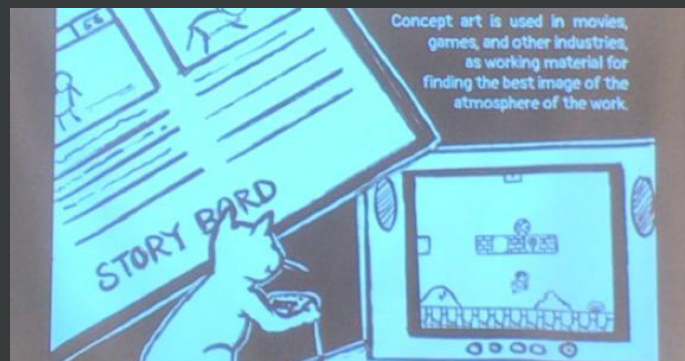
Over the course of 3 weeks, Sem IV students of Visual Communication, UID had the amazing opportunity of exploring and learning more about illustration from the perspectives of different people.

This series of masterclasses featured Vipul Prajapati, Abhrojit Boral, Sharmishtha Salunke, Prasun Jain and Hardik Pancholi, who also conducted this module along with Yaatra Khan. The various perspectives and inputs on illustration from different artists and designers was a motivation to explore the world of illustration more.

Each of them had distinct personalities and motivations. Vipul Prajapati's passion was so strong that it was reflected in each one of his artworks. Abhrojit Boral's exaggeration and observation as a result of boredom and frustration that he put out in the form of illustration, Sharmishtha Salunke's wide range of styles, mediums and applications and Hardik Pancholi's

simple and eye-catching art style took us through so many facets of this fascinating subject of Illustration.

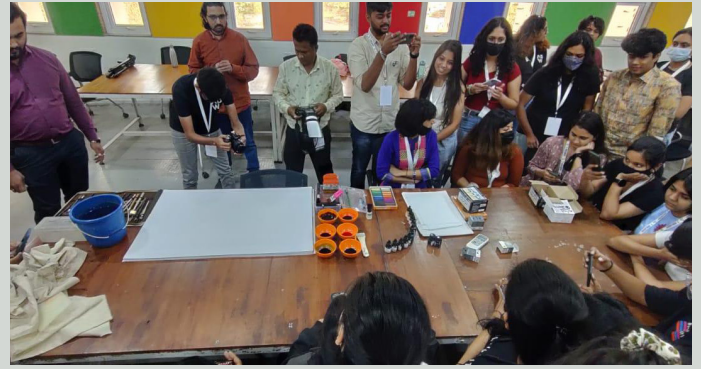
These masterclasses also included small workshops which taught us more about the process of creating an illustration or an illustrated story board or also how to break the process and illustrate for fun.



A lot of us were inspired by this amazing display of skills and hard work. This might also be a point where a lot of us start illustrating as a hobby or illustrating for freelance projects or even using illustration as a medium to express ourselves or create new projects with the help of illustrations. Endless possibilities!

This was an amazing opportunity to learn and view the work of people from various backgrounds and fields of education as well as people who have learnt in different times and places and situations. We are thankful to our faculty for organizing this amazing masterclass series and the exposure to the world of illustration.

WORKSHOPS @ ADW 3.0



The experience of the workshops started with the history of craft and its origin in early centuries. The time-to-time evolution and innovation made the art finer and more striking. We were introduced to the traditional tools used by craftspersons and learned of different techniques which have been followed by craftspersons since decades. We got experience and exposure about various materials and the way of handling them delicately and performing the task during the workshop. What was most inspiring though was listening about the journey of these designers and master craftspersons.

The workshops were conducted by-

- Mr. Achyut Palav (Calligraphy workshop)
- Mr. Vankar Suresh Parbat (Kutch Weaving workshop)
- Mr. Abdul Jabbar Khatri (Ajrakh Printing workshop)
- Mr. Chandrakant Sonawane (Costume design)
- Mr. Kamlesh Jangid (Sandalwood Carving workshop)
- Mr. Shah Rasheed Ahmed Quadri (Bidri workshop)



The most important things we learned from these workshops were the significance of dedication and patience. The devotion of the masters to keep their art forms alive was truly inspirational.

By: Prakhar Jain, MIED 2020-2022
School of Interior and Experience Design
UID

ADW 3.0 (Ahmedabad Design Week) provided us a platform where workshops such as Sandalwood, Calligraphy, Bidri, Kutch Weaving, Ajrakh Printing, Costume Design were conducted. The workshops were conducted by well-known artists and designers in their respective fields, invited from varied parts of India.

The workshops inspired participants to further explore, illustrate and promote actual processes and work on hands-on practice. The dedicated time helped in learning through technology as well as through vernacular/traditional approaches towards creating.



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