

April 2021

UNITEDWORLD INSTITUTE OF DESIGN



KARNAVATI
UNIVERSITY

UID

Ignite your
ambition

THE EDITORIAL BOARD

Editor:

Lolita Dutta- Associate Director, School of Communication Design & HOD, Visual Communication, UID.

Chitra Unnithan - Senior Manager, Communications, KU & Assistant Professor, USLM

Sub Editor:

Anahita Suri- Assistant Professor, Fashion Design, School of Fashion Design, UID.

Sambit Kumar Pradhan- Assistant Professor, Visual Communication, School of Communication Design, UID.

Editorial Coordinators:

Kishori Dalwadi- Assistant Director, School of Interior & Furniture Design, UID.

Abhineet Kaushik- Assistant Professor, Automobile & Transportation Design, School of Industrial Design, UID.

Aditya Lingam- Assistant Professor, Product Design, School of Industrial Design, UID.

Kumud Kedia- Lecturer, Lifestyle Accessory Design, UID.

Mitali Kapoor- Assistant Professor, School of Fashion Design, UID.

Anjali Nayyar- Assistant Professor, Animation & Motion Graphics, School of Communication Design, UID.

Dr. Vibha Kalaiya- Assistant Professor, Textile & Knitwear Design, School of Fashion Design, UID.

Kiran Jha- Assistant Professor, Foundation, UID.

WHERE DO WE GO FROM HERE?

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

It's a time of loss, despair and uncertainty. Almost anyone and everyone has stories to share. Many are heart rendering, many are frightening while some strive to remain resilient.

Almost every day, a student has a story to share. One can hear the pathos in their voices and feel the loss. I know of people running around for beds in Delhi, only to be turned away, some resulting in total despair. In the midst of this came an initiative from Shri Ritesh Hadda, who has converted space on campus for patients of Covid. Commendable; an act of boosting hope.

As a race we can only try to remain strong, and help in any which way we can. I have sat two entire days on the phone trying to organize food, beds, hospitals, ambulances and oxygen among others. All through a lockdown, where the streets are deserted, not even a dog barks, but the sun beats down. However, we can only do our bit and maybe through this chain of mankind, the situation may improve and the country will regain its freedom from a chaotic virus which wreaks havoc.

Through this month of April, there were many birthdays, of friends and family; including my own, celebrated silently. What made my day special was a box of delicious pastries delivered to me, courtesy my semester 8 students, by courier! What was even more special was a lovely card made by them and posted to me! Nothing could have given me more joy!

Our students in semester 8 are to be lauded for their efforts. An entire cohort will graduate only with online mentoring, and help from our team of dedicated faculty members across all the disciplines of UID. We really should wish them all the success. They deserve it.

Let us join forces to hope for the best for our beautiful country. Months will pass, another year will have gone by. In the words of Simon and Garfunkle, "April come she will...".

Round 2: Live on Rendezvous Website. Theme: 'Create a video of 3 minutes to show the process and styling, without using words or audio'. This was followed by a Q&A with the judge Vaishali Srivastav, Fashion Stylist & Blogger from New Delhi.

Topic- Turning old clothes into new one and creating a complete look.

Concept- We have a good amount of clothes which we don't wear and can't even get out of our wardrobe. I have re-purposed some of my old clothes which I don't wear anymore into something trendier.

In the first look, I have used an old capri, and made a bra top out of it (the remaining part of the capri has been used as a wrap skirt which is detachable and can be attached anywhere you wish.) To add on the look, I have created bell sleeves out of an old top which is also detachable and can be styled in number of ways. This is a Beach Wear Look.

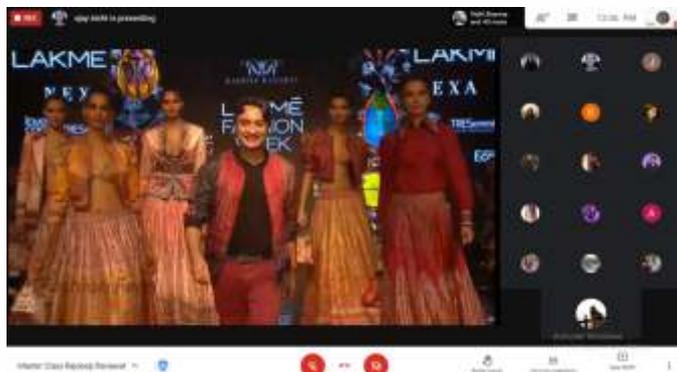
For the second look, I have used a pair of palazzo pants and have worn it in a different manner (making it look like a dress) and have accessorised it with a belt to add glamour. It is more of a night-party look.

