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MAY
2022



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SO LONG- FAREWELL

By: Lolita Dutta, Associate Director & HOD, School of Visual Communication, UID

It was with poignancy that all of us at UID bid our graduating batch farewell.

Last few weeks in May have been hectic. We all prepared for our graduate show, showcasing the final projects of all the students from every department. While Product Design had some worthy products and projects to show, Automobile & Transport Design also has interesting conceptual and industry driven projects. Lifestyle Accessory design, as always, had a fine display of their skills in jewelry, leather and ceramics, and Interior Design had much variety in their projects through different approaches to space design. Visual communication had a range from books to many app design to several innovative approaches in communication, while Animation & motion Graphics had some exciting short films.

The icing on the cake was however a fantastic fashion show curated and demonstrated by the School of Fashion Design. We watched a collection of garments from the students hugely experimental in texture, form, colour and style. It was indeed a befitting end to an exciting day.

The best always emerges from our students towards the end of their tenure. Both the faculty and students feel an emotional bonding which may be absent in the earlier years, as the student years are meant to be slightly disruptive and fraught with unnecessary stress.

However, with passing years the student often realizes that they are now stepping into a wide new world and the protective layer will soon have to be peeled off. So, they put all their energies into putting their best foot forward. It is also then we as educators know our efforts are not in vain.

This coming together in the graduate show proved beyond doubt that design is not a one-way street, it is a deep respect and understanding of an art finely honed and cultivated to produce the best.

A big kudos to all our graduating batch and an even larger applause for all our faculty who made it happen.

Lines from an old song by Vanessa Williams... "just when you thought the time had passed, you went and saved the best for last..."

A BRUSH WITH TRADITIONAL CRAFTS OF INDIA

By: Anahita Suri, Assistant Professor,
School of Fashion Design, UID

Traditional crafts form the warp & weft of the fabric of India. Every region in India has its own design language which is translated into beautiful pieces in a range of materials like fabric, clay, wood, metal, stone, etc. in a variety of techniques. The colours & motifs represent an age old tradition from the particular craft cluster, that has been passed down generations. It is imperative to preserve these traditions as heritage.

In an effort to sensitize students & encourage them to work with application of traditional crafts into their designs, the School of Fashion Design, included a 2-week Craft project for the B. Des Fashion Design Semester VI students, as part of the Wearable Art course, in collaboration with the artisans of the Center for Craft Innovation, Karnavati University.

The students were divided into groups of 7-8 and each group worked with a different craft. The options were Applique from Gujrat, Agate from Khambat, Leather from Kutch, Beadwork from Saurashtra and Glass from Firozabad. The brief was to understand the materials, tools, process & design language of the particular craft and then apply it in a contemporary way into a garment. The students spent time with the artisans learning the basics and then the nuances of the craft. The students then tried to experiment with the raft in terms of the material application, colour schemes, motif language and application to create new products.



Students working with Applique.



Students working with Leather.

Picture Courtesy- Ashish Mankani, B. Des
FD Sem 6.



The entire class at the exhibition. Picture Courtesy: Snehi Agarwal, B. Des FD Sem 6.


The outcome was a collection of contemporary garments that exhibited the intervention & product diversification as a collaborative effort of the artisans, students, faculty and the Center for Craft Innovation.




Exhibit of the group working with Glass. Picture Courtesy- Ashish Mankani, B. Des FD Sem 6.

The final pieces were celebrated and exhibited in a display, titled, (IN) VISIBLE, in the G Block foyer on 30th April 2022.


Department of
Fashion Design



KARNAVATI
UNIVERSITY



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INSTITUTION'S
INNOVATION
COUNCIL
(University of 1400 Institutes)

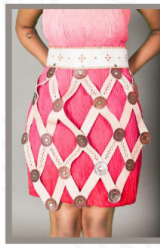
[IN] VISIBLE

An exhibition & celebration of the seen and unseen,
exposed and hidden.

**LINGERIE &
INTIMATE WEAR
DESIGN**

Play of lingerie as innerwear as well as
outerwear, challenging the societal norms
and celebrating construction techniques.
Guided by **Liz Hartman & Prateek Dev Vimal**





**WEARABLE
ART
CRAFT PROJECT**

An endeavor to bring the traditional crafts of India
into mainstream fashion.
Guided by **Anahita Suri** in collaboration with **artisans** at
Centre for Craft Innovation, Karnavati University.

