

JULY, 2021

UNITEDWORLD INSTITUTE OF DESIGN



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# New Beginnings

By: Lolita Dutta, Editor, UID Newsletter and Associate Director-Visual Communication, UID

July heralded the rains and with it the feeling of fresh grass and the sprouting of all things new. New beginnings for nature and for our lovely new batch of 2021. Students fresh and eager, waiting on the threshold of new adventures, from the fun filled days of school to the start of their campus days.

For our part, we put on a grand show- UrIDentity 2021. UID invited the “who’s who” of the design profession- nationally and internationally acclaimed academics and designer practitioners. I am sure it was all overwhelming for the students, but they seemed to mark their presence, indicating that although online; they were very much a part of this new culture and they were here to stay.

Beginning with a warm and encouraging welcome by all our directors, and the Vice Chancellor, going on to witness the talks, and demonstrations and presentations of our speakers, it was a highly commendable effort from UID. From Maria Agnesse explaining about the art as well the science of ice cream to supermodel Nayanika Chaterjee highlighting the need of inclusivity in fashion, the plethora of speakers took the center stage across the three days of the event. There was something for everyone, from industrial design, to lifestyle, and communication to interiors and animation; speakers like Satish Gokhle, Revati Kant extolled their visions.

Nobel Peace Laureate Mohamad Younus spoke of responsible design on one end while Padma Shree Dadi Padumjee regaled with storytelling and puppetry. Academicians like Sunand Bhattacharya from the USA and Rebecca Ryder-Caddy from the UK, offered interesting perspectives on design both from the past and leading into the future. Anju Modi, Sandhya Raman and Umang Hutheesing demonstrated the virtue of heritage, craft and performing arts. The presence of animators, industrial designers, communication designers, storytellers, furniture makers and costume designers among others all indicated how design today is a multidisciplinary subject. All we experience in the world surrounding us are witnesses to where we want to and where we can go. The sky’s the limit. Our students learn to excel, to be original, innovative, embrace technology and to be perfect design citizens in a new world.

We learn by listening and then by doing. The Induction program is only the tip of the iceberg, it merely shows us a vast world ahead, but it justifies the immenseness of it at the same time. For our new students this is only the beginning. What lies ahead is an exciting and adventurous path of learning, discovering and innovating! I am reminded of a song by Dua Lipa. Although the song may not be totally in context, the words are.

**“Practice makes perfect  
I am still trying to learn it by  
heart Eat, sleep breathe it  
I got new rules”**

Once again, a warm welcome to all our new students.

# UrIDentity 2021 | Aura of 3-day Induction

By: Urvashi Petkar, M.Des, Sem-1, Interior and experience design, UID

As the name Karnavati itself means explorer, joyful and expert, justifiably we could trace the essence of these aspects in UID, Karnavati University's splendid three days' induction event-UrIDentity 2021. The array of speakers were experts from varied fields. Nationally and globally there was an amalgamation of personalities who had a common motto of guiding students, directing them on their chosen paths, widening their spectrum of thoughts and creativity, to be fearless and leaders of their work. Some speakers delivered the emotions, their experience, their humor, their struggles and battles.

As a student when I recall these words delivered by every expert, despite their journeys being different, their fields, their places and life situations being all different, what remained common was the empathy within them, the fire within which never fizzled regardless of the challenges. They motivated me to believe in our soul, to have faith within, and go along the life journey with gratitude and always possess an absorbent skill to learn.



According to Dr. A K S Suryavanshi, VC, Karnavati University, "KU is unique as it is open to all kinds of unique ideas". Prof. (Dr.) Rajesh S. says- "Everything is design and it starts from your mind. Train your mind to create unique designs". With marvelous humor and enthusiasm for life, Dr Preeti Das quoted, "Keep your humor intact to be a rock star. It encourages creative risk-taking" My personal favorite, fashion designer Anju Modi ma'am shared that, "I dream with my eyes wide open and the root of creativity is not in the brain but in the soul".

# To the New Beginning

By: Vidhee Saxena, Avisha Bapna, Sem 1, M.Des, Interior & Experience Design, UID.

To make students comfortable and know what they will be stepping into as designers, and to get them well acquainted with their respective branches Unitedworld Institute of Design (UID) conducted a virtual induction program named "UrIDentity 2021". The Induction Program was designed to make the newly joined students feel comfortable, sensitize them towards exploring their academic interests and activities. The talks helped to motivate, making them work towards excellence, promoting bonding with peers and towards fostering healthy interactions between teachers and students. In short, it guided towards a broader view of life and building of character.