In the third look, I have used a tight fitted t-shirt, which I cut from under bust, side seam of sleeves and mid sleeve and attached them again with safety pins (so that I could wear it more comfortably and it looked much cooler). It is more of a sporty and rebellious look.

MASTERCLASS WITH RAJDEEP RANAWAT

By: Ajay Bisht, Assistant Director, School of Fashion Design, UID

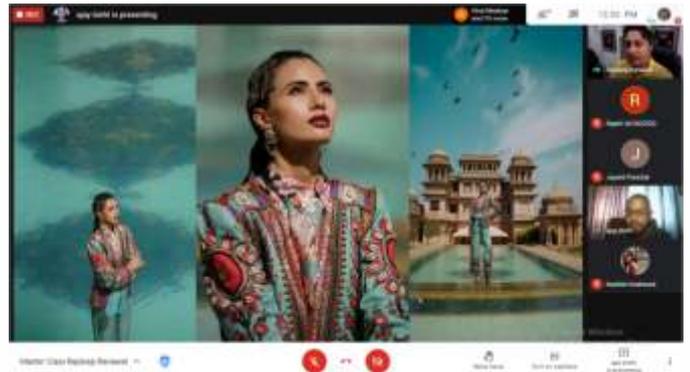
A master class by designer Rajdeep Ranawat was held on 23rd April 2020. Rajdeep is an alumnus of NIFT Delhi 2000. After working with international brands he launched his eponymous label Rajdeep Ranawat in 2004. The label is known for its use of original prints and brilliant brand campaigns. The master class, 'Design Development & Visual Branding', was a talk on the journey of the label from inception and the challenges faced by young designers who plan to start their label.



Screenshot from the session. Picture Credit: Ajay Bisht.

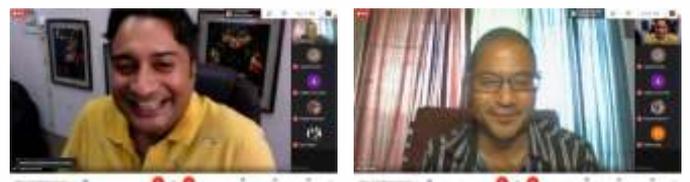
The masterclass started with a video of Rajdeep's Lakme fashion show which was enjoyed by the students. Rajdeep then shared experiences as a student and the challenges he faced with his graduating collection and his experiences while working for various design houses. He spoke about the need for students to understand the workings of the industry before launching their label. He further delved into the challenges faced by a new designer in terms of investment and reach when starting. Giving an example of how he designed ponchos and kaftans so that he didn't have to make many sizes and be stuck with dead stock in the initial phase of the business.

Rajdeep then spoke about his passion for prints and how digital printing technology helped this process as it was a more cost-effective way to go compared to the other ways of printing for smaller quantities. Nature-inspired prints were where he first found his comfort zone and he further spoke about his different design collection which then was inspired by architecture, and different cultures.



Screenshot from the session. Picture Credit: Ajay Bisht.

Rajdeep Ranawat is known for his visual campaigns and he presented the audiences with different campaigns and the inspirations behind them. He took the audience through the challenges faced and the importance of defining a visual identity for a brand. As he went through various campaigns, he also discussed the use of color theory and tone to give the right mood to the pictures. He also spoke about styling and accessorizing the shoots along with the importance of building a team and teamwork in the whole process.



Screenshot from the session. Picture Credit: Ajay Bisht.

On being asked about qualities that an intern or asst. designer should have, he answered that hard work and a keen eye for detail are what he looks for along with speaking about the importance of selecting the right design house by students which aligns with the aesthetic of the student designer.

Before the question-answer session, Rajdeep also touched upon the importance of social media and a website for young labels and how the importance of reaching out to the customer and online sales have increased many folds due to the pandemic.

MID SEMESTER VIRTUAL EXHIBITION BY B. DES-4, SCHOOL OF INTERIOR AND FURNITURE DESIGN

By: Kishori Dalwadi, Assistant Director, School of Interior Design, UID

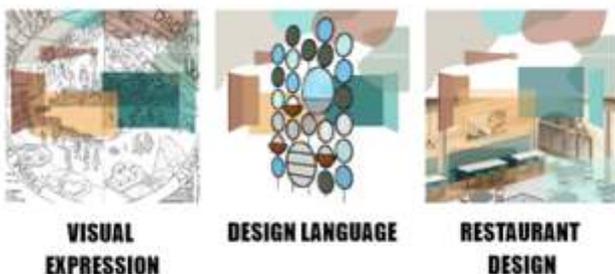
The year 2021 has begun on a challenging note for everyone. The online LMS has been a great platform for discussions, but we have greatly missed our Design Studio wherein we would be surrounded by all our students, the constant chattering and model making and constant conversations around ideas.