30 APRIL 2022 | 11 AM - 3 PM | G-BLOCK FOYER

Poster for the exhibition (IN)VISIBLE. Picture Courtesy: Snehi Agarwal, B. Des FD Sem 6.

BRAND GENESIS- A JOURNEY OF A FASHION BRAND



Alumni Nandini Amlani addressing the current students. Picture Courtesy: Hely Shukla & Kirti Jain.

A fashion designer with dreams in her eyes and enthusiasm in heart, pursued her fashion studies from United World Institute of Design (UID), Gandhinagar. It was a delight to meet and interact with Nandini Amlani as she shared her experience of working in the field of fashion.

Nandini shared her experience of working with designers like Naushad Ali and Purvi Doshi which then led to the start of her own venture, 'Boond'. She highlighted how important it is for a designer to have an overall knowledge of the market beyond designing. According to her experience, the design process is not the first step in the real world, marketing strategy plays a major role to build up a brand. For a designer brand, knowing the demographics of customers, market positioning and brand value is very important, which cannot be taught but can be learned by experience.

Further mentioning her experience working with Naushad Ali and Purvi Doshi she realized how both work cultures were different from each other, Naushad Ali was all about minimalism and detail focused whereas Purvi Doshi was more about embroideries. Nandini started her apparel brand Boond in 2019, because of her love for Indian textiles and to make every individual feel comfortable in Indian weather as they wear them. Her vision is to help in employment generation through making of these textiles and creating less harm to the environment. She wishes her brand to be at the global market one day by being one of the major sustainable brands.

By: **Hely Shukla & Kirti Jain**, M. Des Fashion Design Semester II, School of Fashion Design, UID

One of the edifying pieces of information was the Importance of networking- how it contributes to your social well-being and leads to the exchange of ideas as we meet people at all professional levels and she educated us about LinkedIn and how we should reach out to 100-150 companies and work on our portfolios.

It was a great eventful session where we cleared our doubts about the fashion retail industry and got an insight into how the brand works and what all mistakes that we should learn from. Looking forward to having more sessions like this and gaining more knowledge about the fashion industry. Nandini's words boosted a new confidence in every individual to work hard in order to achieve the set goals. Overall, it was very inspiring for every aspirant who similarly have come in fashion field with lots of dreams in eyes and enthusiasm in heart.



Students taking active part and enjoying the session. Picture Courtesy: Hely Shukla & Kirti Jain.



Faculty Kakoli Biswas giving vote of thanks for a great session. Picture Courtesy: Hely Shukla & Kirti Jain.

