

February 2021



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'TOYING WITH DESIGN'- Ahmedabad Design Week 2.0.

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



The ADW 2.0, in 2021, on a virtual platform garnered a lot of response and saw the accomplishment of another successful event. The theme this year was TOYS ! and it sure generated some exciting conversations and presentations from people from all over the world. The conversations began with the journey of a veteran toy designer in India, followed by other designers, toy manufacturers, incubators, policy makers, game enthusiasts and also academicians.

There were talks and panel discussions on day one; about the diversity of Ahmedabad and toys, from nostalgic moments of our childhood, to the future of toys. Day two was an interesting mix of varied stakeholders, from puppeteers to illusionists. There were discussions on 'trends and toys in fashion' and 'toys make a nation', by well known universities. There was also a workshop, creating toys and games. Day three saw diverse discussions and presentations, from jewellery designers, to talks on indigenous toy crafts in contemporary India. The highlight was an Industry town hall, a gathering of thought leaders, academicians, designers and policy makers. This was attended by over a 1000 people. The course of the discussion being; a possible road map for growth and development of the toy sector in India and its influence on society. Day four also saw a mix of varied discussions and speakers. From telling the audience about the need for storytelling, to talks about traditional toys, there were a few engaging panel discussions as well. From toys and board games, to the untapped resources in the North East of India to create toys through a rich cultural heritage, the dialogues evoked nostalgia and set the platform for many verticals for discussion and future avenues. The day

ended with the school town hall, in which policy makers emphasized the need for research and innovation in the toy and gaming industry going ahead as positive influences for children. There were deliberations on local and global cultures in the context of toys along with an emphasis on 'Atmanirbhar Bharat', a mandate from the government of India. The final day of ADW2.0 was a day of exciting speaker sessions, panel discussion, and workshops with intellectually enriching research paper and poster presentations by shortlisted participants. The day saw talks on region specific toy marketing strategies, a workshop on narratives and storytelling, a panel discussion about designing engaging spaces to nurture young minds and a talk about the evolution of toys and play over the past 100 years. ADW 2.0 concluded with an evening valedictory session panelled with dignitaries from the Govt. of Gujarat, the senior directors and Provost of Karnavati University and other eminent design personalities.

Days of serious dialogues, and much childhood nostalgia ended with happy reminiscences, and a vision to be inspired and influenced by the most loved memories of our younger days: Toys!

I cannot be helped but be reminded of a song by Bryan Adams - Summer of 69

**“And if I had the choice
Yeah, I d always wanna be there
Those were the best days of my life...”**

INDUSTRY TOWN HALL- At Ahmedabad Design Week 2.0.

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

The Industry Town Hall at the Ahmedabad Design Week 2.0, on the theme of 'Role of Toys in Society Building', was a forum of eminent designers, thought leaders, academics and policy makers was one of the most powerful design panel screen share in recent times, and provided a roadmap for the toy sector in India going forward.

The keynote speaker Dr. Guruprasad Mohapatra, IAS- Secretary, Department for Promotion of Industry & Internal Trade. (DPIIT), Ministry of Commerce and Industry, Govt of India, shed light on the role of toys in developing & shaping the value system of the country & the gap in the supply and demand in the toy industry in India. The next keynote speaker, Smt. Anju Sharma- IAS- Principal Secretary (Higher & Technical Education), Education Department, Govt. of Gujrat, highlighted the need for industry, academia and the design fraternity to develop the toy sector in India

The panellists included Pradyumna Vyas- Senior Advisor, Design & Innovation, Confederation of Indian Industry, Board of Director, World Design Organisation (WDO) and Former Director, National Institute of Design, Dr. Mariana Amatullo- President, Cumulus Association (Vice Provost- Global Strategic Initiative & Associate Professor, The New School Parsons, USA), Hemant Suthar- President Association of Designers of India, Johnathon Strebly- President, International Council of Design, Alok Nandi- Former President, Interaction Design Association & Srinivivasan- President, WDO & CEO of Lumium.