The Batch of 2019-2023 has been consistently supporting us on all our mentoring endeavours, notwithstanding the virtual barrier. Overall, this batch of students have shown great resilience, have worked hard and with positive outlooks during what has been a most confusing time for all of them.

As the academic year comes to a close, the students of B.Des SEMESTER 04 of School of Interior and Furniture Design, UID, showcase their work through this virtual exhibition, wherein projects ranging from Visual Expressions, Restaurant Design to the Study of Design Language have been displayed. It is a testament to the students' spirit and motivation during the online sessions. This work embodies the students' best qualities as designers, artists, creative thinkers and scholars.

The whole team of School of Interior and Furniture Design wishes all the students of Semester 04 a huge success as they move ahead to the next academic year.

The work of the students showcased here embodies their best qualities, as designers, artists, creative thinkers and scholars. Please click on the links below to view their work.



BID 404 Visualization and Representation III

VISUAL EXPRESSION

Expressing the ideas, concepts and experience through drawings has been the most challenging part of design representation. An exercise for the same was conducted to put down the series of experiences on paper through the medium of Doodling. It has been an important medium since our childhood to relax, stay focused, grasp new concepts, retain information, think and express. It is considered as a universal magic language where ideas, insights and inspirations are penned down to paper. Students were introduced to an assignment where they were supposed to write down their city's experience based on the sensorial experience and doodle the same to express their perception.



Figure 1: Doodle by Liya Lijo



Figure 2: Doodle by Madhuvanthy B.

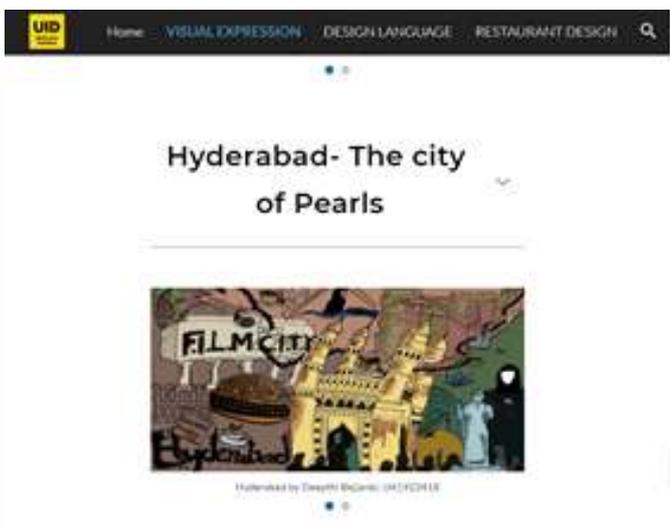


Figure 3: Doodle by Deepthi B.

BID 405 Interior and Furniture Technology II

DESIGN LANGUAGE

How do we read Design? How do we recognize Design? Every product, object or element has a certain doctrine behind its creation. It is imperative that we understand that first, in order to recognize & differentiate between the innumerable varieties available. This particular project was undertaken to develop a style of design language of the students. An initial study of prominent furniture designers was done by a

group of 3 students each, which further evolved to analysis of their inherent style. They were able to understand different methods of furniture exploration, range of materials, use of colours and many such aspects in the approach to furniture design. Based on this analysis & study of design language, the group of students developed 3 interior elements.