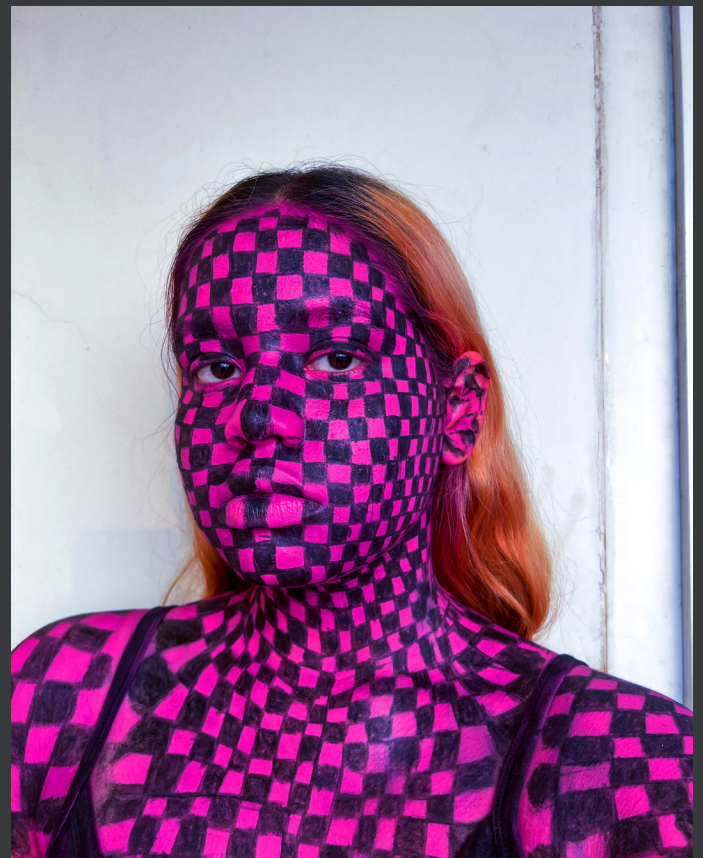
CHECKMATE

When I say that you need patience with Face Design, I could not emphasize it enough! This look took me about 3 hours! Now it may not seem like a lot, especially if you are a design student, but three hours without a break, in an uncomfortable position, not being able to speak, drink or eat. And more imperatively, painting intricate details on yourself at an obtuse angle using the smallest mirror known to man. Yes, it is quite a long and painstaking process.

But, at the end it is all worth it. For that one selfie, that one Instagram post, and that one comment that lights up your day!

This look was inspired by: @eldevill

I picked my own colour scheme. In addition to that, in the absence of any checked clothing, I had to fashion something out of the paints that I had. And hence, proceeded to paint the rest of my body! I always try to find my way around materials that are not readily available to me. This also helps me think outside of the box and come up with creative solutions and ideas to add a personal touch to the design.



By: Pooja Sambare, B. Des Fashion Design
Sem IV, School of Fashion Design, UID

The Checkmate Look. Picture Courtesy:
Pooja Sambare.

LINGERIE & BEYOND WITH LIZ HARTMAN

By: Nikita Thorat, B. Des Fashion Design Semester VI, School of Fashion Design, UID

We believe that lingerie is as important as outer garments. There is just something provocatively alluring about a good pair of panties touching against skin and a bra hugging the body perfectly. Lingerie is intimate and emotional. It instils a sense of sensuality and confidence. Lingerie is more than just a garment; it can be a reflection of our true selves.

The last few weeks with Liz Hartman have been extremely overwhelming for us as students of Fashion Design, Semester VI. The sheer amount of experience that Liz has been conducting her classes with, has been exceptionally inspiring and left us exhilarated to dive deep into the world of lingerie and learn more. We learnt about lingerie right from the basics like draping, contouring and all the technical details. Working with the help and support of Liz and our faculty has made this experience so much easier but at the same time challenged us to explore more and learn about lingerie in the most unique and substantial way.

We learnt to incorporate different creative ideas in lingerie as well as different methods and fabrics to do the same.



Some initial explorations by students. Picture Courtesy: Nikita Thorat.

We started the workshop with basics of lingerie, how it has evolved over the years and different fabrics and details in lingerie. One on one discussions about our on-going design process, our ideas, our goals for our final outcomes, clearing some major doubts was an immensely important step that we covered on the first day itself. We explored different style lines, draping techniques and everything necessary about lingerie.



Understanding pattern making in lingerie with Liz Hartman. Picture Courtesy: Nikita Thorat

The exhibition that took place during the module was a different learning process altogether. We firstly worked on making invites for all the faculties and other authorities and tried to depict our 2 modules Lingerie and Intimate wear and Wearable art in the best way possible. We made miniature Bras and charms for keychains that were made of different materials to briefly but precisely depict the exhibition that was taking place and to make sure that we create a sense of excitement in the audience. We showcased our entire design process, the explorations that we made with the help and support of Liz, our patterns, toils, and each and everything that we made for this module.



Invites made by students; Picture Courtesy: Nikita Thorat

The exhibition was of great help as various faculties & students from all over UID visited. We explained our design process to them right from the start to the current status of our work, our goals for our respective collections and how we plan to work as we go ahead in the module. Each and every person who visited, whether it was our faculties, other authorities, or our peers from various departments, had feedback for our work. The feedback and constructive criticism that we received from everyone helped us understand our work better. An experience like this helped us grow and understand our module, our designs and ignited a sense of confidence in us going ahead in this module.

Having Liz, our faculty and peers help and guide us throughout this process has been a compelling experience.



A still from the exhibition; Picture Courtesy: Nikita Thorat.

Resuming offline classes and getting a chance to learn something like lingerie in class, physically, along with such experienced people has definitely helped us understand an important aspect of fashion. Working in classes with a proper workspace and interacting with each other has been something that we missed out on for a long time and we're glad we got a great opportunity such as this.