The panel touched upon a spectrum of topics from traditional toys to the new emerging toys, reflection on the toy crafts in India and the policies and programs like #VocalforLocal and #AtmanirbharBharat by the Government of India as initiated by the Hon. Prime Minister of India, Shri Narendra Modi. The panel discussed and explored the local and global opportunities in toy design from the perspectives of academia, industry, and culture and the role of designers and impact of toys on the society.

The panellists discussed a wide array of topics under the mushroom of toys, from consumption patterns of toys, drawing upon the rich heritage of toys in India to build future toys, toys as tools for education, tools for entertainment, tools for edutainment, tools for social innovation and toys as realization of sustainable practices & materials.

The panellists discussed the role of toys in building the world of tomorrow, from a global perspective. Toys touch the lives of every person in the society, from an infant to a mid-life executive to a senior citizen.

The session took us on a fascinating journey of toys and play, from indigenous toy crafts of India like Chhanapatna & Kondapalli toys to Augmented Reality and Virtual Reality fuelled video game & toy interactions and experiences & highlighting the role that designers can play in the upliftment & growth of the toy sector.

The Industry Town Hall was hosted by Col. Surojit Bose, Academic Director, UID and Anahita Suri, Assistant Professor, School of Fashion Design, UID.

Trends and Toys

By: Sharmishtha Salunke, Assistant Professor, School of Fashion Design, UID

Ahmedabad Design Week 2.0! Wow what an experience it was.

Karnavati University and UID being the host of the Design week, with the pressure of all new setup style as the Fest being online, managing and organizing it was definitely a head spinner. I would like to give a big applause to all the wonderful people who were the backbone of this success and a shout out of gratitude to all the wonder full organizers, anchors and speakers who made this ADW 2.0 this big and precious experience for everyone.

I am here to share my experience about the Day 2, Hall 1 'Trends and Toys' panel discussion. This panel focused on the future trends of toy design seen through the perspective of the experts in the industry. We were graced with the presence of Mr. Narendra Kumar, Fashion designer and creative director of Amazon India, Mr. Nitin Kalra Regional Director - India, Saarc and Mena @ Animation International India PVT. and our own Mrs. Taruna Vasu, Associate Director of School of Fashion Design at UID and moderated by Mr. Ajay Bisht, Assistant Director of School of Fashion Design at UID.

The session began with a very in trend topic of the toys of our childhood then moving to very important points like genderless toys, importance of interactive games in education, growth of toys in India, parenting role in choosing appropriate toys, the difficulty to setting our own trend in this industry, etc.

I took a keen interest on the point where the obvious note was made on who is the actual audience for the toys now? Are the parents enticing their own propaganda on the children? Earlier games and toys were more organic but now adults are imprinting their trends on the toys as well.

For example, implanting ideas of current environmental situations on kids of 5-year-old, buying environmental conscious toys where the kid learns more about the planet first hand then self-development, sometimes losing the fun factor making them grow out of their childhood quickly.



Toys in the past have been about the tactile feel, creating something new or more interactive where the game play helped coordination, increased focus. Nowadays where we are offered with unnecessary, overdriven choices, leading to the toys becoming the means of distraction rather than education, making it all the more difficult to engage the child in accurate game play.

Speaking about the trends in toys, you will see enticing question getting answered like why is that we often see the international toys like superheroes figurines trending in Indian market where as it is extremely difficult to license our own? And also learn about an interesting connect of toys in the fashion industry.

As entertaining as this session was while listening, it broadened my thinking horizon. This session made me revisit the reality of toys in the past and how it is pursued today. The panelists made me see the challenge you need to accept to get your work identified, make it discoverable, get past the big struggle, have tremendous patience, creativity and get out of your comfort zone to create new trends in the future.



Taruna Vasu. Associate Director, School of Fashion Design, UID. Image Credit: Taruna Vasu. (Right) Ajay Bisht. Assistant Director, School of Fashion Design, UID.