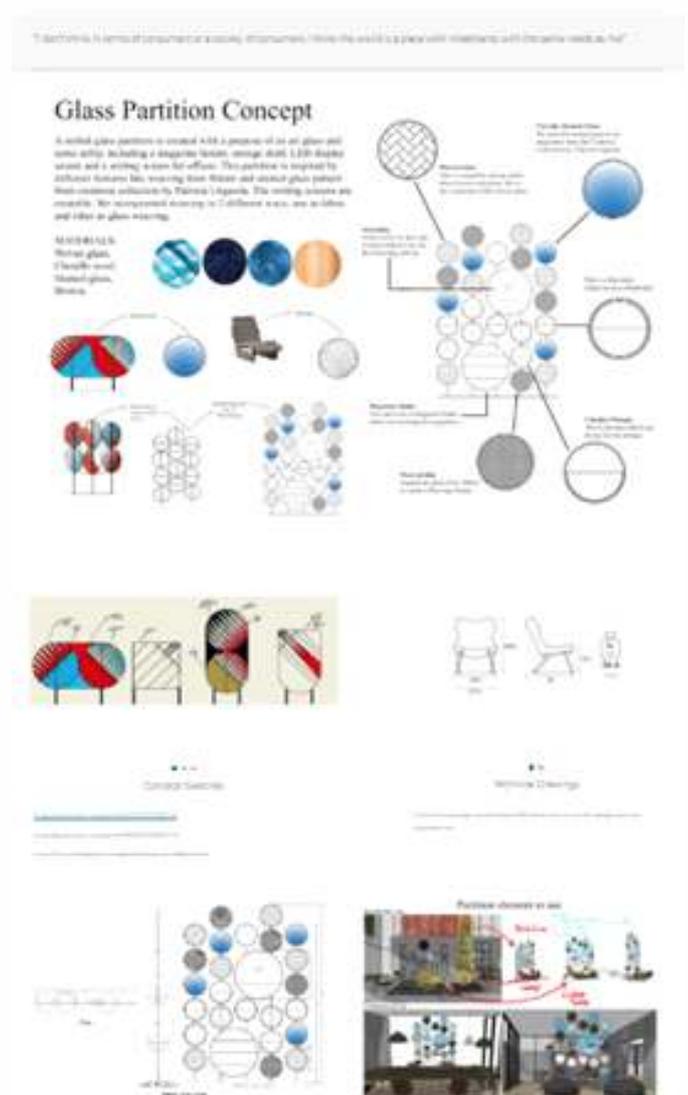


Figure 5: Partition designed by Sneha Hada and Sneha Ostwal

food and drinks, restaurants have, historically fulfilled a human need for connection and social relation. Creating a wholistic experience starting from the category of restaurant, cuisine typology to name, logo and menu design, and of course, the interior ambience and spatial characteristics, is what we have attempted to achieve via this project. The students have undergone an extensive process which includes creating mind maps, to mood boards, perspective sketches, and then finally layouts and detailing to achieve the final outcome.

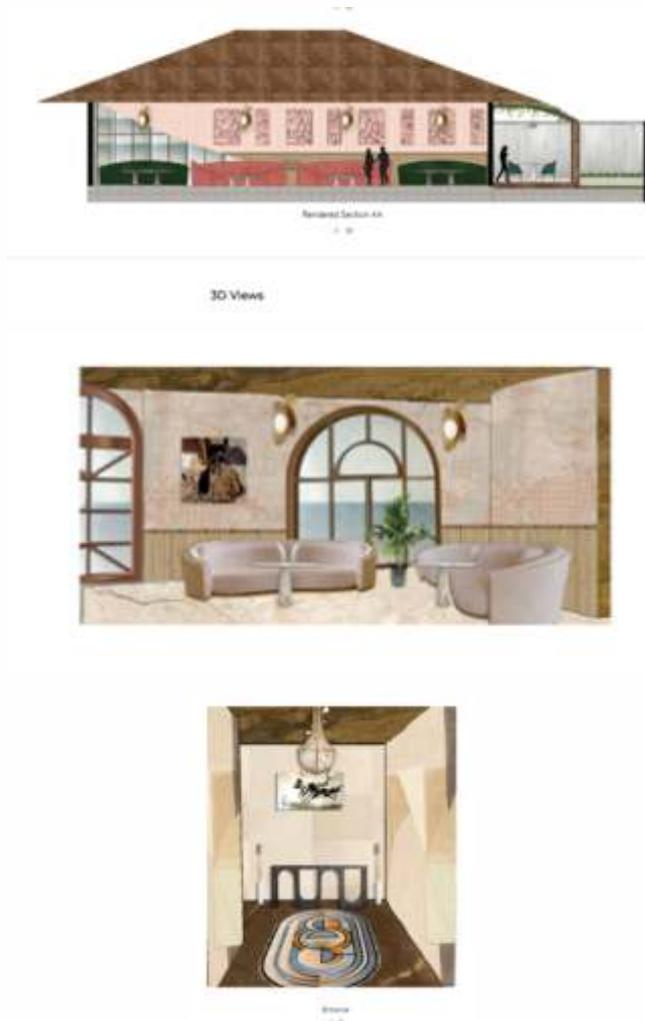


Figure 8: Fine Dining restaurant designed by Priya Jhanwar



Figure 9: Bistro designed by Wamini Patil



Figure 10: Logo and Menu Card design by Wamini Patil

Please visit the link below to view the exhibition:
<https://sites.google.com/karnavatiuniversity.edu.in/bdes-sem-04-exhibition-2021/home>

Team of Faculty members, who has worked tirelessly and often, behind the scenes to provide support:

Ms. Kishori Dalwadi - Assistant Director, Associate Professor, School of Interior Design, UID

Ms. Shweta Tiwari - Assistant Professor, School of Interior Design, UID

Ms. Zankruti Raval - Assistant Professor, School of Interior Design, UID

Ms. Mira Patel - Assistant Professor, School of Interior Design, UID

JOURNEY TO THE INDIA TOY FAIR 2021: OUR TOY STORY



“Play is the only way the highest intelligence of humankind can unfold.”