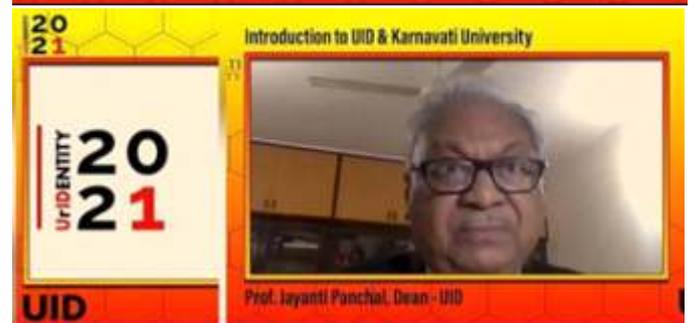
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**“The beautiful thing about learning is that nobody can take it away from you.” B.B. King.**

Starting July 13, 2021 on a fine Tuesday morning, Unitedworld Institute of Design opened its virtual induction program "UrIDentity" with Ganesh and Saraswati Vandanas by two UID students followed by addresses by Prof. Jayanti Panchal, Director - UID, Col. Surojit Bose, Director - Academics Administration and International Collaboration, and Mr. KK Singh, Director - Academics & Administration. They spoke to the students about the idea of design that expects innovation, empathy, observance, being unconventional and how each and every student at UID should take this opportunity and grow towards success.

Further we were honored by the presence of Dr. A K S Suryavanshi, VC, Karnavati University and Prof. (Dr.) Rajesh S, Pro VC, Karnavati University, encouraging students to focus on creating sustainable designs in the near future so that they can bring value to the industry, society and ecosystem.



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Then our “ben-das” Prof. Preeti Das talked about how humor is the key to creativity and encouraged students to always ask questions as it enhances creative thinking. Later Mr Debashish Nayak aka the 'Heritage Man' took us through the enriching journey of Ahmedabad towards becoming India's First UNESCO World Heritage City.



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The most distinguished highlight, honour and privilege for us all was Prof Dr Mohammad Yunus, the 2006 Nobel Peace Prize winner from Bangladesh gracing us with his presence and wisdom. He spoke of the key role designers can play in creating inclusive, socially and environmentally responsible and sustainable design practices and products. His team also informed us about the work that the Yunus Centre does and that KU now has a MoU signed with it, the first for any educational institute in Gujarat.

The Induction programme helped the newly admitted students to inculcate in them the culture of the institution, and get an exposure to a sense of larger purpose. Also to draw their attention towards exploring their academic interests and activities.

# Art of Learning -as it unfolds

By: Shreya Dharao, M.Des-1, School of Interior and Furniture Design, UID

## **“Beginning is the most important part of the work.” -Plato**

It was an incredibly warm welcome to UID and KU through a well set live streaming. The inspiring words of the speakers transformed my anxiety and worry into courage. It made me optimistic enough to face my fears. The three days of induction inspired me greatly to give my best in the days ahead.

All the respected dignitaries including the Deans, Directors and HODs spoke on various topics, but the one that stood out and intrigued me to my core was on the topic "Humour is the Key to Creativity", by Prof. Preeti Das. I awaited her session with immense excitement.



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When Prof. Preeti Das came up on the screen, it was no wonder to me that she was going to blow our minds. I noticed her room which was as expressive and bold as she was! I could instantly connect with her even though we weren't in the same room or the same state for that matter. She walked us through the most glorious sides of humour and helped us understand how "Good humour can work as a social glue", along with which she also acknowledged the darker side of it. She continued, "Humour models curiosity and playfulness, but it can be offensive when we try to break specific boundaries for good."

This got me thinking- we face our society with relentless judgements and stereotypes. That may not always be right. It can also be with some laughter over a cup of tea. The idea that we can break fixed thinking patterns of society with just a little bit of mindful quirky-ness blew my mind.

**"If you want to be successful, you have to take risks, and if you have to take risks, what better companion than humour to take away the stress?"**

"Creativity is intelligence having fun". The induction program at UID made me realise that learning need not only be hard work, it can be the product of both knowledge and joy! All the sessions were a brain booster and made me realise how fortunate I am to be a part of UID.

# Tale Of Our Tale With Umang Hutheesing.

By: Aditi Trivedi & Salony Patel, B. Des Fashion Design Sem V, School of Fashion Design, UID

When asked to write about our experience with Mr. Umang Hutheesing we did not know where to start. We met him at his house for the UR Identity workshop for induction where we assisted him with the presentation for the freshers. Words would be less to describe on how honoured we were to have met someone as great as Umang Sir. He not only stands as a great designer, with his beyond royal aesthetics, but he also holds a persona like no other. With the short time that we spent with him we realized that beyond his professional life he is just a simple man with simple ethics who holds mountains of knowledge from which he handed us down a rock of wisdom. With his unique perceptive and distinct philosophical flair to things, he did not only have us captivated but also had us in a constant awe.