Mr. Nitin Kalra, Regional Director - India, Saarc and Mena @ Animation International India Pvt. Ltd. Image Credit: Twitter.



Mr. Narendra Kumar, Fashion Designer and Creative Director of Amazon India. Image source: www.telegraphindia.com

Chess - The Martial Art of the Mind

By: Ashmi Madia, B.Des Lifestyle Accessory Design Semester IV, UID

Game of two with a square board, sixty-four small boxes, each player having sixteen figures to play with- eight pawns and two elephants, two horses, two bishops, one queen, and a king.

Game of chess, already well established as important thinking and used as a business metaphor. It reinterprets martial arts messages and extends it through a new dimension, which can be considered to be a martial art of the mind. Most importantly, though, chess offers the experience of real victory and the parallel experience of real defeat, without killing. Playing chess, one might face the pressure of time. It is necessary to analyze risk accurately and one must think globally and locally: in other words, it is all down to a player. Either one truly wins or you truly lose.

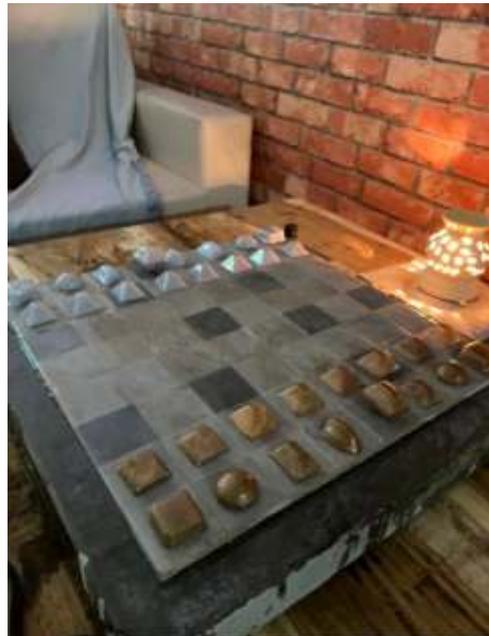
Chess develops and enhances many competencies altogether- memory power, slows the aging process, self - knowledge, insight into others, stronger decisions making, accountability to oneself, sharpening analytical and strategic thinking.

Self-created the chessboard set during my design module in labs; Image credit: Vanshika Devani

I have created a chessboard set during my design module.

The Making of Chess Board details:
 Chessboard base: Cement
 Top Coat: Resin
 Pawns and figures: Resin
 Concept: Installation art

For creating the Chessboard 1st layer I have used small pieces of waste tiles. They are used while creating the 64 squares on the board. It can be placed in the living room as an attraction for the guests (healthy gaming) or as a centerpiece.



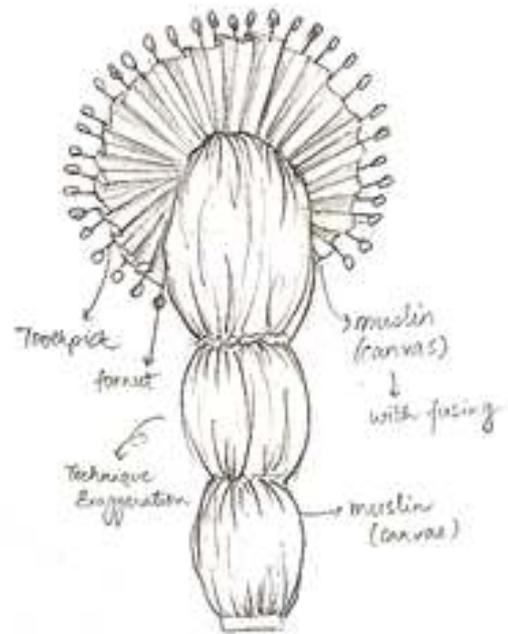
THE CROWN SLEEVE

By Nitanshi Tripathi, B.Des Fashion Design Sem VI, School of Fashion Design, UID

The Indian classical dance form, Odissi, has an elaborate headgear (pushpuchuda or mukut)- a beautiful circular form with some projections coming out of it. Inspired from this structural form, I created an exaggerated sleeve using canvas, fusing, fox-nuts and tooth pics, as part of my Integrated Structured Lab module (Wearable Art).