-Joseph Chilton Pearce

Our Toy story

What is a toy? Is it something to take up the slack of a boring and lonely afternoon or something to have fun with? Do toys really influence kid's education? Something that keeps the child busy and out of the way? Something to fan the spark of creative play? Can toys be a single thing? It's said that children learn by playing, and toys are the instruments that allow them to discover the world they live in. Toys are the journey of any child, her/his childhood, her/his memories.

We realised toys are an instrument which shape any kid's future self by being a part of their childhood. At its most elemental level, the toy has had an umbilical relationship with childhood. Battered or brand new, toys are essential in teaching kids about empathy, creative thinking and also continuing to improve the abilities and skills children need to prepare for life. Our Toy Design journey initiated from here.

We began with one thought: to make an impact through toys, and the rest is our journey of The India Toy Fair 2021- Toy design challenge.

Journey begins

We started off our journey by enlightening ourselves about the indigenous toys of India which are an integral part of India's heritage and culture. Toys have existed in our society from

ancient times and have reflected the culture, society, activities playing an important role in the development of the physique and mind of a kid. India has a rich legacy in toy-making. Historically Indian toys date back to 5000 years. The excavated toys and dolls found in Harappa and Mohenjo-Daro included small carts, dancing women, wheel cart rattle, dice etc.

India has always been rich in culture, history and our strong value system which have been gifted by our ancestors. We speak about our history, which was beautiful, but what about the present?

What's wrong?

1 in 4 teens suffers from depression.

40%: soaring rate of teen suicide.

36.9%: suffering social media addiction.

Numbers are saying it all. We read a lot of statistics. Got into long discussions. It was an emotional ride. Being in our 20's we were able to relate to these numbers. But we were after the answer to, 'How did we get to these dangerously rising numbers?

Then we decided to look back a little to our past, as said, India's rich history. We are born in the land of invincible dynasties, fierce kings, strong freedom fighters, diverse religion, great personalities, which had fought with all odds and always rose as fighters and winners. But now, have we stopped learning or have forgotten to acknowledge our skills and capabilities from the past? When we dived into our true Indian history, we realized that our modern India's hidden roots suggest that our present isn't a radical disjuncture from our past.

Our nation is changing, the global image of India is that of an upcoming and progressive nation. The nation has leaped many boundaries in all sectors- commerce, technology and development and counting, in the recent past. We are moving towards a beautiful prosperous future, but how far can we reach by chopping off our link from roots from history.

**“A nation that forgets its past has no future.”
-Winston Churchill**

Battle arena

We initiated our Toy designing hike with Ahmedabad Design week- Toy design challenge. This was our first time in the battlefield where we wanted to test our idea in which we were working on for months. Results satisfied us, we secured a spot in Top 3. We refined and evolved and then came The India Toy Fair 2021, first ever National fair initiated by our Honorable Prime Minister Shri Narendra Modi and The Ministries Of Government of India, gave us the opportunity to make our mission to revive the richness of our history and of making an impact on our next generation through toy design and to be vocal about local toys. We related with the vision of a new India that will merge the best of traditions with a modern, global outlook.



Navya Shukla
Product Design, Sem-6, UID

The Win

The India Toy Fair 2021 was a huge success with 26,10,106 registrations, 100+ magnificent speakers, 4.2M cumulative visitors, global investors and many more.

It was our honour to be part of this splendid Toy Fair and be able to showcase our design to the highly respectable jury. We were elated and honored to be announced as the Winner of this massive successful Toy Fair 2021. It was a huge honour to receive this recognition. India's local toy and games industry is set to play a crucial role in making India a great export hub for toys. And in the efforts to make India stand out for its rich and multifarious toy production, it's time to team up for Indian toys.

This is the beginning, we will continue this journey and will keep contributing for the betterment of this nation by designing toys and creating memories.