BRASSPLAYS: MAKING JEWELLERY WITH CRAFTS OF INDIA

By: **Kavita Chauhan**, Assistant Professor,
Lifestyle Accessory design, UID



Two finger ring made using brass beating & pearl beading techniques. Picture Courtesy: Kavita Chauhan

Jewellery is an adornment!

Jewellery is an expression!

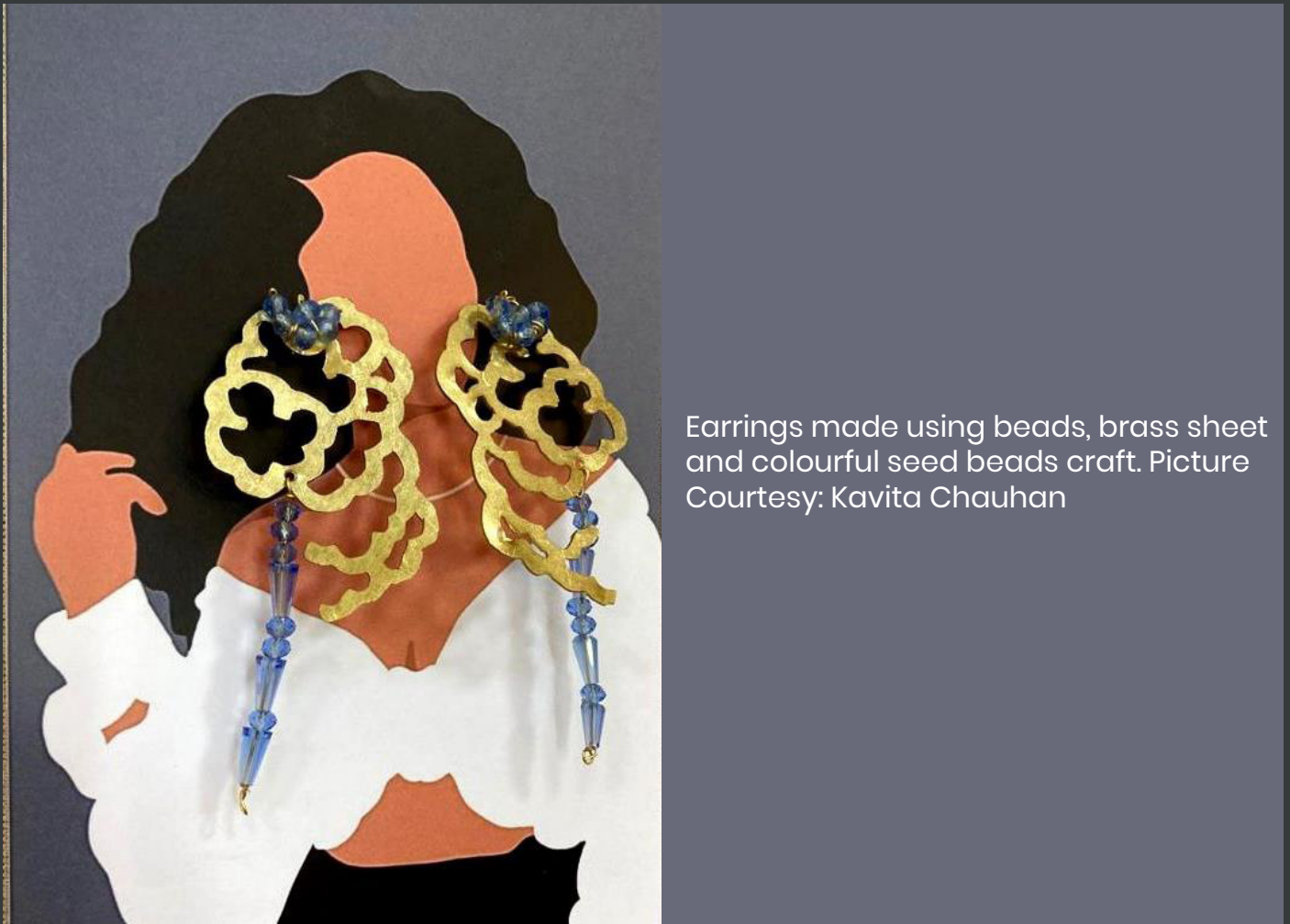
And when jewellery joins hands with the rich crafts of India – it gives life to creations that are nothing like what is seen as a pre-existing domain of jewellery.