The 'mukut' from Odissi dance costume.



The initial ideation sketch of the sleeve. Picture Courtesy: Nitanshi Tripathi.



Test fit of the 'Crown Sleeve'. Picture Courtesy: Nitanshi Tripathi.

LET US BE EXPERIMENTAL!

By Drashti Soni, B. Des Fashion Design, Sem VI, School of Fashion Design, UID

For our Integrated Structured Lab (Wearable Art) module, we were introduced to various new and unconventional techniques of garment making. This was interesting and insightful and I have created the following 4 test-fits/ mock-ups using some of these techniques.

Let us be experimental is about exploring and experimenting different pattern making and garment construction techniques in an interesting manner to create new silhouettes, surfaces and forms. It is about creating the constant creative excitement. I enjoyed exploring these innovative techniques.

ZERO WASTE TECHNIQUE

Test-fit of the top using Zero-waste technique. Picture Courtesy- Drashti Soni.

Zero waste technique is all about no waste or minimal waste garments. This entire garment is made with square blocks and I have created the texture through the technique of paper crush, thus, reducing pre-production waste and being sustainable.



DECONSTRUCTION

Test-fit of the skirt using Deconstruction technique. Picture Courtesy- Drashti Soni.

This is a wrap around skirt which is made by deconstructing a shirt and a top and creating a texture through smocking. It was fun displacing the original garment elements to create a new look.



EXAGGERATAION

Test-fit of the dress using Exaggeration technique. Picture Courtesy- Drashti Soni.

Exaggeration is a technique where the proportions of a part of the garment are blown up to draw focus. According to me, it not only amplifies one's volume but demands attention.



SUBTRACTION CUTTING

Test-fit of the dress using Subtraction cutting technique. Picture Courtesy- Drashti Soni.

Subtraction Cutting is a technique where the patterns cut do not represent garments but rather the negative spaces within the garment that make them hollow and creates the different silhouette which is quite unexpected. You can wear this garment by draping it in different ways which is its beauty. This was the most interesting technique to explore because every time you change the placement of circle and bodice the outcome is very different and interesting.



EXAGGERATION

By Keta Patel, B. Des Fashion Design Sem VI, School of Fashion Design, UID

I learnt the technique of exaggerating a part of the garment to create volume and focus, in the Integrated Structured Lab (Wearable Art) module. The exaggeration technique was an interesting project where I exaggerated the sleeves using layers of net, flowers and satin. Filling flowers between the two layers of satin and net was the main focus.



Garment with exaggerated sleeves. Picture Courtesy: Keta Patel.

Face as my new canvas

By Vanshika Devani, B. Des Lifestyle Accessory Design Sem VI, UID

Makeup is something I like to indulge in as I like something new to my face. For me, it's like painting and accentuating on a very unique canvas, where my painting helps to show off the canvas in a new light rather than make it look like a new layer is added. I wouldn't paint my whole face, rather I would make parts of it stand out. I try and create as much of a natural and artistic balance as possible while doing face makeup. For me any face isn't just the canvas, it's the inspiration.