The concept that we worked with was The Tale of the three Cities which included Florence, Venice and Ahmedabad. The idea was to express the design legacy that these cities have been holding since past many centuries and how they will continue to do so in the future. He himself stands as person with a profound family legacy when it comes to design-from the Hutheesing Temple to Designing the interiors of the Osborne House. Our discussion on the topic was not only extremely knowledgeable and in depth, but also gave us a new perspective towards how we

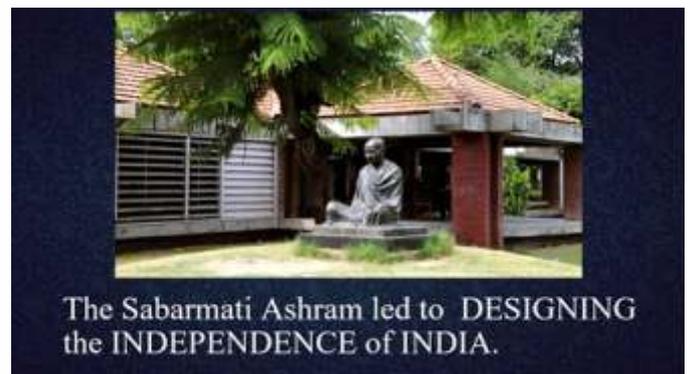
perceive design as a whole. It ended up in broadening our horizons of understanding and appreciating the land we live on.

Making of this presentation definitely stood as challenge for us as, but with his great guidance and inputs on our work we managed to do justice to the legacy of design and his vision. With the vision that he communicated, he not only made the young generation aware about the legacies that they are withholding, but also incepted the power of design with which we hold the potential to make a change in the world and mould the mind sets of the generations to come. One of the things that imprinted in our minds was when he said, "To Impress is Easy, but to Incept is Difficult." He is a man with visions. Not only he wants to change the mind-set of upcoming young designers but also wants to continue the legacy of design. Umang Sir is an inspiration to us on how we can become a powerful voice in the crowded streets of today.

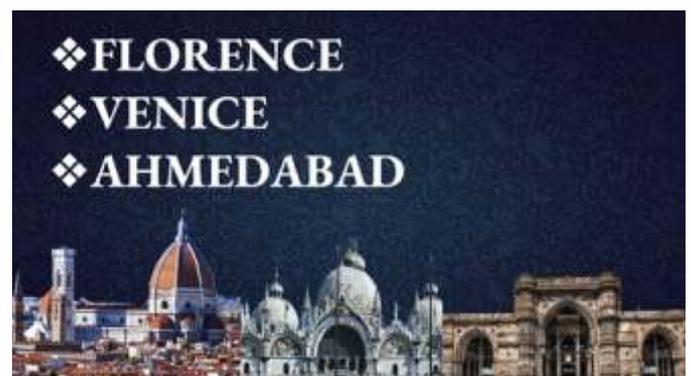
We took this opportunity hands on and we could not be more grateful that we had the honour to know a personality like him and had a chance to learn so much from him.



Aditi and Salony with Mr. Umang Hutheesing at his residence. Picture Credits: Salony Patel.



Screenshot from the presentation. Picture Credits: Salony Patel.



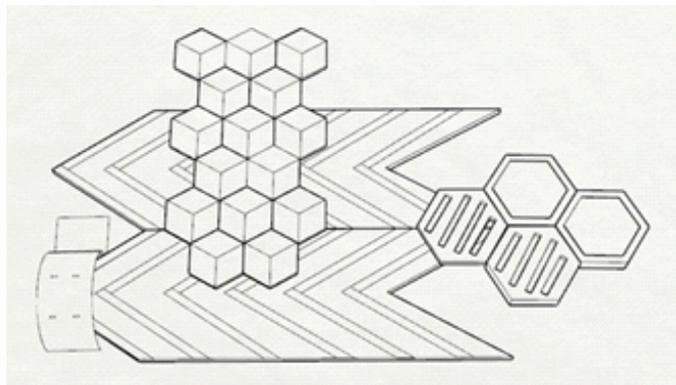
Screenshot from the presentation. Picture Credits: Salony Patel.