Ruchita Barhate
Product Design, Sem-6, UID

FURNITURE DESIGN: VIRTUAL EXHIBITION OF B.DES, SEM 6, INTERIOR DESIGN

By: Kriti Malkani and Mira Patel, Assistant Professors, School of Interior Design, UID

The students of B.Des. Semester 6, School of Interior and Furniture Design took an initiative to display their Furniture design works in form of a virtual exhibition. The works were part of the Interior and Furniture Technology 4 module guided, ideated and motivated by Mira Patel (Assistant Professor), Kriti Malkani (Assistant Professor), and Hariesh K. Sankaran (Associate Professor and Associate Director), from the Department of Interior and Furniture Technology.

Furniture Design is a specialized field where function and form collide. Students designed furniture elements for kids of age group 0 to 6 years which involved only slit and slot type of joineries and were devoid of any hardware fixtures. They explored various materials and joineries to arrive at interesting furniture elements, made 3D models, videos, and posters explaining the same. The inspirations were either nature based or objects used by kids on a daily basis. Student work involved group projects in a combination of 2 or individual. The designs from the class included a variety of furniture elements ranging from chairs, stools, cradles to storage elements and multifunctional elements as well.

Students Lakshya Verma, Mohit Solanki, Radhika Rathi and Sparsh Tejwani designed the 3D virtual space for the exhibition keeping in mind the transition through every furniture design work of students. Unlike other exhibits, this one was planned keeping the panels angled 45 degrees angle. A gradual walk through the panels gave equal importance to every student work which included furniture design posters and videos explaining the design process to final works.



Fig 1 - The entrance of the Kids Furniture Design Exhibition

The arrangement of grey panels on a grass-like floor is indicative of the clear space demarcations for the path and vertical dividing elements. Intermediate walls were filled with interesting furniture and kids related quotations to make the experience engaging and allow breaks in between. Fig 1 shows the bright poster panels on the entrance of the exhibition, creating the first glimpse into the space. Further, Fig 2 is how the angled panels are arranged in the space, allowing a glimpse of more works in the background, as well as highlighting the works of students in the foreground. Fig 2.1 gives a glimpse of the enlarged views of the poster and video which could be seen in detail by clicking and going into the descriptive details of the same.



Fig 2 - The interior view of panels in the Kids Furniture Design Exhibition

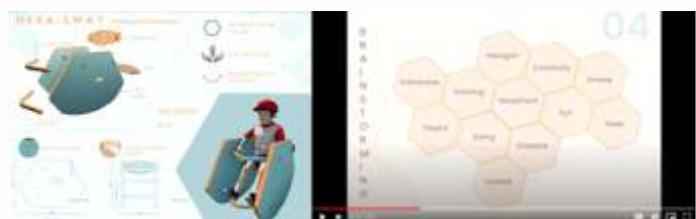


Fig 2.1 - Enlarge view of the poster and video by Rashmi and Amruta as displayed on the panel in Fig 2

The graphics for all posters (Fig 3) were designed by students Radhika Rathi and Tiasha Pal on the theme of kids furniture design. The use of bright colours and contrast along with continuous line graphics indicating a kid sitting on a piece of furniture is the main idea behind making the poster. Also, one of the students, Sparsh Tejwani made sure to check all the write up and get work organized for the 3D modelers to put in the exhibition space.

Thus, the Furniture design exhibition was a result of the efforts put forth by the students with careful consideration of the space dividing elements, walk through and details of works done by every student. The learning not only involved designing for the given module exercise, but also planning the virtual exhibition space and factors associated with it.



Fig 3 - Poster design by Radhika Rathi and Tiasha Pal

HYBRID SPACES: FIRST VIRTUAL EXHIBITION DESIGN BY THE STUDENTS OF INTERIOR DESIGN

By: Kriti Malkani and Mira Patel, Assistant Professors, School of Interior Design, UID

The students of B.Des. Semester 6, School of Interior and Furniture Design took an initiative to display their Hybrid Spaces design works in form of a virtual exhibition. The works were part of the Interior Design Studio 4 module guided, ideated and motivated by Hariesh K. Sankaran (Associate Professor and Associate Director), Kriti Malkani (Assistant Professor), and Mira Patel (Assistant Professor) from the Department of Interior and Furniture Technology.