Here are a few face makeups tried by me:



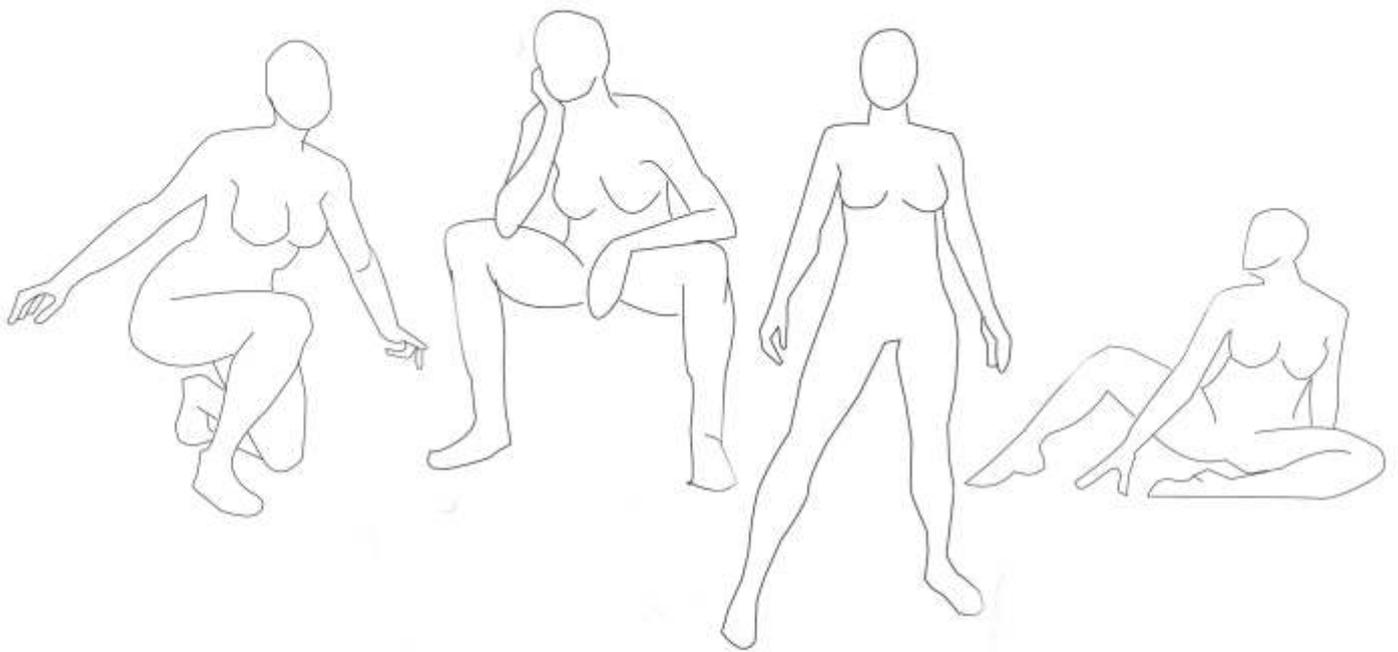
Some of the makeup trials I did on myself; Image credits -Vanshika Devani

Survival Is a State of Mind

By Nidhi Hiten Patel, B. Des Fashion Design Sem VI, School of Fashion Design, UID.

As part of the Packaging, Branding and Publication module of Semester V, we were given an assignment to create a non-fashion character and story in a five-frame story illustration. The main purpose of this exercise was to understand character design, the part of a character in a story and the ability to narrate a story in 5 frames showing the entire environment as well as emotions.

My story is about an African character, Chisomo, who is a jungle lady and she hunts animals for her survival. While that's her survival she one day accidentally hunts a cheetah which is one of the animals from African big five members, he is known as Zuri. Chisomo is brave and caring at the same time. As she spent her whole life in the jungle, she has a soft corner for all types of animals. Then main story is how Chisomo got a new perspective caring for Zuri through day and night that built a bond between her and Zuri. Chisomo says, "survival is a state of mind and fear is life's only true opponent. Only fear can defeat life with the belief, emotions and intention."



INSPIRATION





The story is most of East African people where the woman finds her love and gets a lion and a cheetah to be her friends. The story is mostly focused on the character of the woman and her life. The woman is a strong and brave woman who is not afraid of anything. She is a woman who is a strong and brave woman who is not afraid of anything. She is a woman who is a strong and brave woman who is not afraid of anything.



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