# Terracotta Accessory Organizer

By: Aanya Singhal, B. Des Lifestyle Accessory Design, Semester V, UID

I have designed an accessory organiser made out of terracotta clay which can be used as a display as well. The inspiration has been taken from mosaic tiles and geometric shapes to give a contemporary look and a minimalistic feel. As all the slabs are made as separates and can be arranged differently to suit different spaces and will give a new look every time.

This product can be used by both genders to keep their daily wear accessories and other items like watches, rings, pens, keys, etc. It can be displayed on the dressing table, bathrooms and even be used as a showcase. There is room for two to three pairs in case the user rotates its accessories. On some days a certain pair of accessories can be worn and the other can be placed there and vice versa. It is a product that is simple to use and will increase the aesthetics of the space wherever it's placed.



Drawing of the concept; image credits-Aanya Singhal



Accessory organiser made with terracotta; Image credits-Aanya Singhal

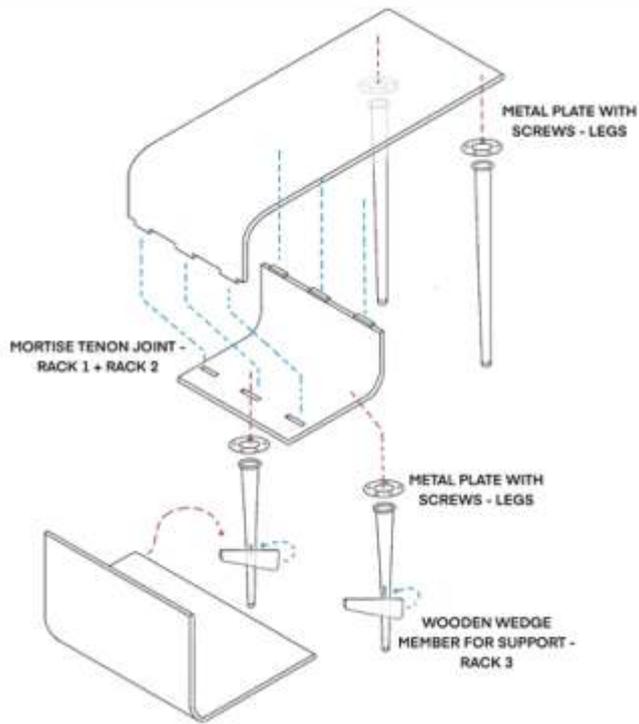


Accessory organiser made with terracotta displayed with all accessories kept; Image credits-Aanya Singhal

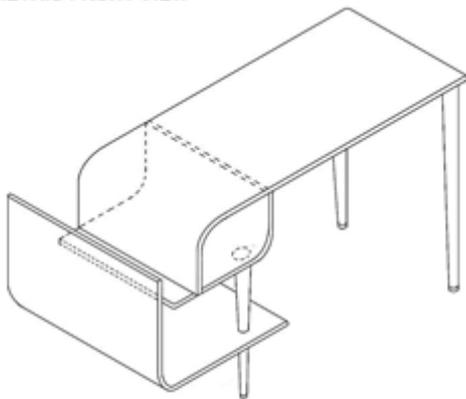


### III. Implementation

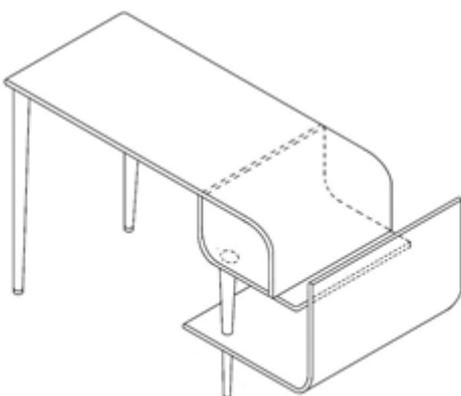
#### Exploded Isometric View



ISOMETRIC FRONT VIEW



ISOMETRIC BACK VIEW



#### Assembly Guideline

## ASSEMBLY

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**1**

Attach Rack 1 and Rack 2 by matching the positive and negative projections of wood.

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**2**

Slide the metal plate through the leg and screw it to Rack 1 using a screwdriver

## GUIDELINE

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**3**

Attach remaining 2 legs following step 2. Slide Rack 3 through the legs until it is sturdy.

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**4**

Insert the wooden wedges through the slit on the legs attached to Rack 2 and hammer the finishing nails gently.

Prototype in scale 1:4

The materials used are 2mm cardboard, bamboo sticks, white chart paper, glue, scale and paper cutter.



# Inclusivity & Diversity In Fashion

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

Nayanika Chatterjee- India's first and longest working supermodel, grooming expert and entrepreneur- was a guest speaker on the 3rd day of the Induction programme Ur Identity 2021 at UID.