Hybrid Spaces involve the design of spaces combining multiple activities like Work and Stay, Stay and Study, Study and Work to understand the transition between them set in narratives of the present and of a strategically foresighted future. Students explored varied proposals impacting or impacted by behavior, culture, and business to create unique spaces involving either two or all three of the above-mentioned criteria. Students Amruta Deoda and Ayushi Dhanuka designed the 3D space in such a way that every aspect of the approach is taken care of. The virtual exhibition space was divided into four sub spaces:

- 1) Stay and Study
- 2) Stay and Work
- 3) Work and Study
- 4) Stay, Study and Work

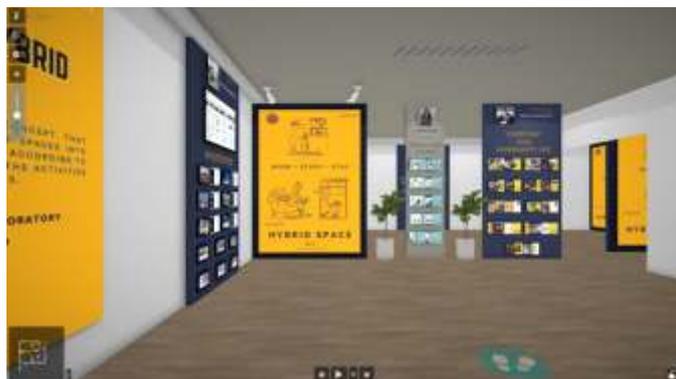
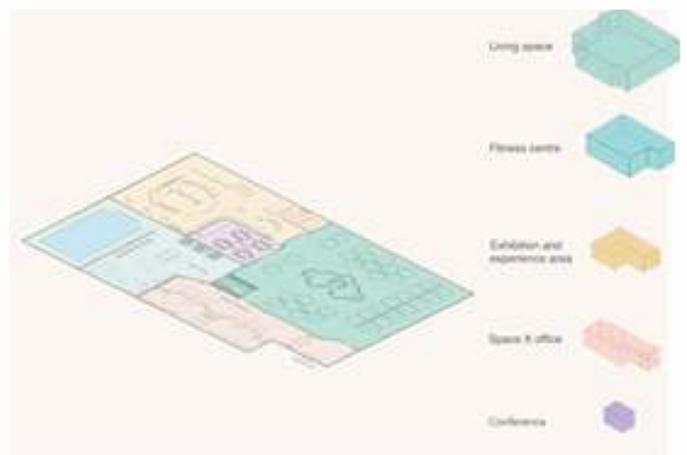


Fig 1 - The entrance of the Hybrid Spaces Exhibition

Panels were arranged to allow full view of work from each student. Each panel was designed considering the display of work that included postcards depicting the space design and videos explaining the processes and ideas. A balanced colour combination was used in the background to justify the work display which included quite a few detailed 3D explorations of spaces and drawings. A guided navigation with some background music was added to make the experience of the exhibition space enjoyable and insightful. Fig 1 shows the view from the entrance of the exhibition offering the first glimpses of students' works. Fig 2 further takes one inside to explore more students works on panels through a guided and organized walk through the exhibition. One of the postcards is shown in Fig 2.1 in an enlarged view to allow understanding of the content in each of such formats displayed on the panels. While Fig 2.2 gives a glimpse of one of the videos displayed on the panel which could be viewed



Fig 2 - The interior view of panels in the Hybrid Spaces Exhibition



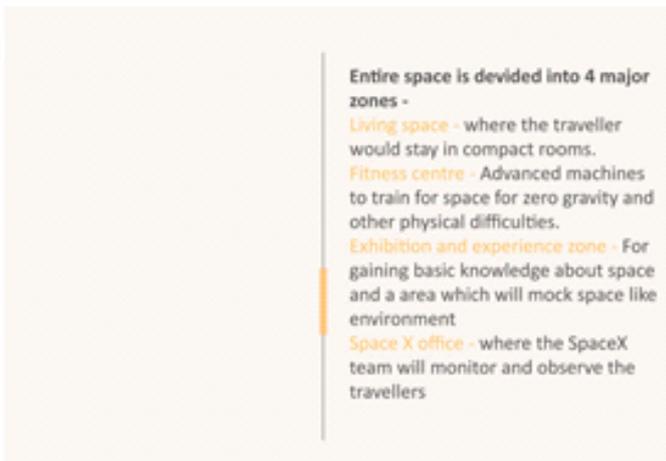


Fig 2.1 - One of the postcards by Kashif Khan (in enlarge view) as displayed on the panel in Fig 2



Fig 3 - Poster design by Rinki Mohnani and Siddhi Jain



Fig 2.2 - One of the video works by Khushnaaz Patel (in enlarged view) as displayed on the panel in Fig 2

Thus, the Hybrid Spaces design exhibition was a result of the efforts put forth by the students with careful consideration of the space dividing elements, walk through and details of works done by every student. The learning not only involved designing for the given module exercise, but also planning the virtual exhibition space and factors associated with it.