This module was equally enriching for the craft artisans and the students! Students could learn about the crafts of India, sitting right on their campus from the best of the artisans and the artisans could see their crafts being used in designs that they had never imagined! It was a complete win-win.



Finger wrap ring made using brass sheets and agate beads. Picture Courtesy: Kavita Chauhan

The students not only learned the crafts, their origin, and the technique but also learned many smithing techniques. None of the pieces were pasted or stuck together. Traditional linking and soldering techniques of metal were learned and applied by students to come up with finished- wearable pieces of Jewellery.



Earrings made using beads, brass sheet and colourful seed beads craft. Picture Courtesy: Kavita Chauhan

Some of the craziest ideas executed to the Jewellery pieces were as interesting as body chains to the trending thigh belts; there were waist belts, rings, bracelets, cuffs, and layered necklaces

Some stunning mismatched ear cuffs and shoulder ornaments made a lot of impacts. Some interesting hairpins and brooches were also made. Wearability, user-friendliness, finishing, and utility were all considered while designing the pieces. Students also made sure that craft is the highlight of the design.

The inspirations were beautifully translated into interpretations and executed into finished designs!

The final exhibition at the end of the 2-week module was a great show put together by the students. An unusual selection of props with discarded materials from the campus was used to display the jewellery. They ranged from dried twigs or broken furniture pieces; to some clay pieces or cane formations!

What came out of a 2-week module was enormous creativity from young designers in the making! It was much appreciated by peers, faculties, and guides. The module was a great success led by Assistant Professor Kavita Chauhan as the lead faculty and supported by Assistant Professor Krupa Mistry.

CORD 1.0

CONFLUENCE OF RE-CONNECTING DESIGNERS

By: Freny Khatri, Assistant Professor,
School of Interior Design, UID

28 April marked the beginning of the two day event, CORD (confluence of reconnecting designers) 1.0. The event was inaugurated by Honourable Vice Chancellor, Dr. A.K.S Suryavanshi, academic directors Col. Surojit Bose and Mr. K.K Singh, along with Prof. Hariesh K. Sankaran. The session began with lighting the lamp and Ganesh vandana.

The first guest speaker, Ms. Preeti Jesudoss shared her expertise of being associated with Asian paints, she showcased the various trends featured in 'Colour Next 2022', like ungendering spaces, democratizing art with NFTs and the metaverse, solo commerce, and mental health. She spoke about the translation from story to color to material and decor. The next speaker was Mr. Henry Skupniewicz, co-head of Godrej Design Lab, who talked about his journey in the industry, and how instead of focusing on the dichotomy of 'Form vs. Function', the

focus should be rethought of with respect to 'Use' of the products. The last guest speaker of the day, Mr. Gokul Rajasekaran, Head of Design Art, talked about his vast experience of 26 years as an industrial designer. He showcased a lot of his famous works produced while working with industry giants like Tata, Renault, Datsun and Ashok Leyland amongst others. The session ended with a fruitful and interactive panel discussion with the audience. The second half of the event comprised of three alumni, Tanushree Dwivedi, Jay Kinkhabwala, Krupa Shah presenting their professional journey, which was followed by a QnA session with the students.

An exhibition showcasing various modules of students work, including portfolio development, complex mechanism furniture, craft in interiors, smart furniture was set up. All in all, the first day of CORD 1.0 concluded successfully with a lot of insightful presentations that will be helpful to the students.

Day 2 of CORD 1.0, organised by the school of interior design, UID, KU, began with welcoming the speakers for the day. The first speaker of the day, Ms. Radhika Shah from Landor & Fitch shared the vast portfolio of work the company has. She gave an insight about brand building, and how selling an experience, not just a product helps the brand grow substantially. She spoke about integrating design and technology to create experiences for retail. The second speaker, Mr. John Abraham from Verizon, shared his valuable insights on systemic design processes in a transcendental realm. It was interesting how he connected the dots between design philosophy and the universe. The final speaker for the day, Mr. Mithun Darji from Bracket, spoke about his journey of industrial and product design, and various skills required to fulfill different roles of lead designer, studio manager and eventually a business owner.

The session concluded with an interactive panel discussion wherein students had a chance to have a one-to-one dialogue with the speakers.

dORP

CONFLUENCE OF
RECONNECTING DESIGNERS 1 0



Snapshots from the event. Picture Courtesy: Freny Khatri.



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