Nayanika started her modelling career in 1988 after graduating from National Institute of Design. Her first big break came in the form of recognition by international designer Pierre Cardin as his show stopper in his debut show in India in 1989. Since then, Nayanika has not only ruled the ramp, she has also mentored and groomed some of the finest Miss India contestants who have represented and won accolades for India, namely Aishwariya Rai and Priyanka Chopra among others.

In this session, Nayanika spoke about her journey and how the industry has grown and changed in the last 3 decades. Her rise in fashion coincided with the rise of black models abroad namely Naomi Campbell and Tyra Banks, which gave Nayanika an edge in fashion. However, she mentioned that advertising campaigns for the masses were still the prerogative of fair skinned models. She spoke about how colour bias and body shaming were and are still a part of the fashion industry but has hope that things will and are changing gradually.

Nayanika spoke about inclusivity and how Indian designers and FDCI are now actively working towards having a diverse model pool of not only all skin types but also the growing acceptance of larger sized and sexually diverse models in fashion shows and print campaigns.

The conversation then veered towards the student designers and her advice to them was to be authentic and original in their work, to delve into our own rich heritage of craft and fabric as we as a country have so much to offer to the world. She also spoke about the importance of hard work and professionalism which she understands are the cornerstone of any successful career.

The audience was treated to two videos of her work, a collection of her walking the ramp from the 1990s to the present and another of her print campaigns and magazine covers through the decades giving the students an idea of the tremendous experience from which she is speaking.

Furthermore, Nayanika spoke about her new venture called 'INDIYA by Nayanika' - an attempt to help craftsmen during lockdown which has now developed into a full-fledged business model with international designer Bibi Russel as an advisor to her.

The interaction ended with Nayanika wishing the students the best in their journey at UID and hoped to see some amazing talent emerge from the new batch of 2021-2025.



Poster for the event. Picture Credit: Ajay Bisht.

# Getting to Start the Conversation | AMG Orientation 2021

By: Dr Sudhanya Mukherjee, Professor, Animation and Motion Graphics, UID



Invite for the AMG Induction

**“A lot of the time in animation is spent getting the story right- that’s something you can’t rush.”**

– Jennifer Yuh Nelson; director and storyboard artist, Kung Fu Panda and Madagascar films.

In this pandemic time, given the near paradigm shift in teaching and learning experience, it was a daunting task to address the students, the Gen Z especially, as we started a new semester. But we did it with a great aplomb on 5 July, welcoming our 3rd, 5th and 7th semester students of Animation and Motion Graphics (AMG) back for a new start for 'Getting to start the Conversation', the theme of the Induction 2021 for AMG. The effort through-out was to 'get the story right', set the house in order, accept the new normal and try to get back the hope and magic that constitutes the world of Animation. Animators weave their own stories, construct their own worlds, characters, locales, sets, rain and shine, drought and storm. The world of storytelling and content along with the latest technologies of AR,VR, Special Effects and even AI help them create that moment of epiphany.



Artwork by Abishek Padmanaban, B.Des, Sem 8



Artwork by Mazhar Kothari, B.Des, Sem 8

We started with magic too! First the faculty members introduced themselves, then each of the batches presented their own showreels- compilation of the entire previous semester's works. From character design, story- boarding, illustration, motion graphics, experimental animation, 2D -3D explorations to all kinds of audio visual story- telling et al. It was a fantastic experience for the students to showcase their works, claim ownership and take pride. After all it is our work that defines our purpose, our identity, across the spectrum, both as mentors and students. It was an emotional start, a magical moment, an effort of 'getting the story right' , of the Animation and Motion Graphics Department of UID.

# Toyniture: Dice Game Of Mental Maths

By: Vidhi Puglia, B.Des, Semester-6, School of Interior & Furniture Design

**Mentors:** Mira Patel, Kriti Malkani, School of Interior Design

This is a children's stool and toy designed for kindergarteners to sit, learn, play and by flipping the seating cushion it becomes a notepad; not a single screw, nail or other connecting material incorporated.



## Component Parts



## HOW TO PLAY?

Player has to get 6 on dice to start.

**STEP 1:** In each turn, the player climbs up towards the shape with the player identity according to the number they get on the dice.

**STEP 2:** On every even number on the dice they climb up towards the shape. In the first turn if they get 6 on dice the player identity moves to number 6.

**STEP 3:** In the second turn if they get 3 which is an odd number. They climb down so they learn addition and subtraction; even and odd numbers.

**STEP 4:** When they reach the top i.e. number 10, the player identity receives a shape which is detachable. One who has the most number of shapes wins.



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