The graphics for all posters (Fig 3) were designed by students Rinki Mohnani and Siddhi Jain by taking into consideration the concept of Hybrid Spaces. Intersecting bubbles of activities are quite indicative of the fusion and transition of spaces impacted by behaviour and culture of people. Hybrid spaces are the future of interior design and offer a whole new perspective to approaching space planning with the idea of transitional design narratives. Also, one of the students, Tanya Gehi made sure to check all the write up and get work organized for the 3D modelers to put in the exhibition space.

OCD

By: Kavita Chauhan, Assistant Professor, Lifestyle Accessory Design, UID

Cleaning for me is primary. When in a bad mood- I clean. The sight of the cleaned shelves brings my smile back. Being pregnant taught me, it could be secondary too. I mean I survived without cleaning my shelves or fixing the cushions or say without moving that frame just a tiny bit to bring it back to 90 degrees.



How beautiful are these carvings in the frames but I can't stop looking at the uneven spacing between them, Image credits- Kavita Chauhan

This for me was an entirely new world. A world where I could not bend much nor could I climb up stools to reach things, which is me, generally at least 10 times a day to start with.

Pregnancy taught me to let go. Saying that it did not stop me from trying to catch hold of people who could make the frame straight or just move the doormat to the exact center of the door for me.

I clearly remember the joy my help gave me. She would somehow always put the pillows upside down. I failed to understand how someone could do such a basic thing wrong. But you see the silver lining, I got to do something on my own. How satisfying it used to be to fix the pillows and then resting on them! My OCD at-least got some relief.



Yes I did not spare even my kid's toys. Image credits- Kavita Chauhan

UID STUDENT WINS FASHION INSTA COMPETITION AT IIT DELHI

By: Rashi Jain, B.Des Fashion Design Semester VI, School of Fashion Design, UID

Rendezvous is Asia's largest annual cultural student festival conducted at the Indian Institute of Technology, Delhi. This year it was conducted virtually from 18-21 April.

I, Rashi Jain, student of Sem VI of Fashion Design participated in Fashion Insta Competition by Rendezvous and secured Second Runner Up Position.

Round 1: Theme: 'Style a clothing item over the decades'. Qualification was based on maximum likes and views secured as well as judge's views on the same.

Topic- Styling a blouse over the decades.

Concept- Remember how our grandmothers used to hide their faces in the veil back in 1980's? Blouse was mainly worn with sari back then. In the 2000, we saw our mothers getting rid of the veil, wearing shararas, but with the same blouses! And today, in the 2020, we are wearing mask on the same blouse (maybe bra tops), styling it with coats and blazers. Time has changed, but the concept of the blouse hasn't! (The blouse was designed by me in my 12th grade for farewell.)



Concept, Styling, Modelling By - **Rashi Jain**
Make Up and Photography By - **Rishika Jain**

Round 2: Live on Rendezvous Website. Theme: 'Create a video of 3 minutes to show the process and styling, without using words or audio'. This was followed by a Q&A with the judge Vaishali Srivastav, Fashion Stylist & Blogger from New Delhi.

Topic- Turning old clothes into new one and creating a complete look.

Concept- We have a good amount of clothes which we don't wear and can't even get out of our wardrobe. I have re-purposed some of my old clothes which I don't wear anymore into something trendier.

In the first look, I have used an old capri, and made a bra top out of it (the remaining part of the capri has been used as a wrap skirt which is detachable and can be attached anywhere you wish.) To add on the look, I have created bell sleeves out of an old top which is also detachable and can be styled in number of ways. This is a Beach Wear Look.

For the second look, I have used a pair of palazzo pants and have worn it in a different manner (making it look like a dress) and have accessorised it with a belt to add glamour. It is more of a night-party look.

In the third look, I have used a tight fitted t-shirt, which I cut from under bust, side seam of sleeves and mid sleeve and attached them again with safety pins (so that I could wear it more comfortably and it looked much cooler). It is more of a sporty and rebellious look.



It was an amazing experience including creativity, innovation, fashion and styling. I learnt a lot from it about styling and photography as well as gained confidence. I was honoured with second runner up position.

Ideation, Design, Modelling and Styling By- **Rashi Jain**
Make up & Photography By - **Rishika Jain**

www.karnavatiuniversity.edu.in/uid

Tel: 079 3053 5083, 3053 5084

Dist.Gandhinagar- 382422

907/A, Uvarsad,

karnavati university

